

Second Global NCD Alliance Forum 2017

Stepping up the pace on NCDs: making 2018 count

9-11 DECEMBER 2017

Sharjah, United Arab Emirates (UAE)



Post-Forum Report GRANT REPORT

NCD Alliance grant report for Friends of Cancer Patients (FoCP) and Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, Founder and Royal Patron of FoCP, International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC), International Ambassador for Childhood Cancer for UICC and Patron of the Global NCD Alliance Forum



NCD Alliance



أصدقاء مرضى السرطان
Friends Of Cancer Patients
United Arab Emirates الإمارات العربية المتحدة

Global NCD Alliance Forum 2017

Stepping up the pace on NCDs: making 2018 count

Post-Forum Report **GRANT REPORT**

9-11 December 2017

*Al Jawaher Reception & Convention Centre,
Sharjah, United Arab Emirates*



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 The #HAPPNESS!
 #BeatNCDs
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 #NCDPAE2030

Who said Alcohol is FUN?

life is why

TOGETHER WE CAN BE THE CHANGE

Put Children First

Raise your voice!!

We need strong CSOs engagements

no child should die because of NCDs...

PUT PEOPLE FIRST!

Believe in HOPE fight for your survival!

اهموا حجاب اليوم لا نقاد المستقبل

تظفوننا ...
 هرفنا ...
 لفة و البرارة ...



ITETERD INAGU ORGANIZATION



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EXECUTIVE SUMMARY



The NCD Alliance, in partnership with local host organization, Friends of Cancer Patients (FoCP), convened the second Global NCD Alliance Forum on the theme of *Stepping up the pace on NCDs: making 2018 count* from the 9th-11th December 2017 in Sharjah, United Arab Emirates (UAE), under the patronage of Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, Founder and Royal Patron of FoCP, International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC) and International Ambassador for Childhood Cancer for UICC.

The Global NCD Alliance Forum 2017 brought together 350 delegates from the NCD movement from 68 countries. The Forum convened NCD leaders and champions from around the globe to mobilise the NCD community and facilitate advocacy campaign planning

towards the 2018 UN High Level Meeting on NCDs (UN HLM). The Forum built consensus on advocacy priorities for the UN HLM and furthered the 2015 Sharjah Declaration on NCDs by building capacity to advocate for change and fostering partnerships across the civil society network of national and regional NCD alliances and with stakeholders across sustainable development. The Forum mobilized the NCD community and promoted and included youth and people living with NCDs with the aim of amplifying the voices of the next generation and those affected by NCDs.

The opening ceremony of the second Global NCD Alliance Forum was addressed by His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, who highlighted the growing impact of NCDs, the critical





role of Forum attendees in accelerating action and the continued commitment of the Emirate of Sharjah in the furthering the NCD movement at the global level through initiatives like the Sharjah Laboratory at the Francis Crick Institute in London.

The Global NCD Alliance Forum was highly appreciated with over 94% of Forum delegates rating their overall experience at the Forum as outstanding or very good. The Global NCD Alliance Forum offered a rich programme across high level plenaries and 15 workshops that highlighted the importance of focusing national and regional advocacy efforts on the 2018 UN High-level Meeting, taking account of government action, intensifying meaningful engagement of key stakeholders like youth and people living with NCDs and breaking silos to build synergies with areas beyond health. The Forum shared and refined NCD

Alliance’s draft campaign priorities towards the 2018 UN High-level Meeting, launched the Advocacy Agenda of People Living with NCDs and highlighted the contributions of civil society in the NCD Civil Society Atlas: National and Regional NCD Alliance in Action.

At the closing ceremony, the Patron of the Forum, Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, Founder and Royal Patron of FoCP, International Ambassador of the World Cancer Declaration for UICC and International Ambassador for Childhood Cancer for the UICC presented four NCD alliances with the *Sharjah Awards for Excellence in NCD Civil Society Action* across four categories awareness, accountability, advocacy and access.



OVERVIEW

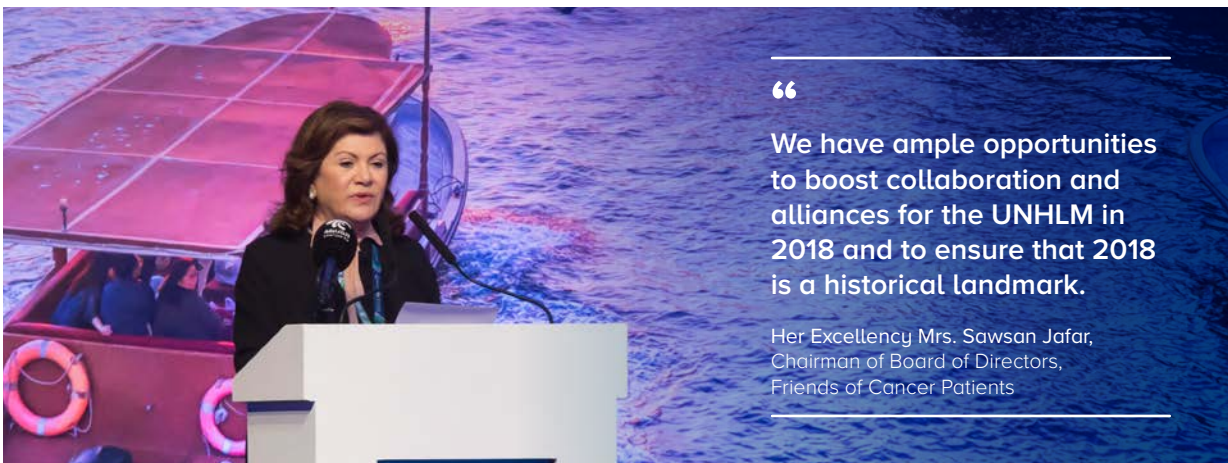
The second Global NCD Alliance Forum was conceived as a prime opportunity to unite and mobilise NCD civil society and build links with key health and development stakeholders ahead of the 2018 UN High-level Meeting on NCDs. The Forum sought to provide a safe space to homogenize knowledge regarding the global policy response to NCDs, build civil society capacity for NCD advocacy and serve as a platform to spark and sustain action to drive national and regional progress on NCD prevention and control.

The Global NCD Alliance Forum 2017 aimed to:

- Further the Sharjah Declaration by facilitating advocacy campaign planning towards the 2018 UN HLM;
- Convene the civil society network of national/regional NCD alliances to share experiences, lessons learnt and connect with key stakeholders across sustainable development;
- Promote the engagement of people living with NCDs and youth in the NCD movement, including through launching the Advocacy Agenda of People Living with NCDs;
- Strengthen the capacity of the network of national/regional NCD alliances, including in areas such as coalition building, sustainability and issue specific advocacy;
- Build consensus on advocacy priorities for 2018 UN High Level Meeting (HLM) on NCDs.

The Forum was timed to take advantage of the political momentum created by the WHO Global Conference on NCDs in Montevideo in October 2017 as well as strategic action imperative ahead of the 2018 UN High-level Meetings on NCDs. The Forum focused on three key areas under the banner theme of *Stepping up the pace on NCDs: making 2018 count*:

- Advocating for NCD prevention and control
- Breaking down silos and building synergies in the SDG era
- Sharing tools and strategies for NCD advocacy and mobilization



“

We have ample opportunities to boost collaboration and alliances for the UNHLM in 2018 and to ensure that 2018 is a historical landmark.

Her Excellency Mrs. Sawsan Jafar,
Chairman of Board of Directors,
Friends of Cancer Patients

ORGANISATION

The Forum was organised as a collaborative effort between the NCD Alliance (NCDA) and FoCP with NCDA as the lead host organisation and FoCP as the local host organisation. A Forum planning committee was convened to offer high-level strategic advice on the planning and follow-up to the Forum and guide the entire planning cycle of the Forum programme. Planning committee members were charged with:

- Providing high-level strategic advice to the NCDA team on the planning of the 2017 Global NCD Alliance Forum;
- Providing input into the Forum invitation strategy, programme and content to ensure maximum impact for national/regional NCD alliances and other Forum participants;
- Assisting with identifying suitable Forum speakers;
- Identifying opportunities to maximize the launch of the Advocacy Agenda of People Living with NCDs; the meaningful involvement of youth and people living with NCDs; and to stimulate networking among participants during the Forum;
- Supporting the promotion and dissemination of information on the Forum and its outcomes within their networks.

Planning committee members included representatives from the NCD Alliance Board of Directors, NCDA and FoCP leadership, voices of regional and national NCD alliances, youth and people living with NCDs and experts in various areas of the UN Sustainable Development Goals.

Planning committee members

HE Mrs. Sawsan Jafar

Chairman of Board of Directors, Friends of Cancer Patients

Sir George Alleyne

Director Emeritus, PAHO, Board Member, NCD Alliance

Sir Trevor Hassell

President, Healthy Caribbean Coalition

Mr. Jose Luis Castro

President of the Board, NCD Alliance, Executive Director, The International Union Against TB and Lung Disease

Dr. Khaled Al Saleh

General Secretary, Gulf Federation for Cancer Control

Dr. Monika Arora

Governing Board Member, Healthy India Alliance and Executive Director, HRIDAY

Ms. Marie Hauerslev

Vice-President for External Affairs, International Federation of Medical Students' Associations

Dr. Jon Klein

Executive Director, NCD Child

Ms. Abish Romero

Member of NCDA's Our Views, Our Voices Global Advisory Committee and National Advisor on Health Systems and Services, PAHO

Professor Gerald Yonga

Chair, East Africa NCD Alliance, Board member, NCD Alliance

Dr. Sawsan Al Madhi

Director General, Friends of Cancer Patients

Ms. Katie Dain

CEO, NCD Alliance

DELEGATES



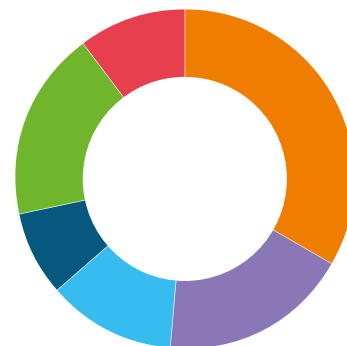
The Global NCD Alliance Forum 2017 was attended by invitation only and convened **350 delegates from 68 countries**, including a diverse representation of NCD, health and development civil society, leading experts and academics as well as the significant representation of youth and people living with NCDs. Specifically:

- Representatives of 49 national and regional NCD Alliances
- Global health and development stakeholders:
 - Representatives from international CSOs with broad network reach to encourage the development of new networks and connections within and beyond NCDs
 - Representatives from multilateral organisations such as WHO and UNIATF
 - Recognized leading NCD experts and champions.
 - Government representatives from the region, such as staff from UAE Health Authority
 - Local civil society representatives
- People living with NCDs
- Youth advocates
- Representatives from NCD Alliance supporters (CSOs and the private sector)
- NCD Alliance staff and board representatives
- FoCP staff and FoCP board representatives



- Youth and People living with NCDs
- FoCP and local stakeholders
- NCD Alliance
- National and Regional Alliances
- Global health and development stakeholders
- NCD Alliance Supporters Consultation Group

Figure 1: Distribution of Global NCD Alliance Forum 2017 delegates



- African Region
- South-east Asian Region
- European Region
- Eastern Mediterranean Region
- The Americas
- Western Pacific Region

Figure 2: Regional distribution of national and regional NCD Alliances at the Forum

ENGAGEMENT OF YOUTH AND PEOPLE LIVING WITH NCDs

One of the main objectives of the second Global NCD Alliance Forum was to ensure the meaningful and active engagement of people living with NCDs and youth. The voices of young people and people most affected by NCDs are powerful elements that humanize the NCD movement and make a strong case for prevention, treatment and care. The Forum aimed for youth and people living with NCDs to account for 10% of Forum delegates in an effort to strengthen the involvement of these key voices in the Forum programme and beyond. The active engagement of these key two constituencies was highly appreciated at the Forum. Several delegates pointed to the engagement of youth and people living with NCDs as a highlight of the Forum experience or as something they intended to do more at the national level of as result of the Forum.

“

We need to put the voices of people living with NCDs at the centre of everything we do.

Ms Anne Lise Ryel, Secretary General, Norwegian Cancer Society

People living with NCDs

Fifteen people living with NCDs participated in the Forum and saw the launch of the Advocacy Agenda of People Living with NCDs (see Annex), sharing their experiences at various sessions and workshops, including the Opening Plenary, Plenary One, Plenary Three and a workshop on ‘Promoting the Meaningful Involvement of People Living With NCDs’.

Youth Pre-Forum Workshop

22 outstanding youth advocates were recruited to participate and speak at the Forum. The youth delegates also participated in a youth pre-Forum workshop led by NCD Child, alongside representatives from NCDFREE, IFMSA, the United Nations Major Group for Children and Youth. The two-day workshop, which provided a safe space for the youth to deliberate and discuss their advocacy priorities and develop skills for advocacy, culminated in a Youth Call to Action (see Annex) outlining guiding priorities ahead of the 2018 UNHLM.

“

Young people are not only the leaders of tomorrow, but of today.

Ms Katie Dain, CEO, NCD Alliance



FORUM EXPERIENCES

The second Global NCD Alliance Forum was very well received with 94% of the Forum delegates rating their overall experience as outstanding or very good. Content, networking and capacity development were indicated as some of the main reasons to attend the second edition of the Forum. Individual aspects of Forum organisation were also rated highly.

The overall organization of the Forum was highly rated by delegates. Individual aspects of Forum organization were also highly rated, such as: staff support (65% rated as excellent); Forum venue (53% rated as excellent); networking opportunities (62% rated as excellent); social events and gala dinner (63% rated as excellent). Aspects such as Forum publications and Forum communications were also highly rated.

When asked in an open question about what delegates found most useful about the Global NCD Alliance Forum, a majority of

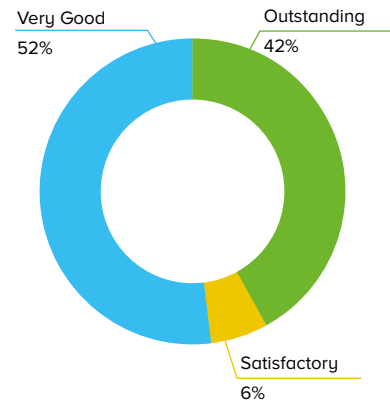


Figure 3: Delegates rate their overall Forum experience

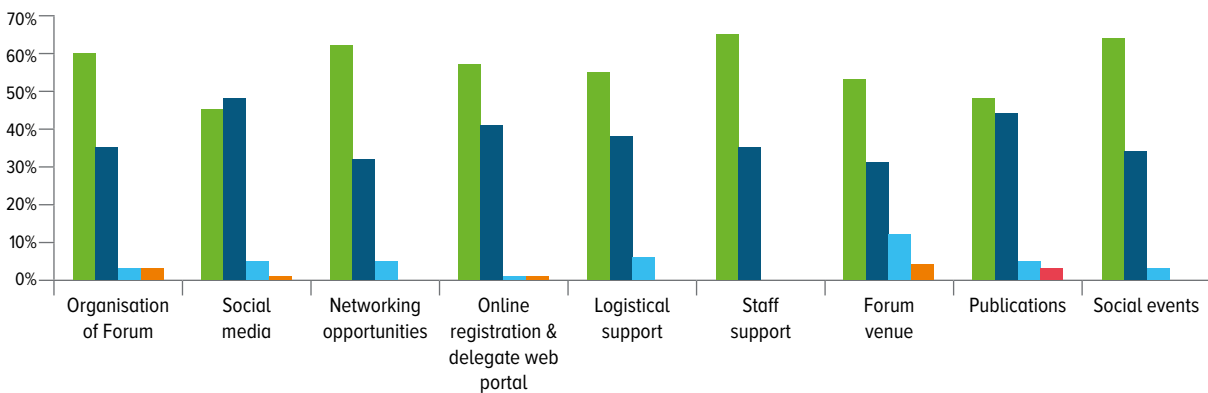


Figure 4: Average ratings of different aspects of the Global Forum.

Ratings were given on a scale of 1 to 5, where

- Excellent = 5
- Good = 4
- Average = 3
- Poor = 2
- Very poor = 1

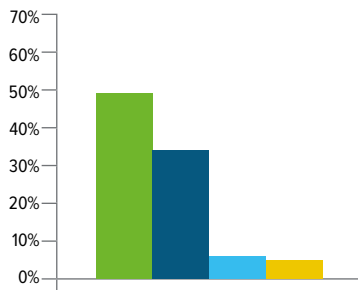
the delegates mentioned the workshop sessions as they provided large scope for focused interaction and networking. Delegates also mentioned that the plenary sessions were very useful as provided the foundation for discussions through the day. Several delegates highlighted the engagement of youth and people living with NCDs an important aspect of the Forum. Delegates mentioned that the advocacy planning session and presentations on the 2018 UNHLM processes were key elements to strategise on regional and country-level advocacy ahead of the meeting. Finally, the delegates found the overall networking opportunities throughout the Forum very useful. Some delegates suggested having more focus on topics like NCD research, resource mobilization in subsequent editions of the Forum along with more participation of policymakers and a broader range of stakeholders beyond the NCD spectrum.

PROGRAMME

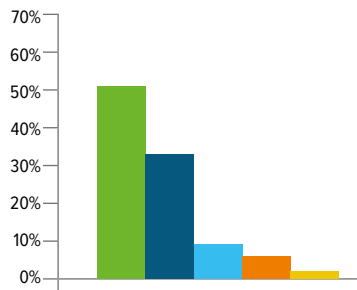


The Forum’s programme was structured to allow space for civil society to undertake strategic advocacy planning ahead of the 2018 UNHLM on NCDs combined with recognized experts commenting on evolving priorities of the NCD movement, the interaction with the sustainable development agenda and promoting active discussions and good practice exchanges between delegates throughout the Forum.

PRE-FORUM
Advocacy Planning Meetings



OPENING CEREMONY



OPENING PLENARY

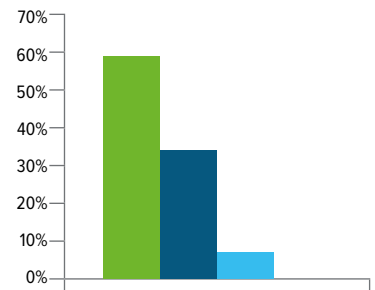


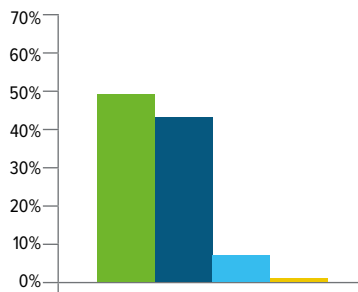
Figure 5: Average ratings of the different Global NCD Alliance Forum sessions.

Ratings were given on a scale of 1 to 5, where

- Excellent = 5
- Good = 4
- Average = 3
- Poor = 2
- Very poor = 1
- N/A

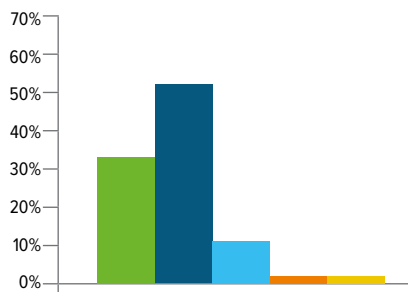
PLENARY ONE

Uniting the NCD Movement for 2018: Framing the Narrative, Advocating for Action and Amplifying Voices



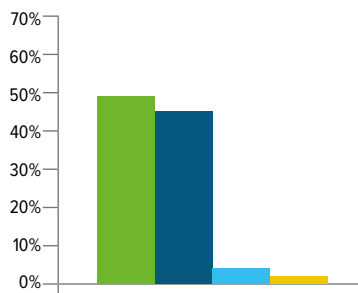
PLENARY TWO

Breaking Down Silos, Building Synergies in the 2030 Sustainable Development Agenda



PLENARY THREE

Growing the Movement: Equipping Civil Society to Fulfil its Roles in the NCD Response



CLOSING CEREMONY

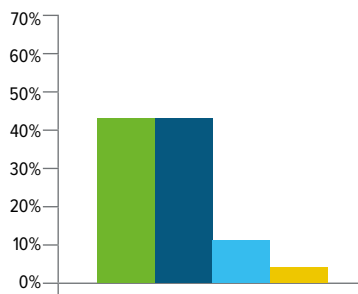


Figure 5: Average ratings of the different Global NCD Alliance Forum sessions.

Ratings were given on a scale of 1 to 5, where

- Excellent = 5
- Good = 4
- Average = 3
- Poor = 2
- Very poor = 1
- N/A



“

People thought that the last Forum is where speeches were given, notes were taken and then put in drawers and forgotten. But since then, Her Highness [Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, Founder and Royal Patron of Friends of Cancer Patients, and International Ambassador for Childhood Cancer for the Union for International Cancer Control] has been working actively to ensure achievements against the recommendations in the Sharjah Declaration.

His Highness Sheikh Dr Sultan Bin Muhammad Al Qasimi,
Member of the Supreme Council and Ruler of Sharjah,
United Arab Emirates



OPENING CEREMONY

The Opening Ceremony positioned the Global NCD Alliance Forum in its wider context, building on the commitment and aspiration set out in the Sharjah Declaration of 2015, and providing an important opportunity to collaborate ahead of the United Nations High-level Meeting (UNHLM), to be held in 2018.

His Highness Sheikh Dr. Sultan Bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, United Arab Emirates graced the Opening Ceremony of the second Global NCD Alliance Forum held on December 9, 2017. His Highness reaffirmed Sharjah's strong commitment to the prevention and control of NCDs by highlighting critical investments in NCD research such as the opening of The Sharjah Lab at the Francis Crick Institute in London.

His Highness also introduced a video showcasing the inspirational leadership and initiative of Patron of the Global NCD Alliance Forum, Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, Founder and Royal Patron of Friends of Cancer Patients, and International Ambassador for Childhood Cancer for the Union for International Cancer Control, in tackling cancer and NCDs in Sharjah and globally.

Her Excellency Mrs Sawsan Jafar, Chairman of the Board of Directors of Friends of Cancer Patients - local host organization of the Global NCD Alliance Forum, welcomed delegates to the Forum, recognizing the meeting as a significant way forward from the Sharjah Declaration on NCDs, an outcome of the Forum in 2015.

Mr José Luis Castro, President, NCD Alliance and Executive Director, International Union Against Tuberculosis and Lung Disease, thanked Their Highnesses for their guidance and support and called on delegates to use the 'safe space' provided by the Forum to share their ideas and experiences, and for civil society to use the learning from the Forum to advocate more effectively for political leadership, action and accountability at the 2018 UNHLM on NCDs and beyond.

“

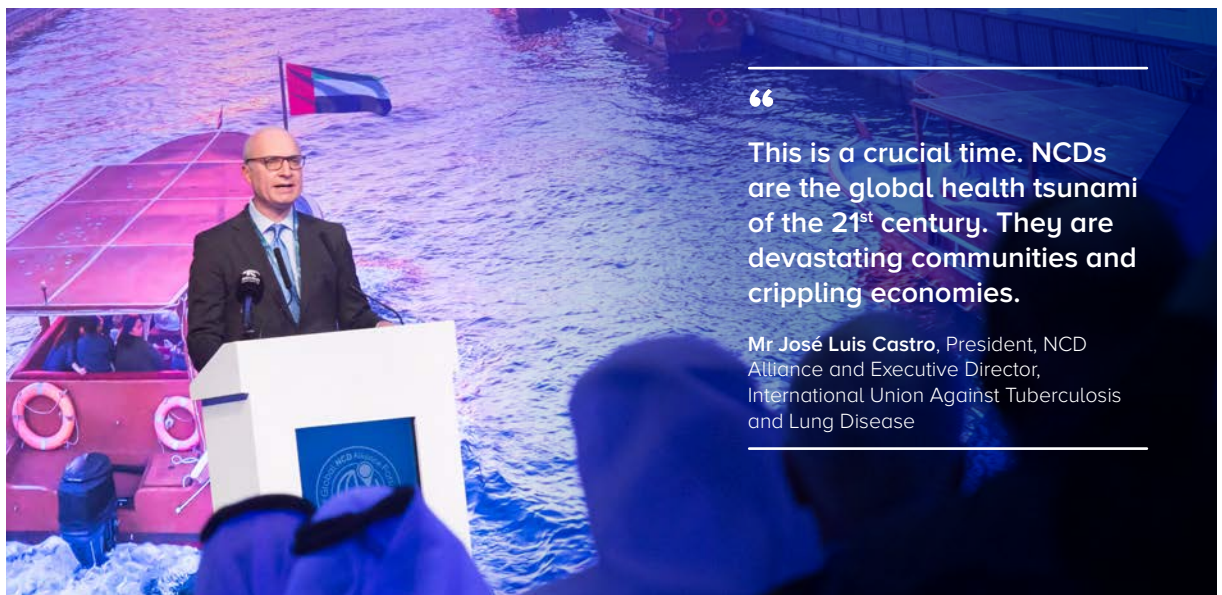
Many impoverished areas of the world cannot do research or provide good care. This is our responsibility, and you are the guiding light.

His Highness Sheikh Dr Sultan Bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, United Arab Emirates

“

In Sharjah we have made concerted efforts to inspire hope for humanity.

Her Excellency Mrs Sawsan Jafar, Chairman of the Board of Directors, Friends of Cancer Patients (FoCP)



“

This is a crucial time. NCDs are the global health tsunami of the 21st century. They are devastating communities and crippling economies.

Mr José Luis Castro, President, NCD Alliance and Executive Director, International Union Against Tuberculosis and Lung Disease

OPENING PLENARY

The Global NCD Response: Taking Stock, Reviewing Progress, and Looking Ahead to the 2018 UN High-level Meeting

CHAIR	Sir George Alleyne <i>Director Emeritus, PAHO, and Board member, NCD Alliance</i>
KEYNOTE SPEAKER	Dr Sania Nishtar <i>President, Heartfile, and Chair, WHO High-level Commission on NCDs</i> Taking Stock of the Global NCD Response to date and preparing for future action
VIDEO MESSAGES	Dr Tedros, Director General, WHO and Michael Bloomberg, WHO Global Ambassador for NCDs
PANELLISTS	Dr Jacob Gayle <i>President, Medtronic Foundation, United States</i> HRH Princess Dina Mired <i>President-Elect, Union for International Cancer Control</i> Dr Kibachio Joseph Mwangi <i>Head of Division on NCDs, Ministry of Health, Kenya</i> Ms Abish Romero <i>National Advisor on Health Systems and Services, PAHO and Global Advisory Committee member, Our Views, Our Voice initiative, NCD Alliance</i>



The Opening Plenary recalled the Sharjah Declaration on NCDs from 2015, to provide an overview of progress achieved by the NCD movement thus far. It took stock of global and national action on NCDs in view of the inclusion of NCDs in the 2030 Agenda for Sustainable Development and focused on the forthcoming 2018 UNHLM on NCDs as a watershed opportunity for political understanding and real action on NCDs.

“

You have to preserve, to nag, to have a plan, to be strategic, and to keep communicating.

Princess Dina Mired, President-Elect, Union for International Cancer Control

“

Our experiences [people living with NCDs] enrich the processes of designing health policies – and we must be heard, because the decisions that are made have impacts on our lives, and we have the right to express our ideas on how to effectively address NCDs.

Ms Abish Romero,

National Advisor on Health Systems and Services, PAHO and Global Advisory Committee member, Our Views, Our Voice initiative, NCD Alliance

DISCUSSION HIGHLIGHTS

There is significant potential within existing initiatives to accelerate and synergize NCD action, including making the link between NCDs and poverty, building community health workers' capacity to deliver NCD prevention and treatment and developing appropriate public-private partnerships.

Civil society must harness the passion and experiences of people living with NCDs and transform this into urgent action. Listening to people living with NCDs can enrich the design of health policies – and their voices speak to the heart in a way that statistics cannot.

There is a need for clearer understanding of the constraints faced by government departments in financing and implementing NCD programmes and civil society can play an important role in strengthening the government's case for action on NCDs.

Civil society must use its collective powers of persuasion to advocate for change: The diseases may be non-communicable, but our response must be contagious.



“

Why do we need to step up the pace? We are not running fast enough!

Sir George Alleyne, Director Emeritus, PAHO, and Board member, NCD Alliance

“

NCDs are more a development and social issue than a disease entity.

Dr Kibachio Joseph Mwangi, Head of Division on NCDs, Kenya Ministry of Health

“

We must put our communities, not our sector, at the heart of our concern.

Dr Jacob Gayle, President, Medtronic Foundation

“

We will collectively be held to account by future generations for needless, preventable suffering.

Dr Sania Nishtar, President, Heartfile, and Co-Chair, WHO High-level Commission on NCDs



PLENARY SESSIONS

The Forum programme was structured around three plenary sessions based on the overarching Forum theme of Stepping up the pace on NCDs: making 2018 count, which aimed at facilitating strategic advocacy planning and networking ahead of the 2018 UNHLM on NCDs. The plenary sessions were amongst the most highly rated features of the Forum and found to be highly relevant to the Forum theme. Each plenary session was followed by a workshop stream based on key areas identified to support the Forum theme. These were:

- Advocating for NCD prevention and control
- Breaking down silos and building synergies in the SDG era
- Sharing tools and strategies for NCD advocacy and mobilization

PLENARY 1

Uniting the NCD Movement for 2018: Framing the Narrative, Advocating for Action and Amplifying Voices

CHAIR

Ms Paula Johns

Executive Director, ACT Health Promotion and Board Member, NCD Alliance

KEYNOTE SPEAKERS

Ms Anne Lise Ryel

Secretary General, Norwegian Cancer Society

Unleashing the Human Potential of the NCD Movement: The Advocacy Agenda of People Living with NCDs

Ms Katie Dain

CEO, NCD Alliance

Presenting the NCD Alliance's Campaign Priorities for the 2018 UN High-level Meeting on NCDs

PANELLISTS

Dr. Kent Buse

Chief, Strategic Policy Directions, UNAIDS

Sir Trevor Hassell

President, Healthy Caribbean Coalition

Dr Mellany Murgor

African Director, Young Professionals – Chronic Disease Network, Kenya



This plenary presented the NCD Alliance's draft strategic campaign priorities towards the 2018 UN High-level Meeting on NCDs, making the case for support, exploring bottlenecks and barriers to progress as well as identifying evidence-based strategies to drive change. The plenary also witnessed the launch of the Advocacy Agenda of People Living with NCDs, promoting the meaningful involvement of people living with NCDs, and highlighted the indispensable role of youth in the NCD movement.

“

**No one is immune to NCDs;
we are all in it together.**

Ms Anne Lise Ryel, Secretary General, Norwegian Cancer Society and Global Advisory Committee Member, Our Views, Our Voices initiative, Norway

DISCUSSION HIGHLIGHTS

It is imperative that the NCD civil society unifies itself in order to influence attendance of heads of governments as well as the outcomes of the 2018 UNHLM. There is a need to be vigilant towards significant behind-the-scenes lobbying from industry against the WHO's Best Buys on NCDs ahead of the 2018 UNHLM.

People living with NCDs and young people must be at the forefront of the NCD movement.

There are important lessons to be learned from the HIV movement, including strong activism, smart framing of NCDs (for example, these are not 'lifestyle' diseases but driven by the wider environment) and developing coalitions that build upon the commonalities between NCDs and other injustices in society



“

Everyone knows it is important [to involve young people] – so why are you not using us, and exploring that opportunity to amplify and bring about the urgency of NCDs?

Dr Mellany Murgor, African Director, YP-CDN

“

Civil society is the fuel and engine that drives progress.

Dr Kent Buse, Chief, Strategic Policy Directions, UNAIDS

“

We should ban the term “lifestyle diseases” ... It’s nothing to do with your lifestyle and all to do with the environment we are living in!

Ms Katie Dain, CEO, NCD Alliance

“

We can’t be too polite as advocates!

Ms Paula Johns, Executive Director, ACT Health Promotion and Board Member, NCD Alliance

PLENARY 2

Breaking down silos, building synergies: Accelerating NCDs in the 2030 Sustainable Development Agenda

CHAIR	Dr Rachel Nugent <i>Vice President, Global Noncommunicable Diseases, RTI International</i>
KEYNOTE SPEAKER	Dr Anders Nordström <i>Ambassador for Global Health, UN Policy Department, Ministry for Foreign Affairs</i> The 2030 Agenda for Sustainable Development: Opportunities and Implications for NCD Prevention and Control
PANELLISTS	Dr Monika Arora <i>Governing Board Member, Healthy India Alliance</i> Professor Corinna Hawkes <i>Director, Centre for Food Policy at City, University of London</i> Professor Mark Hanson <i>UK Chair of Working Group on Adolescent, Pre-conception and Maternal Nutrition, FIGO, and President, DOHaD Centre, University of Southampton</i> Ms Ariella Rojhani <i>Director of Partnership for Healthy Cities, Vital Strategies</i>



This plenary provided an overview of progress on NCDs within the 2030 Agenda on Sustainable Development and identified avenues for co-benefits with other areas beyond health impacted by NCDs. The session highlighted success stories in forging non-traditional civil society partnerships to catalyse NCD prevention and control and presented experiences from other health and development movements for framing NCDs in the larger development discourse.

“

We need to help mayors put the issue in the public domain and become agenda setters.

Ms Ariella Rojhani, Director of Partnership for Healthy Cities, Vital Strategies

DISCUSSION HIGHLIGHTS

The Sustainable Development Goals (SDGs) are a vital opportunity for the NCD movement – the whole of the SDG agenda can be used to enable the population to remain healthy throughout the life course.

The framing of NCD issues must be comprehensible and appealing to other sectors, partners and allies whose involvement can be transformative at the municipal, national and global levels.

Young people are keen to be involved – and education and training should be repurposed so that the next generation is more willing and able to take a cross-disciplinary, cross-sector approach.



“

What can we contribute to other people’s agendas? This is not just about us saying everyone has to come and help us with the SDGs!

Dr Corinna Hawkes, Director, Centre for Food Policy at City, University of London

“

Until we have a broad platform, we won’t achieve our targets of convince government to reach targets.

Dr Monika Arora, Governing Board Member, Healthy India Alliance

“

NCDs have a legitimate, central role in the sustainable development agenda.

Dr Rachel Nugent, Vice President, Global Noncommunicable Diseases, RTI International

“

When you talk to youth about their health, they care about the health of the next generation – we are missing a trick in not playing that card very strongly in the NCD community.

Professor Mark Hanson, UK Chair of Working Group on Adolescent, Pre-conception and Maternal Nutrition, FIGO, and President, DOHaD Centre, University of Southampton

PLENARY 3

Growing the movement: Equipping civil society to fulfil its roles in the NCD response

CHAIR **Dr Cristina Parsons-Perez**
NCD Alliance

KEYNOTE SPEAKERS **Professor Jeremy Shiffman**
Professor of Public Administration and Policy, American University
Seeing the Big Picture: How Can Civil Society make NCDs a Political Priority?

Dr Tom Frieden
President and CEO, Resolve to Save Lives
Strengthening the Resolve to Save Lives: What do We Need to do Together to Achieve the NCD targets?

PANELLISTS **Professor Jeff Collin**
Global Public Health Unit, University of Edinburgh
Ms Cajsa Lindberg
President, Ung Diabetes
Mr Tih Ntiabang
Regional Coordinator, Framework Convention Alliance / East Africa NCDA
Mrs Nisreen Qatamish
Director General, King Hussein Cancer Foundation



The third plenary session focused on ways on which civil society can work together more effectively and grow a unified NCD civil society movement. The session began with the launch of the NCD Civil Society Atlas: National and Regional NCD Alliances in Action, a compendium of case studies from various NCD alliances around the world, demonstrating impact of action across four key NCD areas (advocacy, accountability, access and awareness). This was followed by in-depth discussion on the role of civil society in driving NCDs up the political agenda through stronger coalitions and multisectoral partnerships protected from conflict of interest.

“

We can't think about conflict of interest as just a little issue that we pay attention to at the end of a meeting. It defines all that we do in this space.

Professor Jeff Collin, Global Public Health Unit, University of Edinburgh

DISCUSSION HIGHLIGHTS

Civil society can play a key role in bringing NCDs up the agenda, and this requires an understanding of fiscal, political and social contexts. Wide coalitions and networks have broader perspectives – and are therefore more likely to find innovative ways to tackle NCDs.

The voices of people living with NCDs can stir emotions in ways that data cannot. And they are more than just storytellers – their insights and strategies must be leveraged to strengthen the NCD movement

Civil society must advocate with governments for the cost-effective, credible solutions that are already established to fight NCDs and play a role in translating existing global and national evidence into appropriate tools.

“

Sharing [stories of people living with NCDs] is good, but it's not enough. You have to actively listen, and genuinely care.

Ms Cajsa Lindberg, President, Ung Diabetes



“

Sociology shows that diverse networks are better problem solvers because they bring more perspectives and solutions to the table.

Professor Jeremy Shiffman, Professor of Public Administration and Policy, American University



DAY 3

MONDAY 11 DEC

11:00 – 12:45 hs

3.1

Through the Magnifying Glass: Leveraging Accountability Efforts in NCDs

WORKSHOP

1.1

Making a Case for Investment and Financing NCD Prevention and Control

CO-LEADS

RTI International
on NCDs (UN) Task Force

MODERATOR

Dr. Rachel Nugent
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Unite

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WORKSHOP SESSIONS

The Forum's fifteen workshop sessions provided platforms for candid and practical discussion, knowledge exchange, networking and sharing of good practice, and were organised into three key areas. Workshops were co-organised by leading organizations and were designed for high levels of interaction - featuring voices of national and regional NCD Alliance, youth and people living with NCDs. Under each stream, five workshop sessions were organized concurrently that followed from themes discussed in plenary sessions. The workshop streams were as follows:

Stream 1:

Advocating for NCD prevention and control

Stream 2:

Breaking down silos and building synergies in the SDG era

Stream 3:

Sharing tools and strategies for NCD advocacy and mobilization

Delegates were asked to register their workshop interests so that they could be pre-allocated and alliance representatives divided amongst workshop sessions to promote networking. This system ensured that all workshop sessions were well attended.

The workshops were rated as among the most useful aspects of the Forum and found to be highly relevant to the workshop stream. The quality of speakers and content of the workshops received an average rating of 4.4 and 4.3 respectively. Delegates appreciated the high level of interaction at the workshops, which received an average rating of 4 on a scale where 4 was good and 5 was excellent. In terms of workshop set-up, most delegates recommended improving audio quality in the workshop spaces since a number of workshops experienced competing sounds while in progress.

Workshop sessions were highly rated by delegates with most workshops receiving an average rating between 4.1 and 4.3. The workshops on ensuring sustainability of NCD alliances (3.4), promoting NCD bust buys (3.3), making a case for investment in NCDs (1.1) and meaningful involvement of people living with NCDs (1.4) were among the highest rated workshops.

“

I found the workshops and the informal discussions with people in between the sessions most useful. Joining the workshops and discussing with other delegates led to statements and agenda setting that can be used in preparing for the UNHLM 2018.

Forum delegate

Stream 1 Advocating for NCD prevention and control

WORKSHOP 1.1

Making a case for investment and financing for NCD prevention and control

LEADS

RTI International, UN Interagency Task Force on NCDs (UNIATF)

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There is a shifting paradigm from paying for diseases to investing in health; civil society is uniquely in a position to support in-country action.

Dr Alexey Kulikov, External Relations Officer, UNITAF

EMERGING THEMES

Civil society organisations are well placed to influence discussions by public bodies, and play a key role in resource-allocation avenues such as participatory budgeting or social contracting.

The UN can assist in modelling the burden, costs and benefits to build the national investment case.

Appropriate framing of messages, understanding at whom the messages are aimed, and presenting them in an appealing way and on a relevant medium (including storytelling, visuals or on social media) is essential in engaging the target audience.

“

What you're not monitoring, you can't manage.

Dr Rachel Nugent, Vice President Global NCDs, RTI International

“

In reality, affordability is a much bigger issue [than cost-effectiveness] – political priorities and trade-offs come in.

Ms Elizabeth Ohadi, Health Systems and Finance Specialist, RTI International

WORKSHOP 1.2

Improving NCD access and achieving universal health care for all

LEADS

World Heart Federation, PATH

“

We have to agitate: we have to go to the minister of health and shout!

Dr Eva Njenga, Acting Chair, Kenya NCD Alliance

EMERGING THEMES

Access to NCD medication is a complex situation that requires complex solutions, including sustained collaboration across multiple sectors. It must be highlighted that access is limited by the cost of drugs and/or by the lack of health systems that are capable of population-wide screening, diagnosis and distribution and NCD care.

Active involvement and capacity building among patients increases their understanding of medication and empowers them to engage with health professionals for the best outcomes over the long term.

Advocacy by civil society is essential if patients' voices are to be heard and pharmaceutical companies and governments are to be held to account.

“

No one sector can solve this problem.

Ms Roshini George, Programme Leader
NCDs, PATH

“

We lose people in the cascade of care. We need to bring people back in.

Ms Amy Israel, Global Health Thought
Leadership and Policy Director, Eli Lilly

WORKSHOP 1.3

Joining forces to tackle the determinants of NCDs

LEADS

Vital Strategies, Healthy Latin America Coalition (CLAS)



EMERGING THEMES

The commercial determinants of healthy are increasingly important, and there are strategic similarities between various NCD risk factors. There is a need to understand industry strategies to promote unhealthy commodities, including how they influence government.

Public campaigns (including social and other media) can impact social norms and support healthy public policy.

There is more scope for definition in terms of government NCD policy and regulation, supported by international frameworks like the WHO Framework Convention on Tobacco Control

“

We need to think about commercial determinants of NCDs much more carefully if we are serious about implementing WHO best buys for healthy, equitable environment.

Professor Jeff Collin, Global Public Health Unit, University of Edinburgh

WORKSHOP 1.4

Promoting the meaningful involvement of people living with NCDs

LEADS

Alzheimer's Disease International, NCD Alliance, Mexico Salud-Hable

“

Young people want things that are exciting and cool, things that impact their lives and people around them.

Dr Andrew Twineamatsiko, Ugandan Youth Advocate, Caring and Living as Neighbour (CLAN)



EMERGING THEMES

Meaningfully involving people living with NCDs (PLWNCDs) of all ages is essential if policymakers, health professionals and communities are really to understand both what it means to live with an NCD and what can best be done to make a difference.

Meaningful involvement must be continuous and passionate. This is not just about speaking; it is about being listened to and acted upon.

Sharing stories about people and families living with NCDs will help to raise awareness of NCDs and drive advocacy

PLWNCDs must be involved in national and global campaigns (such as at the forthcoming UN HLM), and become an engine of change.

“

Meaningful involvement of people living with NCDs is when through simple acts we help to generate beneficial change – and for this it is necessary to have a sense of passionate advocacy.

Dr Alex Silverstein, Global Advisory Committee Member, Our Views, Our Voices

WORKSHOP 1.5

Driving national planning on NCDs

LEADS

Friends of Cancer Patients



“

We must ensure cancer patients are treated and cured safely.

Dr Alexander Lyon, Imperial College London and Royal Brompton Hospital, UK

EMERGING THEMES

There are many challenges to national NCD planning, including a lack of national NCD commissions and a weakness in coordinating efforts across sectors: multi-sector cooperation is essential.

Research and evaluation fills gaps in evidence, strengthens the platform for national-level advocacy on NCDs, and enables targets to be set and progress monitored.

Civil society plays a key role in supporting and sustaining national planning, including advocating for change, raising awareness, and holding governments accountable to their commitments.

There are important links between cancer survival and increased risk of cardiovascular disease, which the emerging field of cardio-oncology seeks to address.

Different stakeholders (such as Government, academia, private sector, NGOs, NCD alliances) can play a role in supporting research on NCDs.

“

CSOs can serve as a bridge between commitments and action, alongside communities.

Dr Ibtihal Fadhil, President, EMR NCD Alliance and Board Member, NCD Alliance

“

National planning is essential to guide the efforts for SDG3 implementation and successful implementation depends on multisectoral strategies including government, civil society and youth.

Dr Sawsan Al Madhi, Director General, Friends of Cancer Patients

“

The [UAE] NCD multisectoral plan 2017-2021 addresses monitoring and evaluation and has 8 national targets.

Dr Buthaina Bin Belaila, Head of NCD Section, Ministry of Health and Prevention

Stream 2

Breaking down silos and building synergies in the SDG era

WORKSHOP 2.1

Integrating efforts for NCDs and women's and children's health

LEADS

NCD Child, Women Deliver, FIGO



EMERGING THEMES

An advocacy campaign around these issues should say to governments: 1) there is evidence that acting at this time will make a real difference 2) the actions necessary make good economic sense and are affordable 3) NCD prevention and treatment should become part of our existing investments in maternal, child and newborn survival – and 4) this will receive a public mandate and be popular politically.

There are clear win–wins available from working across NCD and maternal/child health initiatives: using existing infrastructure and identifying entry points for intervention at key points in a woman's life (before conception, in pregnancy for conditions like gestational diabetes and as a new mother).

There are specific barriers and challenges for children and youth and women and families around NCDs, such as difficulties accessing appropriate care, unhealthy cultural norms, and stigma (e.g. around mental health).

NCDs are an intergenerational issue so the involvement of young women and men is essential, including providing appropriate information resources at school, in the community and online.

“

Integration of NCD Prevention with maternal and child health systems means that NCD prevention becomes part of every front line health worker's approach to individual and community health.

Dr Jonathan Klein, NCD Child Governing Council Chair

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We owe it to young people as the parents of tomorrow the chance to make their future and that of their children healthier.

Professor Mark Hanson, Co-Chair, FIGO NCD Committee

“

Let's change looking at SDG3 for health, and put health in all SDGs, for all ages.

Dr Mychelle Farmer, Governing Council, NCD Child

“

We should look at integrating NCD prevention and maternal and newborn care: it is a win–win.

Ms Masha DeVoe, Senior Associate of Policy and Advocacy, NCD Focal Point, Women Deliver

WORKSHOP 2.2

Addressing NCDs as a barrier to poverty reduction and development

LEADS

Lancet NCDI Poverty Commission, Consortium of Ethiopian NCD Associations



“

The fact is that NCDs propagate poverty and poverty propagates NCDs. It's a vicious cycle, and has a significant impact on society.

Workshop participant

EMERGING THEMES

NCDs need to be framed as a poverty-related issue as there are huge gaps between the burden of disease and the levels of donor and government funding allocated to NCDs.

Data collection and analysis (including by CSOs) is essential in advocacy, as it clarifies the links between poverty and NCDs.

The NCDs that affect the poorest billion must not be marginalised. The voices of the poorest and most vulnerable must be heard – including those living with NCDs.

Training PLWNCDs to be health workers will provide them with valuable income, and allow them to share their first-hand experience of living with the diseases.

There is a need to encourage local innovation in NCD technologies and drugs, to reduce costs for governments and patients in resource-poor settings.

“

I see NCDs as a poverty-related issue, as a cause and consequence issue. You see it every day, in clinics and populations – you see connections between the drivers of poverty and access to care. When a family has NCDs, it is very impoverishing for it.

Dr Rachel Nugent, VP Global NCDs, RTI International

“

All the ministers [in Ethiopia] were asking where is the evidence for NCDs? With the money we got from WHO, we undertook a situational analysis that showed the burden of disease – and when we showed it to the ministry, it endorsed it.

Mr Wondu Bekele Woldemariam, Consortium of Ethiopian NCD Associations

WORKSHOP 2.3

Using the law to safeguard health and reduce NCDs

LEADS

McCabe Centre for Law and Cancer



EMERGING THEMES

The resources and expertise needed to contest legal challenges posed by industry at multiple levels (local/city level, national and international) can be very extensive, and efforts are best made through multisectoral collaboration.

Roles for civil society include public advocacy, involving the health community, building relationships with ministries and the legal profession, providing evidence and initiating and funding legal challenges.

The body of jurisprudence in NCDs (e.g. human rights, intellectual property, trade law) is fast growing – there is a need and there are many opportunities to share good (and bad) practice internationally.

There are examples from around the world that demonstrate the lengths to which the tobacco, food/beverage and alcohol industries will go to resist efforts to safeguard health. Legal knowledge alone is insufficient: change requires political will.

“

A good court decision is of value to all of us – a loss is a loss for all of us, and a victory is a victory for all of us.

Mr Jonathan Liberman, Director, McCabe Centre for Law and Cancer

“

If you have evidence of need, evidence for what you want to do, if you have strong advocacy and strong political will, if you have partnerships and consistency, then you can do quite incredible things.

Dr Eric Carlin, Director, Scottish Health Action on Alcohol Problems

“

As much difficulty as we may have in defending these cases (time, energy and resources), on the whole our side is winning – and we are developing jurisprudence that reaffirms the policy space for governments to regulate in the public interest, in particular to protect public health.

Mr Jonathan Liberman, Director, McCabe Centre for Law and Cancer

WORKSHOP 2.4

Human and planetary health: at the intersection of NCDs, urbanisation and climate change

LEADS

Global Climate and Health Alliance, HealthBridge, Vietnam
NCDs Prevention Alliance

“

We must adopt WHO air quality standards in all countries – everyone has the right to breathe clean air.

Professor Dean Schraufnagel, Executive Director, Forum of International Respiratory Societies



EMERGING THEMES

There are co-benefits of tackling climate change and NCDs, particularly reducing air pollution, shaping sustainable food systems, and promoting active transport and physical activity.

Unplanned urbanisation is a challenge for NCDs and climate change – but cities also have significant power to implement positive change.

There is a need for greater awareness-raising and involvement of the public and politicians of the impacts of the environment on NCDs – for example, indoor and outdoor air pollution.

Leadership by the health sector with collaboration across government and from CSOs, academia, the media and relevant private sector organisations is essential.

Climate change is also an inequalities issue: ‘Where you live should not determine if you live.’

“

Cities can be the driver for change – perhaps the tipping point of change.

Dr Nandita Murukutia, VP, Global Policy and Research, Vital Strategies

WORKSHOP 2.5

Ensuring sustainable, healthy diets for all

LEADS

World Cancer Research Fund International, NCD Alliance



EMERGING THEMES

Food connects all of us: it is a great lever to affect change and involve people in discussion. It is important to break silos within the nutrition movement in order to ‘get off the hunger map’.

Cross-government collaboration on NCDs and healthy diet is required – and engagement with the private sector should be undertaken (with caution, aware of potential conflicts of interests) to scale up access to healthy food.

Removing value added tax (VAT) on all healthy foods can make them accessible and affordable to all.

It is important to engage with the food system in order to promote healthy and sustainable diets and disincentivize the unhealthy foods and beverages industries.

“

People campaigning on healthy and sustainable diets may not see themselves as part of the NCD discourse – but engaging with these food movements can be critical to the NCD movement.

Professor Corinna Hawkes, Director, Centre for Food Policy, City University, London

Stream 3

Sharing tools and strategies for NCD advocacy and management

WORKSHOP 3.1

Through the magnifying glass: leveraging accountability efforts in NCDs

LEADS

Framework Convention Alliance, NCD Alliance

“

Civil society must understand the commitments that their government made in order to advocate for it.

Sir George Alley, Director Emeritus,
PAHO



EMERGING THEMES

Accountability is critical to ensure fulfillment of commitments, translation to policy, execution of actions, delivery of results, and transparency. Robust accountability mechanisms are critical to progress on NCDs.

Civil society plays an essential role in ensuring that governments are held accountable to NCD commitments, incorporating all aspects of prevention and treatment.

Government reports on may not be understood or appreciated by relevant stakeholders and so ‘shadow reporting’ by CSOs can be very helpful in raising awareness, as well as highlighting areas where government reporting may not be fully reflective of reality on the ground.

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Policy without implementation is just an empty promise.

Ms Jessica Beagley, Policy Research
Officer, NCD Alliance

WORKSHOP 3.2

Using research to advance evidence-based advocacy and policymaking

LEADS

Global Alliance for Chronic Disease, Cancer Research UK



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Researchers tend to work in isolation – we need collaboration and co-creation.

Professor Anushka Patel, Chief Scientist, George Institute of Global Health

EMERGING THEMES

NCD research is interdisciplinary, requiring collaboration across traditional academic silos.

The NCD innovations arising from research must be evidence-based, credible, effective, simple and scalable to implement.

Communication and partnership between researchers and civil-society advocates is essential to improve understanding of what works, and to translate research into clear, actionable interventions.

It is important to have a clear ‘ask’, for both research and advocacy – and monitoring and evaluation should be built in from the start.

“

All research is done with a purpose and should be used to influence policy.

Professor Gerald Yonga, Chair, NCD Alliance Kenya

WORKSHOP 3.3

Promoting the Best Buys for NCDs: making the case

LEADS

NCD Alliance



EMERGING THEMES

NCD solutions are available, and many of them are very low-cost – but but strong action often lacks political will/commitment’

Personal stories can make the case very powerfully – including making clear the context behind NCDs and the interconnections between the risk factors and NCDs.

“

Ultimately, our strongest argument for prevention is that being alive is better than being dead, and being healthy is better than being sick. And that should be sufficient.

Dr Tom Frieden, CEO, Resolve to Save Lives

WORKSHOP 3.4

For the long haul: ensuring the sustainability of NCD alliances

LEADS

Management Sciences for Health, NCD Alliance

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Partnerships and resource mobilisation efforts must be in the objectives of the [NCD] alliance, with diverse techniques offering a unique and comparative advantage.

Dr Monika Arora, Executive Director, HRIDAY, India



EMERGING THEMES

NCD alliances would benefit from strategic planning: clear mission, vision, goals and priorities for the medium and long term, with continuous monitoring of progress (including in fundraising).

Partnerships can help NCD CSOs to strengthen through diversity, collective knowledge and sharing of resources, and collaboration must align with strategic objectives.

The ability and resources to write targeted, successful proposals is key to sustainability in time of highly competitive and restricted funding for NCDs.

“

The achievement of organizational, programmatic and financial sustainability is a balancing act, with funding required to strengthen programs; and yet, strong systems, structures and governance practices are required to attract funding.

Ms Judith Seltzer, Senior Director, Management Sciences for Health

“

The major challenge faced by CSOs in their bid to build financial sustainability is lack of time and capacity for writing good proposals.

Ms Susanne Volqvartz, Director, Danish NCD Alliance

WORKSHOP 3.5

Promoting a multi-sectoral approach to NCDs through workplace wellness

LEADS

Healthy Caribbean Coalition, Union for International Cancer Control



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Workplace wellness programmes provide an excellent opportunity for civil society to engage directly with the private sector in a non-contentious way, to the advantage of the private sector and employees.

Sir Trevor Hassell, President, Healthy Caribbean Coalition

EMERGING THEMES

There is a strong role for CSOs in workplace health: building the business case, supporting data collection, monitoring and evaluation, and developing tools and initiatives to support NCD prevention and control.

There may be opportunities to integrate NCDs into existing workplace health initiatives (e.g. occupational health or HIV/AIDS programmes) and many organisations have such programmes running, albeit informally.

Workplace health efforts can be strengthened through partnership and collaboration with stakeholders including government, NGOs, unions, local communities (including religious leaders) and the media and other private sector entities working actively in this space.

“

Employers may not appreciate that tackling NCDs can improve productivity, performance, reputation and recruitment – and, without this understanding, workplace health may receive little financial resource or dedicated time.

Ms Katy Cooper, Independent Consultant

PRE-FORUM ADVOCACY PLANNING MEETING



A pre-Forum advocacy-planning meeting was organized to galvanise all civil society delegates ahead the 2018 United Nations High-level Meeting on NCDs. The session was a critical component of the Forum and provided a safe space for in-depth discussions on opportunities and challenges and focused group work to inform a successful 2018 UNHLM campaign at global, regional and national levels.

Civil society delegates convened in regional groups (divided by WHO regions: AFRO, EURO, SEARO, EMRO, WPRO, PAHO, Caribbean and other high-income countries) to discuss strategic advocacy milestones, opportunities and roadblocks ahead of the 2018 meeting. At the end of the session, the regional groups reconvened in the larger group to feedback on their discussions.

Nearly half of the participants rated the pre-Forum advocacy planning session as ‘excellent’.

“

‘[The] Pre-Forum planning meeting helped fragmented efforts at country level to be integrated to work collaboratively. The members of the SEA region, as an outcome of this meeting, decided to build a regional NCD alliance to coordinate efforts of national alliances.

Forum delegate

NATIONAL AND REGIONAL ADVOCACY TO MAXIMISE THE UN 2018 HLM ON NCDS

This session presented the main advocacy messages and mobilization strategies that emerged during the Pre-Forum Youth Forum, the Pre-Forum Advocacy Planning session as well as plenary sessions and workshops. The session highlighted key takeaways for action reflecting on the discussions throughout the duration of the Forum.

CHAIR	Ms Maisha Hutton <i>Healthy Caribbean Coalition</i>
DISCUSSANTS	AFRO Professor Gerald Yonga, <i>East Africa NCD Alliance</i>
	SEARO Ms DY Suharya, <i>Alzheimer's Disease International</i>
	PAHO Dr Beatriz Champagne, <i>Healthy Latin America Coalition</i>
	EMRO Dr Ibtihal Fadil, <i>Eastern Mediterranean Region NCD Alliance</i>
	High-income countries Dr Nandita Murukutla, <i>Vital Strategies</i>
	Youth perspective Ms Jordan Jarvis, <i>Young Professionals Chronic Disease Network</i>

EMERGING THEMES

Financing needs to be innovative and sustainable, covering prevention, control, treatment and care.

Industry interference is a very serious concern – both before policy is put in place and after it has been approved. More networking between regions and countries is necessary to learn how to counter this interference and governments should be strongly encouraged not to allow the private sector to be on national delegations to the 2018 UNHLM.

There are many opportunities for advocacy prior to the UNHLM itself, on which civil society can ‘piggyback’ to raise NCD concerns. For example, the First Ladies’ Forum in Africa, the Summit of the Americas, the World Conference on Tobacco OR Health and World Health Day.

A database of research should be established to help guide policy, strengthen political will and counter industry interference.

Campaigning should be more ‘edgy’, focusing on core values including equity and human rights.

Young people and people living with NCDs should be involved in advocacy ahead of the 2018 UNHLM, and also have a voice at the 2018 UNHLM itself and influence its Outcomes Document.

“

This is not simply about us asking others to become involved in addressing NCDs: we must be generous and make clear that we have a significant contribution to make to partners’ agendas.

Forum plenary speaker

BREAKFAST MEETING

Strengthening health systems for NCD co-morbidities: Exploring solutions for integrated care

CO-HOSTS World Dental Federation (FDI), World Stroke Organization (WSO), NCD Alliance

CHAIR Ms Jessica Beagley
Policy Research Officer, NCD Alliance

PANELLISTS Ms Charlotte Chu Kin Fong
Member of Osteoporosis Society of Singapore

Mr Josef de Guzman
Treasurer of International Federation of Psoriasis Associations and President of PsorPhil (Psoriasis Association of Philippines)

Professor Bo Norrving
Past President, WSO

Professor David Williams
Vice-Chair Science Committee, and Co-Chair Vision 2020, FDI



The session brought focus on extending the scope of ‘non-communicable diseases’ beyond the WHO’s cluster of NCDs (CVD, diabetes, cancer and chronic lung disease). The meeting addressed the reasons for and co-benefits of taking a common approach to conditions as diverse as psoriasis, oral disease and osteoporosis. Panellists highlighted the nature and extent of co-morbidities, particularly among the ageing populations and called for addressing conditions holistically in order to decrease the burden on individuals and the health system as a whole. The psychological impact of poor physical health was a key theme through the discussions and speakers pointed to the important role primary care clinicians could play in making connections between NCDs.

“

Co-morbidity has been under-recognised when discussing NCDs, as the focus has been on the risk factors. But this is another core issue for NCDs. How can hospitals care for patients with this many conditions?

Panellist

CLOSING CEREMONY



“

I would like you to leave here indignant. I would like you to leave here incensed. I would like you to leave here with a sense of moral outrage that I feel... We have to make a difference, we can make a difference, and we can transmit this to those who can make our optimism a reality.

Sir George Alleyne, Director Emeritus, PAHO

At the closing ceremony, Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah and Founder and Royal Patron of FoCP, International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC), International Ambassador for Childhood Cancer for UICC and Patron of the Global NCD Alliance Forum presented the **Sharjah Awards for Excellence in NCD** Civil Society are awarded in four categories to organisations that are successfully working towards the implementation of the 2015 Sharjah Declaration:

Awareness: Tanzanian NCD Alliance – for creating a journalists' forum to raise awareness on NCDs

Accountability: East African NCD Alliance – for benchmarking to track and advance regional NCD action in East Africa

Advocacy: Healthy Latin American Coalition – for rapid regional response to strengthen and defend national NCD policies in Latin America”

Access: Healthy Caribbean Coalition – for building civil society capacity to improve access to cancer services for underserved populations

Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah and Founder and Royal Patron of FoCP, International Ambassador of the

World Cancer Declaration for Union for International Cancer Control (UICC), International Ambassador for Childhood Cancer for UICC and Patron of the Global NCD Alliance Forum committed to Sharjah remaining a platform for humanitarian work and the championing of healthy people and healthy cities.



“

We must not only renew our resolve; we must make sure we pool our research, action and findings.

Her Excellency Mrs Sawsan Jafar, Chairman of Board of Directors, Friends of Cancer Patients

NETWORKING OPPORTUNITIES

To showcase the warm hospitality and local culture of Sharjah, the Forum delegates were welcomed at a gala dinner at Flag Island, Sharjah, hosted by His Highness Sheikh Dr Sultan bin Mohammad Al Qasimi, Ruler of Sharjah following the Opening Plenary of the Forum. On day two of the Forum, delegates were offered a tour of the Mleiha Archaeological Centre with an Arabian Night dinner. The majority of the delegates rated the social events an impressive average of 4.6 where 4 was good and 5 was excellent.

His Highness Sheikh Dr. Sultan Bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, United Arab Emirates graced the Opening Ceremony of the second Global NCD Alliance Forum held a private audience with high profile delegates of the Global NCD Alliance Forum, including Sir George Alleyne, Director Emeritus, PAHO; Princess Dina Mired, President-Elect, Union for International Cancer Control; Jose Luis Castro, President, NCD Alliance and Executive Director, International Union Against Tuberculosis and Lung Disease; Her Excellency Mrs. Sawsan Jafar, Chairman of Board of Directors, Friends of Cancer Patients; Dr Sania Nishtar, President, Heartfile, and Chair, WHO High-level Commission on NCDs; Dr Jacob Gayle, President, Medtronic Foundation. His Highness met with delegates and discussed the latest advances in NCD prevention and control, highlighting Sharjah's strong commitment to addressing NCDs and the importance of furthering research.

Following the success of the first Global NCD Alliance Forum, networking was rated as among the top reasons for delegates to attend the second edition of the Forum. As in the past Forum, it also proved the first occasion for several alliances and development stakeholders to interact with colleagues from other countries, regions and areas beyond the NCD spectrum. There were facilitated opportunities during the main Forum programme as well as informal social events for delegates to interact and exchange ideas and experiences. These were also rated among the most useful experiences at the second Forum. Some delegates recommended enhancing local and regional participation at the Forum while a few others recommended having more networking opportunities with funders. Several delegates recommended having more time for regional meetings, so that regional alliances and participants, who are unable to meet frequently have space for concrete discussions on regional advocacy plans.

To allow for networking to continue after the Forum, a Participant's Directory with delegates' contact details, of those consenting, was produced and shared on the Forum's online Dropbox.

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There were many networking opportunities and it was great to meet, and learn from, people from around the world.

Forum delegate

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[It was most useful] meeting the many inspiring and interesting delegates. Learning so much from the sharing sessions.

Forum delegate

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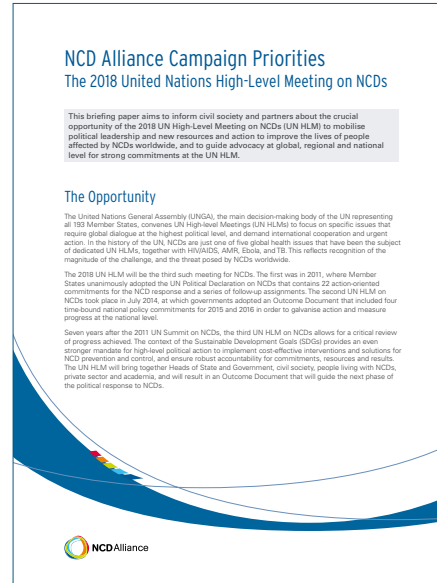
The African Region networking [was most useful]. We face similar challenges on NCDs in Africa and the need to come up with one strong voice for African countries can assist to hard hit African communities and countries on NCDs.

Forum delegate

FORUM OUTCOMES

NCD Alliance Campaign Priorities

During the Forum, the NCD Alliance presented a set of six draft campaign priorities towards the 2018 UNHLM, which were discussed and refined by civil society convened at the Forum. Delegates also discussed mobilization strategies around the priorities. The draft priorities were: put people first, boost NCD financing, step up action on child obesity, tax unhealthy commodities, access to NCD treatment, accountability. The draft priorities were explored throughout the programme, with the workshops and plenaries delving further into the themes, exploring challenges ahead and strategies for success.



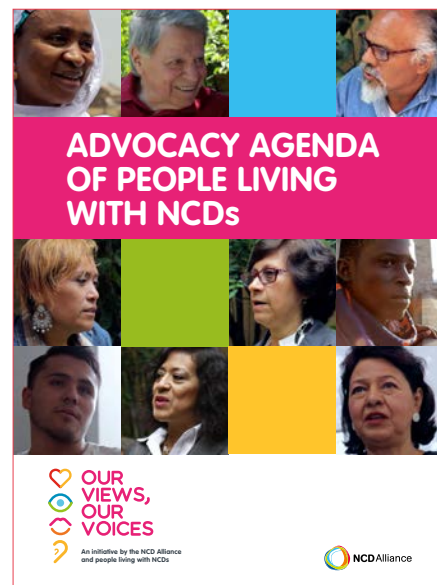
Advocacy Agenda of People Living with NCDs

The Forum witnessed the launch of the **Advocacy Agenda of People Living with NCDs**, which was developed with the generous input of 1,893 people living with NCDs who took part in the Our Views, Our Voices consultation efforts. The Advocacy Agenda is intended to serve as a compass for the advocacy work of the NCD movement. It is a powerful tool to call for the meaningful involvement of people living with NCDs in efforts to build political and social momentum on prevention and control of NCDs. It crystallizes why it is important to take urgent action on NCDs and sets priority advocacy asks in prevention; treatment, care and support; human rights and social justice, and meaningful involvement.

“

We absolutely must involve people living with NCDs in our advocacy agenda.

Forum delegate

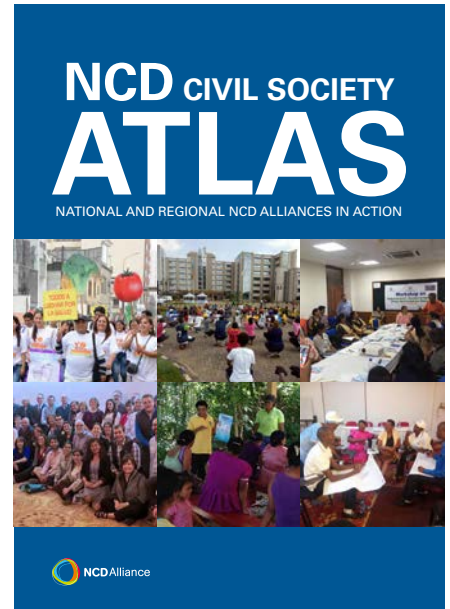


NCD Civil Society Atlas

The NCD Civil Society Atlas: national and regional NCD alliances in action, which captures a snapshot of how NCD civil society organizations around the world are making a concrete contribution to the NCD response, and fulfilling the 2015 Sharjah Declaration, was also launched at the Forum.

The Atlas organises case studies in four categories – access, accountability, advocacy and awareness –to share good practice among NCD alliances and to help make the case for the critical role played by civil society in the NCD response.

The initiatives identified to be most effective and able to significantly strengthen the NCD response were presented the Sharjah Awards for Excellence in NCD Civil Society by Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, UAE, and Patron of the Global NCD Alliance during the closing ceremony of the Forum.



Delegate Plans

As a direct result of attending the Forum, a majority of the delegates (over 76%) said they felt better prepared to engage in the 2018 UNHLM on NCDs process and advocacy. Delegates also expressed their intention to undertake a few things differently following their attendance at the Forum:

Plans to engage multiple stakeholders and foster new collaborations

Forum delegates expressed the want to coordinate with more stakeholders beyond the health sector and NCD space and include the youth voice, people affected by NCDs, media, health providers, government officials and others.

“

[As a result of the Forum, I’m planning to] I hope to engage more Young People and Members of the general Public in my community to rally for better healthcare.

“

[As a result of the Forum, I’m planning to] follow up with valuable connections made at the Forum to progress action on NCDs.



Plans to strengthen national-level advocacy on NCDs

Given the focus of the Forum on the 2018 UNHLM and invigorating advocacy planning sessions, many delegates expressed their immediate interest in building capacity for national level advocacy and strongly advocate high-level attendance from their governments at the 2018 UNHLM.

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[As a result of the Forum, I’m planning to] advocate for the upcoming HLM with my government and stay in touch with other participants encouraging them to do so.

“

[As a result of the Forum, I’m planning to] step up the advocacy work in my own country to try and get heads of state to attend the UNHLM in 2018.

“

[As a result of the Forum, planning to] as an organization, we will be working towards the UN HLM as well as with our regional NCD Alliance. The idea is to also coordinate efforts and work as a region together with various NCD Alliances.

Plans to enhance accountability and resource mobilization efforts to promote NCD prevention and control

Forum delegates expressed the want to focus on making a stronger case for NCDs to potential funders as well as establish accountability as a programmatic focus of their NCD alliances.

“

[As a result of the Forum, I’m planning to] work on tighter set of messages that build in equity and social justice framing. Work with NCDA to more meaningfully include PLWNCDs, especially those in poor and hard-to-reach settings.

“

[As a result of the Forum, I’m planning to] Improve the way I make the case for supporting our work to potential donors.

“

As a result of the Forum, I’m planning to] use the knowledge for capacity building and try to get the high level gov’t authorities involved in addressing NCDs.

FORUM COMMUNICATIONS



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The Daily Updates were super helpful. Forum’s social media presence throughout the week was very engaging.

Communications and outreach during the Forum was highly rated by delegates with most aspects such as onsite displays and interactive visuals (commitment wall and blackboard) and daily email updates receiving an average rating of 4.5 where 4 is good and 5 is excellent. Social media activity and engagement during and beyond the Forum were also highly rated.

Visual Identity

The visual identity for the second edition of the Global NCD Alliance Forum was built around the seal, to mark continuity with the first edition of this flagship event and generate consistent branding. The seal served as a visual resource to identify the Forum, as well as ensuring coherence amongst all materials. The green globe represents the global approach of the event, convening and connecting the civil society community from around the world. The “warm green” is the colour of life, it signals growth, health, environment and harmony.

A picture of Sharjah centre area was applied as the main image in Forum materials, as a way to reinforce the role of the city in convening NCD civil society. All Forum delegate communication, publications & materials for the venue were created a carefully chosen and standardized colour palette.



Green Forum policy

The second edition of the Global Forum was marked by being as paperless as possible, in an effort to be environmentally friendly and more adapted to audience trends. The Programme at Glance, folders for delegates and social media cards were the only printed materials delivered to all delegates.

Media Impact

Media coverage on the Forum appeared in various national, regional and international media outlets. This included FT Health, Gulf Today, The New Dawn, Khaleej Times, Gulf News, Sharjah24 and Citizen News Service.



Social media

A Forum social media toolkit, designed to guide social media outreach by delegates, was downloaded at least 200 times according to bit.ly statistics. (http://bit.ly/NCDFAF2017_SocialMediaToolkit)

The Forum Hashtag on Twitter: #NCDAF2017. In 7 days leading up to the end of the Forum on 12 December, the hashtag #NCDAF2017 had 35 million impressions, reaching 73 countries and 160 cities. About 1211 contributors engaged via Twitter and nearly 6000 on Forum related topics and discussions.

A virtual Thunderclap was organized for the NCDs Commitment Map calling people all over the world to mark their commitment to the fight against NCDs. In addition to live Commitment wall set up onsite for delegates to mark their areas and regions for action, the virtual thunderclap, received over half million impressions on social media and found 156 supporters in 81 cities. Thunderclap commitments were added to the live Commitments Map at the Forum.



FORUM FOLLOW-UP

To maintain and build on the Forum's momentum, the NCD Alliance:

Has launched its campaign priorities to maximize the opportunity of the 2018 UN HLM and mobilise the NCD civil society community from across the world to advocate for a meeting that results in strong political commitments to NCD prevention and control.

Is committed to the pursuit of promoting the Advocacy Agenda of People Living with NCDs and catalyzing the meaningful involvement of people living with NCDs at national and regional levels through the Our Views, Our Voices initiative and collaborating with WHO to facilitate a virtual Community of Practice on People Living with NCDs.

Is continuing to develop multisectoral partnerships to firmly position NCDs in the wider context of sustainable development.

Continues to support national and regional alliances as part of NCDA's capacity development activities strengthening civil society's contributions to deliver against the Sharjah Declaration.

Is supporting national and regional level accountability efforts to monitor real progress of NCD prevention and control.

Will partner with FoCP to engage Her Highness Sheikha Jawaher Bint Mohammed Al-Qasimi, Wife of the Ruler of Sharjah, Founder and Royal Patron of FoCP, International Ambassador of the World Cancer Declaration for Union for International Cancer Control (UICC), International Ambassador for Childhood Cancer for UICC and Patron of the Global NCD Alliance Forum in support of efforts to highlight the unique opportunity afforded by the UN HLM.

Will engage in discussions with FoCP regarding a sustainable growth strategy for the Global NCD Alliance Forum.

Your
Commitment



End NCDs
Today!

Sani,
Nigeria

There's the
need for
policy change
B. Kliafe
Albana

Kitanzen
Increase
the number
voices for an
increased
resource base
for NCDs





SHARE. DISCUSS. ENGAGE. AMPLIFY.



#NCDAF2017 #NCDs #Sharjah
