



NCD Alliance ANNUAL REPORT 2018

MAKING NCD PREVENTION AND CONTROL A PRIORITY, EVERYWHERE





“ We are not statistics, we are human beings with suffering. We must disrupt the existing narrative. NCDs are about human rights.”

Kwanele Asante-Shongwe, South Africa, 2018/2019 Our Views, Our Voices Global Advisory Committee.

@ May 2018 NCD Alliance WHA side event entitled ENOUGH. Making 2018 the year for action and accountability on NCDs.

“ Why is it taking you so long to act? We’ve all had enough of late diagnoses that leave patients helpless and hopeless. You absolutely need to make access to NCD healthcare possible and affordable for all.”

Lea Kilenga, Kenya, 2018/2019 Our Views, Our Voices Global Advisory Committee, NCD and sickle cell disease advocate.

@ ENOUGH online platform Voices of Change.



“ Our stories are not unique to us. We are not patients, we are impatient for action on NCDs.”

Bruno Helman, Brazil, Our Views, Our Voices 2018 training workshop participant, NCD and diabetes advocate.

@ NCD Alliance, WHO side event with the support of the WHO Civil Society Working Group on NCDs at the UN on the sidelines of the 2018 interactive hearing on NCDs entitled Accelerating Action for NCDs: the role of civil society in ensuring a people-centred approach.

“ Disease shouldn't define someone’s identity. Geography shouldn’t decide treatment outcomes. And people living with NCDs are people first... not patients. Give people living with NCDs platforms to speak out – they have voices out of their experiences that need to be shared.”





Benda Kithaka, Kenya, Our Views, Our Voices 2018 training workshop participant, NCD and cervical cancer advocate.

@ Our Views, Our Voices reception in Geneva, May 2018.



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Message from the President

Our 2018 Annual Report reflects on a momentous year for noncommunicable diseases (NCDs) and the NCD Alliance.

Against a challenging landscape of deepening inequities, political instability and a spiralling environmental crisis, NCDs were elevated into the political spotlight, largely thanks to momentum around the third UN High-level Meeting (HLM).

NCDA was at the forefront of efforts to ensure the success of the HLM – and led civil society mobilisation and advocacy, with unprecedented engagement with our growing network of alliances, members, supporters and partners, people living with NCDs and UN agency colleagues. We asserted our reputation as the convening, coordinating global voice of NCD civil society, reaching millions and elevating the profile of NCDs, demands for action and opportunities to find solutions to the immense challenges. This unified approach was embodied through NCDA's first thematic campaign, ENOUGH., geared around the HLM.

Concerted advocacy secured some wins at the HLM, yet governments did not meet our high, but justified, expectations. We had hoped that the building political traction would spur governments into taking the HLM as a turning point from commitment to action. The damning projection that no country will achieve SDG 3.4 without a significant gear-shift demands greater action. Thankfully, there is a growing sense amongst policy-makers, influencers, stakeholders and civil society that we have all had ENOUGH., that it is time to deliver on commitments, new and old.

In 2018, our 59 national and regional alliances were strengthened and emboldened in their advocacy, organising meetings, briefings and dedicated communications campaigns, contributing to stakeholder consultations and hearings and to the HLM itself. At the first Global Week for Action on NCDs in September, dozens of alliances were activated in their countries with bolstered digital, media and political engagement through a penultimate campaign push before the HLM.

With nearly 200 contributors, the Our Views, Our Voices group of people living with NCDs held civil society and governments to account. Their stories and perspectives infuse the fabric of everything NCDA does, are heard at high-level events and meetings and increasingly help shape policy. Governments are now more committed to actively engaging people living with NCDs at the heart of the NCD response.

The global NCD movement – our network, NCDA supporters and advisers, federations, and team – is stronger than ever. We are more assertive, more determined and relentless, more connected and unified. Reflecting on the achievements and lessons of 2018, I am optimistic that together we will turn the tide on NCDs, ensuring that they take less of a toll on the lives of people everywhere.

Message from the CEO

2018 was a year of great political momentum, and it was also a critical year of growth and organisational development for the NCD Alliance.

This year marked our first full year as a formal NGO, having shifted from an informal alliance mid-way through 2017. Whilst this transition has not changed the operations or strategic priorities of NCDA, it signals a new era for the organisation, an ever-strengthening impact of our core functions of global advocacy, accountability, capacity development and knowledge exchange, spurred on by strong partnerships and a vibrant and growing network.

As part of this process, we were excited to launch our new NCDA membership model in 2018, opening up new avenues for cooperation and collaboration. Our membership model was designed to ensure that NCDA is inclusive and sustainable and to enrich our work to drive change for greater impact and deliver against our strategic goals for 2020.

I am delighted to see so many of our national and regional NCD alliances formalise their membership with us, together with many key civil society organisations that have been active in our network since the early days. Expanding our membership base will be a continued priority leading into 2019.

Financially, we concluded the year in a sound financial position, receiving a clean audit for the financial management of the organisation and maintaining prudent levels of reserves. Our core investments in 2018 were our capacity development programme that supports civil society in low-and middle-income countries, scaling up our global advocacy work to maximise the UN High-level Meeting year, and expanding and professionalising the team.

The team now numbers 16, strategically located in London, Geneva, New York and Barcelona. I would like to take this opportunity to thank NCDA team members, who worked so hard throughout an extremely busy year. We are privileged to have such a professional, dynamic and committed group of individuals who dedicate their time to NCDs and to NCDA.

We end 2018 with a growing and diverse base of partners and members, and a reinvigorated and relentless sense of purpose. Looking back on the achievements and lessons of 2018, it is clearer than ever that our success is critically dependent on cooperation with our global network, supporters, experts, federations and partners, to all of whom we are extremely grateful. Together, we face 2019 with unwavering energy and the uncompromising belief that everyone, everywhere deserves to enjoy a healthy life.



José Luis Castro
President

Katie Dain
CEO

THE YEAR IN REVIEW

A glance at our work in 2018

2018 was a pivotal year for NCDA, both as an organisation and in terms of our ability to lead the civil society movement for the UN High-level Meeting on NCDs. We drove forward an ambitious programme of work, including the launch of the ENOUGH. campaign, supporting a growing network of 59 national and regional alliances and putting people living with NCDs at the forefront of global advocacy efforts.

JANUARY

NCDA attended the **142nd WHO Executive Board meeting** and, together with its partners, made eight statements, highlighting the need to balance NCD prevention and treatment, including a focus on scaling up the WHO's Best Buys for NCDs.



Release of NCDA campaign priorities for the UN HLM on NCDs.

Launch of the report entitled **Tackling noncommunicable diseases in workplace settings in low- and middle-income countries** by the NCD Alliance and Novartis Foundation.



The **East Africa NCD Alliance** launches its regional charter at an NCD multi-stakeholder workshop attended by over 70 participants, including the Minister of Health of Rwanda.



FEBRUARY

Launch of the updated policy brief entitled **Ambitious, SMART commitments to address NCDs, overweight & obesity**, by NCDA and World Cancer Research Fund International.

The WHO announces the members of the **Civil Society Working Group** on the third UN HLM on NCDs comprising of 26 civil society representatives and co-chaired by WHO ADG Dr Svetlana Akselrod and NCDA CEO Katie Dain.

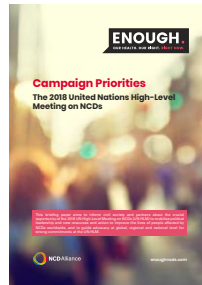
Official launch of the **Ghana NCD Alliance**.

MARCH

The **East Africa NCD Alliance** published its **NCD charter entitled Accelerating the fight against NCDs in East Africa**.

NCDA released a joint open letter calling on the Global Fund to Fight AIDS, TB and Malaria to end its partnership with the global beer brewer Heineken.

Launch of the **ENOUGH. Our Health. Our Right. Right Now.** campaign, led by NCDA.



The **NCD Alliance of Kenya (NCDAK)** and NCDA held a workshop to develop the Advocacy Agenda of People Living with NCDs in Kenya as part of a larger Access Accelerated stakeholder collaboration event in Nairobi.



The **Healthy India Alliance (HIA)** for the Prevention and Control of NCDs expanded its reach to the four regions of the country and organised regional civil society consultations on NCDs.



APRIL

NCDA supported and participated as a member of the **WHO Global Dialogue on Partnerships for Sustainable Financing of NCD Prevention and Control**, held in Copenhagen.



The **Healthy Caribbean Coalition (HCC)** hosted the Caribbean NCD Forum to assess NCD progress in the Caribbean and harmonise Caribbean Community priority areas for the UN HLM on NCDs.



The **International Society of Nephrology (ISN)** became a full member of NCDA.

The **Healthy Latin America Coalition (CLAS)** advocated the VIII Summit of the Americas through the Coalition 13 grouping on health.



MAY

NCDA contributed to eight joint statements at the **World Health Assembly**, held nine side events convening high-level NCD champions and leaders, and reinforced its contribution as a leading digital voice through the 72nd WHA.

The **NCD Alliance Nigeria** brought together 24 national CSOs to develop a strategic plan of action for 2018-2022.

NCDA, together with the **Permanent Missions** of Brazil, Denmark, Jamaica and the Russian Federation and the WHO, convened an informal briefing on NCDs at the UN Headquarters in New York City.



Launch of the report entitled **Shaping the Health Systems of the Future** by NCDA and Eli Lilly.



NCDA held its first training session on building a public narrative on NCDs for 19 people living with NCDs from 13 countries across the world.



JUNE

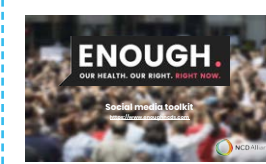
As part of its **NCD Advocacy Institute Seed Programme**, NCDA convened an in-person workshop on the sidelines of the **71st WHA** on campaign planning for 23 representatives from 11 national NCD alliances.



NCDA and over 210 CSOs issued a statement entitled **Time to Deliver** in 2018: bolder commitments and action needed to reverse the tide of noncommunicable diseases and mental health disorders in response to the report of the **WHO Independent High-level Commission** on NCDs issued on 1 June, ahead of crucial negotiations for the UN HLM on NCDs.

The **WHO Global Coordinating Mechanism on NCDs** launched a **Community of Practice on meaningful involvement of people living with NCDs**, facilitated by NCDA.

14 June: **#enoughNCDs** social media activation day.



NCDA **launched Campaign Fuel**, a guide to social media campaigning, to support campaigning in advance of the UN HLM on NCDs.



JULY

ENOUGH of pitiful investments: Katie Dain's message to governments on financing for NCDs; speech delivered at the Interactive Hearing in preparation for the UN HLM on NCDs.



NCDCA opened its membership application process, facilitating access to advocacy material and activities, enhanced visibility, networking and information-sharing opportunities to the **NCD community**.



NCDCA issued a statement of concern about the current state of negotiations on the **Political Declaration for the third UN HLM on NCDs**, highlighting the lack of strength and ambition required to avoid a preventable global health crisis.

14 CARICOM heads of state said **#enoughNCDs** and committed to walk the talk at the UN HLM on NCDs.



AUGUST

Launch of the new multisectoral **NCD Alliance in Togo**, formed by three associations – Cers-D. Base, specialised in diabetes; S.E.T, specialised in education; and ATASPAE, specialised in elderly care – and a centre for preventative medicine, together with several health and communications professionals.

Launch of the **Iran NCD Alliance (INCDA)** by 21 civil society organisations working in different NCD-related areas.

SEPTEMBER

The first **Global Week for Action on NCDs** energised the NCD movement ahead of the UN HLM on NCDs.



Countdown 2030: new analysis published by The Lancet, Imperial College London and NCDCA ahead of the UN HLM on NCDs warned that more than half the countries analysed were predicted to fail to reach the UN target to reduce premature deaths from NCDs by 2030.



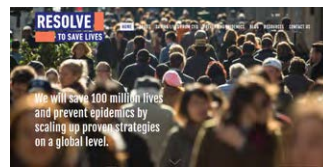
The UN HLM on NCDs was held during the **UN General Assembly** attended by 23 heads of state and government and 51 ministers of health, and a political declaration entitled **Time to Deliver** was signed.



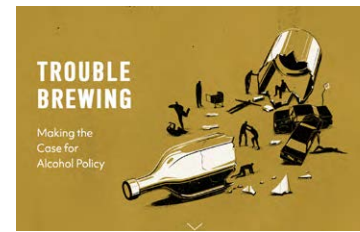
NCDCA mobilised over 300 CSOs, people living with NCDs and experts to launch a joint statement calling on world leaders to go above and beyond the vague and weak commitments contained in the **Political Declaration of the third UN HLM on NCDs**.



NCDCA and **Resolve to Save Lives** formed a partnership to eliminate industrially-produced trans-fatty acids – a major risk factor for cardiovascular disease – from the global food supply and also at national levels through work with selected partners in Mexico and Pakistan to support the effective implementation of the **REPLACE action package**.



Launch of the **Trouble Brewing policy brief by Vital Strategies**, IOGT International, GAPA and the NCD Alliance, warning that countries are ignoring the damage caused by alcohol consumption.

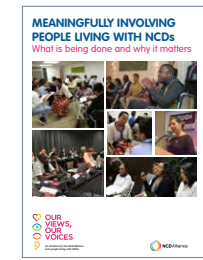


The WHO **launched** the **SAFER alcohol control initiative** to prevent and reduce alcohol-related death and disability.



OCTOBER

NCDCA **launched** a report entitled **Meaningful involvement of people living with NCDs: what is being done and why it matters**, supported by a grant from the Medtronic Foundation.

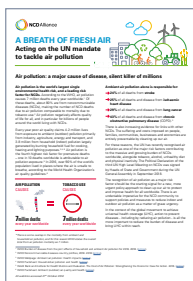


NOVEMBER

NCDCA **launched** **Social Media Basics**, a guide designed for people new to the use of social media for NCD advocacy.



A new policy brief entitled **A breath of fresh air** was launched by NCDCA to coincide with the first **WHO Global Conference on Air Pollution and Health**.



The **Ghana NCD Alliance (GhNCDCA)** and NCDCA held a national meeting in Accra to develop the **Ghana Advocacy Agenda of People Living with NCDs**.



DECEMBER

The **Mexico Salud-Hable Coalition** and the NCD Alliance held a national meeting to develop the **Advocacy Agenda of People Living with NCDs in Mexico**.



Launch of the **Mozambique NCD Alliance**.

NCDCA initiated a partnership with **Pfizer** to promote the role of health workers in strengthening health systems.



Launch of NCDCA updated policy brief entitled **Ensuring Healthy Lives for All – Noncommunicable Diseases and Universal Health Coverage on UHC Day, 12 December**.



ADVOCACY

Catalyse change

The third United Nations High-level Meeting on Noncommunicable Diseases (UN HLM on NCDs) in September 2018 was a milestone in the global NCD response, and it was the first time NCDs were reviewed in the era of the Sustainable Development Goals.

NCD Alliance led NCD civil society engagement throughout the process, ensuring comprehensive input to the outcome document that presented a balanced approach to prevention, treatment and care and addressed risk factors for NCDs. This effort resulted in civil society and people living with NCDs being recognised in the final outcome document as key partners in the NCD response.

Four years after the second UN HLM on NCDs in 2014, last year's UN HLM allowed for a critical review of progress achieved since 2014 and the inaugural UN NCD Summit in 2011. The context of the Sustainable Development Goals (SDGs) provided an even stronger mandate for high-level political action to implement cost-effective interventions and solutions for NCD prevention and control.

Throughout the year, NCD Alliance coordinated advocacy on preparations for the summit. In broad consultation with our network, we developed six top-level strategic priority requests for the outcomes of the HLM: 1. Put people first, 2. Boost NCD investment, 3. Step up action on childhood obesity, 4. Adopt smart fiscal policies that promote health, 5. Save lives through equitable access to NCD treatment and Universal Health Coverage, 6. Improve accountability for progress, results and resources.

These priorities, which were first presented in December 2017 at the second Global NCD Forum in Sharjah, were launched in January and set the tone for our first thematic campaign, tapping into collective frustrations about existing apathy and inaction regarding the NCD response: **ENOUGH. Our Health. Our Right. Right Now.** The NCD movement was mobilised with a digital campaign and the first Global Week for Action on NCDs (3-9 September), reaching millions of people in dozens of countries. People living with NCDs, high-level champions and hundreds of advocates from NCD Alliance's network of supporters, members and over 59 national and regional alliances demanded "our health, our right, right now". ENOUGH. was a success in terms of mobilising and engaging alliances, members, supporters and champions, as well as individuals, with dozens of events taking place during the Week for Action.



WHO Independent High-level Commission on NCDs

NCD Alliance was actively involved in the third UN HLM on NCDs, including coordinating advocacy leading up to and during the week of the HLM itself. NCD Alliance's CEO, Katie Dain, co-chaired the WHO Civil Society Working Group on the UN HLM on NCDs and was a member of the WHO High-level Commission on NCDs. We produced several advocacy resources, including analyses of the Political Declaration and template letters for advocates, and held meetings with key Member State representatives.

In advance of the UN interactive multi-stakeholder hearing on NCDs on 5 July, we convened a civil society pre-meeting on 4 July that provided an opportunity for civil society representatives attending the hearing

to discuss preparations for the UN HLM on NCDs, understand the current political space and negotiations on the Political Declaration for the UN HLM on NCDs and devise strategies for the hearing itself. The briefing was attended by over 60 people and was an important opportunity for many advocates to understand the HLM process. At the UN interactive hearing, NCD Alliance CEO Katie Dain spoke on Panel 2 on financing and outlined a five-point agenda, stressing the need to implement fiscal policies for health, and leverage existing and new financing mechanisms for NCDs, and many NCD Alliance members and partners raised critical issues throughout the proceedings.



Beatriz Champagne (CLAS) and Maisha Hutton (HCC) at the UN interactive multi-stakeholder hearing on NCDs, 5 July 2018, New York.



Panelists of NCD event on the sidelines of the World Health Assembly: Katie Dain (NCD CEO), Ilona Kickbusch (Adjunct Professor at The Graduate Institute), Michele Bachelet (UN High Commissioner for Human Rights) and Adolfo Rubinstein (Minister of Health, Argentina).

NCD, together with the WHO, supported by the WHO Civil Society Working Group on the HLM on NCDs, convened a side event during the lunch break entitled **Accelerating Action for NCDs: the role of civil society in ensuring a people-centred approach**. The event, moderated by James Chau, focused on sharing civil society perspectives and work in advancing the NCD response, clearly outlining the imperative for governments to work with civil society and people living with and/or at risk of NCDs at all levels of the national NCD response.

In early August, NCD launched a media release in response to the draft Political Declaration for the UN HLM on NCDs, expressing civil society concerns. *"We are disappointed that this Political Declaration is not nearly as ambitious, innovative or ground-breaking as it needs to be to deliver on the commitments that heads of state and government made in 2011 and 2014,"* said Katie Dain.



NCD held a reception on the eve of the HLM on NCDs which had high-level attendance, including the President of Palau, H.E. Thomas Remengesau Jr., and South African civil society leader Zoleka Mandela.



Last year, NCD continued to call for the integration of NCDs in the women and children's health agenda. Together with the Government of Jamaica, the WHO and the Taskforce on Women and NCDs, we organised an event entitled **Breaking the Cycle of Injustice: championing health and women's empowerment in rural settings to address NCDs** on the sidelines of the 62nd Commission on the Status of Women (CSW62), held in March at the UN headquarters in New York. The event highlighted gender-responsive interventions that can improve the lives of women and girls of all ages and in all geographic and socioeconomic settings, driving progress on goals and targets beyond SDG 3 on health.

NCD actively participated in the WHO Global Dialogue on Partnerships for Sustainable Financing of NCD Prevention and Control (9-11 April) in Copenhagen, in its role as a supporting organisation and member of the advisory committee. NCD leadership spoke in several sessions. We convened a parallel workshop session on advocacy for resource mobilisation, highlighting the need for a clear plan with set priorities and requests in order to unlock financing; for tailored messages and narratives that include the voices of people living with, at risk of, or affected by NCDs; and for mobilising public support.



Transforming the NCD response to a 5x5 agenda

The HLM, held on 27 September, was attended by 23 heads of state and government (HoS/G), 55 ministers and four vice-ministers, in comparison with zero HoS/G in 2014 and 23 in 2011. The Political Declaration transforms the NCD response from a 4x4 to a **5x5 agenda**, including **mental illness** as the fifth main NCD and **air pollution** as the fifth risk factor.

One of the most striking and powerful aspects of this UN HLM on NCDs was the participation of people living with NCDs whose voices and experiences were heard at numerous side events and panel sessions.

On the day of the UN HLM on NCDs, NCD Alliance released a **civil society statement**, which was endorsed by over 300 organisations and individuals, calling on governments to go above and beyond the commitments made in the 2018 Political Declaration: *“Governments have squandered the opportunity of this HLM to close the financing gap for NCDs with real commitments for the health of their people. Leaders who neglect to make significant investments in NCDs are failing their citizens and will be responsible for untold avoidable suffering and loss of life.”*

Despite concerted advocacy efforts led by NCD Alliance, the Political Declaration did not include new time-bound commitments, particularly in relation to implementing the WHO Best Buys measures; nor did it include proactive approaches to regulating the commercial drivers of the epidemic. NCD Alliance prepared several post-HLM resources for the network, including a **detailed**

analysis of the language in the Political Declaration against NCD Alliance's priority recommendations, a **two-page summary of commitments** in the declaration, and a **summary of country statements** made during the HLM.

Debunking myths about NCD risk factors

Alcohol is a leading contributor to death and disability worldwide, but governments have not responded to the issue with the attention, resources and action this urgent issue requires, according to **Trouble Brewing**, a new report from Vital Strategies, NCD Alliance, IOGT International and the Global Alcohol Policy Alliance launched in September. The report debunks misconceptions about alcohol use, exposes industry tactics to market to young people and women and derail regulation, and emphasises the urgency of implementing proven, evidence-based policies.

As a founding partner, last year we continued to support the development of SAFER, a WHO-led technical package for the implementation of interventions to reduce the harmful use of alcohol. SAFER was launched on 28 September during an event at the UN headquarters led by President Maithripala Sirisena of Sri Lanka.

NCD Alliance participated in the first WHO Global Conference on **Air Pollution and Health**, organised by the WHO in October. Immediately prior to the conference, NCD Alliance convened a meeting of representatives of Member States, NGOs and UN agencies to ensure the full integration of air pollution in the NCD response.

NCD Alliance coordinated with other health and environment NGOs in the lead-up to COP24 on climate change, raising awareness about the links between health and climate change risks and co-benefit solutions among policy-makers primarily in the environment sector.

NCD Alliance welcomed the new WHO Global Action Plan for Physical Activity (GAPPA) 2018-2030 entitled More Active People for a Healthier World, launched in early June in Lisbon, highlighting its potential to prevent huge numbers of deaths and disability from NCDs across the globe. *“We’re at a tipping point when it comes to physical activity”*, said NCD Alliance CEO Katie Dain, speaking at the launch in Lisbon. *“For myriad reasons, the world is just not active enough. In some populations, up to 80 per cent of adults are not sufficiently active to realise the protective benefits of physical activity and are consequently at increased risk of poor health.”*

NCD Alliance was invited to participate in the United Nations System Standing Committee on Nutrition (UNSCN) Expert Group meeting from 19-20 June 2018 to discuss nutrition and SDGs under review in preparation for the High-level Political Forum, contributing to discussions on the cross-cutting nature of nutrition across SDGs 6, 7, 11, 12 and 15. Nutrition was examined through a gender lens, and a set of key messages was developed and then shared with Member States. To underscore the opportunities afforded by embracing win-win solutions to tackle malnutrition in all its forms, NCD Alliance and the World Cancer Research Fund International relaunched the policy brief entitled **Ambitious, SMART commitments to address NCDs, overweight & obesity**.



NCD Alliance
A BREATH OF FRESH AIR
Acting on the UN mandate to tackle air pollution

Air pollution: a major cause of disease, silent killer of millions

Air pollution is the world's largest single environmental health risk, and a leading risk factor for NCDs. According to the WHO, air pollution causes 7 million deaths every year worldwide. Of these deaths, about 85% are from non-communicable diseases (NCDs), making the number of NCD deaths due to air pollution comparable to mortality due to tobacco use.¹ Air pollution negatively affects quality of life for all, and is particularly harmful for millions of people around the world living with NCDs.

Ambitious air pollution alone is responsible for:

- 24% of all deaths from stroke
- 25% of all deaths and disease from ischemic heart disease
- 29% of all deaths and disease from lung cancer
- 43% of all deaths and disease from chronic obstructive pulmonary disease (COPD)²

There is also mounting evidence for links with other NCDs. The suffering and costs imposed on people, families, communities, businesses and societies are entirely preventable by cleaning up our air.

For these reasons, the UN has recently recognised air pollution as one of the major risk factors contributing to the massive and growing burden of NCDs worldwide, alongside tobacco, alcohol, unhealthy diet and physical inactivity. The Political Declaration of the first UN High Level Meeting on NCDs was agreed by Heads of State and Government during the UN General Assembly in September 2018.

The recognition of air pollution as a major risk factor should be the starting signal for a more urgent policy approach to clean up our air to protect and improve health for all worldwide. That is an undeniable imperative for the NCD community to support policies and measures to reduce indoor and outdoor air pollution as a matter of grave urgency.

In the context of the global movement to achieve universal health coverage (UHC), action to prevent disease – including by reducing air pollution – is at the most important to reduce the burden of disease and bring UHC within reach.

AIR POLLUTION CAUSES 7 million deaths every year worldwide

TOBACCO USE CAUSES 7 million deaths every year worldwide

* There is some overlap in the mortality from ambient and household air pollution, and the reported WHO value is the sum total from air pollution mortality of 7 million.
¹ WHO (2016) *Global Burden of Disease, Injuries, and Risk Factors: 2016*.
² WHO (2016) *Global Burden of Disease, Injuries, and Risk Factors: 2016*.
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ACCOUNTABILITY

Track progress

Accountability is a crucial force for political and programmatic change. It enables the tracking of commitments, resources and results and provides information on what works, why, and what requires increased attention. 2018 was a landmark year for NCD Alliance's accountability stream of work, as – together with the WHO, The Lancet and Imperial College London – we launched the first **NCD Countdown 2030** research paper, an initiative tracking progress on Sustainable Development Goal (SDG) 3.4.

NCD Countdown 2030 offers a mechanism for independent accountability and provides impartial evaluation of government, multinational and donor progress on NCD prevention and control, raising public awareness and informing evidence-based advocacy to help countries accelerate progress on NCDs.

The first NCD Countdown 2030 paper was issued in September 2018 and tracks progress towards SDG target 3.4 in 186 countries, revealing which countries are on track to meet SDG target 3.4 and which are not.

Less than half of the countries analysed are on track to reduce premature deaths from NCDs by one-third by 2030. The majority of countries (86 countries for women and 97 countries for men) will not even achieve SDG 3.4 by 2040, and require policies that substantially improve premature death rates. They include China and India, the two most populous countries in the world, where premature mortality from the four major NCDs has declined but not sufficiently quickly to meet SDG target 3.4.

NCD Countdown 2030 delivers on part of the recommendation of the WHO Independent High-level Commission on NCDs which called for the WHO to simplify the existing NCD accountability mechanism and establish clear tracking and accountability for the highest impact programmes that can lead to the achievement of SDG 3.4, including a harmonised Countdown 2030 for NCDs and mental illnesses.

The launch of the NCD Countdown 2030 research paper was echoed by mainstream and digital media around the world.

ITV REPORT 20 September 2018 at 11:27pm

UK likely to fall short of UN target for reducing premature deaths from chronic disease

People in the UK have a higher risk of dying early from conditions such as cancer, heart disease and stroke than in Italy, France, South Korea and Australia, a major study has found.

The research revealed that a 30-year-old woman in the UK has a 9% chance of dying from four key non-communicable disease (NCDs) – cancer, cardiovascular disease (which includes heart disease and stroke), chronic respiratory disease and diabetes – before her 70th birthday, compared to a 7.6% chance for a woman living in Sweden and 6% for a woman in Japan.

Meanwhile a 30-year-old man living in the UK has a 13% chance of dying from an NCD before age 70, compared to 11% for a man living in Switzerland.

The study, led by Imperial College London, the World Health Organisation (WHO) and NCD Alliance, is described as the most detailed global analysis of carried out into deaths from NCDs.

UK likely to fall short of UN target for reducing premature deaths from chronic disease

UK NEWS | Published: Sep 20, 2018

Globally, losing the fight against cancer and other chronic diseases

By Susan Scutti, CNN
Updated 3:49 AM ET, Fri September 21, 2018

Death map of the world: Major report of 180 countries reveals how many people will die before their 70th birthday (so, how does your nation rank?)

By STEPHEN MATTHEWS ASSISTANT HEALTH EDITOR FOR MAILONLINE

- Experts analysed the number of cancer, heart disease, lung disease and diabetes deaths in all the countries
- They calculated the probability of a 30-year-old man and woman dying before they turn 70 in each of them
- In a league table, the UK only ranked 17th best for men and 27th for women. And the US fared even worse
- The report, published in the Lancet, is one of the most detailed studies of non-communicable diseases ever

10 COUNTRIES WHERE MEN AND WOMEN ARE MOST LIKELY TO DIE BEFORE THEIR 70TH BIRTHDAY FROM CANCER, HEART DISEASE, LUNG DISEASE AND DIABETES

% = PROBABILITY OF A 30-YEAR-OLD DYING BEFORE TURNING 70 FROM THOSE 4 DISEASES

Country	Men (%)	Women (%)
1. MONGOLIA	38.8%	32.6%
2. FIJI	36.8%	30.1%
3. KAZAKHSTAN	36.8%	28.8%
4. TURKMENISTAN	36.7%	28.2%
5. RUSSIAN FEDERATION	36.5%	27.7%
6. BELARUS	35.2%	26.6%
7. UKRAINE	35.1%	26.2%
8. GEORGIA	34.9%	25.2%
9. KIRIBATI	34.4%	25.0%
10. NORTH KOREA	34.4%	24.9%
UNITED STATES OF AMERICA	17.5%	12.9%
UNITED KINGDOM	12.9%	12.9%

In a league table of the countries, the UK only ranked 17th best for men and 27th for women. And the US fared even worse, placing 53rd for men and 44th for women

Global push to cut deaths from cancer and heart disease wildly off course

Lack of progress in reducing early deaths from chronic diseases could cause majority of UN member states to miss 2030 deadline

Global development is supported by **BILLY MELINDA GATES FOUNDATION**

About the author: **Amanda Boateng**
Fri 21 Sep 2018 11:09 BST

India unlikely to achieve target to reduce deaths due to NCDs: Lancet

The report published in The Lancet, a weekly peer-reviewed general medical journal, on Thursday said in 2016, the risk of dying from one of the four major NCDs in India, for people aged between 30 and 70 years, was 20 per cent for women and 27 per cent for men.

US Women Have Higher Risk of Dying Prematurely, Report Says

Allison Inzerro

In the United States, a woman age 30 to 70 years of age has a 1 in 8 chance of dying from a noncommunicable disease (NCDs), putting the nation on par with low and middle-income countries, and setting it apart with Iceland among high-income countries, according to a report published Thursday in The Lancet.

Most of nations to miss UN target to chronic diseases

Published: Friday, 21 September, 2018 at 10:05 AM

Observer Online Desk

As all age groups, non-communicable diseases kill more than 40 million people a year worldwide.

More than half of all countries will likely fail to meet the UN target of reducing premature deaths from a quartet of chronic diseases by a third before 2030, researchers said Friday.

Cancers, heart and blood-vessel disease, diabetes, and chronic respiratory disease combined to kill 12.5 million people aged 30 to 70 worldwide in 2016, they reported in a major study.

CAPACITY DEVELOPMENT

Empower communities

Capacity development is a cornerstone of NCDA's work aimed at supporting civil society to effectively and sustainably stimulate government action and ensure accountability for NCDs. Our capacity development portfolio of work continues to expand. Today, NCDA mobilises a network of 59 national and regional NCD alliances, strengthening these vital platforms for unified NCD prevention and control alongside a powerful group of people living with NCDs, representing a diverse range of first-hand experiences.



Our Views, Our Voices workshop in Geneva, May 2018.

NCDA's capacity development work in 2018 focused on providing ongoing support and technical assistance to national and regional NCD alliances in order to strengthen advocacy within countries and regions and to promote greater civil society mobilisation with regard to the third UN HLM on NCDs. Alliances carried out advocacy to influence the Political Declaration negotiations and also called for high-level participation at the HLM itself.

Civil society engagement in the preparations leading up to the 2018 UN HLM on NCDs was particularly relevant to ensure its success. Alliances were engaged in different ways, either convening or attending events (such as the UN Interactive Hearing and the UN HLM itself – some attended as part of their country delegation), advocating the modalities for the UN HLM and/or in relation to the negotiations for the drafting of the Political Declaration.

One of the key elements of global civil society mobilisation in relation to the UN HLM on NCDs was the **ENOUGH. campaign**, launched by NCDA in early 2018. In a follow-up NCDA campaign evaluation survey,

civil society organisations and alliances agreed that the campaign enhanced their advocacy work due to its unifying message and concept and its adaptability for national and regional advocacy efforts. Alliances targeted ministers of health as their main advocacy priority, followed by heads of state and governments and NCD focal points. They advocated attendance at the UN HLM on NCDs, shared the six advocacy priorities promoted by NCDA, and called for implementing the WHO Best Buys at the national level.

Although the negotiation process for the Political Declaration of the UN HLM on NCDs was led by and for Member States, NCD alliances took advantage of the different spaces created for civil society engagement, including the WHO Civil Society Working Group on the third UN HLM on NCDs and the UN Interactive Hearing. Civil society advocated stronger government action and commitment to tackle NCDs at the regional and national levels, as well as meaningful involvement of civil society and people living with NCDs in the UN HLM.

Examples of civil society events convened to support advocacy in the lead-up to the 2018 UN HLM on NCDs



Mexico Salud-Hable Coalition

Coordination meeting in September 2018 with the country delegation ahead of the UN HLM to share meeting priorities (some members attended as part of the country delegation).



Nigerian NCDA

Meeting with the Minister of Health in June 2018, at which he confirmed that he and the President of Nigeria would be participating in the UN HLM (only the Minister of Health attended).



Kenyan NCDA

Meeting with the cabinet secretary in July 2018 to confirm attendance of the President of Kenya and key government representatives. The Kenyan President did attend the HLM.



Eastern Mediterranean (EMR) NCDA

High-level Regional Policy Dialogue in July 2018 in preparation for the UN HLM, resulting in a regional declaration disseminated among Heads of State and Government, and Ministers of Health in the region.



Rwandan NCDA

National NCD stakeholder mobilisation for the UN HLM in September 2018, resulting in recommendations for national advocacy in relation to the event.



Healthy Caribbean Coalition (HCC)

The June-September 2018 UN HLM advocacy campaign included the HCC-CARICOM agreement on advocacy priorities in relation to the HLM, a briefing note from CSOs disseminated by CARICOM and open letters to HoS/G inviting them to attend the HLM.



European Chronic Disease Alliance (ECDA)

July 2018 meeting with the cabinet of the EU Health Commissioner to gain insight into the negotiation process for the Political Declaration on the EU side and share CSO recommendations.

Source: (2018) NCDA survey entitled Tracking civil society action and impact on the 2018 UN HLM on NCDs

Supporting a growing network of alliances

Six national NCD alliances in different world regions representing Ghana, Iran, Mozambique, Myanmar, the Philippines and Togo were formally launched in 2018. We congratulate them on their accomplishment and warmly welcome them to the NCD community!



Regional

AFRICA

1. Consortium for NCD Prevention & Control in sub-Saharan Africa (CNCD-Africa)
2. Africa NCDs Network

ASIA PACIFIC

3. Asia Pacific NCD Alliance

CARIBBEAN

4. Healthy Caribbean Coalition (HCC)

EAST AFRICA

5. East Africa NCD Alliance

EASTERN MEDITERRANEAN

6. EMRO Regional Alliance

EUROPE

7. European Chronic Disease Alliance (ECDA)

LATIN AMERICA

8. Healthy Latin America Coalition, Coalición Latinoamérica Saludable (CLAS)

National

1. Argentina

NCD Alliance Argentina

2. Australia

Australian Chronic Disease Prevention Alliance (ACDPA)

3. Bangladesh

Non-Communicable Diseases Forum (NCD-F)

4. Bangladesh

Bangladesh Network for NCD Control and Prevention

5. Brazil

ACT+

6. Burundi

Burundi NCD Alliance

7. Cambodia

Cambodian NCD Alliance

8. Cameroon

Cameroon NCD Alliance

9. Chile

Frente por un Chile Saludable

10. Chile

Alianza Chilena de Enfermedades No Transmisibles

11. Colombia

Mesa Nacional por las Enfermedades Crónicas No Transmisibles

12. Denmark

The Danish NCD Alliance

13. Egypt

Egypt NCD Alliance

14. Ethiopia

Consortium on NCD Ethiopian Associations

15. Finland

Finnish NCD Alliance

16. Germany

German NCD Alliance (DANK)

17. Ghana

Ghana NCD Alliance

18. India

Healthy India Alliance

19. Indonesia

NCD Indonesia (being established)

20. Iran

Iran NCD Alliance

21. Japan

Japan NCD Alliance

22. Jordan

Jordan Non-Communicable Disease Alliance (JNCDA)

23. Kenya

NCD Alliance Kenya (NCDAK)

24. Malawi

Malawi NCD Alliance

25. Malaysia

Malaysian NCD Alliance

26. Maldives

Maldives NCD Alliance

27. Mexico

Mexico Salud-Hable Coalition

28. Mozambique

Mozambican NCD Alliance

29. Myanmar

Myanmar NCD Alliance

30. Nepal

NCD Alliance-Nepal

31. Nigeria

Nigerian NCD Alliance

32. Norway

The Norwegian NCD Alliance

33. Peru

National NCD Alliance of Peru

34. Philippines

Healthy Philippines Alliance

35. Rwanda

Rwanda NCD Alliance

36. Saudi Arabia

Saudi Noncommunicable Disease Alliance

37. Scotland

ScotHealth2021 Coalition

38. South Africa

South Africa Alliance (SANCA)

39. Sri Lanka

NCD Alliance Sri Lanka

40. Sweden

Svenska NCD-nätverket

41. Thailand

Thai NCD Alliance (TNCDA)

42. Trinidad and Tobago

Trinidad and Tobago NCD Alliance

43. Togo

Coalition des ONG et Associations contre les Maladies Non Transmissibles au Togo (COALITION MNT TOGO)

44. Uganda

Uganda NCD Alliance (UNCDA)

45. United Kingdom

Richmond Group

46. United Republic of Tanzania

Tanzania NCD Alliance (TANCA)

47. USA

NCD Roundtable (NCDRT)

48. Uruguay

National Alliance for the Control of NCDs

49. Vietnam

NCD Alliance Vietnam (NCDs-VN)

50. Zambia

Zambia NCD Alliance

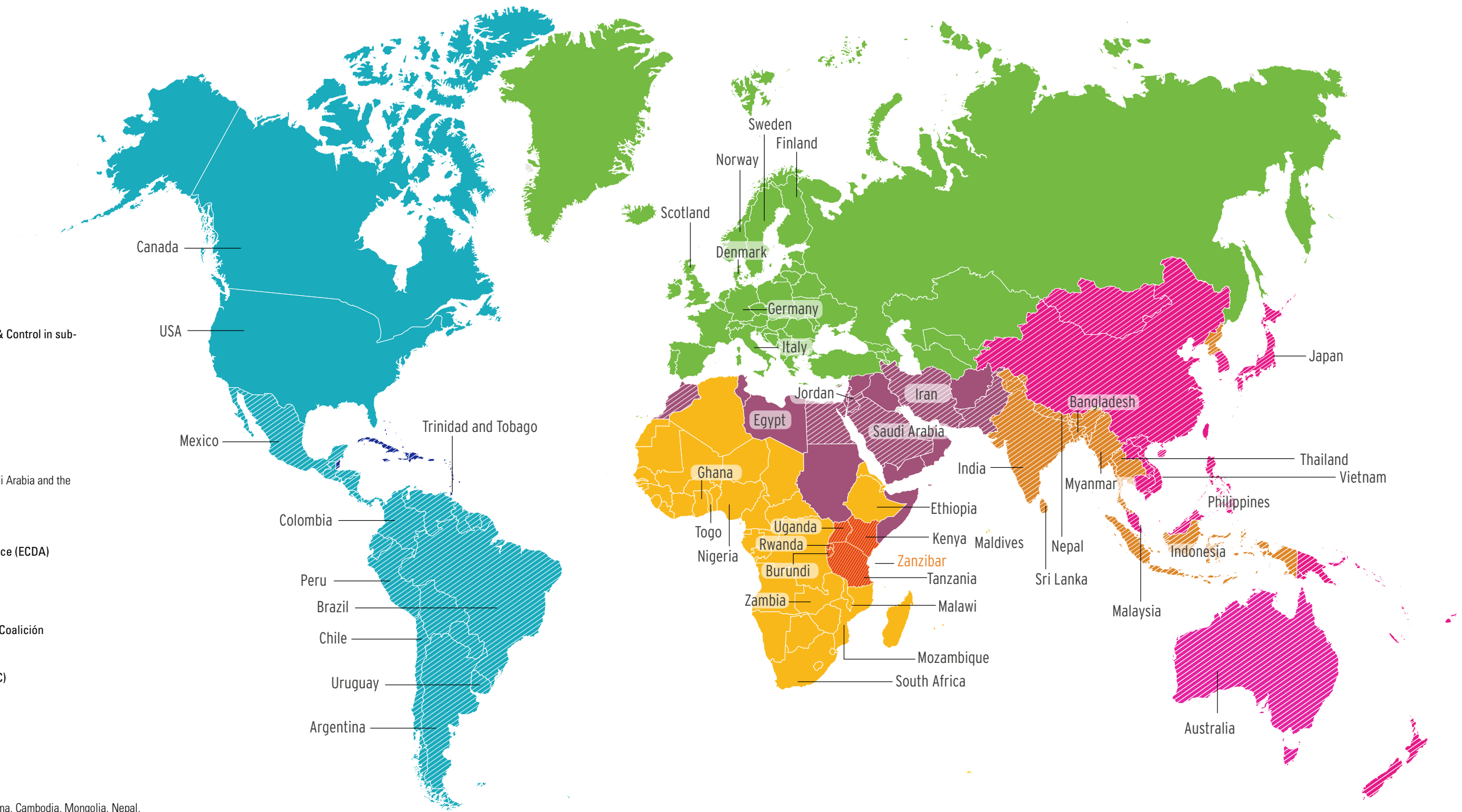
51. Zanzibar

Zanzibar National NCD Alliance (Z-NCA)

59 Regional and National NCD Alliances

Regional NCD Alliances

- **African Region**
Consortium for NCD Prevention & Control in sub-Saharan Africa (CNCD-Africa)
Africa NCDs Network
- **East Africa NCD Alliance**
- **Eastern Mediterranean Region**
- **EMRO Regional Alliance**
(Egypt, Jordan, the Kingdom of Saudi Arabia and the United Arab Emirates)
- **European Region**
European Chronic Disease Alliance (ECDA)
- **The Americas**
- **Latin America**
Healthy Latin America Coalition, Coalición Latinoamérica Saludable (CLAS)
- **Caribbean**
Healthy Caribbean Coalition (HCC)
- **Southeast Asia Region**
ASEAN NCD Network Contact
- **Western Pacific Region**
- **Asia Pacific NCD Alliance**
(Australia, Bangladesh, Bhutan, Burma, Cambodia, Mongolia, Nepal, New Zealand, Solomon Islands, Pakistan, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, India, Indonesia, Japan, Korea, China, East Timor, Laos, Malaysia, Papua New Guinea, Philippines)



Advocacy Institute: a unique space for NCD training and practice

The NCD Advocacy Institute was created in early 2017 to support and strengthen national and regional NCD civil society. It consists of a multi-year partnership with organisations and coalitions in a range of countries around the world. The institute cultivates NCD civil society networks via the **Seed Programme** and fast-tracks advocacy efforts via the **Accelerator Programme**.



Accelerator Programme

2018 marked the second year of the Accelerator Programme, through which NCDA provided tailored support for civil society action in Brazil, Colombia, India, Mexico and South Africa, aiming to maximise the advocacy potential of alliances on the ground. The Accelerator workshop held in New York City in July 2018 linked national and global advocacy by enabling civil society participation in the UN Interactive Hearing in preparation for the UN HLM on NCDs.

Accelerator alliances have been highly mobilised around national opportunity windows, achieving great advocacy results through innovative campaigns, such as those organised in South Africa and Mexico. The **South African NCD Alliance** advocated the **Health Promotion Levy**, the sugary drinks tax, which was enacted in April 2018 and which is expected to raise ZAR 4 billion in revenue. The alliance advocated the earmarking of tax revenues as a way to address the underfunding of NCDs, and a portion of the funds was committed to obesity- and diabetes-related health promotion and disease management.

In the summer of 2018, the **Mexico Salud-Hable Coalition** turned the spotlight on presidential candidates for not including a strong position on NCDs in their electoral campaigns and for not including health as a key topic in presidential debates. The coalition launched its **#VotoSaludable** (#HealthyVote) campaign, which, through an online strategy, including a website and social media, allowed other civil society organisations and the community to target candidates with their requests. The coalition managed to get health included in the debates, and also secured a commitment by some candidates to work on a comprehensive approach to NCDs.

In addition to in-country work, all Accelerator alliances carried out advocacy work in relation to the UN HLM on NCDs by calling for high-level representation at the summit, coordinating with their country delegations prior to the HLM, as in the case of the Mexico Salud-Hable Coalition, and by participating in the Global Week for Action on NCDs, as in the case of the Healthy India Alliance with its regional consultations to help develop its National Advocacy Agenda of PLWNCDs as part of its commitment to the **Our Views, Our Voices initiative**.



The Mexico Salud-Hable Coalition managed to get health included in the debates of Presidential candidates and also secured a commitment from some of them to work on a comprehensive approach to NCDs.

Seed Programme

2018 also marked the second year of the Seed Programme, promoting the establishment of NCD alliances in previously selected countries and laying the foundations for effective advocacy. This programme supports **Egypt, Ghana, Indonesia, Mozambique, Myanmar, Nigeria, the Philippines and Vietnam**, which receive regular technical assistance to accelerate their coalition-building efforts, strengthen their in-country advocacy work and leverage global opportunities. Alliances were trained in strategic advocacy in May 2018 on the sidelines of the World Health Assembly (WHA), linking national with global advocacy.

Although most of the Seed alliances are in their early stages, they have proven their strength and commitment with in-country work towards better prevention and control of NCDs. Ghana and Nigeria are good examples of such commitment. The **Ghana NCD Alliance** was officially launched in February 2018 and, immediately after the launch, it initiated strategic outreach with decision-makers, which led to the alliance's first national high-level multi-sectoral meeting on NCDs in August 2018. Participants included high-level representatives from the ministries of health and planning, the Special Advisor to the President on SDGs and representatives from the WHO country office, who discussed ways for better coordination in the NCD response and the need to align the NCD and SDG agendas.

The **Nigerian NCD Alliance** convened two national workshops with civil society representatives and government officials which resulted in a unique product to promote stronger civil society action and engagement: the **Civil Society Strategic Plan of Action for NCDs in Nigeria 2018-2022**, which aims to accompany the government's own National Strategic Plan on NCDs by delineating a route of activities and actions to strengthen the prevention and control of NCDs through multi-stakeholder partnerships.

Seed alliances also committed to the global NCD movement by carrying out advocacy in relation to the UN HLM on NCDs. Examples of this were the meeting held by the Nigerian NCD Alliance with the Nigerian Ministry of Health to confirm the participation of a high-level representative at the UN HLM on NCDs (the minister attended), and the NCDs-Vietnam national meeting held during the Global Week for Action on NCDs to promote a community-based model to implement the WHO Best Buys through collaboration with the WHO country office and local governments.



Ensuring a people-centred approach to Ghana's NCD response workshop, November 2018, Ghana.

Our Views, Our Voices

NCDAs **Our Views, Our Voices initiative** aims to promote the meaningful involvement of people living with NCDs (PLWNCDs) in the NCD response, supporting and enabling individuals to share their views to take action and drive change. Our Views, Our Voices is a five-year initiative (2016-2020) built around four main pillars of work: consultation, campaigns, communications and capacity development. It seeks to advance the rights of PLWNCDs and combat stigma and discrimination, and is anchored in the Advocacy Agenda of People Living with NCDs, built with the generous input of nearly 2,000 PLWNCDs.

In 2018, the UN HLM on NCDs offered a tangible opportunity to further the **Advocacy Agenda of People Living with NCDs** and support PLWNCDs with opportunities to become active players in the response to these diseases and in growing the NCD movement. Putting people first headed NCDAs campaign priorities and the contributions of PLWNCDs and civil society as critical enablers of accelerated NCD responses were acknowledged in the Political Declaration on NCDs adopted by Member States during the third UN HLM on NCDs.

To catalyse the voices of PLWNCDs, in May 2018, NCDa organised its first Our Views training event to equip PLWNCDs with skills to share their experiences for advocacy purposes and build a public narrative for NCDs. Trained participants demonstrated enhanced confidence in sharing their stories publicly and a better understanding of the mechanisms of meaningful involvement of PLWNCDs. A number of these PLWNCD advocates emerged as voices of change, making powerful interventions at the interactive hearing and on the sidelines of the WHA and the UN HLM on NCDs.

In 2018, NCDa also intensified the focus on elevating the voices of PLWNCDs in national NCD advocacy efforts. Through our partnership with Access Accelerated, we supported NCD alliances in Kenya and Ghana to build national advocacy agendas of PLWNCDs that reflect the challenges and priorities of PLWNCDs and their care partners in these country contexts. NCDa worked with these national alliances to create platforms for PLWNCDs to engage in dialogue with policy-makers and build public demand for NCD prevention and control. Leveraging the lessons learned from Kenya and Ghana, NCDa was able to support the efforts of the Mexico Salud-Hable Coalition to build a National Advocacy Agenda of People living with NCDs as part of NCDa partnership with Eli Lilly.



Participants at the Our Views, Our Voices training event in May 2018, Geneva.



Our Views, Our Voices national meeting, November 2018, Mexico.



Access Accelerated stakeholder collaboration event, March 2018, Nairobi, Kenya.



Our Views, Our Voices reception, May 2018, Geneva.

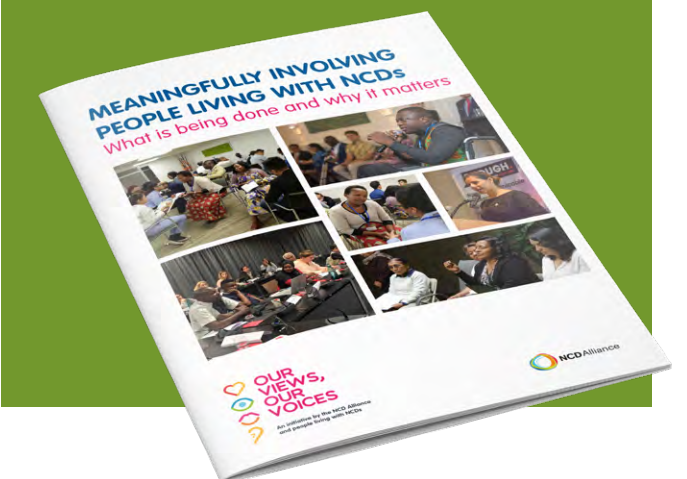
Meaningfully involving people living with NCDs: what is being done and why it matters

In October, the NCD Alliance issued a new report that highlights the vital role of meaningfully involving PLWNCDs and how this can be achieved in practice to ensure a greater impact when tackling NCDs. The report was issued to coincide with the Global Conference on Primary Health Care in Astana.

The report, entitled *Meaningfully involving people living with NCDs: what is being done and why it matters*, funded by a grant from Medtronic Foundation, aims to contribute to the body of knowledge available to stakeholders interested in promoting the meaningful involvement of PLWNCDs by sharing a sample of what is taking place around the world and providing a brief guide to getting started on meaningful involvement.

The report offers definitions of what is understood by meaningful involvement, explores various levels of involvement, shares case studies in civil society, government and healthcare delivery, and offers an overview of the skills PLWNCDs may need. It highlights the three steps on the ladder of meaningful involvement of PLWNCDs: participation, collaboration and coproduction.

Last year, NCDa also supported the WHO Global Coordination Mechanism on NCDs by facilitating a Community of Practice (CoP) on the meaningful involvement of people living with NCDs which sought to develop a critical mass of PLWNCDs and other stakeholders interested in evolving the concept of meaningful involvement and identifying shared challenges and opportunities to elevate the role of PLWNCDs in the NCD response.



KNOWLEDGE EXCHANGE

Broker evidence and good practice

Effective communication is key to raising awareness and promoting solutions for NCDs among policy-makers, opinion leaders, civil society and the private sector. The launch of the ENOUGH. campaign last year marked a milestone in our work, inviting civil society, together with millions of people living with NCDs around the world, to join us in demanding that governments rise to the challenge, do the right thing and put people first. Now.

Brokering knowledge

Over the past year, we have developed policy analysis, publications and briefs on relevant and timely issues to support advocacy, policy and practice in the NCD, health and sustainable development spheres. We have convened high-level side events, roundtables and webinars to catalyse dialogue and build consensus on priority issues.

In 2018, we delivered high quality analysis and publications on priority issues such as air pollution, alcohol control, mental health, strengthening health systems and NCD accountability. We worked with partner organisations to translate knowledge and policy into action, and to help ensure that evidence-based policy and implementation are shared among international, regional and national fora through multi-stakeholder dialogue.

We continued to expand NCDAs policy brief series, with the issue of Acting on Stroke and NCDs in partnership with the World Stroke Organisation and American Stroke Association. At a high-level roundtable held in Geneva, on the sidelines of the World Health Assembly in May,

we issued a report entitled Shaping Health Systems of the Future, showcasing 14 case studies on integrated NCD care, produced in partnership with Eli Lilly.

The NCD Civil Society Atlas, which documents 38 case studies and programmes on a broad range of issues relating to access, awareness, accountability and advocacy, was published in Spanish.

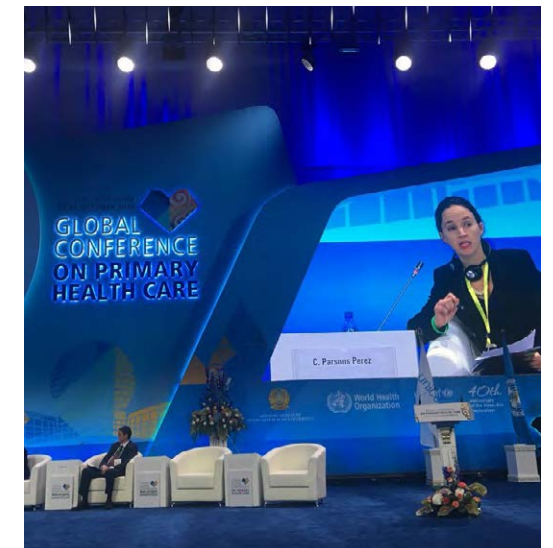
In 2018, NCDAs team organised 14 events at inter-national conferences, the World Health Assembly, the UN General Assembly and other key fora to maintain political momentum on NCDs. Our events have brought together key voices from around the globe in a constructive dialogue to spark debate and mobilise stakeholders to take meaningful action.

Nine webinars on priority advocacy issues were organised in 2018. Held every five or six weeks, webinars are a unique opportunity for our members and partners to exchange knowledge and share good practices.



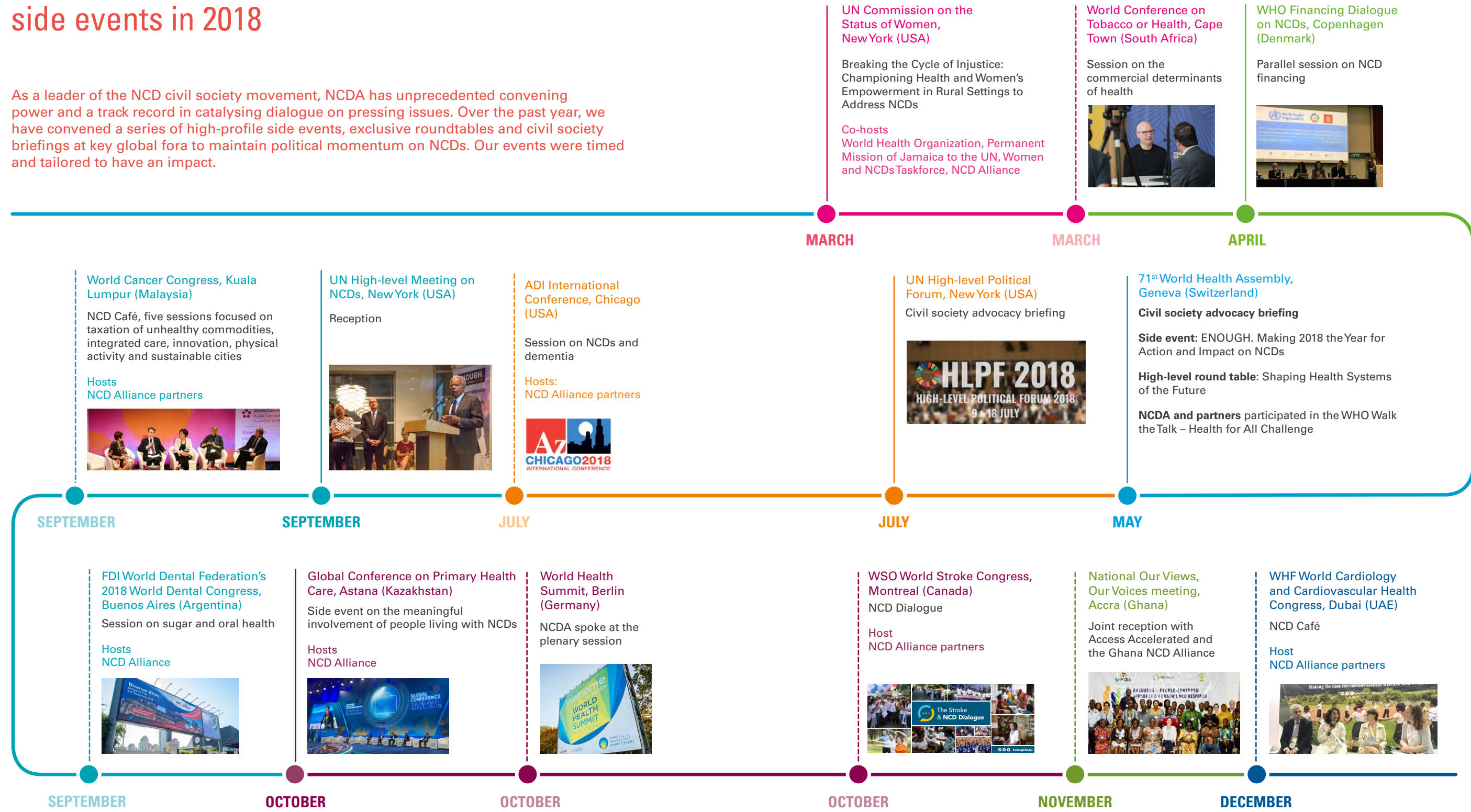
One of the major challenges for NCDs, and for public health more broadly, is closing the gap between knowledge and action. Working as an alliance provides unrivalled channels to promote and disseminate knowledge and good practice among policy-makers and advocates alike.

NCDAs participated in several panels at the Global Conference on Primary Health Care and organised a café session focused on putting people at the centre of healthcare. The session explored the key concepts of meaningful involvement as it relates to primary healthcare and the NCD response more broadly, to ensure that the voices and needs of people living with NCDs are heard and responded to promptly and effectively.



Highlights of side events in 2018

As a leader of the NCD civil society movement, NCD Alliance has unprecedented convening power and a track record in catalysing dialogue on pressing issues. Over the past year, we have convened a series of high-profile side events, exclusive roundtables and civil society briefings at key global fora to maintain political momentum on NCDs. Our events were timed and tailored to have an impact.



Global Week for Action on NCDs

A highlight of ENOUGH. was the first **Global Week for Action on NCDs convened from 3-9 September 2018**. The week was designed to be a coordinated platform in the weeks leading up to the UN HLM on NCDs for alliances, advocates and other members of the NCD movement to mobilise in the most relevant and practical ways for them, wherever they were in the world.



From May to 30 September 2018, the campaign hashtag #enoughNCDs reached at least 11 million people.

Online participation was astounding, while creativity was the hallmark of activities on the ground. On Twitter, more than **1,200 contributors in over 80 countries** produced in excess of 3,100 tweets using the #enoughNCDs hashtag, reaching more than four million people!

On the ground, activities included talk programmes broadcast on television (Maldives) and live on Facebook (Vietnam) and the collection of signatures on a petition concerning youth and #NCDs, as well as roundtable meetings (India), the creation of posters on NCDs using the ENOUGH. campaign branding (including by the UN System Standing Committee on Nutrition, UNSCN) and friendly sport matches and community events to walk the talk, raise awareness and provide health screening opportunities (e.g. in Egypt).

While the level of activity was inspiring, perhaps the most positive outcome of the week was a strengthened sense of grassroots activism worldwide. As one advocate explained online: *"We are only getting started this week, NCD Alliance! The momentum to beat NCDs will continue beyond a week. We've had enough of NCDs; we are building our campaign."*

According to our post-campaign evaluation survey, which collected the actions and views of civil society taking part in the ENOUGH. campaign, 54% of respondents participated during the week with activities including direct outreach with decision-makers, regional meetings and consultations with people living with NCDs and youth, and social media and traditional media campaigns.

Looking ahead, more than 80% of survey respondents agreed that they would participate in future NCD-related advocacy leveraging the unifying power of the ENOUGH. campaign, which is particularly encouraging for future global events including the 2019 UN HLM on Universal Health Coverage and the fourth UN HLM on NCDs in 2025.



Launch of the ENOUGH. campaign at the WHO Walk the Talk - Health for All challenge event in May, Geneva.

A key component of the campaign was the NCD Champions project, with over 20 champions sharing and reinforcing advocacy messages. Through the Voices of Change initiative, civil society shared messages of concern to be published on enoughncds.com which could be shared easily through social media. The messages resonated with the champions, some of whom enthusiastically adopted ENOUGH in their own communications. They included Zoleka Mandela and Princess Dina Mired, who expressed what they had had ENOUGH. of when speaking on panels during the HLM itself.

"Having the Global Week for Action provided a focus and brought everyone together, which was good for creating momentum prior to the HLM."



Zoleka Mandela, South African breast cancer survivor, road safety/breast cancer activist.

Share your views and make your own pledge to help stop NCD preventable death and suffering ahead of the 2018 UN HLM on NCDs.

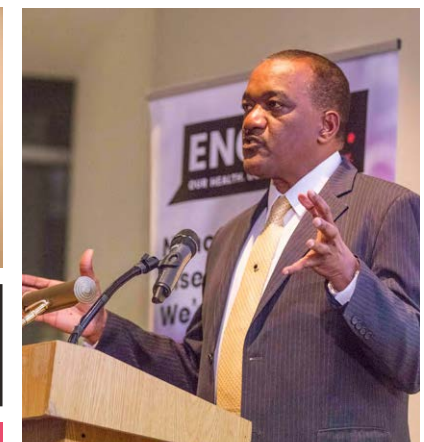


VOICES OF CHANGE

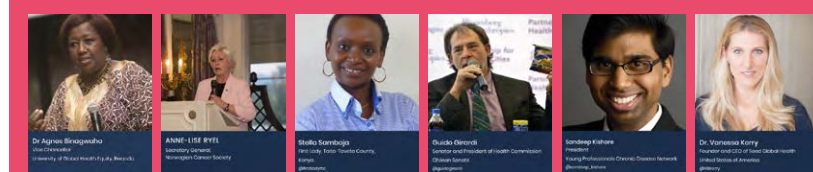


Sir George Alleyne, Director Emeritus, PAHO.

"Coordination of high-level champions for NCDs."



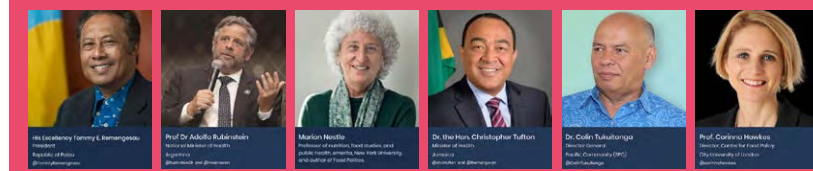
H.E. Lieutenant Colonel Jeffrey Bostic, Minister of Health and Wellness, Barbados



NCD CHAMPIONS



Community and political leaders, celebrities and respected influencers from all sectors and fields are joining the movement to draw a line in the sand and say 'enough is enough'.



Ms Tara Lisa Persaud, Our Views, Our Voices Advisory Committee

Examples of civil society action

NCD-Vietnam

Advocacy meeting to introduce the community-based model for implementing the WHO Best Buys strategies for NCD control, which increased collaboration between the alliance, the WHO country office and local governments.

Rwanda NCDA

National and global media campaign for the GW4A, reaching +10k people and increasing awareness of the UN HLM in the country.

“Consistent and cohesive messaging for everyone to use.”



Healthy India Alliance

Regional consultations with +30 people on NCDs with a focus on the meaningful involvement of PLWNCDs, resulting in preliminary steps towards a national agenda of PLWNCDs.



Sri Lanka



“Having the Global Week for Action provided a focus and brought everyone together, which was good for creating momentum prior to the HLM.”

EMRO NCDA

Regional launch of the report of the High-level Commission on NCDs and Mental Health through a media release disseminated by 35 media outlets.

“Gave a voice and face to people who live with NCDs and young people.”

NCDA Nepal

Mobilised media to build NCD policy awareness in the country with news articles published by 10 media outlets.

“Helped a lot in increasing awareness that action by the government must be taken now.”



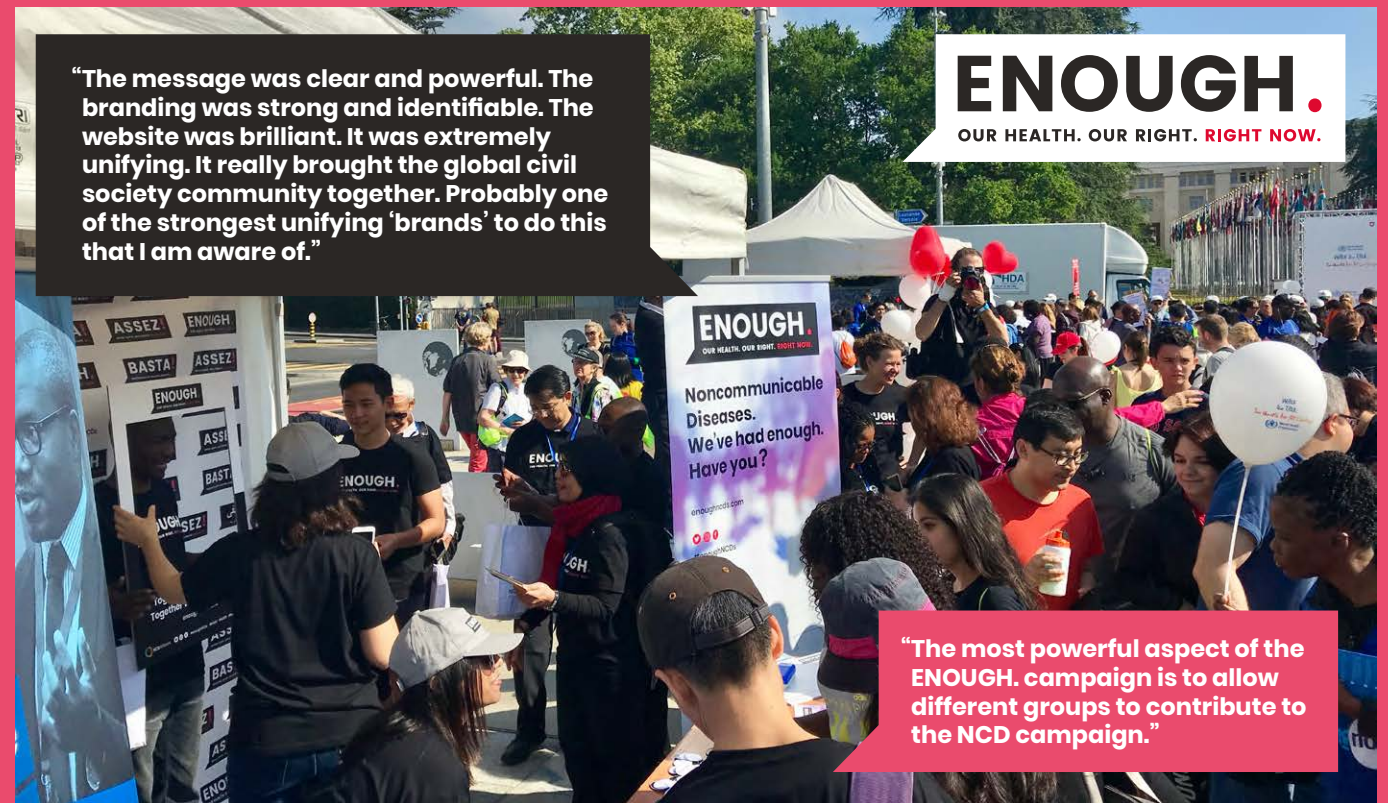
Sri Lanka



Maldives

Burundi NCDA

Meeting with the 1st Vice President to increase government outreach. The 1st Vice President confirmed that the HoS had received the invitation to attend the UN HLM and committed to encourage the HoS to attend.



“The message was clear and powerful. The branding was strong and identifiable. The website was brilliant. It was extremely unifying. It really brought the global civil society community together. Probably one of the strongest unifying ‘brands’ to do this that I am aware of.”

ENOUGH.
OUR HEALTH. OUR RIGHT. RIGHT NOW.

“The most powerful aspect of the ENOUGH. campaign is to allow different groups to contribute to the NCD campaign.”



“The integration of the campaign identity into the resources of members, e.g. non-NCDA communications material that incorporated the hashtag. This is a testament to the campaign buy-in.”



“ENOUGH. was a unifying factor integrating NCD action across geographies and stakeholders.”

Communications

In 2018, communications efforts focused on increasing the visibility of the NCD movement, particularly of people living with NCDs and their carers as key actors in global health and development. Media relations work was one of the highlights of the year. An orchestrated op-ed series, together with dedicated press coverage on NCDs, helped position NCDA as a leader in the sustainable development era.

Resources for action

Last year, as a part of the ENOUGH campaign, NCDA launched a pack of 20 audiovisuals designed to feature the voices of people living with NCDs, NCD champions and the broader NCD movement in the lead-up to the third UN High-level Meeting on NCDs. Furthermore, NCDA developed easily adaptable visual and social media templates to help advocates simply share highly appealing and compelling messages as part of ENOUGH. The Social Media Guide and Campaign Fuel provided further support to members either getting started and campaigning on social media or wishing to further engage in leveraging the power of social media for HLM-related campaigning as part of ENOUGH.

The enoughncds.com platform provided a space to share resources and keep the NCD community abreast of the UN summit processes and possibilities for civil society to make its voice heard in the global arena.

2018 marked the third year since the redevelopment of NCDA website, ncdalliance.org, which continued to grow, reaching an expanded audience of 180,000 users (compared to 73,000 in 2017). Available in English, French and Spanish, ncdalliance.org has become the go-to source for the latest trends and analysis affecting NCD prevention and control around the world.

The ncdalliance.org blogs – with authors specialised in the NCD response, as well as NCD advocates, people living with NCDs and individuals from the broader health and sustainable development community – continued to be a centrepiece of our digital activities. Promotion of the 30 high-quality blogs on topical and thought-provoking themes drove traffic to the website and expanded audiences.

NCDA's weekly newsletters continued to grow last year as well, reaching nearly 3,500 subscribers. Both a capacity-building and a relationship-strengthening tool, the newsletters provide a wealth of information to our community. The open rate ranged from 22-28% compared to the industry standard of 20%.

Last year's media relations campaign with multiple op-ed, cutting-edge research and curated NCD stories published in various development focus media helped position NCDA as a leading organisation in the prevention and control of NCDs, as well as health and sustainable development more broadly.

2018 WEBSITE

157 000
SESSIONS

108 000
TOTAL USERS

NEW USERS
105 000

85.7%
of all users



WEEKLY NEWSLETTER



3 482
SUBSCRIPTIONS

AVERAGE
OPEN RATE

23%
(Industry average = 20%)

OPEN RATE
RANGE FROM
22-29%



"I think the materials produced and shared were extremely helpful as a guide to our national alliance."

"A global campaign with the same hashtag, voices from around the world with a unified message."

"Created synergy of national/regional advocacy as well as unified messaging."

"The caption itself was impactful as it was attractive and energetically suitable for the moment."

The campaign provided a set of resources to support civil society advocacy effectively. These included a portal, a pack of audiovisual resources, visual identity assets in five languages and a communications pack with infographics, frequently asked questions, a presentation of the campaign and a briefing paper in multiple languages.

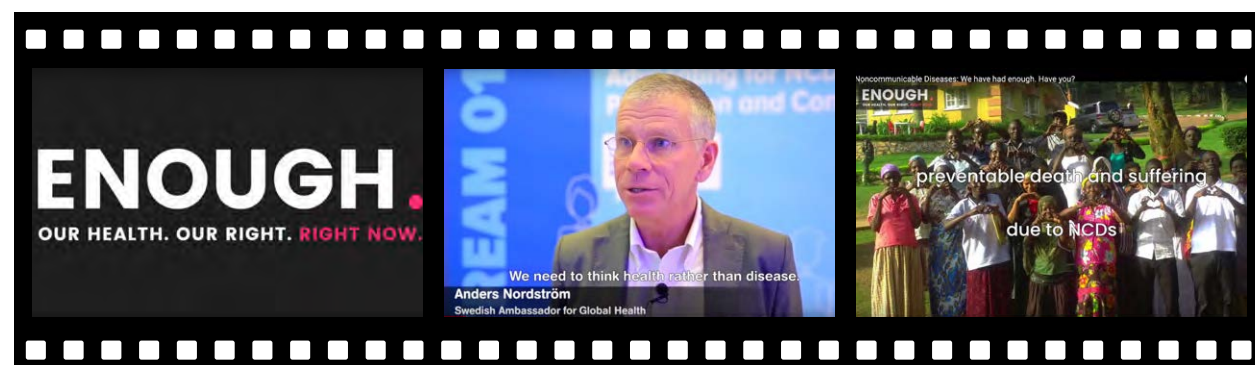
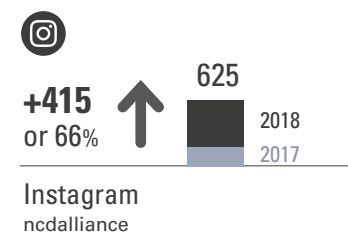
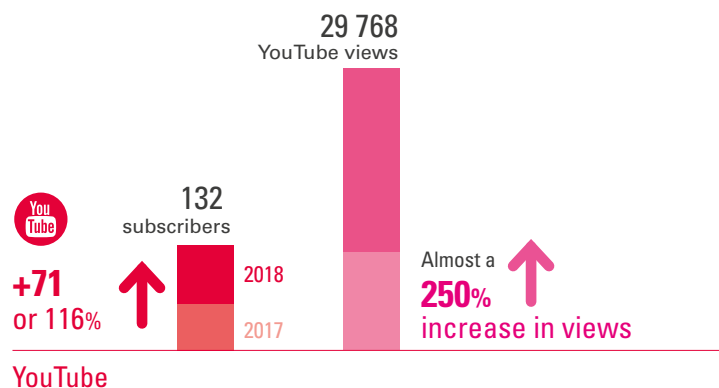
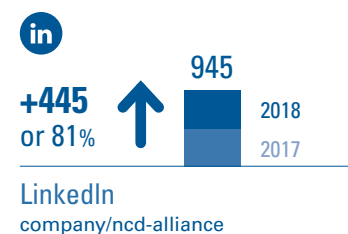
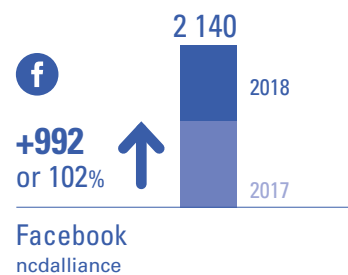
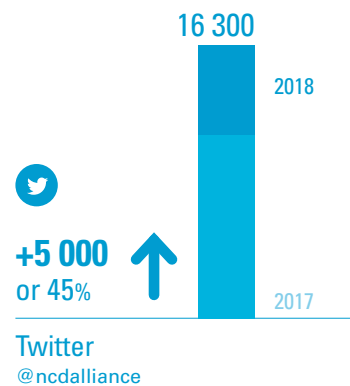
Social media

NCDAs social networks continued to grow rapidly last year. Our Twitter account surpassed 16,000 followers in December 2018 (compared to 11,000 followers in December 2017). We continued to be proactive on various platforms to catalyse discussion, promote our position on key policy issues and amplify NCD Alliance and partner projects and campaigns.

Our tailored messaging, strengthened by eye-catching graphics and videos, was used to promote advocacy

priorities, publications, weekly blogs and webinars, generating greater user engagement with NCD Alliance content and ensuring that the content was shared widely on social media.

For the third consecutive year, NCD Alliance was not only a leading voice on Twitter on NCDs in relation to the WHA, but it also led the charge for #NCDs and #enoughNCDs to be among the top 10 hashtags associated with #WHA72, leveraging the platform for live coverage, amplification of NCD-related network communications and real-time advocacy.



ORGANISATIONAL GROWTH

Strengthening our potential to drive change

In less than a decade, the NCD Alliance has become a recognised global leader in the NCD response. NCD Alliance builds capacity, shares solutions and forges strong partnerships, creating civil society coalitions that spark political commitment and action on NCDs.

NCD Alliance continues to evolve, building on its consolidated track record, vision and expertise and its strategic priorities for delivering impact in the era of the Sustainable Development Goals. In 2017, NCD Alliance made an important step forward as an organisation, transitioning from being an informal alliance to a standalone NGO registered in Switzerland with a president, board and consolidated membership base. As part of this process, we were excited to launch NCD Alliance membership application process last year, opening up new avenues for cooperation for our broad network to strengthen our collective potential and power to drive change for greater impact.

Since last year, NCD Alliance membership has been open to civil society organisations (CSOs) and alliances engaged in NCD policy and practice at the international, regional and national levels. NCD Alliance membership offers a range of benefits.

With four categories of membership (Founding, Full, Associate and Network) and a range of benefits, NCD Alliance is striving to have a more inclusive and empowered network for advocacy and action.

Partnerships for greater impact

Since it was founded, NCD Alliance has been a leading voice calling for a whole-of-society approach to NCDs and a long-standing champion of appropriate public-private partnerships. Forging inclusive partnerships with organisations committed to fighting NCDs is a core element of NCD Alliance's strategy to deliver results. At the heart of its approach lies the principle of co-creation that places trust first and foremost in its relationships and open dialogue with all stakeholders.

A cornerstone of the political NCD response is multisectoral action. No one sector alone will solve this global epidemic. All sectors, including the UN, governments, NGOs and the private sector, have to act. NCD Alliance translates this rhetoric into reality in our everyday work by pioneering partnerships across sectors that yield gains for people living with or at risk of NCDs worldwide.

Last year, NCD Alliance's partnership base continued to grow with the engagement of two NGOs: Resolve to Save Lives, an initiative of Vital Strategies, to team up in a project to eliminate trans-fatty acids from the food

Putting lived experience front and centre in the NCD response

In March 2018, NCD Alliance partnered with the **NCD Alliance of Kenya** under the aegis of a broader partnership with Access Accelerated to advance the Our Views, Our Voices initiative in Kenya by seeking to meaningfully involve people living in the NCD response and channel the power of the lived experience into effective action against NCDs.

135 people, including people living with NCDs and caregivers, Kenyan Ministry of Health officials, Kenyan country first ladies, NCD Alliance Kenya members and other stakeholders met at a two-day national workshop to develop the **Advocacy Agenda of People Living with NCDs in Kenya**.



supply chain, and the World Obesity Federation, to leverage our efforts on childhood obesity end stigma. Two corporate supporters also joined NCDA: Access Accelerated, to support the creation of the Advocacy Agenda of People Living with NCDs in Kenya and Ghana, and Pfizer, to collaborate on the role of frontline health workers in the strengthening of health systems worldwide.

This brought the total number of supporters up to 21 in 2018, including 14 NGOs, six companies and two foundations. NCDA's partner base is global and diverse. The partners' unwavering support reflects their belief in the work NCDA does around the world to improve the lives of people at risk or living with NCDs. Our success is dependent on cooperation with our global network, supporters, experts, federations and partners, to whom we are extremely grateful.

Sharing best practices to shape the health systems of the future

In May 2018, in partnership with Eli Lilly, NCDA launched a new practical guide entitled Shaping the Health Systems of the Future: Case Studies and Recommendations for Integrated NCD Care, which drew upon interviews with global experts and health practitioners around the world.

This guide is a result of collaborative work involving NGOs, academics and private sector representatives, who contributed their views and expertise. Published just prior to the third UN High-level Meeting on NCDs in September 2018 and the Second International Conference on Primary Health Care the following month, this guide filled an important gap by providing a set of detailed case studies demonstrating the practical benefits of an integrated approach to NCDs, drawn from countries including India, Malawi, Rwanda, Ethiopia, Kenya and Vietnam.

"We strongly believe in the impact of sharing lessons learned and best practices and recognise the limited evidence base which currently exists around effective models of integrated care to address the needs of people living with NCDs. Our hope is that this guide can contribute to this body of knowledge, and to growing efforts around tackling NCDs," said Katie Dain, CEO of the NCD Alliance.

"If health systems are to be effective, people cannot be considered as a collection of isolated body parts – care and prevention must be tailored to each individual as a whole. Integrated services need to be coordinated across all levels of care, starting at primary care level where person-centred care can be optimised to address noncommunicable diseases (NCDs)," said Amy Israel, Global Health Thought Leadership and Policy Director of Eli Lilly and company.



NCDA Members

(as of 27 March 2019)

Below is a list of NCDA members

Founding members

Union for International Cancer Control (UICC)	Geneva, Switzerland
World Heart Federation (WHF)	Geneva, Switzerland
International Union Against Tuberculosis and Lung Disease (The Union)	Paris, France
International Diabetes Federation (IDF)	Brussels, Belgium

Full members

American College of Cardiology (ACC)	Washington, DC, United States of America
American Cancer Society (ACS)	Atlanta, GA, United States of America
Alzheimer's Disease International (ADI)	London, United Kingdom
American Heart Association (AHA)	Dallas, TX, United States of America
FDI World Dental Federation (FDI)	Geneva, Switzerland
Forum of International Respiratory Societies (FIRS)	Lausanne, Switzerland
International Federation of Psoriasis Associations (IFPA)	Bromma, Sweden
NCD Child	Itasca, IL, United States of America
Norwegian Cancer Society (NCS)	Oslo, Norway
The George Institute for Global Health	Sydney, NSW, Australia
Vital Strategies	New York, NY, United States of America
World Obesity Federation (WOF)	London, United Kingdom
World Stroke Organization (WSO)	Geneva, Switzerland

ACT Promoção da Saúde / ACT Health Promotion	São Paulo, Brazil
Australian Chronic Disease Prevention Alliance (ACDPA)	Sydney, NSW, Australia
Afghanistan NCD Alliance	Kabul, Afghanistan
Coalición Latinoamérica Saludable / Healthy Latin America Coalition (CLAS)	Dallas, TX, United States of America
Coalición México Salud-Hable	Mexico City, Mexico
Coalition des ONG et Associations contre les Maladies Non Transmissibles au Togo (Coalition MNT-Togo)	Lomé, Togo
Danish NCD Alliance	Copenhagen, Denmark
Deutsche Allianz Nichtübertragbare Krankheiten (DANK)	Berlin, Germany
East Africa NCD Alliance (EANCDA)	Kampala, Uganda
Eastern Mediterranean NCD Alliance (EM-NCDA)	Kuwait City, Kuwait
Egyptian NCD Alliance	Al Jizah, Egypt
Ghana NCD Alliance (GhNCDA)	Accra, Ghana
Healthy Caribbean Coalition (HCC)	Saint Michael, Barbados
Healthy India Alliance (HIA)	New Delhi, India

Healthy Philippines Alliance	Quezon City, Philippines
Mesa Colombiana de Incidencia por las Enfermedades Crónicas (MECIEC)	Bogotá, Colombia
Myanmar NCD Alliance	Yangon, Myanmar
NCD Alliance Lanka	Rajagiriya, Sri Lanka
NCD Alliance Nigeria	Lagos, Nigeria
NCD Malaysia	Kuala Lumpur, Malaysia
NCD Alliance Kenya	Nairobi, Kenya
Rwanda Non Communicable Diseases Alliance (RNCDA)	Kigali, Rwanda
South African Non-Communicable Diseases Alliance (SANCDAs)	Sandton, South Africa
The Norwegian NCD-Alliance	Oslo, Norway
Uganda NCD Alliance (UNCDA)	Kampala, Uganda
Vietnam Non-communicable Diseases Prevention and Control Alliance (NCDs-VN)	Hanoi, Vietnam
Academy of Dentistry International (ADI)	Hicksville, OH, United States of America
Arogya World	Naperville, IL, United States of America
Cancer Council Victoria	Melbourne, VIC, Australia
Cancer Research UK	London, United Kingdom
Diabetes Association of Sri Lanka (DASL)	Rajagiriya, Sri Lanka
Diabetic Youth Care Association (DYCA)	Giza, Egypt
Framework Convention Alliance for Tobacco Control (FCA)	Geneva, Switzerland
Health and Global Policy Institute (HGPI)	Tokyo, Japan
International Association for Dental Research (IADR)	Alexandria, VA, United States of America
International Society of Nephrology (ISN)	Brussels, Belgium
King Hussein Cancer Foundation (KHCF)	Amman, Jordan
RTI International	Research Triangle Park, NC, United States of America
The Heart Foundation of Jamaica	Kingston, Jamaica
The Wellbeing Initiative	Ibadan, Nigeria
World Cancer Research Fund International (WCRFI)	London, United Kingdom

Associate members

Amref Health Africa	Nairobi, Kenya
APDP Diabetes Portugal (APDP)	Lisbon, Portugal
International Osteoporosis Foundation (IOF)	Nyon, Switzerland
Pulmonary Vascular Research Institute (PVRI)	Canterbury, United Kingdom

FINANCIALS

The NCD Alliance has received a clean audit for the financial management of the organisation in 2018 from the auditors PricewaterhouseCoopers (PwC).

In accordance with the decision of the Board, we invested surplus funds received in previous years to implement the 2016-18 business plan whilst maintaining prudent levels of reserves. In addition to the 2018 revenues of \$2.25m, we used previously received income of \$0.96m to cover total operating expenses of \$3.22m during the year, leaving a small overall deficit of \$16,948. Our reserve levels are now at a prudent level of \$0.5m, and NCDA aims to increase the reserves in 2019 to reflect the increase in staff.

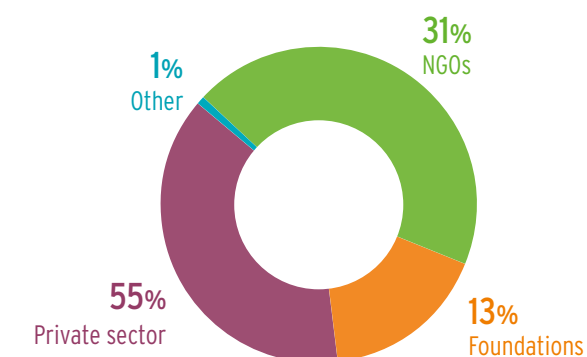
The core investments in 2018 were in our capacity development programme that supports civil society in low- and middle-income countries, continuing our global advocacy work and expanding and professionalising the team. The team now numbers 16 members and we believe this is the appropriate size in the coming years as we implement the next cycle of the business plan.

We enter 2019 with a refreshed fundraising approach and a growing membership base, which gives us confidence that future income levels will cover planned operating costs.

INCOME

all figures in USD

NGOs	\$697,179
Foundations	\$285,793
Private sector	\$1,230,693
Other	\$35,397



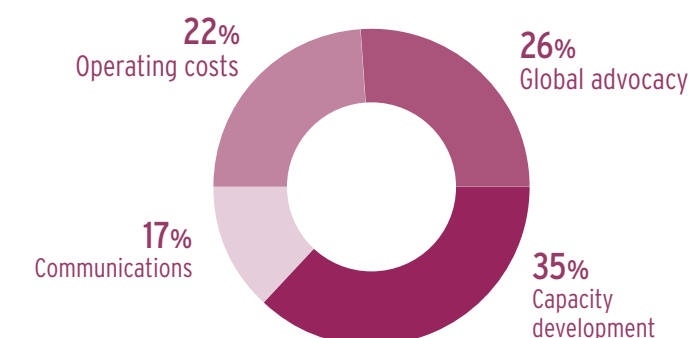
Income total **\$2,249,062**

*Carry forward from previous years \$961,810

EXPENDITURE

all figures in USD

Global advocacy	\$854,967,61
Capacity development	\$1,135,888,18
Communication	\$536,623,60
Operating costs	\$700,340,70



Expenditure total **\$3,227,820**

NCD Alliance Board 2017-2019



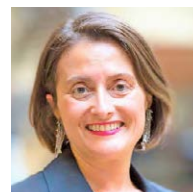
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International Union Against TB
and Lung Disease



Jean-Luc Eisele,
CEO, World Heart Federation



George Alleyne,
Director Emeritus, PAHO



Paola Barbarino,
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Heart Foundation of Jamaica



Todd Harper,
CEO, Cancer Council Victoria



Paula Johns,
Executive Director,
ACT+ Brazil



Gerald Yonga,
Chair, East Africa NCD Alliance



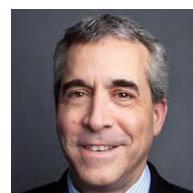
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Adviser, EMRO NCD Alliance



Tezer Kutluk,
Immediate Past President,
Union for International Cancer
Control



ID Rusen,
Director of Research and
Development,
International Union Against
Tuberculosis and Lung Disease

About the NCD Alliance

The NCD Alliance (NCDA) is a unique civil society network, dedicated to improving NCD prevention and control worldwide. Today, our network includes NCDA members, national and regional NCD alliances, over 1,000 member associations of our founding federations, scientific and professional associations and academic and research institutions.

Together with strategic partners, including the WHO, UN and governments, NCDA is uniquely positioned to transform the global fight against NCDs through its core functions of global advocacy, accountability, capacity development and knowledge exchange. To learn more, visit www.ncdalliance.org.

Founding federations



NGO partners



Corporate partners



Foundation partners



NCD Alliance Team



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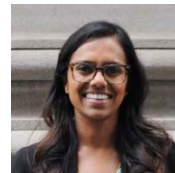
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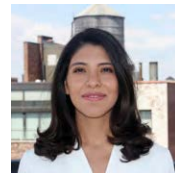
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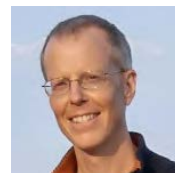
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Our vision is a world where everyone has the opportunity
for a healthy life, free from preventable suffering,
stigma and death caused by NCDs

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