



NCD Alliance **ANNUAL REPORT 2019**

MAKING NCD PREVENTION AND CONTROL A PRIORITY, EVERYWHERE





NCD Alliance ANNUAL REPORT 2019

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Message from the President



Mr Todd Harper
President, NCD Alliance
@ToddHarperAUS

2019 was a key year for the NCD Alliance, marking a full decade of growth and evolution for our organisation and our community. We have grown and evolved, while remaining fiercely loyal to our founding values. Our roots are as a global alliance: our strength is in our collaboration and in our united, unwavering voice.

During these past ten years, we've seen the NCD landscape change drastically. There have been shifts in the geography of poverty, growing inequality, turbulent political dynamics, escalating humanitarian emergencies, and environmental degradation. However, in spite of this challenging political space, we have managed to maintain and nurture our unique position in civil society.

This is reflected by the memorandum of understanding that we recently signed with the World Health Organization (WHO), thereby formalising ten years of increasingly close collaboration, at a ceremony in which WHO Director General Tedros commended NCD Alliance for its role as the convener of the global civil society movement on NCDs.

We have worked to engage civil society across sectors and diseases, collaborating in global advocacy at three UN High-Level Meetings on NCDs and the first one on Universal Health Coverage in September 2019. We also support NCD alliances and coalitions in shifting policy at national level and ensuring that commitments made translate into real actions for meaningful change.

Indeed, bringing the NCD movement together is one of our primary aims, with a special focus on creating opportunities for people living with NCDs, ensuring that their needs are represented and their voices are given a platform from which they can be heard.

But this unified collaboration is more than one of our key objectives – it's also the source of our success, which has been driven by working together with our global network, partners, experts, and federations, and which we are tremendously thankful for. We celebrate that we were able to bring on over 200 members in the first year after our transition to a standalone NGO registered in Switzerland.

In spite of our collective achievements, the NCD movement faces a challenging road in pursuit of our shared vision: a world where everyone has the opportunity for a healthy life, free from preventable suffering, stigma, disability and death caused by noncommunicable diseases.

We remain committed as ever to this vision, and will continue working towards making it a reality until it is achieved, together with the leadership of NCD Alliance's founding federations – IDF, WHF, UICC and The Union – and with our supporters, members and partners, to whom we give a heartfelt thank you. Your unwavering support is the crucial element in the work we do around the world to improve the lives of people at risk of or living with NCDs.

Message from the CEO



Ms Katie Dain
CEO, NCD Alliance
@katedain1

In 2019, the NCD Alliance celebrated our ten year anniversary. We have come a long way since our formation in 2009. NCD Alliance's strength has come through building bridges, working across sectors as broad as nutrition, the environment, and women and children's health to break down the silos for an integrated approach to better health and greater equality for people around the world. We've faced many challenges along the way, and we will no doubt continue to do so – but our perseverance and determination has yielded significant successes.

One of the most difficult obstacles that the global NCD community faces is obtaining adequate funding for NCD prevention and treatment programmes. We have carried out advocacy work in this regard since our early days, and finally we are seeing the benefits, with the Norwegian government launching its 'Better Health, Better Lives' strategy on 22 November – the first OECD country to have an NCD-specific development strategy and evidence that positive change is happening.

We've also made achievements in other areas of our work. In 2019, we scaled up the 'Our Views, Our Voices' initiative to include a Train the Trainers programme. To date, nearly 300 people living with NCDs around the world have been trained on how to share their lived experiences in order to drive action on NCDs, taking part in developing national advocacy strategies. The Advocacy Institute, launched in 2017, also works towards strengthening these efforts. In 2019, we focused on evaluating what the programme has accomplished thus far, and what direction it will take going forward.

Great effort was made in 2019 in the preparations for the third Global NCD Alliance Forum, which took place at the beginning of 2020 in Sharjah, UAE under the theme 'Bridging the Gap' between commitments made and actions taken. The theme and the Forum activities were decided in collaboration with our network, ensuring the maximum benefit for all in attendance.

Among our greatest achievements in 2019, however, has been the continuous growth of alliances – of which there are now 65! And out of 65 alliances in our network, 53 are already members, with more joining soon.

2019 has been the NCD Alliance's most successful year from a partnership perspective not only in the number of partners engaged, but also in diversifying to new sectors, such as foundations.

As always, these achievements are only possible with the dedication of our global network, our members, supporters and advisers, and the dedicated NCD Alliance team. The challenge ahead of us remains immense, but our experience shows that together we can achieve more. Together, we are making a difference for people living at risk of or with NCDs worldwide.

THE YEAR IN REVIEW

A glance at our work in 2019

JANUARY

NCD Alliance attended the **144th WHO Executive Board meeting** and, together with its partners, made 12 statements highlighting health, environment and climate change; elimination of cervical cancer; nutrition; universal health coverage; the 2030 Agenda for Sustainable Development; and the proposed programme budget 2020-2021.



MARCH

NCD Alliance hosted a conference workshop and three sessions at an **NCD Café within the AMREF Africa Health Agenda International Conference 2019**, focusing on Universal Health Coverage, multimorbidity and multisectoral action.



APRIL

Launch of the **Mexican Advocacy Agenda of People Living with NCDs**, by the Mexico Salud-Hable Coalition.



Launch of **NCD Alliance Advocacy Priorities** for the 2019 UN HLM UHC

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



MAY

NCD Alliance hosted the high-level event "**Rethinking global health: a prerequisite for achieving Universal Health Coverage**" as a side event at the World Health Assembly (WHA), attended by over 300 participants.



Launch of a **new policy brief on the impact of air pollution** on human health, in partnership with the **Forum of International Respiratory Societies**.



NCD Alliance hosted a **side event** at WHA on the global elimination of trans fatty acids with partner Resolve to Save Lives, also launching the report "**Trans Fat Free by 2023: Case Studies in Trans Fat Elimination**".

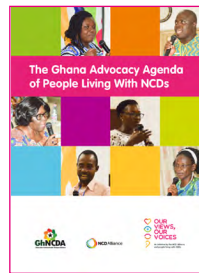


NCD Alliance hosted a **training on advocacy for trans fats elimination** at the sidelines of the WHA, attended by 10 advocates from eight countries.



NCD Alliance's first **General Assembly with members**.

Launch of the **Ghana Advocacy Agenda of People Living with NCDs**.



ACT Health Promotion launched the **Brazilian Civil Society NCD Status Report**, with the support of NCD Alliance's Advocacy Institute Accelerator Programme.



JUNE

NCD Alliance, together with **HelpAge International and FIGO**, hosted **three sessions** focused on NCDs, mental health, and quality of care throughout the lifecourse, as part of the **Women Deliver conference in Canada**.



NCD Alliance hosted a roundtable discussion on digital health strategies for **NCDs in Senegal**, with the support of Novartis Foundation, also releasing a discussion paper translated to French on the issue "**Realising the promise of digital health for NCDs and UHC: What is the opportunity for civil society?**"



NCD Alliance hosted a regional capacity development workshop in Senegal with the support of Sanofi, also launching its "**Mapping of Civil Society Organisations in Francophone sub-Saharan Africa**".



NCD Alliance holds the first **Our Views, Our Voices Train the Trainers workshop**.



JULY

REPLACE stakeholder meetings were hosted by members in Mexico and Pakistan to develop an action plan to eliminate trans fats.



AUGUST

Approval of the **Dakar Declaration on NCDs**, drafted at the Regional Workshop on NCDs for Francophone Africa, organised by NCD Alliance.



NCD Alliance supported the delivery of a joint statement at the **WHO AFRO Regional Meeting** on the need to accelerate the NCD response in the African region, in line with the 2018 UN HLM on NCDs Political Declaration and on behalf of the UICC, NCD Alliance, and 12 African NCD alliances.



SEPTEMBER

At the ESC Congress and **World Congress of Cardiology**, NCD Alliance launched the report "**Expanding Access to Care, Supporting Global, Regional and Country Level NCD Action: Programme Achievements and Lessons Learnt**", which offers NCD Alliance's insights on a five-year programme supported by the Medtronic Foundation that aimed to strengthen NCD civil society in Brazil, India, South Africa and the Caribbean.



The second **Global Week for Action on NCDs**, an NCD Alliance initiative, saw the participation of thousands of people in 88 countries, with social media reaching 2.4 million people around the world.



An **NCD Café was held at the ESC Congress in Paris**, together with the **World Congress of Cardiology**, organised by NCD Alliance's Supporters Group with special support from the World Heart Federation.



SEPTEMBER

Three NCDA members – Healthy Caribbean Coalition, Mexico Saludable Coalition and King Hussein Cancer Foundation – received **UN Interagency Task Force on NCDs (UNIATF) Awards** for their outstanding contribution to NCD prevention and control.



Launch of mini-documentary **“Waking up and walking the talk on NCDs”**, produced by NCDA and BBC Storyworks.



United Nations General Assembly week events

Planetary Health Action Dialogue together with UNDP, WHO and IISD, which married the themes of the week’s five summits: Climate action, UHC, realisation of Agenda 2030, financing for development, and the SAMOA Pathway.



NCDA co-hosted an **event at UNHQ on hitting the targets of all the previous health HLMs**, together with WHO, diplomatic missions of Japan and Zambia, StopTB Alliance, UHC2030, Rollback Malaria and UNAIDS.

NCDA was also an NGO co-host of an **event on the importance of community and civil society engagement**, with UNAIDS, WHO, UNDP and Save the Children.

Roundtable on novel business models to improve access to NCD care in LMICs, together with Eli Lilly.



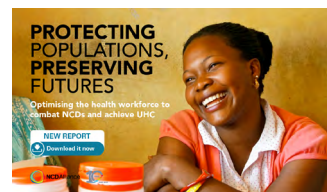
Side event on the optimal NCD health workforce, together with the International Federation of Psoriasis Associations and the Global Coalition for Psoriasis.



Launch of the **“Burning problems, inspiring solutions”** joint report by NCDA and the International Institute for Sustainable Development, which challenges policy and decision makers to address fossil fuels as a public health issue in similar ways to tobacco control policies.



Launch of **“Protecting populations, preserving futures”** report on the optimal health workforce, by NCDA with the support of Pfizer Upjohn.



Launch of the research brief **“Fueling an unhealthy future”** authored by NCDA and Vital Strategies on subsidies to the fossil fuels industry as a public health issue.

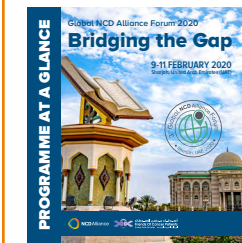


NCD Alliance members delivered civil society statements at WHO Regional Committee Meetings (RCMs):

- **SEARO RCM** (2-6 Sept, India), in collaboration with the WHF and the Healthy India Alliance.
- **PAHO RCM** (30 Sept - 4 Oct., USA), supporting the participation of Dr Beatriz Champagne, Healthy Latin American Coalition (CLAS) regional coordinator and Director of the InterAmerican Heart Foundation (IAHF).
- **AFRO RCM** (19-23 August, Republic of Congo), in collaboration with Ghana NCD Alliance.

OCTOBER

Launch of **Global NCD Alliance Forum 2020 Programme at a Glance**.



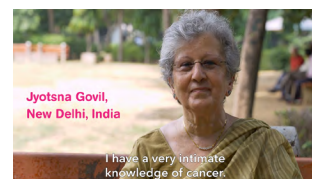
NOVEMBER

Renewal of the **NCD Alliance Japan**.



DECEMBER

Two new **“Our Views, Our Voices” mini-films** were launched to coincide with Universal Health Coverage Day on 12 December, produced together with the Ghana NCD Alliance and Healthy India Alliance and thanks to NCD Alliance’s partnership with Access Accelerated.



Jyotsna Govil, New Delhi, India
I have a very intimate knowledge of cancer.

The **“Clean Air Now”** report by FIRS and NCDA was launched, calling on policymakers and political leaders to urgently implement cost-effective actions to achieve quick results for cleaner air.



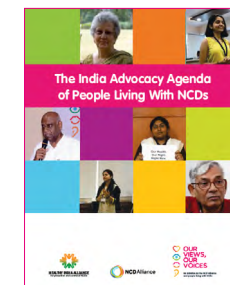
NCDA and PATH hosted, together with the **Vietnamese Ministry of Health, a roundtable meeting** to discuss digital health strategies to address NCDs in Haiphong, Vietnam.



NCDA participated in the **WHO Global NCD Meeting in Muscat, Oman**, with actions that included co-hosting the Civil Society Caucus session with WHO on meaningful involvement of civil society in the NCD response; speaking roles in various plenary sessions; and the release of the second report of the WHO High-Level Commission on NCDs.



The **India Advocacy Agenda of People Living with NCDs** was launched by the Healthy India Alliance, with the support of the NCDA Advocacy Institute, with unique recommendations on air pollution and palliative care.



Uniting efforts, catalysing change

Advocacy is a cornerstone of NCDA's work and is a key to bringing about positive change at all levels. In 2019, we defined five advocacy priorities for the first UN High-Level Meeting on Universal Health Coverage after consultations with our network: Prevention, Primary Health Care, Equitable Access to Medicines, Sustainable Financing and Investments, and Engaged and Empowered Communities. These priorities formed the basis of our advocacy work throughout the year, including at the UN General Assembly, and during the NCDA's Global Week for Action on NCDs.

The UN High-Level Meeting on Universal Health Coverage (UN HLM on UHC) took place on 23 September during the United Nations General Assembly (UNGA) high-level week. NCDA's five advocacy priorities, as well as those of the UHC2030 Civil Society Engagement Mechanism (CSEM) to which NCDA actively contributed, are well reflected in the [Political Declaration](#) adopted by Heads of State and Government. The final declaration strikes a balance between prevention, promotion, treatment and care, and reflects a life-course perspective with recognition of primary health care, including palliative care, as the cornerstone. NCDA co-hosted several well-attended events in the lead up to the HLM, including during the World Health Assembly in Geneva in May, as well as during UNGA week in New York City.

In 2019, NCDA's second Global Week for Action on NCDs took place under the banner "[NCDs and UHC: Delivering Healthy Lives for All](#)". The campaign reached millions of people from 2-8 September, thanks to thousands of participants in about 100 countries who engaged both online and in their communities. People posted community actions taking place during the week on their social media and on the ENOUGH Map of Impact, which gathered more than 130 powerful Voices of Change from the community and over 50 activities including walks, health screening events, meetings, physical activity sessions, conferences and health education lessons.



Shaping NCD policy

NCDA was very active at both the WHO Executive Board meeting in January and World Health Assembly (WHA) in May, delivering 12 statements on key topics at the Executive Board, hosting six side events including one on elimination of trans fats, and hosting six side events and delivering numerous policy statements at the WHA. NCDA advocacy at the WHA contributed to a decision to go beyond the Political Declaration from the 2018 UN HLM, extend the existing WHO Global NCD Action Plan and the Mental Health Action Plan timeframe from 2020 to 2030, and mandating the WHO to develop policy recommendations for mental health and air pollution.

Financing the NCD response

Throughout 2019, NCDA continued its involvement in the WHO advisory groups, including the Independent High-Level Commission on NCDs, with [Katie Dain and Sir George Alleyne serving as commissioners](#). The WHO Civil Society Working Group (CSWG), which is co-chaired by Katie Dain and Dr Svetlana Axelrod of WHO and was established in 2018 to support the third UN HLM on NCDs, was given a second mandate to cover the HLM on UHC and beyond. With a broader range of members from across the NCD community for the second mandate, it now focuses on the implementation of commitments from the UN HLMs on NCDs and UHC.

NCDA was also engaged in multiple financing discussions, including a roundtable session on NCD financing at PMAC 2019, a Wilton Park dialogue on financing for health, meetings to establish a Multi-Donor Trust Fund for NCDs, and discussions with bilateral development agencies on NCD strategies. In particular, NCD Alliance, the Norwegian NCD alliance, and other civil society members in Norway and beyond, were consulted at length by the Norwegian Ministry of Foreign Affairs and the development agency NORAD in the design of their development strategy with a specific focus on NCDs. In addition, 2019 was the first year OECD included the NCD marker in their tracking of Official Development Assistance, to which NCDA

advocacy significantly contributed and which ensures better quality and accuracy of data on financing flows for NCDs.

Integration of air pollution and mental health into the NCD agenda

Following up on recognition of air pollution as a major global NCD risk factor and recognition of the burden of mental health conditions worldwide at the UN HLM on NCDs in 2018, NCDA continued advocacy and awareness-raising around both issues, which was confirmed by Ministers of Health at the 2019 World Health Assembly. In this regard, we have co-hosted several events and webinars on both topics. In particular, there was NCDA's high-level Planetary Health Action Dialogue, during the UN General Assembly, which featured the President of the Republic of Palau and Sweden's Minister of International Development of Foreign Aid as panellists, in a discussion with representatives from WHO, UNDP, the Wellcome Trust, IFMSA, IISD and Healthcare Without Harm. NCDA also prepared and published numerous briefings and reports on planetary health during 2019. These include the reports [Fueling an Unhealthy Future: Governments Urged to Redirect Subsidies from Health Harming Industries; Burning Problems, Inspiring Solutions](#); and [Clean Air Now](#) in partnership with Vital Strategies, the International Institute for Sustainable Development and the Forum of International Respiratory Societies, respectively.

Women and NCDs

Our advocacy for women and NCDs was furthered via engagement at the UN Commission on the Status of Women (CSW) in March, where NCDA [organised an event](#) together with the Permanent Missions of Thailand and Uruguay, WHO, the Women and NCDs Taskforce, and the George Institute for Global Health. It focused on achieving UHC as a social protection system that can empower women and girls, help achieve gender equality, and reduce the burden of NCDs. In addition, NCDA organised a mini-stream of sessions with HelpAge International and FIGO on primary health care and NCDs at the Women Deliver Conference in Vancouver, also publishing [a policy brief](#) on the topic.

Supporting advocacy efforts to eliminate trans fats

In May, NCDA co-hosted a World Health Assembly side event on "[Nutrition Policy Action to Save Lives: Trans Fat Free by 2023](#)" with Resolve to Save Lives. The event, in support of the WHO REPLACE

technical package, shared success stories to accelerate elimination of trans fats from the global food supply, as an important risk factor for cardiovascular disease.

Here, NCDA launched its new case study report '[TFA Free by 2023: Case Studies in Trans Fat Elimination](#)' to showcase how to advocate for trans fatty acids (TFA) elimination. The report was also presented in NCDA's Trailblazer webinar on TFA elimination, at the national stakeholder meeting on TFAs organised by Mexico Salud-Hable Coalition, and in PAHO's regional workshop on the regulatory impact of TFA elimination.

As part of its partnership with Resolve to Save Live, NCDA organised an advocates' training, at the sidelines of the WHA, on TFA elimination with advocates from Bahrain, Barbados, Kenya, Malaysia, Mexico, Pakistan, Tanzania and Uruguay, who gained knowledge and skills to develop impactful advocacy strategies and campaigns on TFA elimination.

NCDA continues to support advocacy efforts on TFA elimination in Mexico (led by the Mexico Salud-Hable Coalition) and in Pakistan (led by Heartfile). The Mexico Salud-Hable Coalition achieved a major policy win, also supported through NCDA's partnership with Resolve to Save Lives. Thanks in part to the Coalition's advocacy for [a new national front-of-package](#) warning label system, including a label for TFAs, the regulation was approved in Congress in October. NCDA supported a [joint statement](#) for the approval of PAHO's Regional Plan of Action for the Elimination of TFAs 2020-2025, delivered by the Healthy Latin American Coalition.

In July, NCDA started the [Knowledge Exchange Network](#) (KEN) on TFA Elimination as a discussion platform to share resources, lessons learned, challenges and successes in advocating for TFA elimination. It has participants from 14 countries in four WHO regions, and is open to NCDA members and NGO supporters.

Tools to track progress on NCDs

The NCD Alliance worked throughout 2019 to update its Accountability Toolkit, entitled '[Pushing for Progress on NCDs: A Toolkit for Civil Society-Led Accountability to Bridge the Gap between Commitments, Targets and Action](#)'. It provides background on the concept of accountability and resources to support NCD civil society's monitoring initiatives. The aim is to help civil society hold governments to account for their commitments taken on the global stage, and ensure that they translate into real national and local action.

Strengthening alliances, supporting communities

NCDA's capacity development work aims at supporting civil society in effectively stimulating government action and ensuring political commitments translate into real actions. NCDA's capacity development work in 2019 focused on providing ongoing support and technical assistance to national and regional NCD alliances, as well as promoting the meaningful involvement of people living with NCDs.



Participants of the Regional Workshop on NCDs organised by the NCD Alliance in Dakar, Senegal, in June 2019

The **global network of national and regional NCD alliances grew** from 59 in 2018 to 65 in 2019, with particular growth in francophone Africa, thanks in part to NCDA's Regional Workshop on NCDs for Francophone Africa in June. As a part of NCDA's partnership with Sanofi, the workshop aimed to develop a shared understanding of the global and regional NCD agenda, and opportunities for collective action in the region. During the workshop, NCDA launched its **'Mapping of Civil Society Organisations in Francophone sub-Saharan Africa'**, which identifies gaps and opportunities for CSOs to advance the NCD agenda in the region. As a result of the workshop and supported by NCDA, participants drafted and adopted the **Dakar Declaration on NCDs in August 2019**, committing to join forces to fight NCDs in the region. With 18 signatories, it called on governments to follow the 2018 UN HLM on NCDs Political Declaration and to send high-level representation to the 2019 UN HLM on UHC.

NCDA mobilised national and regional NCD alliances towards the UN HLM on UHC, which encouraged high-level participation and called for key advocacy priorities. Thanks to NCDA's partnership with Access Accelerated, the Ghana NCD Alliance held a national high-level meeting on NCDs on 4 September ahead of the UN HLM on UHC and alongside the Global Week for Action on NCDs. It received significant media coverage highlighting the government's commitment to introduce taxes for alcohol and tobacco in order to generate enough revenue to support the National Health Insurance Scheme.

In 2019, NCDA mobilised national and regional NCD alliances and people living with NCDs for WHO's Regional Committee Meetings (RCMs) held between August and October. NCDA promoted alliances' participation to advocate for stronger regional commitments on NCDs, particularly through advocacy briefings on key NCD-related agenda items and the delivery of four joint statements that were prepared in collaboration with founding federations and NCD alliances.

Our Views, Our Voices initiative

In 2019, NCDA built upon the successes of its Our Views, Our Voices initiative and sought to amplify the Our Views, Our Voices training that equips PLWNCDs to become effective NCD advocates and build a public narrative that puts people first. With guidance from its Global Advisory Committee, it developed a peer-led training strategy based on a 'train the trainers' model whereby PLWNCDs, working with their national or regional NCD alliances, conduct Our Views, Our Voices training in their own countries. To roll out the first peer-led Our Views, Our Voices training programme, NCDA conducted a 'Train the Trainers' workshop in June in Geneva, with teams of PLWNCDs and NCD alliances from eight countries and regions. Participants were trained on storytelling and advocacy, also gaining the skills necessary to train more PLWNCDs in their communities. Participants then delivered in-country Our Views, Our Voices trainings adapted to their local contexts.

As part of its partnership with Access Accelerated, NCDA awarded seed grants to seven national and regional NCD alliances to deliver in-country trainings led by the Our Views, Our Voices peer trainers. In addition, as part of its partnership with Novo Nordisk, NCDA supported the Eastern Mediterranean regional alliance to consult and train PLWNCDs, including those living in humanitarian settings. By end of December 2019, 10 in-country trainings had been conducted. To date, nearly 300 PLWNCDs around the world have been trained on how to share their lived experiences in order to drive action on NCDs.

Global NCD Alliance Forum 2020

Efforts were dedicated in 2019 to the planning of the **third Global NCD Alliance Forum**, organised by the NCD Alliance in partnership with local host organisation, Friends of Cancer Patients (FoCP) and scheduled for 9-11 February 2020 in Sharjah, United Arab Emirates.

Advocacy Institute

Just over three years ago, NCDA launched the Advocacy Institute to accelerate development and growth of national and regional alliances via the Seed Programme and to fast-track advocacy efforts via the Accelerator Programme. The first phase of the Advocacy Institute (2017-2019) saw the participation of nine alliances in the Seed Programme (cultivating civil society and strengthening coalition building efforts) and five alliances in the Accelerator Programme (fast-tracking advocacy efforts). The Advocacy Institute supported important policy wins in 2019, including the successful advocacy of NCDs-Vietnam for a national alcohol control law that was approved by the National Assembly in June, and of the Healthy Philippines Alliance for a national UHC law that was approved in April. The second phase of the Advocacy Institute is being launched in 2020, with a focus on NCDs and UHC, and with a new set of countries and alliances.

“

NCDA's Advocacy Institute has been extremely valuable for Healthy India Alliance. It has enabled us to spread our wings as a national NCD alliance, given us a strong platform to engage with multiple government and non-government partners, and be a unified voice for [civil society organisations], [people living with NCDs] and young people, on key NCD issues, at the national and sub-national levels.”

Healthy India Alliance

92%
OF PARTICIPATING ALLIANCES

reported that the **Advocacy Institute 2017-2019 HELPED them ACHIEVE ADVOCACY wins or STRENGTHEN ADVOCACY EFFORTS** in their countries.



Inform, inspire, exchange

One of the major challenges for NCDs and 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. NCD Alliance campaigns, including events, online platforms, webinars and publications bring together key voices from around the globe in constructive dialogue to spark debate surrounding NCDs and mobilise multiple stakeholders to take meaningful action.

Over the past year, we have convened a series of high-profile side events, exclusive roundtables and webinars, and civil society briefings at key global fora to maintain momentum for NCDs. Our events are timed and tailored to have an impact. Last year, our events focused on a range of important policy areas, including universal health coverage and multi-sectorial action, health systems strengthening, health workforce, air pollution, climate change, mental health, quality of care throughout the life-course, and trans fats elimination, amongst others.

NCD Alliance also delivered high quality analyses and publications on these issues, with a strong focus on showcasing good practice. We worked with partner organisations to translate knowledge and policy into action, and help ensure that good practice in evidence-

based policy and implementation is shared among international, regional and national fora through multi-stakeholder dialogues. Increasingly, we have sought to optimise the value and utility of our content through accessible digital and interactive publication formats, to enhance reach and engagement.

During the past year, NCD Alliance continued to organise bi-monthly online webinars for our network. Typically lasting 90 minutes, these webinars provided in-depth campaign updates and calls to action for advocacy. Guest speakers were invited to provide updates on national and regional action and share insights into global meetings and campaign progress. NCD Alliance also produced various policy briefs, like two on the topic of air pollution as an NCD risk factor.

Communications

Strengthening the NCD Alliance's profile and brand is crucial to fulfil our global advocacy and movement-building mandate. During 2019, NCD Alliance significantly improved its audiovisual stream of work through innovative partnerships and web streaming of our key events at the World Health Assembly and UNGA weeks. Our social media campaigns, resources and products continued to convene and engage an empowered and growing network of advocates.

Last year, we embarked on a unique partnership with BBC StoryWorks, the creative arm of BBC World News, to generate high quality audiovisuals focusing on the real stories of people living with NCDs and solutions to tackle the NCD pandemic. The new short documentary series **"Turning the Tide"**, with 26 films from 24 countries, was launched in early 2020 at the third Global NCD Alliance Forum. The production of the series was done in close collaboration with our Supporters Group.

In the lead up to Universal Health Coverage Day (12 December) and leveraging International Day of People with Disabilities (3 December), Patient Solidarity Day (6 December) and Human Rights Day (10 December), we launched two new **Our Views, Our Voices micro-documentaries** featuring people living with NCDs from Ghana and India, sharing their lived experiences and journeys as advocates. The micro-documentaries were produced thanks to NCD Alliance's partnership with Access Accelerated.

Engaging with the NCD, global health and sustainable development movements, as well as their wider stakeholders, is crucial to strengthen relationships and keep abreast of developments in global evidence, advocacy and policy related to NCD prevention and control. Social media provides effective platforms to be globally connected, leverage relationships, share knowledge, support campaigns and amplify messages.

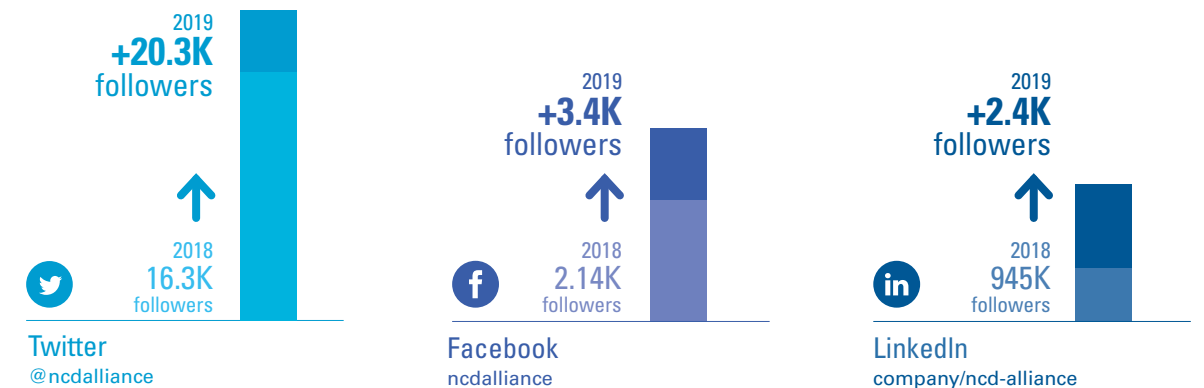
In 2019, NCD Alliance's social networks continued to grow rapidly, with peaks in May and September, as a result of our online campaigns during the World Health Assembly, Global Week for Action on NCDs, and the UN General Assembly. Our Twitter account surpassed 20.3K followers. NCD Alliance's Facebook channel reached 3.4K followers and LinkedIn more than 2.4K. **Our campaign hashtag #enoughNCDs reached 7.6 million unique users with 85.2 million impressions last year on Twitter alone.**

NCD Alliance's website (ncdalliance.org) is our vehicle of choice to highlight advocacy campaign priorities, promote knowledge products and share news from our growing network of alliances, members and partners. The number of website users and new users has more than tripled since 2016, reaching out to 146K users, and 143K new users last year.

NCD Alliance's weekly newsletter continued to grow last year, reaching over 4K subscriptions. In 2019, the average open rate was 22.6%, with an average click rate of 4.3%.

Both a capacity-building and relationship-strengthening tool, the newsletter provides a wealth of information to our community.

Throughout the year, NCD Alliance also released four issues of the Partners Report and six issues of the Members Bulletin. We also worked on bringing 'My NCD Alliance Hub' to life, which is a restricted members-only area on the NCD Alliance website, for members and partners to access special updates, invitations to events, and exclusive resources and repositories of NCD Alliance content.



**2019 WEBSITE
NEW USERS
143K
last year**



**WEEKLY NEWSLETTER
4K
SUBSCRIPTIONS**

**AVERAGE OPEN RATE 22.6%
OPEN RATE RANGE FROM 4.3%**



Leadership and vision to transform the NCD response

Building on its consolidated track record, vision and expertise, the NCD Alliance continues to evolve and strengthen its position as a recognised global leader on policy and practice, a convener of the civil society movement, a partner to government and UN agencies, and an advocate for people at risk of or living with NCDs.

In 2019, NCD Alliance made an important step forward as an organisation: the first NCD Alliance General Assembly with members took place in May, coinciding with the 10th anniversary of the organisation. The NCD Alliance President and Board of Directors for the term 2019-2021 were elected by NCD Alliance's membership for the first time, providing our members a unique opportunity to shape NCD Alliance leadership and strategic direction for the coming years.

After two years of invaluable leadership and commitment, José Luis Castro, Executive Director of the International Union Against Tuberculosis and Lung Disease (The Union), finalised his mandate as the first President of NCD Alliance. Todd Harper, CEO of Cancer Council Victoria, was elected as the incoming President to lead the organisation during the next two years. The 2019-2021 Board of Directors was also elected, comprising an outstanding group of individuals from a range of backgrounds, areas of expertise across the NCD field, and geographies.

Our membership base continues to grow. As of early January 2020, NCD Alliance had a total of 235 members (4 founding members, 99 full members, 3 associate members and 118 network members). Among NCD Alliance's 99 full members, there are 53 national and regional NCD alliances spanning all WHO regions.

Driving change through partnerships

A cornerstone of the political NCD response is multi-sectoral action. No one sector will solve this global epidemic alone. It requires all sectors, the UN, governments, NGOs and the relevant private sector to act. NCD Alliance is translating this rhetoric into reality, pioneering partnerships across sectors that yield gains for people at risk of or living with NCDs worldwide. NCD Alliance has been committed to a participatory and inclusive approach, whereby our partners can use their unique and complementary assets, influence and resources to drive change on NCDs and move the NCD agenda forward.

In 2019, NCD Alliance's partnership base continued to grow with seven corporate partners: Access Accelerated, AstraZeneca, Lilly, Novo Nordisk, Pfizer, Sanofi and Teva; two foundation partners: Medtronic Foundation and Novartis Foundation; and 16 NGO partners. This brings the total number of partners in NCD Alliance's Supporters Group up to 25. Early in 2020, NCD Alliance welcomed three new partners: Leona M. and Harry B. Helmsley Charitable Trust, Takeda and Direct Relief.

“**NCD Alliance is uniquely positioned as a global leader to galvanise the efforts of governments and NGOs, to prevent and treat NCDs, pain and suffering, and reduce the inequities they cause. Our success in this new era of sustainable development will be dependent on working across sectors, our ability to stimulate improved integration with health systems, and our capacity to fuel action at national and regional levels. This is where the heart of the challenge lies ahead, and we look forward to meeting those challenges.**”

Todd Harper, NCD Alliance President

NCD Alliance Board 2019-2021



Todd Harper,
CEO, Cancer Council Victoria,
Australia (President)



Cary Adams,
CEO, Union for International
Cancer Control, Switzerland



Monika Arora,
Executive Director, HRIDAY
(Healthy India Alliance), India



Jose Luis Castro,
President and CEO, Vital
Strategies, France



Deborah Chen,
Executive Director, The Heart
Foundation of Jamaica, Jamaica



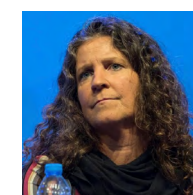
Jean-Luc Eisele,
CEO, World Heart Federation,
Switzerland



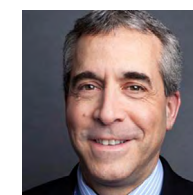
Ibtihal Fadhil,
Founder and Chair, Eastern
Mediterranean NCD Alliance,
Bahrain



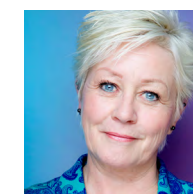
Trevor Hassell,
President, Healthy Caribbean
Coalition, Barbados



Paula Johns,
Director, ACT Promoção da
Saúde, Brazil



I.D. Rusen,
Director of Research and
Development, The Union,
France



Anne Lise Ryel,
Secretary General, Norwegian
Cancer Society, Norway



Gerald Yonga,
President, East Africa NCD
Alliance, Kenya



Stephen Colagiuri,
Vice President and Physician,
International Diabetes
Federation, Australia

2009 – 2019 A decade driving action on NCDs

2019 marked the 10th anniversary of the NCD Alliance. We've come a long way and we want to express a heartfelt THANKYOU to all of our members, supporters and partners. Your unwavering support powers our work around the world to drive change and improve the lives of people at risk of or living with NCDs.



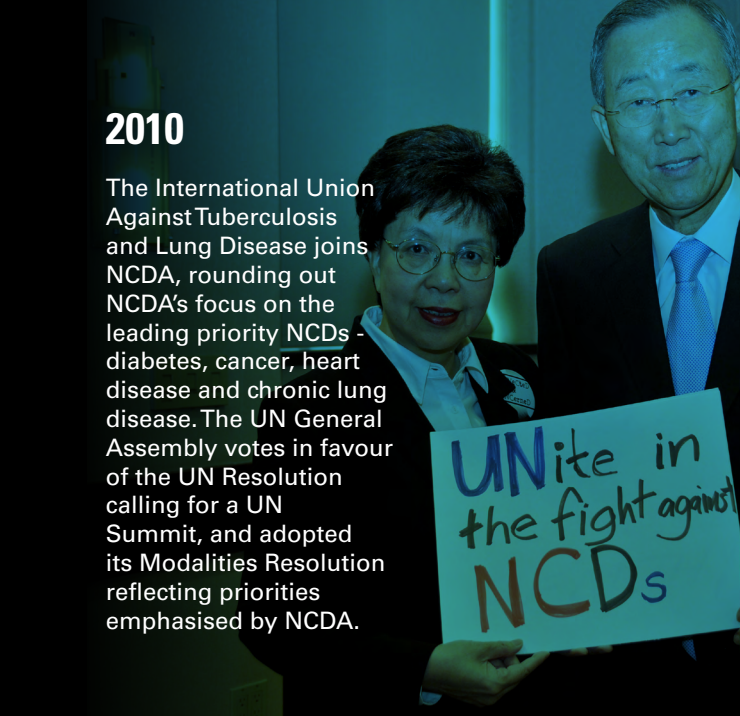
2009

Founded by the **Union for International Cancer Control (UICC)**, **International Diabetes Federation (IDF)** and **World Heart Federation (WHF)**, the NCD Alliance held its first ever World Health Assembly side event 'Health and Development: Held Back by Non-Communicable Diseases', launching the campaign for the first UN Summit on NCDs.



2010

The International Union Against Tuberculosis and Lung Disease joins NCD Alliance, rounding out NCD Alliance's focus on the leading priority NCDs - diabetes, cancer, heart disease and chronic lung disease. The UN General Assembly votes in favour of the UN Resolution calling for a UN Summit, and adopted its Modalities Resolution reflecting priorities emphasised by NCD Alliance.



2011

NCD Alliance leads a concerted and successful campaign to secure political commitments for NCDs, culminating with the landmark UN High-Level Meeting on the Prevention and Control of NCDs in September 2011. For the first time, NCDs are recognised as an emerging health crisis by Heads of Government and State, including presidents and prime ministers, with the UN Political Declaration on NCDs adopted.



2012

NCD Alliance launches its first 'Strategic Plan 2012-2015 - Putting Noncommunicable Diseases on the Global Agenda', focused on advocacy as its main area of work, and establishes its reputation as a thought leader in the NCD response.



2013

NCD Alliance supports the launch of the **WHO Global Action Plan on the Prevention and Control of NCDs 2013-2020**, a key tool to advance with evidence-based solutions to tackle the NCD epidemic.



2014

By embracing the philosophy "together we are stronger", in its first five years NCD Alliance builds a unique and powerful global civil society network, making their voice heard at the second UN High-Level Meeting on NCDs, culminating in the adoption of a **UN Outcome Document on NCDs**.



2015

In a major victory for civil society, NCD Alliance secures NCDs in the **2030 Agenda for Sustainable Development**, with a specific goal and target (SDG 3.4). The same year, NCD Alliance organises the **first Global NCD Alliance Forum**, convening 300 advocates from six continents in Sharjah, United Arab Emirates.



2016

NCD Alliance **Strategic Plan 2016-2020** expands areas of work from advocacy to capacity development, knowledge exchange and accountability, reinforcing its unrivalled role in fostering strong **NCD civil society coalitions**, generating cutting-edge publications on priority issues, and fostering accountability for NCDs.



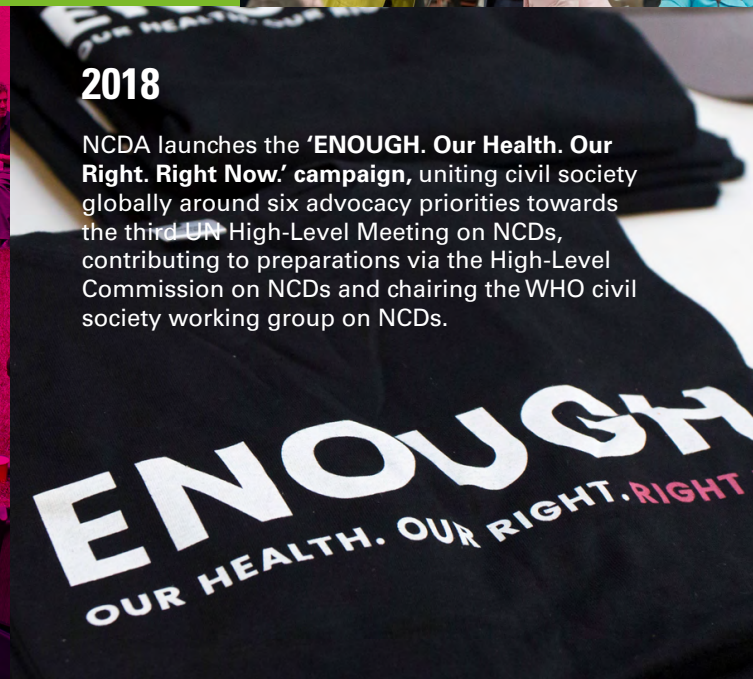
2017

NCD Alliance becomes an independent non-governmental organisation, unlocking new partnerships, capabilities and win-win solutions throughout the sustainable development community. The **Second Global NCD Alliance Forum** takes place in Sharjah (UAE), and the "Our Views Our Voices" initiative is launched, creating a space for people living with NCDs to share their concerns and solutions globally.



2018

NCD Alliance launches the 'ENOUGH. Our Health. Our Right. Right Now.' campaign, uniting civil society globally around six advocacy priorities towards the third UN High-Level Meeting on NCDs, contributing to preparations via the High-Level Commission on NCDs and chairing the WHO civil society working group on NCDs.



2019

10 YEARS AFTER ITS BEGINNING
NCD Alliance has participated in



3 UN HLMs



HOSTED

3 Global NCD Forums

and has

65 NATIONAL & REGIONAL ALLIANCES



200+ MEMBERS and 25 SUPPORTERS

NCD Alliance is now the leading civil society movement globally working to tackle the world's biggest killers: noncommunicable diseases (NCDs).

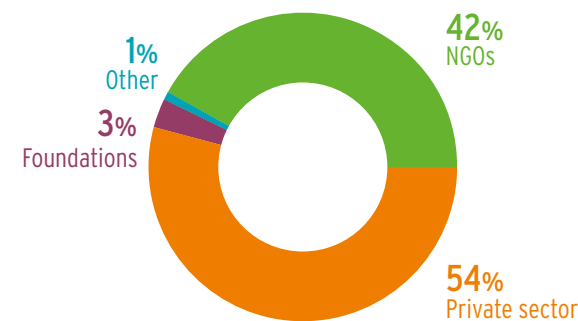
NCD Alliance's success is driven by our collaboration with our global network, partners, experts, and federations, for which we are tremendously thankful. We will continue to work together with determination, resourcefulness and ambition, in tireless pursuit of our common goal: a world where everyone has the opportunity for a healthy life, free from preventable suffering, stigma, disability and death caused by NCDs.

FINANCIALS

The 2019 financial results were audited by PricewaterhouseCoopers (PwC) in April 2020 and the NCD Alliance Board approved the audit report at its meeting held on 8 June 2020. The NCD Alliance received a clean audit for the financial management of the organisation in 2019. NCD Alliance ended 2019 in a solid financial position, due to careful financial management throughout the year. Overall expenditure in 2019 was managed in line with the budget, and programmatic budgets were run diligently. An operating surplus of \$285,000 has been used to improve the reserve position.

INCOME all figures in USD

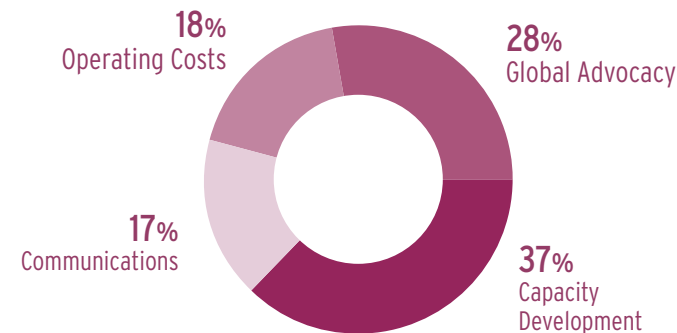
NGOs	\$1,531,981
Foundations	\$121,000
Private sector	\$1,979,925
Other	\$18,338



Total funding \$3,651,244

EXPENDITURE all figures in USD

Global Advocacy	\$866,352
Capacity Development	\$1,125,381
Communications	\$537,953
Operating Costs	\$547,780



Expenditures total \$3,077,465

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 NCD Alliance members, national and regional NCD alliances, over 200 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.

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Founding members



NGO supporters



Corporate supporters



Foundation supporters



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