

Global Advocates Representing Over 2.5 million People Deliver Powerful Call to Action on Noncommunicable Diseases to the United Nations

Language English



NCD advocates gather in New York to call on governments to lead on NCDs

New York, 30 April 2025.- Backed by more than 2.5 million voices from over 115 countries, global health advocates called on governments to mobilise Investment, accelerate Implementation, and deliver Accountability on noncommunicable diseases (NCDs), ahead of the Multi-stakeholder Hearing on the Prevention and Control of Noncommunicable Diseases and the Promotion of Mental Health and Well-being to take place on May 2nd.

“This Multi-Stakeholder Hearing sends a powerful message: people around the world are watching, and they expect action. Through the Call to Lead, advocates are urging governments to fulfil their commitment on NCDs. Now is the time for bold political leadership to promote health, protect rights and save lives,” said Katie Dain, CEO of the NCD Alliance.

As momentum builds toward the fourth UN High-Level Meeting on the Prevention and Control of NCDs and the Promotion of Mental Health and Well-being (HLM4), taking place in September, advocates from across the globe gathered today in New York, holding a giant ‘Call to Lead on NCDs’ banner and delivering a formal message to world leaders, urging immediate political commitment to one of the world’s most urgent and overlooked health challenges. The [Call to Lead on NCDs](#) [1] urges governments to:

- Accelerate implementation of cost-effective NCD policies
- Break down silos across sectors and health systems
- Mobilise investment through sustained health financing
- Deliver accountability with updated NCD targets and public reporting
- Engage communities in every stage of decision-making

“This is a critical moment. People living with NCDs around the world are speaking with one voice: we know what works —and governments do too. Millions of lives are on the line. We need leadership, funding, and accountability now. The world is watching”, said Lucía Feito Allonca,

member of the [Our Views, Our Voices](#) [2] Global Advisory Committee.

The [Time to Lead campaign](#) [3] is part of the Global Week for Action on NCDs, running from 18–25 September 2025, and aims to elevate civil society voices ahead of critical negotiations at HLM4, taking place on 25 September 2025.

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Note to editors:

Seven of the top ten causes of death globally are noncommunicable diseases, or NCDs. They include cancers, cardiovascular disease, stroke, chronic respiratory diseases, diabetes, mental health and neurological conditions, and chronic kidney disease, among many others. A staggering 43 million people die every year due to NCD, accounting for 74% of all deaths worldwide. Annual deaths from NCDs are projected to escalate to 52 million by 2030 if this trend is not reversed.

About the NCD Alliance:

The NCD Alliance (NCDA) is a registered non-governmental organisation (NGO) based in Geneva, Switzerland, dedicated to supporting a world free from preventable suffering, disability and death caused by noncommunicable diseases (NCDs). Founded in 2009, NCDA brings together a unique network of over 500 members in more than 100 countries into a respected, united and credible global civil society movement. The movement is unified by the cross-cutting nature of common risk factors including unhealthy diets, alcohol, tobacco, air pollution and physical inactivity, and the system solutions for chronic NCDs such as cancer, cardiovascular disease, chronic lung disease, diabetes, mental health and neurological disorders.

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Teaser Image:

Links

- [1] <https://actonncds.org/take-action/call-to-lead-on-ncds>
- [2] <https://www.ourviewsourvoices.org/about/advisory-committee>
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