

PROGRAMME BOOK

Second Global NCD Alliance Forum 2017

Stepping up the pace on NCDs: making 2018 count



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

9-11 DECEMBER 2017
Sharjah, United Arab Emirates (UAE)



Global NCD Alliance Forum 2017

Stepping up the pace on NCDs: making 2018 count

PROGRAMME BOOK

9-11 December 2017

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



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   #NCDAF2017 #NCDs #Sharjah

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Welcome to the Global NCD Alliance Forum 2017

Dear Participants,

Thank you all for joining me here for the second edition of the Global NCD Alliance, which is taking place in the Emirate of Sharjah. Our congress here two years from the inaugural summit communicates a strong message to the world – that we are committed through concerted efforts to improve the lives of individuals everywhere by working to protect them from the burden of non-communicable diseases (NCDs).

Our meeting is an important focal point in our overall strategy of action to combat NCDs, as we gather from across the world to take stock of the progress we have made in the fight against life-style diseases since the first edition of the Global NCD Alliance Forum, which Sharjah had the hon-our of hosting in 2015.

In the intervening period since the inaugural event we have formulated the Sharjah Declaration on NCDs, which outlines our visions and objectives for beating non-communicable diseases. Committing to the Declaration's terms is crucial if we are to accelerate action and increase accountability to reduce deaths, disability, stigma and discrimination caused by NCDs.

Such declarations are meaningless without positive action, so I would like to take this opportunity to pledge my commitment and dedication to the fight against cancer and NCDs in the UAE and globally. I am honoured to be the patron of this event and to communicate the message of the Friends of Cancer Patients and the call of the Ambassador of the Union for International Cancer Control and the International Ambassador for Childhood Cancer for UICC.

I urge you to take advantage of the opportunity provided by the Global NCD Alliance Forum and the Regional NCD Alliance Forum to work together and evaluate the progress made since the 2015 Sharjah Declaration. This is the perfect platform for us to strategise on how we will achieve the global target of a 25% reduction in premature mortality from NCDs by 2025

The third United Nations High-level Meeting on NCDs, scheduled for 2018, is a unique opportunity to accelerate the response to NCDs as a crosscutting priority in the Sustainable Development Goals. It is important to note here that NCDs not only affect adults, but also children in so many communities around the world.

I believe firmly that our joint efforts and strong alliance will help us in meeting this objective. This Forum is a place for us all to strengthen partnerships and work together to drive change. Your leadership and expertise is essential in the building of a collective movement through which we can improve the lives of many people around the world. Together we can affect change.

I welcome warmly you to Sharjah and wish you all a constructive and productive Forum.

Thank you.

Jawaher Bint Mohammed Al Qasimi

Wife of the Ruler of Sharjah,

Founder and Royal Patron of Friends of Cancer Patients

International Ambassador for the World Cancer Declaration of the Union for International Cancer Control (UICC) International Ambassador for Childhood Cancer for UICC

Patron of the Global NCD Alliance Forum

Dear Colleagues,

The second Global NCD Alliance Forum is taking place at a crucial moment. The NCD epidemic is a priority health and development issue – 70% of all mortality in 2015 was due to NCDs, with the majority of these deaths occurring in low- and middle-income countries. As exposure to NCD risk factors increases due to global trends such as rising inequalities, urbanisation, and ageing, the urgency for action is clear. We must address NCDs if we are to achieve the Sustainable Development Goals and ensure health and wellbeing for all.

The third United Nations High-level Meeting on NCDs will be held in New York in 2018, where governments will come together to take stock of progress and renew commitment to accelerate action on NCDs. The 2018 High-level Meeting is a significant opportunity to generate political leadership for NCDs and tackle the bottlenecks and barriers that continue to hinder the NCD response.

To capitalise on this important moment in the global NCD response, the Global NCD Alliance Forum is organised under the banner theme of “Stepping up the pace on NCDs: making 2018 count.” Over the course of the Forum, a mixture of plenary sessions and workshops will focus on three key areas:

- 1. Advocating for NCD prevention and control**
- 2. Breaking down silos and building synergies in the SDG era**
- 3. Sharing tools and strategies for NCD advocacy and mobilisation**

Since the first Global NCD Alliance Forum in 2015, we have seen remarkable growth of NCD civil society, with 54 national and regional NCD alliances now in existence. It is our belief that a vibrant civil society movement equipped to deliver on its primary roles – advocacy, accountability, and direct provision of NCD services – is a fundamental strategy for fast-tracking progress on NCDs at national and regional levels. The Global NCD Alliance Forum serves as a space for civil society advocates, to network, collaborate, and join forces in the NCD response to become stronger together in advance of the 2018 UN High-level Meeting on NCDs.

We thank you for your participation, and in advance for your contribution to making the second Global NCD Alliance Forum a success. It is your efforts and passion for improving the lives of people at risk of or living with NCDs that inspires us to continue the fight against NCDs.

The NCD Alliance extends sincere thanks to Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, and Friends of Cancer Patients for their partnership, leadership, support and continued generosity that have been instrumental in realising this landmark event.

José Luis Castro

President, NCD Alliance

Executive Director, International Union Against Tuberculosis and Lung Disease

Katie Dain

CEO, NCD Alliance

Planning Committee



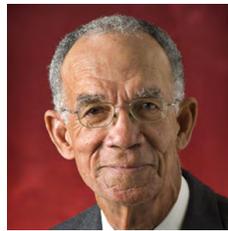
HE Mrs Sawsan Jafar,
Chairman of the Board of Directors, Friends of
Cancer Patients (FoCP), United Arab Emirates



Dr Sawsan Al Madhi,
Director General, Friends of Cancer Patients
(FoCP), United Arab Emirates



Prof Gerald Yonga,
Chair, East Africa NCD Alliance; Head of NCDs
Research to Policy Unit at Aga Khan University
and Board Member, NCD Alliance



Sir Trevor Hassell,
President, Healthy Caribbean Coalition,
Barbados



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



Dr Monika Arora,
Executive Director, HRIDAY; Governing Board
Member, Healthy India Alliance, India



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



Ms Marie Hauerstev
Former Vice-President for External Affairs, International
Federation of Medical Students' Associations



Dr Jon Klein
Executive Director, NCD Child,
United States



Ms Abish Romero,
National Advisor on Health Systems and Services,
PAHO and Global Advisory Committee Member, *Our
Views, Our Voices initiative*, Mexico



Dr Khaled Al Saleh,
General Secretary, The Gulf Federation
for Cancer Control



Ms Katie Dain,
CEO, NCD Alliance

About the Host Organisations

Friends of Cancer Patients



Friends of Cancer Patients (FoCP) charity is a non-profit organisation registered at the UAE Ministry of Social Affairs. FoCP was founded in September 1999 under the directives and patronage of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, Founder and Patron of FoCP, International Ambassador of the World Cancer Declaration for Union for International Cancer Control and International Ambassador for Childhood Cancer for UICC. As part of her commitment to the fight against cancer and NCDs, Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi is the Patron of the Global NCD Alliance Forum 2017.

FoCP is committed to helping cancer patients and their families get through the long and arduous journey of cancer treatment. Since its inception, FoCP has delivered moral and financial support to over 1,300 patients and their families, irrespective of their nationality, gender, age, religion or ethnicity. FoCP provides a broad spectrum of financial and emotional support, with a special focus on cancer survivorship.

Awareness is at the heart of FoCP's mission, which involves creating awareness around the early detectable cancers; namely, Breast Cancer, Cervical Cancer, Prostate Cancer, Testicular Cancer, Colorectal Cancer, Skin Cancer and Childhood Cancer under the umbrella of 'KASHF' for early detection. In this regard, FoCP has launched numerous cancer focused awareness initiatives with a regional and international target scope, including Pink Caravan for breast cancer, Ana for childhood cancer, Shanab for male cancer, and Mole Talk for skin cancer, all of which aim to benchmark best practices.

With a dynamic team that embraces hundreds of volunteers from all walks of life, FoCP embraces multi-sectoral collaborations to realise its mission. FoCP is a member of different international and regional organisations including, the Union for International Cancer Control (UICC) based in Geneva Switzerland, American Cancer Society, and the Kuwait-based Gulf Federation for Cancer Control.

The NCD Alliance



The NCD Alliance is a unique civil society network, uniting 2,000 organisations in more than 170 countries, dedicated to improving NCD prevention and control worldwide. It was founded in 2009 by three global federations: the International Diabetes Federation (IDF), the World Heart Federation (WHF), and the Union for International Cancer Control (UICC), which were joined the following year by the International Union Against Tuberculosis and Lung Disease.

Together, these organisations represented the four main non-communicable diseases (NCDs) outlined in the World Health Organization's (WHO) 2008-2013 Action Plan for NCDs: cardiovascular diseases, diabetes, cancer, and chronic respiratory diseases. They came together in recognition that these conditions share common risk factors (including tobacco use, physical inactivity, harmful use of alcohol and unhealthy diets), and share common solutions. By working together as an alliance, they created a mutual platform for collaboration and joint advocacy. The mantra of NCD Alliance has always been 'together we are stronger'.

Acknowledging the complexity of the challenge and the acceptance of a broader definition of NCDs beyond the '4 x 4' approach, three new federations/organisations joined NCD Alliance in 2014: the Framework Convention Alliance (FCA), Alzheimer's Disease International (ADI) and Management Sciences for Health (MSH). These organisations bring important perspectives and competence on tobacco control, mental/neurological health and health systems to NCD Alliance's work.

Today, our network of 2,000 organisations includes over 1,000 member associations of our federations, joined with 1,000 global and national civil society organisations (CSOs), scientific and professional associations, academic and research institutions, and dedicated individuals. Together with strategic partners, including the WHO, the United Nations (UN) and governments, the NCD Alliance works at global, regional and national levels, to bring a united civil society voice to the global campaign on NCDs.

The NCD Alliance is guided by our Strategic Plan 2016-2020. Our work is based around four strategic pillars to drive progress towards the globally agreed goal of a 25% reduction in premature NCD mortality by 2025:

- **Advocacy:** Lead global advocacy to fulfil political commitments on NCD prevention and control
- **Accountability:** Promote accountability for commitments, resources, and results in NCD prevention and control.
- **Capacity Development:** Strengthen the capacity of NCD civil society organisations and alliances at national and regional levels.
- **Knowledge exchange:** Broker knowledge on evidence-based NCD policy and practice.

Overview of the Global NCD Alliance Forum

The second Global NCD Alliance Forum provides a prime opportunity to unite and mobilise NCD civil society ahead of the 2018 UN High-level Meeting on NCDs (UN HLM).

The Forum will bring together representatives from NCD civil society from across the world, building links with multilaterals, international NGOs, select government representatives, and NCD experts. It will be an interactive forum, providing a safe space for knowledge exchange, sharing good practice, and capacity building for NCD advocacy.

The Forum is timed to allow for advocacy planning towards the 2018 UN HLM on NCDs. It will homogenise knowledge regarding advocacy opportunities and will catalyse advocacy efforts of the NCD community.

The Forum will launch the Advocacy Agenda of People Living with NCDs and will highlight good practice in engaging people living with NCDs, and youth, as champions of the movement.

The Forum is organised under the banner theme of “**Stepping up the pace on NCDs: making 2018 count**” with a view of facilitating advocacy planning for the 2018 UN HLM on NCDs. It will focus on three key areas:

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

FORUM OBJECTIVES

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

Programme at a Glance

7-8 DECEMBER 2017



PRE-FORUM YOUTH MEET

By Invitation Only, Centro Sharjah Hotel

FORUM DAY 1

SATURDAY, 9 December 2017

9:30 – 10:30 **Pre-Forum Advocacy Planning Meetings** (*civil society delegates only*)



10:30 – 11:00 **Health Break**



Fairouz Foyer

11:00 – 13:00 **Pre-Forum Advocacy Planning Meetings** (*civil society delegates only*)



13:00 – 14:00 **Lunch Break**



Almas Hall

14:00 – 15:00 **Pre-Forum Advocacy Planning Meetings** (*civil society delegates only*)



16:00 – 17:00 **OPENING CEREMONY**



Almas Hall



17:00 – 18:15 **OPENING PLENARY**



Almas Hall

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



18:15 – onwards **Gala Reception**

FORUM DAY 2

SUNDAY, 10 December 2017

 09:00 – 10:15 **PLENARY ONE**
Almas Hall

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

 10:15 – 10:45 **Health Break**
Fairouz Foyer

 10:45 – 12:30 **STREAM 1**
YAQOUT Hall **Advocating for NCD prevention and control**

WORKSHOP 1.1 Making a Case for Investment and Financing for NCD Prevention and Control

WORKSHOP 1.2 Improving NCD Access and Achieving Universal Health Coverage for All

TRADUCIDO AL ESPAÑOL

WORKSHOP 1.3 Joining Forces to Tackle the Determinants of NCDs

WORKSHOP 1.4 Promoting the Meaningful Involvement of People Living With NCDs

WORKSHOP 1.5 Driving National Planning on NCDs

 12:30 – 13:30 **Lunch Break**
Almas Hall

 13:30 – 14:45 **PLENARY TWO**
Almas Hall

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

 14:45 – 15:15 **Health Break**
Fairouz Foyer

 15:15 – 17:00 **STREAM 2**
YAQOUT Hall **Breaking down silos and building synergies in the SDG era**

WORKSHOP 2.1 Integrating Efforts for NCDs and Women's and Children's Health

WORKSHOP 2.2 Addressing NCDs as a Barrier to Poverty Reduction and Development

TRADUCIDO AL ESPAÑOL

WORKSHOP 2.3 Using the Law to Safeguard Health and Reduce NCDs

WORKSHOP 2.4 Human and Planetary Health: At the Intersection of NCDs, Urbanisation and Climate Change

WORKSHOP 2.5 Ensuring Sustainable Healthy Diets for All

 17:00 **FREE EVENING**

FORUM DAY 3

MONDAY, 11 December 2017

	07:00 - 08:30	BREAKFAST SESSION By Invitation Only, Centro Sharjah Hotel
		Strengthening Health Systems for NCD Co-morbidities: Exploring Solutions for Integrated Care
	09:00 - 10:30	PLENARY THREE Almas Hall
		Growing the Movement: Equipping Civil Society to Fulfil its Roles in the NCD Response
	10:30 - 11:00	Health Break Fairouz Foyer
	11:00 - 12:45	STREAM 3 YAQOUT Hall
		Sharing tools and strategies for NCD advocacy and mobilisation
		WORKSHOP 3.1 Through the Magnifying Glass: Leveraging Accountability Efforts in NCDs
		WORKSHOP 3.2 Using Research to Advance Evidence-based Advocacy and Policymaking
TRADUCIDO AL ESPAÑOL		WORKSHOP 3.3 Promoting the Best Buys for NCDs: Making the Case
		WORKSHOP 3.4 For the Long Haul: Ensuring the Sustainability of NCD Alliances
		WORKSHOP 3.5 Promoting a Multisectoral Approach to NCDs through Workplace Wellness
	12:45 - 13:45	Lunch Break Almas Hall
	14:15 - 15:15	National and Regional Advocacy to Maximise the UN 2018 HLM on NCDs
	15:30 - 16:15	CLOSING CEREMONY Almas Hall
	16:15	Refreshments Fairouz Foyer
	17:00	Delegates depart

Programme in Detail

7-8 DECEMBER 2017

PRE-FORUM YOUTH MEET



By Invitation Only, Centro Sharjah Hotel

LEAD

NCD Child

FORUM DAY 1

SATURDAY, 9 December 2017

9:30 – 10:30 **Pre-Forum Advocacy Planning Meetings**
(civil society delegates only)



10:30 – 11:00 **Health Break**



Fairouz Foyer

11:00 – 13:00 **Pre-Forum Advocacy Planning Meetings**
(civil society delegates only)



13:00 – 14:00 **Lunch Break**



Almas Hall

14:00 – 15:00 **Pre-Forum Advocacy Planning Meetings**
(civil society delegates only)



16:00 – 17:00 **OPENING CEREMONY**



Almas Hall

Short video HH Sheika Jawaher Bint Al Quasimi leadership in NCDs advocacy

UAE National Anthem

HH Sheikh Dr. Sultan bin Muhammad Al Qasimi

Member of the Supreme Council and Ruler of Sharjah, United Arab Emirates

HE Mrs. Sawsan Jafar

Chairman of the Board of Directors, Friends of Cancer Patients (FoCP), United Arab Emirates

Mr. Jose Luis Castro

Executive Director, International Union Against Tuberculosis and Lung Disease and President, NCD Alliance, France



17:00 – 18:15

OPENING PLENARY

Almas Hall

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

Invoking the Sharjah Declaration on NCDs, the Opening Plenary will provide an overview of the global NCD response to date. It will take stock of global and national progress made, identifying barriers, good practice and opportunities to improve NCD prevention and control. It will explore the opportunity afforded by the inclusion of NCDs in the 2030 Agenda for Sustainable Development and the implications for NCD civil society. It will highlight the advocacy opportunity presented by the 2018 UN High-level Meeting on NCDs and outline the urgent action needed to meet NCD global targets.

VIDEO MESSAGE

Mr. Michael Bloomberg,*WHO Global Ambassador for Noncommunicable Diseases*

CHAIR

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

KEYNOTE SPEAKER

Dr. Sania Nishtar,*President, Heartfile, and Chair, WHO High-level Commission on NCDs, Pakistan*

Taking Stock of the Global NCD Response to date and preparing for future action

PANELLISTS

Dr. Kibachio Joseph Mwangi,*Head of Division on NCDs, Ministry of Health, Kenya***Ms. Abish Romero,***National Advisor on Health Systems and Services, PAHO and Global Advisory Committee Member, Our Views, Our Voices initiative, Mexico***Princess Dina Mired,***President-Elect, Union for International Cancer Control, Jordan***Dr. Jacob Gayle,***President, Medtronic Foundation, United States*

18:15 – onwards

Gala Reception

FORUM DAY 2

SUNDAY, 10 December 2017



09:00 – 10:15

PLENARY ONE



Almas Hall

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

This plenary will present the NCD Alliance's strategic campaign priorities towards the 2018 UN High-level Meeting on NCDs, making the case in support of these priorities for action, exploring bottlenecks and barriers to progress as well as the evidence based solutions and strategies for driving change. The plenary will launch the Advocacy Agenda of People Living with NCDs and promote the meaningful involvement of people living with NCDs and of youth in the NCD movement.

CHAIR

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

KEYNOTE SPEAKERS

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

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

Ms. Katie Dain,
Chief Executive Officer, NCD Alliance, United Kingdom

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

PANELLISTS

Dr. Kent Buse,
Chief, Strategic Policy Directions, UNAIDS, Switzerland

Sir Trevor Hassell,
President, Healthy Caribbean Coalition (HCC), Barbados

Dr. Mellany Murgor,
African Director, Young Professionals – Chronic Disease Network (YP-CDN), Kenya



10:15 – 10:45

Health Break



Fairouz Foyer



10:45 – 12:30

STREAM 1

Yaquot Hall

Advocating for NCD Prevention and Control

WORKSHOP 1.1

Making a Case for Investment and Financing for NCD Prevention and Control

CO-LEADS

RTI International, United Nations Interagency Task Force on NCDs (UNIATF)

Civil society organizations have a critical role in advocating for the allocation of resources to NCD programming and holding governments accountable for their commitments to NCD prevention and control. Both require a level of financial and economic literacy, specifically the ability to understand and effectively communicate financial and economic information. In advocating for increased resource allocation during participatory budget and planning processes, civil society organizations/alliances must understand and communicate the value of cost effectiveness and other economic data. Effectively delivering this message requires that advocates communicate in a manner that resonates not only with decision-makers in national and sub-national health departments but also those within the finance department.

Once commitments have been made, advocates must then have the capacity to use resource tracking and budget data to hold the government accountable. This workshop delves into the urgent need for elevating the issue on NCD financing among decision-makers and closing the resource gap for NCDs.

MODERATOR **Dr. Rachel Nugent,**
Vice President, Global Noncommunicable Diseases, RTI International, United States

SPEAKERS **Dr. Alexey Kulikov,**
External Relations Officer, UNIATF, Switzerland
NCD Investment cases

Mr. Labram Massawudu Musah,
Programmes Director, Vision for Alternative Development (VALD), Ghana
Country case: Advocating for tobacco and alcohol taxes for NCD prevention

Ms. Elizabeth Ohadi,
Health Systems and Finance Specialist RTI International, United States
How to communicate financial and economic data

Dr. Ishu Kataria,
Public Health Researcher, Noncommunicable disease Team, RTI International and Global Coordinator, Young Professionals Chronic Disease Network (YP-CDN), India
Communicating effectively: different audiences, different medium, different needs

WORKSHOP 1.2

Improving NCD Access and Achieving Universal Health Coverage for All

CO-LEADS **World Heart Federation, PATH**

This workshop will focus on achieving the global target of 80 percent availability of affordable technologies and essential medicines for NCDs. It will share the effort of the Coalition for Access to NCD medicines to bring together governments, the private sector, philanthropic and academic institutions, and civil-society organizations to tackle barriers countries face in procuring, supplying, and distributing essential medicines and technologies. The workshop will share country examples of what works, ongoing advocacy campaign efforts and opportunities to integrate NCDs into existing health systems and universal health coverage.

MODERATORS **Professor David Wood,**
President, World Heart Federation and Garfield Weston Professor of Cardiovascular Medicine, Imperial College, London, United Kingdom

Ms. Helen McGuire,
Programme Leader, Noncommunicable Diseases, PATH, United States

SPEAKERS **Dr. James Pfitzer,**
Director, Access Accelerated, Switzerland

Overview of the 80% target and how well we are doing – key moments for advocacy on access in next year

Dr. Andrew Twineamatsiko,
Youth advocate, Caring & Living As Neighbour (CLAN) and Uganda NCD Alliance, Uganda

Priority access issues facing people living with NCDs

Ms. Amy Israel,
Global Health Thought Leadership & Policy Director, Eli Lilly, Switzerland

Example of a successful initiative to improve access to essential medicines for CVD and Diabetes

Dr. Eva Njenga,
Acting Chair, Kenya NCD Alliance, Kenya

Priority access issues from a country perspective

TRADUCIDO
AL ESPAÑOL**WORKSHOP 1.3****Joining Forces to Tackle the Determinants of NCDs****CO-LEADS Vital Strategies, Healthy Latin America Coalition (CLAS)**

The workshop will provide participants with evidence-based rationales and understanding about the pitfalls of engaging or working with industries that drive NCDs, in particular international corporations that control, sell and market tobacco, alcohol, processed food and sugar-sweetened beverages. It will use adult-learning strategies and first-hand lessons from international, regional and national work on social and commercial determinant to engage others and look for synergies across drivers. Participants will gain knowledge and tools to go back to their work with newfound ideas for tackling commercial determinants in their own context. This workshop also looks to focus on accelerating action on such determinants by proactively working beyond the health sector, such as in the domain of trade and food security and urban health. Speakers, including experts from Latin America and global experts, bring decades of experience on WHO best buys, effective policy, advocacy; and tools that can help shape and protect critical legislation that in turn protect people from NCDs and encourage SDG goals.

MODERATORS **Ms. Rebecca Perl,**
Vice President, Partnerships and Initiatives Policy, Advocacy, Communication, Vital Strategies, United States

SPEAKERS **Dr. Kent Buse,**
Chief, Strategic Policy Directions, UNAIDS, United Kingdom

The bird's eye perspective: governance for commercial determinants of NCDs in the SDG era, rights-based accountability and the role of civil society

Professor Jeff Collin,
Global Public Health Unit, School of Social and Political Science, University of Edinburgh, United Kingdom

Evidence-based recommendations on engagement with the unhealthy commodities industries and the need for a more coherent approach across NCD risk factors

Dr. Beatriz Champagne,
President, CLAS and Executive Director, InterAmerican Heart Foundation, United States

Practical tools and case studies from the front lines in Latin America – emerging trends and good practice

Dr. Nandita Murukutla,
Vice President, Global Policy and Research, Policy, Advocacy and Communication, Vital Strategies, India

Obesity in South Africa and sustainable development: food policy, food security, air pollution and urban development

WORKSHOP 1.4**Promoting the Meaningful Involvement of People Living With NCDs****CO-LEADS Alzheimer's Disease International (ADI), NCD Alliance, Mexico Salud-Hable**

People living with NCDs are powerful agents of change that stand to make the NCD response more urgent, more accountable, more robust and more effective. This workshop will discuss the meaningful involvement of people living with NCDs in the NCD response and share case studies, challenges, and explore the opportunities ahead. It will discuss how key stakeholders can meaningfully involve people living with NCDs in their work and how the Advocacy Agenda of People Living with NCDs can be used in civil society advocacy efforts ahead of the 2018 UN High-level Meeting and beyond.

MODERATOR **Dr. Cristina Parsons Perez,**
Capacity Development Director, NCD Alliance, United Kingdom

SPEAKERS **Ms. Rakiya Kilgori,**
Global Advisory Committee member, Our Views, Our Voices initiative, Nigeria
An advocate's view of NCD prevention

Ms. Abish Romero,
National Advisor on Health Systems and Services, PAHO and Global Advisory Committee member, Our Views, Our Voices initiative, Mexico
An advocate's view of NCD treatment, care and support

Ms. Kate Swaffer,
Chair, Dementia Alliance International and Global Advisory Committee member, Our Views, Our Voices initiative, Australia
An advocate's view of human rights and social justice

Mr. Alex Silverstein,
Lead for Collaboration, NHS and Global Advisory Committee member, Our Views, Our Voices initiative, NCD Alliance, United Kingdom
An advocate's view of meaningful involvement of people living with NCDs

Ms. Louise Agersnap,
Technical Officer, WHO Global Coordination Mechanism on Noncommunicable Diseases (WHO GCM/NCD), World Health Organization, Switzerland
WHO resources for leveraging the lived experience

Ms. Jessica Daly,
Senior Portfolio Lead, Medtronic Philanthropy, United States
Meaningful involvement of people living with NCDs - the private sector perspective

Mr. Juan Nuñez,
Coordinator, Mexico Saludable, Mexico
Meaningful involvement of people living with NCDs – a national NCD alliance perspective

WORKSHOP 1.5

Driving National Planning on NCDs

LEAD **Workshop Session led by Local Host Organisation Friends of Cancer Patients**

The session will explore fostering a 'whole of society' approach to mitigate the burden of NCDs and propelling country-level action towards regional and global NCD targets. It will discuss grounding a national NCD response in solid research and developing research capacity at the country-level. It will also discuss the governance needed for an effective NCD response and it will explore national NCD planning, importance of target setting and share examples of fostering 'whole of government' and 'whole of society' involvement. It will explore challenges faced and share examples of successful case studies. It will shine a light on the Eastern Mediterranean region, teasing out the opportunities afforded by regional policy on NCDs.

MODERATOR **Dr. Sawsan Al Madhi,**
Director General, Friends of Cancer Patients, United Arab Emirates

SPEAKERS **Dr. Alexander Lyon,**
Senior Lecturer in Cardiology, Imperial College London and Consultant Cardiologist, Royal Brompton Hospital, United Kingdom
Developing research capacity for an effective NCD response

Dr. Buthaina Bin Belaila,
Head of NCD Section, Ministry of Health & Prevention, United Arab Emirates
Ensuring concerted action on NCDs, the UAE experience

Dr. Ibtihal Fadhil,
President, EMR NCD Alliance and Board Member, NCD Alliance, United Arab Emirates
Opportunities for civil society mobilization across countries - the EMR NCD Alliance

	12:30 – 13:30	Lunch Break
		Almas Hall

	13:30 – 14:45	PLENARY TWO
		Almas Hall

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

This plenary will provide an overview of progress on NCDs within the 2030 Agenda on Sustainable Development and highlight avenues to seek co-benefits with other areas impacted by NCDs in the sustainable development domain. This plenary session will highlight success stories in forging non-traditional civil society partnerships to catalyse NCD prevention and control and share experiences from other health and development movements for framing NCDs in the larger development discourse. The session will emphasize civil society-led solutions to drive political action on NCDs at all levels.

CHAIR **Dr. Rachel Nugent,**
Vice President, Global Noncommunicable Diseases, RTI International, United States

KEYNOTE SPEAKER **Dr. Anders Nordström,**
Ambassador for Global Health, UN Policy Department, Ministry for Foreign Affairs, Sweden

The 2030 Agenda for Sustainable Development: Opportunities and Implications for NCD Prevention and Control

PANELLISTS **Dr. Monika Arora,**
Governing Board Member, Healthy India Alliance and Executive Director, HRIDAY, India

Professor Corinna Hawkes,
Director, Centre for Food Policy at City, University of London, United Kingdom

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

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

	14:45 – 15:15	Health Break
		Fairouz Foyer

	15:15 – 17:00	STREAM 2
	Yaquot Hall	Breaking Down Silos and Building Synergies in the SDG Era

WORKSHOP 2.1 Integrating Efforts for NCDs and Women's and Children's Health

CO-LEADS **NCD Child, Women Deliver, FIGO**

This workshop provides an overview of the burden of NCDs across the reproductive, maternal, newborn, child, and adolescent health continuum and will discuss opportunities to develop and strengthen an integrated approach to promote the health and wellbeing of women and children. The session will explore how civil society can identify key entry points to engage these communities in prevention and treatment, and will also explore opportunities to promote greater youth involvement in the NCD response.

MODERATOR **Ms. Masha DeVoe,**
Senior Associate of Policy and Advocacy, NCD Focal Point, Women Deliver, United States

SPEAKERS **Dr. Kibachio Joseph Mwangi,**
Head of the Division of NCDs, Ministry of Health, Kenya
Kenya's national plan on integrating NCD interventions for Women and Children

Dr. Mychelle Farmer,
Governing Council, NCD Child, United States
Inclusion of young people and the NCD agenda for child and adolescent health prevention and treatment

Professor Mark Hanson,
UK Chair of Working Group on Adolescent, Pre-conception and Maternal Nutrition, FIGO, and President, DOHaD Centre, University of Southampton, United Kingdom
FIGO's work on prevention of NCDs within the adolescent and maternal health continuum of care

Mr. Andrew Twineamatsiko,
Youth advocate, Caring & Living As Neighbour (CLAN) and Uganda NCD Alliance, Uganda
The youth and patient advocate perspective

Ms. Rikke Fabienke,
Senior Project Manager, Novo Nordisk, Denmark
Novo Nordisk's work on gestational diabetes

WORKSHOP 2.2

Addressing NCDs as a Barrier to Poverty Reduction and Development

CO-LEADS **Lancet NCDI Poverty Commission, Consortium of Ethiopian NCD Associations**

NCDs are both a cause and consequence of poverty – illness, death, and disability from NCDs can be an economic catastrophe for the poor and near poor. In order to save the lives and reduce suffering of millions of people living with NCDs from partially preventable and treatable NCDs and injuries, we need concrete action and commitments to provide the necessary human and financial resources to challenge the growing NCDI burden in low- and middle-income countries. NCDs must also be a critical component of development strategies to promote poverty eradication and universal health coverage (UHC). This workshop will frame discussion on poverty reduction and development and explore data on impact of NCDs related costs, present broader context around the financial and social impact of NCDs and discuss strategies to address NCDs as an avenue to achieve universal health coverage and poverty reduction in low- and middle-income countries.

MODERATOR **Ms. Maia Olsen,**
Programme Manager, NCD Synergies, Partners in Health, United States

SPEAKERS **Dr. Gene Bukhman,**
Assistant Professor, Harvard Medical School, Senior Health and Policy Adviser, Partners In Health, Co-chair, Lancet NCDI Poverty Commission, United States
Introductory remarks: NCDs, poverty reduction, and development and the approach of the Lancet NCDIs and Poverty Commission

Dr. Rachel Nugent,
Vice President, Global Noncommunicable Diseases, RTI International, United States
Perspectives from the global stakeholder community – building sustainable, integrated NCD investments to achieve UHC and poverty reduction in LMICs

Mr. Wonda Bekele Woldemariam,
Executive Director, Mathiwos Wonda – YeEthiopia Cancer Society, Consortium of Ethiopian NCD Associations, Ethiopia

Perspectives from Ethiopia – national planning, financing, and civil society advocacy around NCDs and poverty

Mr. Erneste Simpunga,
Rheumatic Heart Disease advocate and member of Global Advisory Committee, Our Views, Our Voices initiative, Rwanda

Perspectives from Rwanda – personal experience and financial impact of RHD, call to action from community of PLWNCDs

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WORKSHOP 2.3

Using the Law to Safeguard Health and Reduce NCDs

LEAD

McCabe Centre for Law and Cancer

International, regional and domestic laws and legal frameworks powerfully influence all aspects of NCD prevention and control – exposure to risk factors, the availability and accessibility of health services, treatments and technologies, the use of health information, the conduct of health research, and the experiences and outcomes of people affected by NCDs. ‘Law and NCDs’ is not a simple, discrete area. It covers a wide range of legal fields. The high-profile – and unsuccessful – WTO and investment treaty challenges to Australia’s and Uruguay’s tobacco packaging laws have demonstrated the importance of understanding the relationships between health, trade and investment, and affirmed that governments do have regulatory space to protect public health. At the same time, uncertainty and concern about the implications of trade and investment agreements can dissuade governments from introducing regulatory measures that they can and should introduce, and be exploited by industry to sow fear and create ‘regulatory chill’.

This session will focus on sharing experiences and identifying practical lessons that can be learned and applied to meet these challenges.

MODERATORS

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

SPEAKERS

Dr. Esperanza Cerón Villaquirán,
Secretariat, Mesa Colombiana de Incidencia por las Enfermedades No Transmisibles, Colombia

SSBs tax advocacy, legal challenges in the face of industry interference

Mr. Ralph Degollacion,
Project coordinator, HealthJustice Philippines

Legal challenges to tobacco control measures

Dr. Edgardo Palma,
ALIANZA ENT-PERÚ, Peru

Litigation and public mobilization efforts for healthy food regulation in Peru

WORKSHOP 2.4

Human and Planetary Health: At the Intersection of NCDs, Urbanisation and Climate Change

CO-LEADS

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

This workshop investigates the global political landscape and linkages between these universal themes of health and environmental development, and identifies key interventions across four areas: air pollution, energy, transport and food systems, and their respective benefits for NCD prevention, sustainable urbanisation, and climate change mitigation.

MODERATOR **Dr. Jeni Miller,**
Executive Director, Global Climate and Health Alliance, United States

SPEAKERS **Professor Dean Schraufnagel,**
Executive Director, Forum of International Respiratory Societies (FIRS), United States

Prevention strategies to reduce the global burden of respiratory diseases, including clean urban air, sustainable energy, reducing tobacco use

Dr. Nandita Murukutla,
Vice President, Global Policy and Research, Policy, Advocacy and Communication, Vital Strategies, India

Partnership for Healthy Cities initiative

Dr. Joseph Mucumbitsi,
Rwanda NCD Alliance, Rwanda

Experience from the Kigali Car-free Day initiative

WORKSHOP 2.5 Ensuring Sustainable Healthy Diets for All

CO-LEADS **World Cancer Research Fund International, NCD Alliance**

This session aims to strengthen civil society advocacy efforts towards governments to address links between food, nutrition, the environment and NCDs leveraging data, good practice, and innovative approaches to Ensuring Sustainable Healthy Diets for All within the UN Decade of Action on Nutrition. The session will equip advocates with tools and ideas to affect policy change at the country level, strategies for building advocacy coalitions spanning different sectors, and explore priority setting for healthier diets within the context of the 2018 High-Level Meeting on NCDs.

MODERATOR **Ms. Bryony Sinclair,**
Senior Policy and Public Affairs Manager, World Cancer Research Fund International, United Kingdom

SPEAKERS **Ms. Paula Johns,**
Executive Director, ACT Health Promotion and Board Member, NCD Alliance, Brazil
Leveraging obesity/NCD advocacy for broader food systems change

Professor Corinna Hawkes,
Director, Centre for Food Policy at City, University of London, United Kingdom

Using data to make your case: evidence-based advocacy for healthier, sustainable diets

Dr. Sudhvir Singh,
Director of Policy, EAT Foundation, Norway

Food can fix it: creating positive narratives for healthier diets and food systems change

Ms. Zuhura Amour,
Manager, Zanzibar NCD Alliance, Zanzibar

Collaborating with parliamentarians to improve healthy eating in Zanzibar



17:00 **Mleiha Archaeological Centre visit with Arabian night**

FORUM DAY 3

MONDAY, 11 December 2017



07:00 - 08:30



BREAKFAST SESSION

By Invitation Only, Centro Sharjah Hotel

Strengthening Health Systems for NCD Co-morbidities: Exploring Solutions for Integrated Care



09:00 – 10:30



PLENARY THREE

Almas Hall

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

This plenary session will discuss the growth and sustainability of a unified NCD civil society movement, drawing upon lessons learnt from other global health networks for impact. It will highlight the importance of evidence, clarity of policy asks and interventions, diversity of voices (including people living with NCDs and youth), and partnerships across sectors (UN, governments, private sector, academia) for NCD advocacy and coalition building. It will promote and share good practice across the NCD civil society movement to date, including launching the NCD Civil Society Atlas: National and Regional NCD Alliances in Action, which shares examples of the work conducted by national and regional NCD alliances.

CHAIR

Dr. Cristina Parsons Perez,

Capacity Development Director, NCD Alliance, United Kingdom

KEYNOTE SPEAKER

Professor Jeremy Shiffman,

Professor of Public Administration and Policy, American University, United States

Seeing the Big Picture: How Can Civil Society make NCDs a Political Priority?

Dr. Tom Frieden,

President and Chief Executive Officer, Resolve, United States

Strengthening the Resolve to Save Lives: What do We Need to do Together to Achieve the NCD targets?

PANELLISTS

Mr. Tih Ntiabang,

Regional Coordinator, Framework Convention Alliance, Cameroon

Ms. Cajsa Lindberg,

President, Ung Diabetes, Sweden

Mrs. Nisreen Qatamish,

Director General, King Hussein Cancer Foundation, Jordan

Professor Jeff Collin,

Global Public Health Unit, School of Social and Political Science, University of Edinburgh, United Kingdom



10:30 – 11:00



Health Break

Fairouz Foyer



11:00 – 12:45

Yaqot Hall

STREAM 3**Sharing Tools and Strategies for NCD Advocacy and Mobilisation****WORKSHOP 3.1****Through the Magnifying Glass: Leveraging Accountability Efforts in NCDs****CO-LEADS****Framework Convention Alliance, NCD Alliance**

Civil society is committed to increasing accountability and monitoring progress in the Sharjah Declaration on NCDs. This workshop focuses on successful NCD-related accountability approaches undertaken by civil society at the global, regional and national levels to measure progress on achieving NCD mandates and targets. The session will use concrete examples including the NCD Alliance's civil society status reports and benchmarking tool along with initiatives by other civil society actors relating to specific NCDs and risk factors to share lessons learnt from such accountability efforts. This session will seek to understand the role of successful advocacy in ensuring global commitments for NCDs, and thus the need for accountability to ensure targets and goals are subsequently achieved. It will offer an opportunity to participants to review examples of existing accountability mechanisms from global to national level and identify strengths and challenges and establish how participants from the session can play an increased role in supporting national and global accountability efforts for NCDs.

MODERATOR

Ms. Jessica Beagley,
Policy Research Officer, NCD Alliance, United Kingdom

SPEAKERS

Sir George Alleyne,
Director Emeritus, PAHO, and Board Member, NCD Alliance, United States

No progress without action: accountability in the NCD response

Mr. Francis Thompson,
Executive Director, Framework Convention Alliance, Canada

Lessons from Tobacco Control: Shadow Reporting and the FCTC

Dr. Vicki Pinkney-Atkinson,
Director, South Africa NCD Alliance (SANCTA), South Africa

Completing NCD Alliance Benchmarking Exercise: Experiences from South Africa

WORKSHOP 3.2**Using Research to Advance Evidence-based Advocacy and Policymaking****CO-LEADS****Global Alliance for Chronic Disease, Cancer Research UK**

This workshop aims to explore how operational and implementation research can help decision-making and policy prioritisation. It will offer examples from civil society, the private sector, and academia in the translation of research into advocacy and policy and actual implementation of large-scale interventions. It will also explore how research can support advocacy efforts.

MODERATOR

Professor Michael Brainin,
President Elect, World Stroke Organisation and Chair, Department Neurosciences and Preventive Medicine, Danube University Krems, Austria

SPEAKERS

Professor Gerald Yonga,
Chair, NCD Alliance Kenya; Head of NCDs Research to Policy Unit at Aga Khan University and Board Member, NCD Alliance Kenya (TBC)

Dr. Jeff Sturchio,
President & CEO, Rabin Martin, United States

How can NCD advocates utilize evidence generated by companies?

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

What are the key factors to consider in developing research for scale-up in the community setting?

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WORKSHOP 3.3

Promoting the Best Buys for NCDs: Making the Case

LEAD **NCD Alliance**

This workshop will provide civil society advocates with a solid basis upon which to call upon policy makers to address NCD prevention and control using 'best buys'. It will explore the updated Appendix 3 of the Global Action Plan for the Prevention and Control of NCDs 2013–2020, with its different policy options across the four NCD risk factors and four disease areas. It will discuss how the Appendix 3 reflects the results of cost effectiveness analysis as well as the latest WHO policy and scientific evidence.

MODERATOR **Ms. Deborah Chen,**
Executive Director, Heart Foundation of Jamaica, Board Member, NCD Alliance, Jamaica (TBC)

SPEAKERS **Ms. Louise Agersnap,**
Technical Officer, WHO Global Coordination Mechanism on NCDs, Switzerland

Advocacy and knowledge dissemination to achieve the implementation of the global action plan for the prevention and control of noncommunicable diseases 2013–2020

Dr. Cherian Varghese,
Coordinator, Management of NCDs, WHO, Switzerland

The WHO Best Buys for NCDs

Dr. Tom Frieden,
President and Chief Executive Officer, Resolve, United States (TBC)

Scaling up evidence-based NCD strategies that deliver life-saving changes

Dr. Thomas Gaziano,
WHF Partners Council Chair, American College Cardiology (TBC)

Global Hearts Initiative – using technical packages to drive action

Dr. Modi Mwatsama,
Director, Policy & Global Health, UK Health Forum (TBC)

Opposition to 'best buys': the UK experience

WORKSHOP 3.4

For the Long Haul: Ensuring the Sustainability of NCD Alliances

CO-LEADS **Management Sciences for Health (MSH), NCD Alliance**

Civil society organizations and NCD alliances must be strong and sustainable to be able to deliver on their missions. This workshop addresses the different pillars of sustainability: organisational, programmatic and financial. It will explore the life cycle of a strategic plan, from inception to funding, and will tease out the distinction between indirect and direct funding requirements and sources, and the difference between self-sufficiency and sustainability. It will discuss successes and challenges in growth and fundraising, share case studies and explore different resource mobilization strategies.

MODERATOR **Ms. Judith Seltzer,**
Senior Director, Management Sciences for Health, United States

SPEAKERS **Ms. Susanne Volqvartz,**
Director, Danish NCD Alliance, Denmark

Applying for restricted funds, lessons learned as a grantee and as a donor

Mr. Todd Harper,
CEO, Cancer Council Victoria, Australia and Board Member, NCD Alliance

Resource mobilization planning, lessons learned

Dr. Monika Arora,
Executive Director, HRIDAY; Governing Board Member, Healthy India Alliance, India

Resource mobilization, successes and pitfalls

Ms. Katie Dain,
CEO, NCD Alliance, United Kingdom

Sustainability, the NCD Alliance example

WORKSHOP 3.5**Promoting a Multisectoral Approach to NCDs through Workplace Wellness****CO-LEADS** **Healthy Caribbean Coalition (HCC), Union for International Cancer Control**

The aim of this workshop is to share diverse experiences and lessons learned in promoting, prioritizing and implementing workplace wellness programmes (WWP). Private sector is a major potential partner in the national and global NCD response both as a partner in creating health workplaces and as an ally in the policy space encouraging peers to adopt pro-health practices, which do not undermine the health of entire generations. Pro-active corporations committed to creating healthy workplaces stand to gain tremendously from healthier more productive workforces. Despite this many workplaces have not prioritized wellness for a variety of reasons including leaderships buy-in and perceived or real lack of human and financial resources. As an NCD community we must do a better job of making the health and investment case for healthy workplace initiatives; this includes obtaining and packaging compelling data which clearly demonstrates health and cost benefits to employers. Experiences with WWP including engaging the private sector and implementing and sustaining wellness programmes vary considerably between HICs and LMICs; across small, medium and large enterprises; and across sectors. This workshop will explore these realities and seek to make concrete recommendations around the best strategies to engage the private sector; the best models for WWP across various settings; and the role of civil society in accelerating the multisectoral response through the promotion of healthy workplaces.

MODERATORS **Sir Trevor Hassell,**
President, HCC, Barbados
Mr. Cary Adams,
CEO, UICC, Switzerland

SPEAKERS **Ms. Diana Vaca McGhie,**
Global Advocacy Manager, American Heart Association, United States
Promoting A Culture of Health Where We Work

Ms. Katy Cooper,
Independent Consultant, United Kingdom

Findings and recommendations from a new practical guide to support workplace health programmes in low- and middle-income countries

Ms. Helen McGuire,
Program Leader, Noncommunicable Diseases, PATH, United States
Workplace wellness: Realizing the potential for NCDs through partnerships



12:45 – 13:45

**Lunch Break**
Almas Hall

14:15 – 15:15

Session: National and Regional Advocacy to Maximise the UN 2018 HLM on NCDs

15:30 – 16:15

**CLOSING CEREMONY**
Almas Hall

16:15

**Refreshments**
Fairouz Foyer

17:00

Delegates depart

Social Media

We encourage delegates and speakers to follow, amplify and engage to elevate NCDs across social media during the Forum with the hashtags **#NCDAF2017**, **#NCDs** and **#Sharjah**.

The NCD Alliance and Friends of Cancer Patients will be using social media extensively to engage both Forum delegates and our global NCD community.

NCD Alliance: @ncdalliance on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#)

FOCP: @focpuae on [Twitter](#), [Facebook](#), [Instagram](#).

We will be sharing highlights, links to newly launched resources, information about speakers, updates, recaps from each day, photos, live coverage, and all going well plan to live stream plenaries through Facebook.

NCDAs most regular updates will be shared through **Twitter**, and FoCP's through Insta-gram. Including @ncdalliance in tweets will alert us easily.

Twitter lists will help delegates connect with NCDAs, FoCP and each other on:

[Delegates](#) [Speakers](#) [Youth](#)

The **NCDAF2017 Social Media Toolkit** tells you all you need to know about how NCDAs and FoCP, social media plans line up with the highlights of the Forum, including tips, use ful links, speaker twitter handles, hashtags, and suggested messages to share with social networks: http://bit.ly/NCDAF2017_Toolkit

Resources for social media (e.g. toolkit, graphics) will be progressively uploaded to dropbox: http://bit.ly/NCDAF2017_comms for you to easily access and use. Please keep checking back for updates.

Share your commitment to fight NCDs - [Join our Thunderclap!](#)

The NCD Alliance has created a Thunderclap, for Forum delegates and the global NCD online community to tell the world "I'm committed to stepping up the pace on fighting #NCDs to make 2018 really count". The message will be simultaneously published by all supporters' social media accounts on 11 Dec. The Thunderclap campaign complements a Commitments Map in Sharjah where delegates can apply a sticker to a world map representing their commitment to step up the pace to make 2018 count for NCDs. Please join the thunderclap so that we reach our target of 100+ sign ups by 11th December, and share with your networks. <http://thndr.me/qtjBw0>

For any questions relating to social media, contact [Lucy Westerman](#) or [Marty Logan](#).



Logistical Information

The NCD Alliance and local host organisation Friends of Cancer Patients (FoCP) are pleased to welcome you to the second Global NCD Alliance Forum, 2017.

Please find below some key logistical information.

Venue

The Forum will be held at the Al Jawaher Reception and Convention Centre (JRCC), Al Dhaid Road, Al Juraina 1, Opposite Sharjah Airport, E88, Sharjah, from 09:30 on Saturday 9 December to 17:00 on Monday 11 December 2017.

Forum Secretariat

The Forum Secretariat office will be located in the Fairouz Foyer (to the left as you enter the main venue) and the Registration/Information desk will be located in the centre of the Fairouz Foyer (please see floor plan at the end of this document or in the delegate folders you will receive onsite). Staff will be able to assist delegates with all enquiries. If you have any problems please contact Jackie Romoff, Forum Event Manager, in the first instance.

Jackie Romoff

Mobile: +44 7964598097 (and WhattsApp)

Email: jromoff@ncdalliance.org

Skype: jackieromoff

Airport Transfers

All delegates are asked to take a taxi to their allocated hotel upon arrival at the airport (see below for address details). Taxis are readily available outside the arrivals hall at each airport and directions to the taxi stand are well signposted inside the airport. The cost from Dubai airport will be approximately AED130/AED140 so please ensure you have some local AED currency with you. Some taxis take credit cards but not all of them. It is advisable to have the address of your hotel to hand to give to the taxi driver.

Return taxis for travel grant delegates are being organised by the NCD Alliance. All travel grant delegates staying at the Centro Sharjah Hotel must reconfirm upon check in their flight departure details (date/time/flight number) to enable us to confirm your departure taxi. Delegates will be grouped into taxi wherever possible according to flight departure times. If you have any questions, please contact Ben Romoff, who is the transport coordinator for the NCD Alliance, and will be available at the Centro Sharjah Hotel, Meeting Room B from 5-7 December and Meeting Room C on 8 December.

Accommodation

The two Forum designated hotels are the Centro Sharjah and the Swiss-Belhotel. Please note that for those delegates who have received a travel grant and for whom the NCD Alliance has explicitly agreed to cover accommodation, the NCD Alliance will only cover the hotel room rate which includes breakfast. Any additional expenses incurred will be the exclusive responsibility of the delegates.

Please note that upon hotel check in, delegates will be asked to present their passport and provide a credit card deposit of AED500 (United Arab Emirates currency) to be able to charge consumables to their room. The deposit will be returned to you if no hotel expenses are incurred. If you do not want to leave a deposit then you will be charged cash after consumption.

Centro Sharjah

Centro Sharjah
Al Dhaid Road E 88

Adjacent to - Sharjah International Airport
Mosque

Sharjah, United Arab Emirates

Tel: +971 6 508 8000

Email: res.centrosharjah@rotana.com

Swiss-Belhotel

Al Arouba Street
Sharjah, United Arab Emirates

T: +971 6 563 7777

F: +971 6 563 5000

Email: resvsbsh@swiss-belhotel.com

Bus timetable

Complimentary ground transportation will be provided between both the conference hotels on 9, 10 and 11 December. The bus timetable will be available in the lobby area of both hotels.

Registration

Delegates staying at the Centro Sharjah Hotel and the Swiss-Belhotel will be asked to present their passport upon check-in and will be given registration badges in return. Delegates will also receive the Global NCD Alliance Forum folder containing the programme and various other materials. Name badges must be worn by delegates at all times. If you have any questions, NCD Alliance staff will be available at the Centro Sharjah Hotel in Meeting Room B from 5-7 December and Meeting Room C on 8 December.

For delegates not staying at the Centro Sharjah and Swiss-Belhotel, or delegates that will be heading straight to the JRCC upon their arrival, please note there will be a registration desk located in the Fairouz Foyer. This desk will open 45 minutes before the start of the morning sessions.

Mobile Phones/Cameras

Please note, photographs of His Royal Highness are allowed, however photographs of Her Royal Highness are prohibited. Royal Guards will take away mobile phones/cameras if the latter point is breached.

WiFi code for use at the JRCC

Username: #NCDAF2017

Password: FORUM2017

Speaker Presentations

All workshops will be equipped with a laptop, microphones, projector and screen. Each workshop will have an AV technician at hand. Workshop speakers will be responsible for bringing their presentation on a USB key to the workshop room, at least 10 minutes prior to the start of the workshop. A speaker preparation room equipped with a laptop is located off the Fairouz Foyer.

Forum materials

Speaker presentations, list of participants, forum materials and workshop resources will be available online from the following dropbox link: http://bit.ly/NCDAF2017_dropbox

The detailed Forum programme can be found here.

Eco-friendly

Climate change, like NCDs, is a major threat to human health and development in the 21st century. For the second global NCD Alliance Forum, we are glad to be initiating a few small actions to try and protect the health of the planet and the people we share it with. Menus during breaks will include a range of vegetarian options, and multi-use crockery will be supplied. Daily transport to the venue from hotels will be shared between guests, and shared transfers to the airport at the end of the conference will be encouraged. Finally, the conference will feature minimal paper – publications, programme, list of delegates and all relevant materials will be easily accessible [online here](#).

Health

Delegates should seek medical advice before travelling to the UAE and ensure that all appropriate vaccinations are up to date and travel insurance is in place. Any medical expenses incurred, due to accident or ill health in the UAE or to and from the UAE will be your full responsibility.

Dress code

Forum – Business attire or smart/casual

Gala Dinner - Smart/National dress or costume (no jeans)

Please note that delegates are asked to respect the tradition and culture of Sharjah by wearing modest clothing.

Protocol

All delegates must be seated in the Plenary area of the Almas Hall by 15:30 before His Royal Highness enters for the Opening Ceremony on Saturday 9 December.

The Protocol/Security team will not allow any entries to the Almas Hall after Their Royal Highnesses (TRH) arrive. Therefore please ensure you are seated in good time. TRH entourage will be seated in reserved seats at the front of the Hall. As is customary, ladies only are kindly requested to be seated behind Her Highness.

TRH will leave the Almas Hall before delegates. If you meet TRH, please wait for them to initiate a handshake otherwise a verbal greeting will suffice.

Official Photography

If any participant or speaker has any issue being photographed or filmed during the Forum, or his/ her likeness being used, he/she is kindly requested to inform the Forum Secretariat, by leaving a message with their name, email and phone number.

Please note, photographs of His Royal Highness are allowed, however photographs of Her Royal Highness are prohibited. Royal guards will take away mobile phones/cameras if the latter point is breached.

About Sharjah

Location

Stretching from the Arabian Gulf to the Gulf of Oman, Sharjah is the third largest of the seven Emirates which form the United Arab Emirates.

Rich in history and culture; a land with a wealth of values, warm and friendly people, all year-round sunshine and distinctive blend of glorious past and bright present, the emirate is an attractive and safe destination offering the right ingredients for leisure and business alike. Having been crowned the “Cultural Capital of the Arab World” in 1998, the Islamic Culture Capital for 2014 and the Arab Tourism Capital for 2015, the smiling emirate of Sharjah has for generations, been welcoming visitors from around the world.

Sharjah is the oldest Emirate on the coast of Oman, and lies in the centre of other emirates, spread over an area of 2600 sq. km, occupying 3.3% of the total area of the United Arab Emirates (not counting the islands). It is the only emirate that overlooks the coastline on the Arabian Gulf from the West and the Gulf of Oman (Indian Ocean) from the East. The coastline on the Gulf extends about 20 km, and within 80 km to the Gulf of Oman.

The history of the population dates back to 6000 years ago, when the place was called by the name of “Sarqua” and the people were generally engaged in maritime trade, in addition to agriculture, fishing and pearl diving. Most of the habitation was around the valleys.

Weather

The weather is pleasant from the month of November to April, with the days being sunny and warm and evenings cool, with low humidity and daytime temperatures ranging from 18 degrees Celsius to 30 degrees Celsius. Rains and tropical storms can be expected during January, February and March. The weather gets warm from May to September, with extremely high temperatures at noon in July and August up to 45 degrees Celsius.

Things to do

Sharjah has a lot to offer to tourists and has a number of famous attractions including museums, traditional Souks, modern shopping malls and family entertainment to keep visitors of all ages busy. Your stay in Sharjah is sure to be an unforgettable experience!

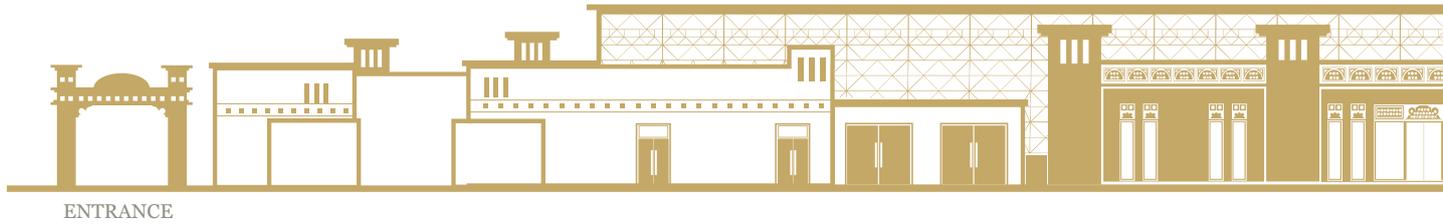
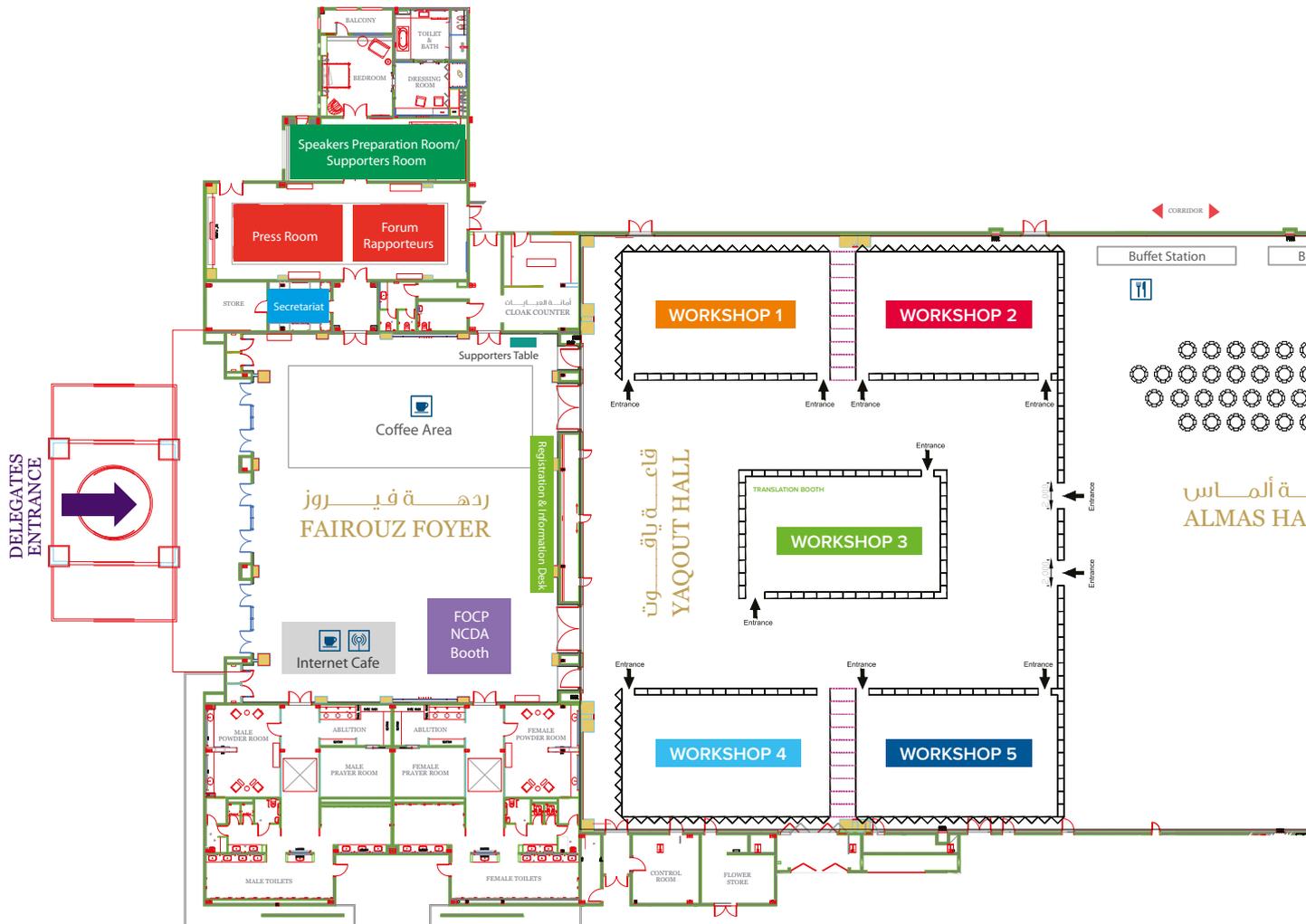
Shopping

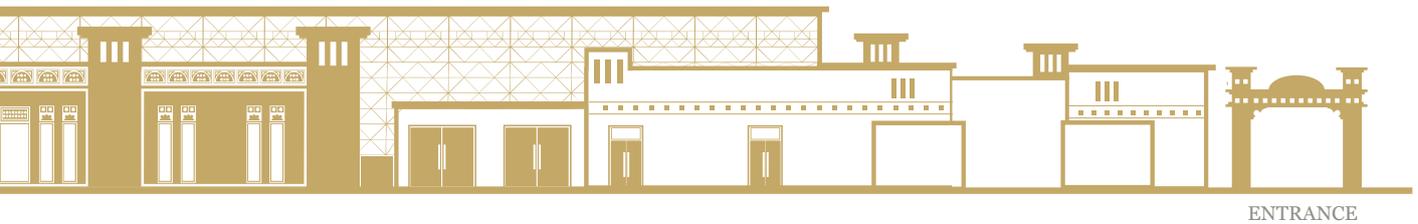
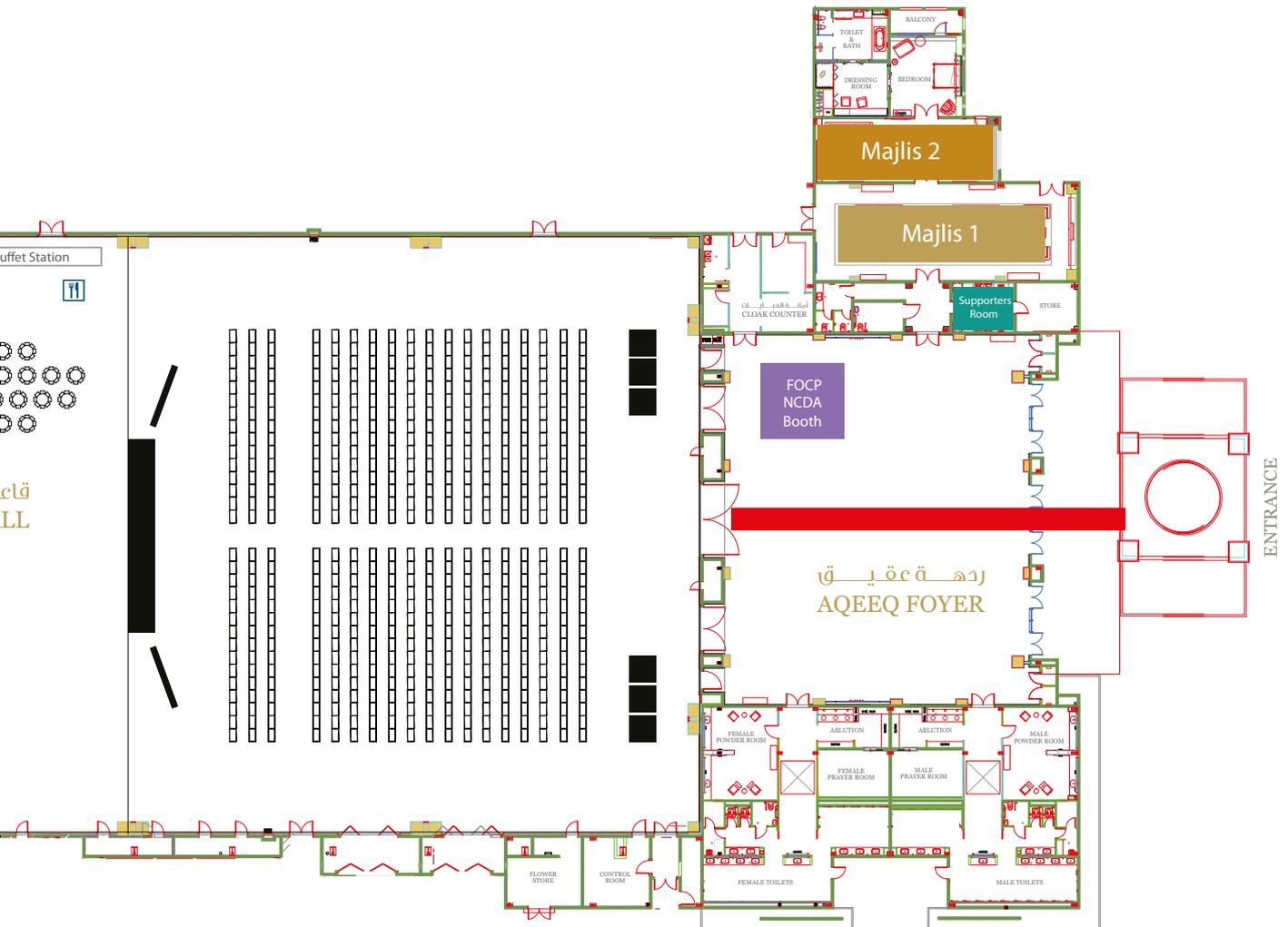
Sharjah is a perfect place for shopping lovers and provides a great stop-over for all kinds of tourists. It offers a wide range of shopping malls full of perfumes, textiles, carpets, gold jewellery and much more. Different shopping festivals are promoted by the government of Sharjah as being a cultural and entertainment hub.

Things to remember

Visitors to Sharjah are expected to respect the tradition and culture of the city especially by wearing suitable clothing. It is advisable to wear loose clothes and avoid wearing swimming suits on public beaches. Please note that Sharjah is a “dry emirate” which means that sale or possession of alcohol within Sharjah is forbidden.

Al Jawaher Reception & Convention Centre





ENTRANCE



WiFi code for use at the JRCC

Username: #NCDAF2017 Password: FORUM2017



SHARE. DISCUSS. ENGAGE. AMPLIFY.

   #NCDAF2017 #NCDs #Sharjah
