

# Advocacy Briefing

Monday, 9 May 2022



# Welcome & Agenda

- **NCDA Updates**
  - Introduce New NCDA Policy and Advocacy Team Members
  - Global Week for Action on NCDs 2022
  - New Resources
    - ✓ NCD Countdown 2030
    - ✓ Policy brief on NCD Financing
  - New “Our Views, Our Voices” Advisory Committee
- **Global updates**
  - International Strategic Dialogue
  - INB Public Hearings
- **WHA75 Outlook**
- **NCDA @ WHA75**

# NCD A Updates

# Policy and Advocacy Team

- Alison Cox, Policy and Advocacy Director
- Liz Arnanz, Policy and Advocacy Manager (Prevention)
- Grace Dubois, Policy and Research Manager (Care)
- Hany Helmy, Policy and Advocacy Manager (Financing)
- Tolu Osigbesan, Senior Policy and Advocacy Officer
- Toyib Abdulkareem, Policy and Campaigns Consultant

# New Team Members



## **Policy and Advocacy Director, Alison Cox**

Alison comes to NCD Alliance directly from the Global Climate and Health Alliance (GCHA), where she was Policy & Research Director. She worked with NCD Alliance during the early years (2012-2013) where she developed NCD Alliance's first strategic plan (2012-2015) and led successful campaigns influencing the outcome declaration of the 2012 Rio+20 Sustainable Development Conference and the post-2015 development framework.



## **Policy and Advocacy Manager (Prevention), Liz Aranz**

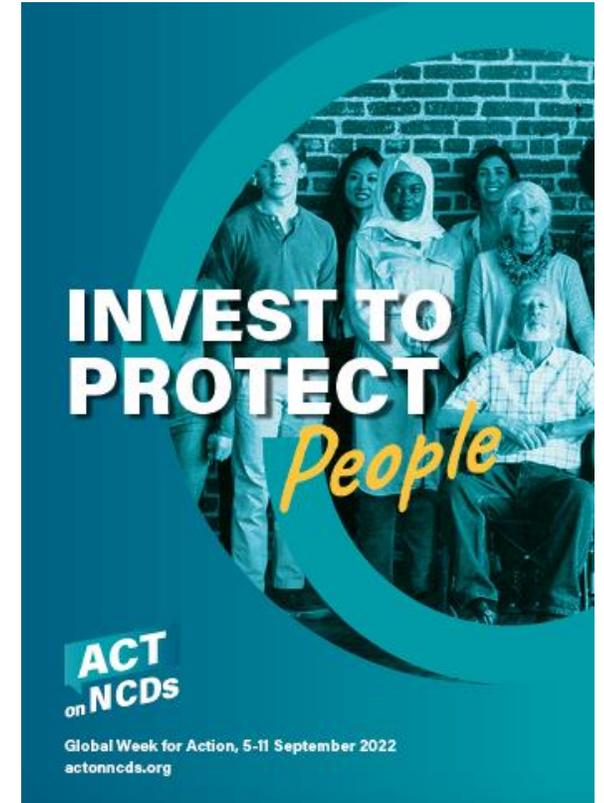
Liz worked at FDI World Dental Federation, advocating for the integration of oral health promotion and care within health systems, and she also worked for the partnerships and membership team of the NCD Alliance. She also has experience in the field of humanitarian aid and protection, and she was a consultant for a short time with the UN Population Fund (UNFPA). She is fluent in English, French and Spanish.

# Global Week for Action on NCDs, 5-11 September 2022

## The Year of NCD Investment

*Invest to protect people, health systems and economies*

- NCDs are the most underfunded global health issue relative to the billions of people impacted. In 2022, we are aiming to bridge the **NCD Investment gap**.
- This year is all about **prioritising the urgent need for increased NCD financing** to prevent and treat NCDs and build resilient health systems that leave no one behind.
- We want to drive real commitments to increase NCD financing. The campaign will call on our members and partners to get involved by **focusing on solutions** that are key to mobilising effective investments in NCDs.



# Global Week for Action on NCDs, 5-11 September 2022

## The Year of NCD Investment

*Invest to protect people, health systems and economies*

### Three top line messages:

1 - The human toll of NCDs is unacceptable, inequitable, and increasing. Global financing for NCDs has stagnated at 1-2% of development assistance for health for over two decades. Action and investment on NCDs are not only urgent, but a prerequisite for resilience, pandemic preparedness and health security.

2 - NCDs drain the global economy and perpetuate poverty in households and communities. Governments can reap substantial economic rewards by taking bold action on NCDs.

3 - **Solutions** are readily available: For an investment of just \$1.27 per person per year, 8.2 million lives could be saved in LMICs by preventing NCDs via tried-and-tested policy measures, as well as generating \$350 billion for LMIC economies by 2030.



Together,  
let's Act  
on NCDs

5-11 September 2022

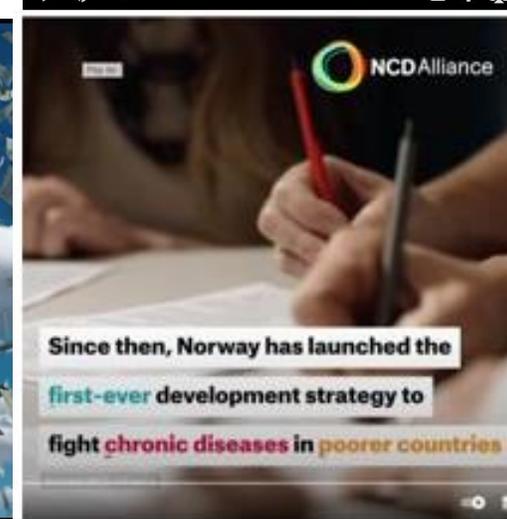
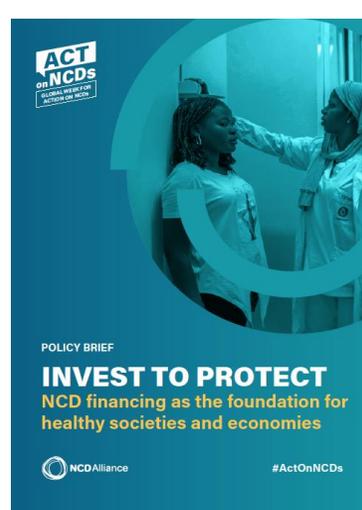
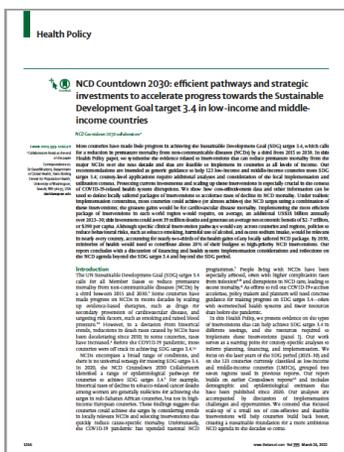
# Global Week for Action on NCDs, 5-11 September 2022

## The Year of NCD Investment

### *Invest to protect people, health systems and economies*

#### Resources to #ActOnNCDs:

- NCDA's policy brief "[Invest to Protect – NCD financing as the foundation for healthy societies and economies](#)"
- WHO's "[Saving lives, spending less](#)" investment case on NCDs
- [The Lancet Countdown paper](#) on pathways and investments to reach SDG 3.4
- Series of [one-minute social videos](#) launched by NCDA on NCD investment
- Bridging the Investment Gap card in [ENG](#), [FR](#) and [ESP](#)



# Global Week for Action on NCDs, 5-11 September 2022

## The Year of NCD Investment

*Invest to protect people, health systems and economies*

There are many ways that you can get involved and be an agent for change, from retweeting a message to hosting an event.

- Visit [www.actonncds.org](http://www.actonncds.org) - available in EN, ES and FR
- Subscribe to campaign newsletter for monthly updates [here](#)
- Share available resources with your network
- NCDA members, [author your blogs with us on the campaign website](#)
- Get planning and keep in touch!
- NCDA members: [Author a blog](#) on the campaign website



### TAKE ACTION

**Get involved with the campaign** and Act on NCDs. From two minutes to one month, there are actions for everyone.



# New Resources

NCD investment case: [The Lancet NCD Countdown 2030](#)

Broader **package of 21** NCD prevention and treatment interventions.

Fully aligned with **WHO's Best Buys** but adds some **clinical interventions**.

**Nearly all countries** can still achieve SDG3.4 by 2030.

Implementing tailored packages will avert **39 million deaths in LMICs between 2023-2030**.

Economic benefits of this package of NCD interventions outweigh costs **by 19:1**.

Implementing this package of interventions would require, on average, an additional **US\$18 billion annually**, or a total of US\$140 billion in new spending over 2023–30; this investment could generate an average net economic benefit of **\$2.7 trillion**.



POLICY BRIEF

# INVEST TO PROTECT

**NCD financing as the foundation for  
healthy societies and economies**

## NCDAs policy brief [Invest to Protect](#) – [NCD financing as the foundation for healthy societies and economies](#)

**Status Quo -> cost of inaction**

**Cost of action -> new data and evidence**

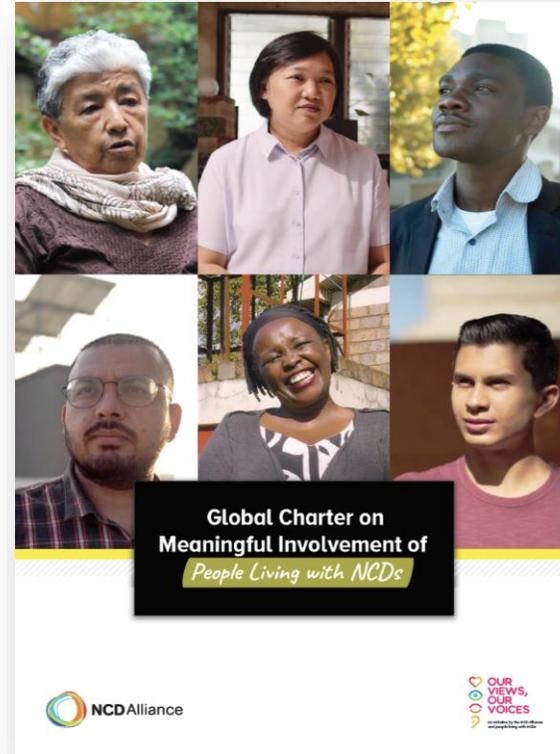
**Pathways and solutions to mobilize sustainable  
investment in NCDs**

**Call to action for governments, donors, private  
sector, and civil society**

# Updates from the Our Views, Our Voices initiative

Incoming Global Advisory Committee for a new term!

Explore the Global Charter on Meaningful Involvement!



**STEP 1** Endorsing the Global Charter

Committing to its fundamental principles and core strategies

**STEP 2** Taking Action

Operationalising meaningful involvement in organisational practices

**STEP 3** Tracking progress

Sharing lessons learnt and good practice

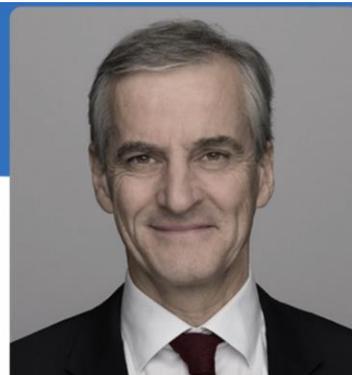
# Q&A

# Global Advocacy Updates



# ! The first International Strategic Dialogue on NCDs & the SDGs (April 12)

- Co-hosted by WHO, together with Governments of Ghana and Norway
- Prominent role for Ghana NCDA, other local and international CSOs, and people living with NCDs
- Ghana and Norway established a **NEW Heads of State and Government Group** to get the world back on track to reduce premature deaths from noncommunicable diseases
- The group will meet annually on the margins of the UNGA, starting in 2022
- A **NEW** Global Compact on NCDs which targets five key areas of commitment:
  - ✓ Saving 50 million people from dying prematurely of NCDs by 2030
  - ✓ Ensuring access to medicines and care for 1.7 billion people living with NCDs
  - ✓ Integrating NCDs within PHC and UHC;
  - ✓ Comprehensive NCD surveillance and monitoring; and
  - ✓ Meaningfully engaging 1.7 billion people living with NCDs and mental health conditions in policy-making and programming.
- Read more: NCDA's blog here; [WHO's news release](#)



# Intergovernmental Negotiating Body – Public Hearings

- **WHASS (December 2021) adopted “The World Together”** – A decision to establish an Intergovernmental Negotiating Body to draft and negotiate a WHO convention, agreement or other international instrument on pandemic prevention, preparedness and response
- The WHO Secretariat has planned public hearings to support the work of the INB, welcome the input of all interested parties **(not exclusive to NSAs in official relations)!**
- The **guiding question** for the first round of hearings (12-13 April):  
*“What substantive elements do you think should be included in a new international instrument on pandemic preparedness and response?”*
- **The Second Round: 16-17 June**
  - The guiding question for the second round of hearings will be determined and published in due course.



Geneva, 29 March 2022.

To:  
Ms Precious Matsoso (South Africa)  
Mr Roland Driecé (the Netherlands)  
Ambassador Tovar da Silva Nunes (Brazil)  
Mr Ahmed Salama Soliman (Egypt)  
Mr Kazuho Taguchi (Japan)  
Dr Viroj Tangcharoensathien (Thailand)

**NCD Alliance's Recommendations on the Substantive Elements of the International Instrument**

Distinguished Members of the INB,

On behalf of NCD Alliance, a global civil society organisation representing 300 organisation and 66 national and regional alliances, we call on you to ensure the needs of billions of people living with NCDs worldwide are well reflected in forthcoming negotiations.

For decades, the global health community has compiled evidence of the impact on vulnerable populations in health emergencies. Recognising the vulnerability of communities to reduce them is a sure way to ensure the preparedness and resilience in future pandemics. On behalf of the global NCD community, we call on you to include the recommendations of [the Global NCD Agenda for Resilience and Recovery from COVID-19](#). The agenda outlines win-win solutions to ensure all countries can rebuild stronger and more resilient health systems and populations and embrace a safer, healthier future. The high-impact recommendations, guided by the **principles of equity, right to health, and putting people first** should be reflected in the substantive elements of the instrument. We call on Member States to:

1. Acknowledge the **prevention of NCDs as a foundation for pandemic preparedness and response in the international instrument**. Action to prevent NCDs is integral to population resilience and health systems sustainability, offering dramatically reduced demand and costs for health systems. The international instrument must push towards improved population health and healthy environments that promote health and wellbeing to reduce vulnerability to all future health threats (not only epidemics, but also climate change, antimicrobial resistance, etc).

The instrument must also address the determinants of health (including tobacco and alcohol use, unhealthy diet, pollution, and insufficient physical activity) as fundamental to population health and resilience. Whole-of-government approaches and multisectoral partnerships to develop coherent policies should involve ministries of economy, trade, environment, energy, transport, urban development, agriculture, and food systems and other relevant actors. Therefore, leadership must come from the top of governments.

# WHA 75



# WHA 75 Outlook: Informal Meetings (April – May 2022)

- As decided by EB150, WHO hosted **Informal WHA75 pre-meetings** over 4 days from 11 April to 6 May 2022
- 3 hours & 3 agenda items per session
- Participation from Member States, WHO Secretariat (incl. regional offices) and non-State actors in official relations
- Ave. of 50 – 100 Member States joined each session, each meeting had well over 100 participants
- Discussions were well paced, NSAs showcased their expertise, reiterated their key asks and re-affirmed their commitment as stakeholders
- Limited interaction from Member States
- All stakeholders agreed that the informal meetings continue to be useful, format TBC

# Outlook for WHA75 – Practical details

- **22 - 28 May: In-person.** Daily sessions 10am-1pm / 2pm-5pm (CEST); Technical briefings TBC
- **Provisional WHA agenda** [here](#)
- **Webpage for WHA75** [here](#)
- *Webpage for live webcast coming soon*
- **Informal intergovernmental meetings** [here](#)



# Informal list of intergovernmental meetings (provisional)

<b>09 May</b>	10:30-12:30	Virtual	Member State Information session
	15:30-17:30	Virtual	Informal consultations on the Standing Committee on Health Emergency Prevention, Preparedness and Response (organized by Austria)
<b>10 May</b>	08:00-10:00	Virtual	Informal consultation on the resolution on Infection Prevention and Control (organized by Oman)
	10:00-12:00	Virtual	Informal consultation on clinical trials (organized by the United Kingdom and Argentina)
	12:30-15:30	Virtual	Informal Consultation on global architecture for health emergency preparedness and response
	16:00-18:00	Virtual	Informal consultation related to amending the IHR (2005), (organized by United States of America)
<b>11 May</b>	10:30-12:00	Virtual	Informal consultation on the proposed Programme Budget 2022-23
	12:30-14:30	Virtual	Informal Consultation on health promotion and well-being (organized by the United Arab Emirates)
<b>12 May</b>	10:30-12:00	Virtual	Secretariat update on the development of WHO's risk appetite framework and new consolidated recommendation tracking platform
	12:30-14:30	Virtual	Member State Information Session on COVID-19
	14:30-17:00	Virtual	Informal consultation on medical devices nomenclature
<b>13 May</b>	08:00-10:00	Virtual	Informal consultation on clinical trials (organized by the United Kingdom and Argentina)
<b>16 May</b>	16:00-19:00	Virtual	Informal consultation on clinical trials (organized by the United Kingdom and Argentina)

# Outlook for WHA75 – Modalities for NSA engagement

## Registration & access:

- ✓ Each NSA will receive 4 non-transferrable badges, all 4 NSAs will have access to Palais, 1 NSA will be allowed into the Committees IF they have registered to make a statement.
- ✓ WHO will provide overflow rooms for the plenary sessions; NSAs will be able to follow the debates live in overflow rooms will be available in 6 languages

## Agenda items & statements:

- ✓ Some agenda items will be put up for debates in groups, groupings still TBC
- ✓ **NSAs will be able to submit pre-recorded statements (modalities TBC)**
- ✓ WHO has invited all stakeholders to provide constituency statements on the following items on the provisional agenda:
  1. ***14.1 Follow-up to the political declaration of the third high-level meeting of the General Assembly on NCDs: Annex 1 (a) Draft implementation road map 2023–2030 for the global action plan for the prevention and control of NCDs 2013–2030.***
  2. *15. Human resources for health*
  3. *16.2 Strengthening WHO preparedness for and response to health emergencies*

***For constituency statements on Annex 1, please Contact: Rosie Tasker (tasker@uicc.org) & Kelcey Armstrong-Walenczak @armstrong-walenczak@worldheart.org***

## COVID19 guidelines to follow

# WHA 75 Outlook: 22-28 May

General: **The DG's report; the appointment of the next WHO DG; Executive Board (Elections)**

- **Pillar 1: One billion more people benefitting from UHC**
  - **NCDs, HIV, viral hepatitis, STIs, TB, NTDs, Immunization, Infection prevention and control, Meningitis, Medical Devices, Human Resources for Health**
- **Pillar 2: One billion more people better protected from health emergencies**
  - Public health emergencies, Influenza preparedness, Poliomyelitis
- **Pillar 3: One billion more people enjoying better health and well-being**
  - Maternal, infant and young child nutrition, implementation framework (inc. Food safety)
- **Pillar 4: More effective and efficient WHO providing better support to countries**
  - Budget inc sustainable financing, prev. sexual exploitation, WHO reform (Written statements: guidelines for Member States), engagement of staffing matters

# EB150: Recap & Outcomes

EB150 adopted unanimously [Decision EB150\(4\)](#) and recommended that WHA75 adopts the following 8 proposals:

**Annex 1 (a) Draft implementation roadmap 2023–2030** for the global action plan for the prevention and control of noncommunicable diseases 2013-2030 ([A75/10 Add.8](#))

Annex 2 (b) Draft recommendations to strengthen and monitor **diabetes responses** within national noncommunicable disease programmes, including **potential targets**

**Annex 3 (c) Draft global strategy on oral health** ([A75/10 Add.1](#))

**Annex 4 (d) Draft recommendations on how to strengthen the design and implementation of policies, including those for resilient health systems and health services and infrastructure, to treat people living with noncommunicable diseases and to prevent and control their risk factors in humanitarian emergencies** ([A75/10 Add.2](#))

**Annex 7 (g) Draft intersectoral global action plan on epilepsy and other neurological disorders in support of universal health coverage** ([A75/10 Add.4](#))

Annex 8 (h) **Draft action plan** (2022-2030) to effectively implement the **global strategy to reduce the harmful use of alcohol as a public health priority**

Annex 9 (i) Draft recommendations for the prevention and management of obesity over the life course, including potential targets

Annex 10 (j) Draft workplan for the global coordination mechanism on the prevention and control of noncommunicable diseases

EB150 also noted reports on:

**Annex 5 (e) Progress in the implementation of the global strategy to accelerate the elimination of cervical cancer as a public health problem and in the achievement of its associated goals and targets for the period 2020-2030** ([A75/10 Add.3](#))

Annex 6 (f) Progress achieved in the prevention and control of noncommunicable diseases and the promotion of mental health

# WHA 75 Outlook: NCD agenda items

*The WHO Secretariat has:*

- **Revised the following annexes:**
  - a. NCD implementation roadmap*
  - c. Oral health*
  - d. Humanitarian settings*
  - e. Cervical cancer and*
  - g. Neurological disorders*
- **Added 2 additional annexes**
  - i. Annex 11 on the preparatory process leading to the fourth high-level meeting of the General Assembly on the prevention and control of noncommunicable diseases in 2025 and an*
  - j. Annex 12 on the acceleration plan to support Member States in implementing the recommendations for the prevention and management of obesity over the life course*
- **Submitted a report on the ninth session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control**

# How can NCD civil society engage?

**Send NCDA's Written Advocacy Briefing to Government and WHO contacts to impact WHA75 statements and country implementation**

**Use the NCD community's calls to action in NCDA's Written Advocacy Briefing, in particular the recommendations and concerns highlighted, in local advocacy efforts**

**Look out for the upcoming tools and guidance referenced in the WHA75 documents in 2022 and beyond**

**Send us feedback: [info@ncdalliance.org](mailto:info@ncdalliance.org)**

# NCD Implementation Roadmap

1. Acceleration of national responses
2. Supporting MS scale up implementation
3. Accountability

## **We applaud:**

- Emphasis on meaningful engagement of people living with NCDs
- WHO's call for the roadmap to be implemented in full alignment with commitments on air pollution and mental health and well-being
- Support for countries to tailor responses

## **We recommend:**

- MS commit to including people living with NCDs in multistakeholder engagement
- Development of clear guidance on identification and avoidance of conflict of interest in multistakeholder engagement
- Integration of NCD indicators in health system performance and access to health care metrics

# Recommendations inc. Targets for Diabetes Responses

1. 80% of people with diabetes are diagnosed
2. 80% of people with diagnosed diabetes have good control of glycaemia
3. 80% of people with diagnosed diabetes have good control of blood pressure
4. 60% of people with diabetes of 40 years or older receive statins
5. 100% of people with type 1 diabetes have access to affordable insulin treatment<sup>2</sup> and blood glucose self-monitoring

## **We applaud:**

- The development of the targets and recommend their adoption

## **We recommend:**

- MS push the targets of the ambition further, particularly the diagnosis of people living with type 1 diabetes. A 100% diagnosis target would be more appropriate

# Global Strategy on Oral Health

Guidance to build strong national responses for promotion of oral health as part of national UHC and NCD programmes

## **We applaud:**

- Emphasis of link between oral health and general health
- Increased attention on social determinants of oral health
- Focus on health workforce to meet oral health needs

## **We recommend:**

- Emphasising oral health as an NCD risk factor
- Considering reforms to current payment systems for oral health providers
- Recognising the key role of oral health community in reducing antimicrobial resistance

# NCDs in Humanitarian Settings

Sets out recommendations for an all-hazards emergency preparedness and response approach for NCDs

## **We applaud:**

- Recommended actions for stakeholders to integrate NCDs into COVID-19 response
- Emphasis on meaningful involvement of people living with NCDs
- Development of a prioritised essential NCD health package to be guaranteed in health emergencies

## **We recommend:**

- MS integrate NCD prevention and care into UHC and PHC in preparedness and response plans
- WHO inc. people living with NCDs in humanitarian settings as part of their review of current WHO NCD-related responses in emergency contexts and in development of the NCD health package

# Progress Report on Cervical Cancer Global Strategy

First report on implementation of global strategy to accelerate the elimination of cervical cancer. Outlines concerning disruptions caused by COVID-19.

## **We applaud:**

- Numerous examples of MS and CSOs working to ensure continuation of services in the midst of the COVID-19 pandemic.

## **We recommend:**

- MS ensure inclusion of cervical cancer and other core NCD services in pandemic response and recovery plans to address disruptions
- Investment in health information systems to track vaccination, screening and treatment
- Integration of cervical cancer elimination within national cancer control plans and UHC

# Intersectoral Global Action Plan on Epilepsy and other Neurological Disorders

Neurological disorders are the leading cause of DALY's and the second leading cause of death globally.

## **We applaud and endorse the plan and its targets, particularly:**

- Integration of neurology into existing global frameworks (NCDs and SDGs) as well as the central role of national neurological action plans
- Emphasis on intermediate indicators and targets
- Attention to improving strategic and coordinated research and innovation

## **We recommend:**

- The development of investment cases to assist in securing budgets for implementation
- Considering country's epidemiological profiles to adapt an entry approach to ensure implementation
- Strengthening the role of WHO Regional Offices in implementation

# Draft global alcohol action plan (2022–2030) to effectively implement the global strategy to reduce the harmful use of alcohol

Evidence shows implementation of the WHO Global Alcohol Strategy over the last decade has been ineffective, inadequate and outdated.

**We applaud and endorse the plan, particularly:**

- The increase from a 10% target reduction in "harmful use of alcohol" (from the global monitoring framework on NCDs) to 20%
- The strong focus on the alcohol policy best buys and the SAFER initiative

**We recommend:**

- Investment in the global, regional, and national alcohol policy infrastructure
- Regular review at the WHO governing bodies about the progress of implementing the action plan is essential
- Reducing alcohol industry's role in policy processes at all levels

# Annex 11: Preparatory process leading to the 4<sup>th</sup> UN HLM on the prevention and control of noncommunicable diseases in 2025

## A75/10 Add.5

1. By the end of 2024, the UN Secretary-General will submit a report on progress
2. Proposal for the preparatory process includes meetings led/co-sponsored by WHO

- **Meetings scheduled for 2022**
  - International Strategic Dialogue on NCDs and SDGs
  - High-level technical meeting of national NCD Directors and Programme Managers from Small Island Developing States
- **Meetings scheduled for 2023**
  - First WHO Ministerial Conference for Small Island Development States on the Prevention and Control of NCDs
  - Second WHO global dialogue on financing national NCDs responses
  - Second high-level meeting of the United Nations General Assembly on universal health coverage
  - Tenth session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control
  - Third session of the Meeting of the Parties to the Protocol to Eliminate Illicit Trade in Tobacco Products
  - Third WHO global meeting of national NCD Directors and Programme Managers
  - Informal consultations with Member States on the recommendations to be included in the report of the United Nations Secretary-General regional preparatory meetings
- **Meetings scheduled for 2024**
  - Global Conference on People Living with NCDs and Mental Health Conditions
  - Third WHO Global Ministerial Conference on the Prevention and Control of NCDs

### We applaud:

- The proposed Global Conference on People Living with NCDs and Mental Health Conditions in 2024.
- The possibility of including global updates on air pollution, mental health conditions, climate change and SDoH in the 2024 progress report.

### We express concern:

- Regarding the engagement between governments and certain non-State actors continues to be challenging especially regarding managing risks, including conflicts of interest and undue influence.

**Annex 12: Acceleration plan to support Member States in implementing the recommendations for the prevention and management of obesity over the life course & recommendations for obesity, including potential targets (Annex 9)**

[A75/10 Add.6](#) & [EB150/7](#), Annex 9

**Annex 12 consists of an acceleration plan on how WHO will be supporting Member States (in particular a number of front-runner countries) to implement recommendations and targets in Annex 9**

**We applaud:**

- Focus on both the prevention and management of obesity
- Support to develop tailored national plans
- These documents as essential first steps towards more comprehensive and coherent action on obesity

**We recommend:**

- Development of a Global Action Plan with mechanism for accountability
- Engagement of CSOs and people living with obesity in the intercountry dialogues and guidance to address commercial determinants

# ■ Ninth Conference of the Parties to the WHO FCTC

**Information Document: Strengthening synergies between the World Health Assembly and the Conference of the Parties to the WHO Framework Convention on Tobacco Control (FCTC) ([A75/INF./4](#))**

The decision [FCTC/COP9\(13\)](#) launched the **WHO FCTC Investment Fund (new!)**. Donations to be governed by Art. 5.3 of FCTC (protected from commercial and vested interests of the tobacco industry).

- *Should be expanded to other health-harming industries (including alcohol, ultra-processed food, breastmilk substitute and fossil fuel ones).*

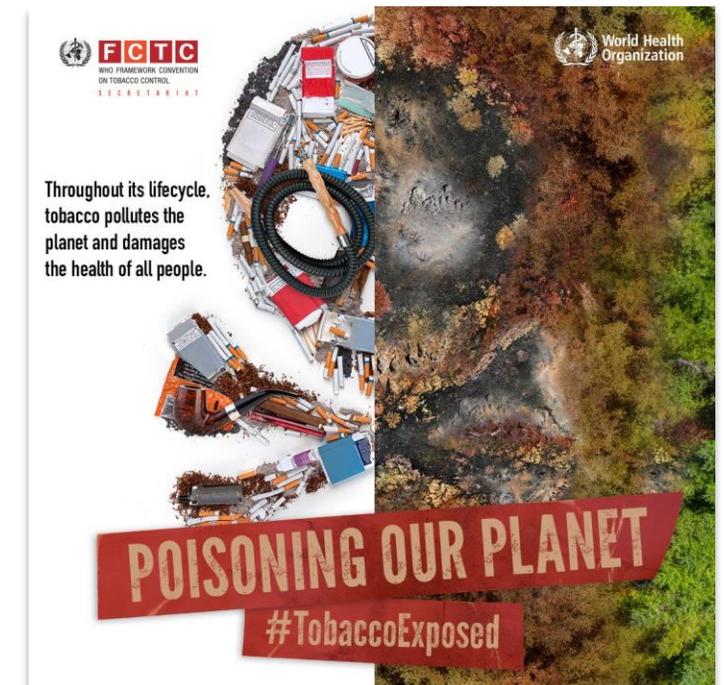
Source: WHO

The decision [FCTC/COP9\(10\)](#) adopted a **COVID-related declaration** noting that tobacco use is a major risk factor for NCDs and that both tobacco use and NCDs contribute to developing worse COVID-19-related illness.

- *Important declaration as we reiterate the cruciality of including NCD prevention measures as a core element of future pandemic preparedness and response work.*

COP10 to take place in Panama around **end November 2023**

- *Important MS and the NCD community follow COP10 as Parties decided to defer all substantive and technical discussions to COP10*



# 18.1 Maternal, infant and young child nutrition

## Biennial report: [EB150/23](#)

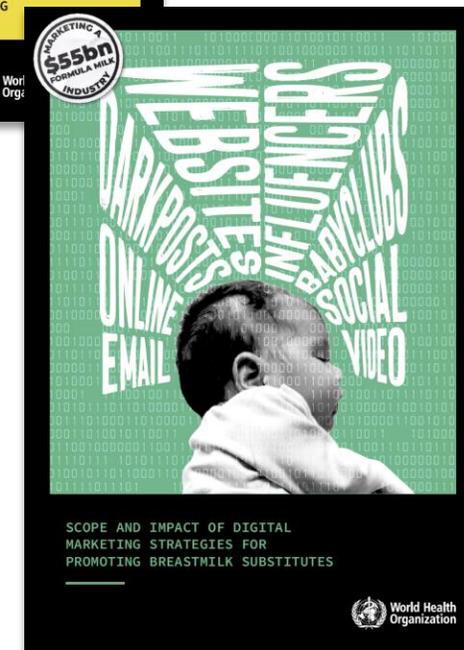
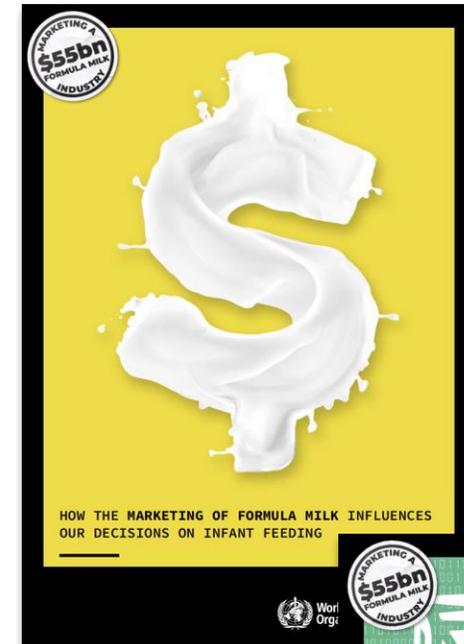
- Progress to meet childhood obesity target remains inadequate.
- Low progress enforcing SSB taxes or regulating types of foods and beverages available in schools.
- Only 79 MS have prohibited promotion of breastmilk substitutes (BMS) in health facilities, and just 37 MS include digital marketing in the implementation of the International Code of Marketing of BMS.

## Request WHA to adopt [decision EB150\(7\)](#)

- Requesting WHO for guidance on regulatory measures aimed at restricting the digital marketing of BMS, WHO would report on this task in 2024.

## Key messages:

- Breastfeeding promotion is a [powerful and cost-effective double-duty policy action](#) that protects both women and children.
- Strong action to address the commercial determinants of health, especially protecting mothers and babies from dangerous promotion strategies.
- With the expansion of digital marketing practices, we urge for new approaches to ensure the implementation of the Code.



Source: WHO

## 18.2 WHO's Implementation Framework on Billion 3

### Report by the Director-General: [EB150/24](#)

- Framework to achieve WHO's third billion target in GPW 13: *One billion more people enjoying better health and well-being*. **10 flagship areas:**
  1. Environment, climate change and health
  2. Strategic action for small island developing States (SIDS)
  3. Urban health
  4. Transport and mobility
  5. Food systems and nutrition
  6. Health promotion and well-being
  7. Healthy ageing
  8. Economic and commercial determinants of health
  9. One Health
  10. Antimicrobial resistance (AMR)

### Two draft resolutions for consideration at WHA75

- Health promotion and well-being (proposed by UAE, [EB150/CONF./4](#))
- Outcome of the SIDS Summit for Health (proposed by Fiji, Cabo Verde and Vanuatu, [EB150/CONF./5](#))

### Key messages:

- **We applaud** the creation of a dedicated WHO unit on commercial determinants.
- **We support** the call for more action on health promotion and the well-being agenda.
- We support the call for support of small island developing States (SIDS).
- **We recommend** prioritising a life course approach to prevent further increases in NCD prevalence.



# Calendar of side-events @WHA75

Date	Time	Session/Event Title	Event Host	Location/RSVP
Friday 20th May	18:30 – 19:30	<b>*World Heart Federation Summit</b> Welcome Reception	World Heart Federation (WHF)	Invitation only.
Saturday 21 <sup>st</sup> May	09:00 – 17:00	World Heart Federation Summit - Cardiovascular Health for Everyone	World Heart Federation (WHF)	Invitation only. Campus Biotech, Chem. des Mines 9, 1202 Geneva.
	17.00	<b>*The Power of Prevention: Lessons Learned from NCDs and COVID-19</b>	Bloomberg Philanthropies	Invitation only. Fairmont Hotel, Quai du Mont-Blanc 19, 1201 Geneva.
Sunday 22 <sup>nd</sup> May	8.30	<b>*Global Walk the Talk The Health for All Challenge</b>	World Health Organization	<a href="#">Register here</a> Contact: <a href="mailto:walkthetalk@who.int">walkthetalk@who.int</a>
	09:00 – 15:20	World Heart Federation Summit - Cardiovascular Health for Everyone	World Heart Federation (WHF)	Invitation only. Campus Biotech, Chem. des Mines 9, 1202 Geneva
	16:00 – 17:00	NCD Alliance Civil Society Advocacy Briefing	NCD Alliance	NCD Alliance Office 31-33 Avenue Giuseppe Motta, 1202 Geneva.  Contact: Tolu Osigbesan <a href="mailto:tosigbesan@ncdalliance.org">tosigbesan@ncdalliance.org</a>
	17:30 – 19:00	NCD Alliance Supporters Meeting	NCD Alliance	Invitation only.  NCD Alliance Office 31-33 Avenue Giuseppe Motta, 1202 Geneva  Contact: Vanessa Uriarte <a href="mailto:vuriarte@ncdalliance.org">vuriarte@ncdalliance.org</a>

# Calendar of side-events

Date	Time	Session/Event Title	Event Host	Location/RSVP
Sunday 22 <sup>nd</sup> May	14.00 - 17.30	<b>*Workshop: 'Towards integrated and partnership approaches for Women's Cancers in Francophone Africa'</b>	UICC	Hotel Intercontinental -Geneva Chemin du Petit-Saconnex 7-9  Contact: Rosie Tasker <a href="mailto:tasker@uicc.org">tasker@uicc.org</a>
	19:30 – 21:00	NCD Alliance reception	NCD Alliance	Invitation only.  Hotel Intercontinental -Geneva Chemin du Petit-Saconnex 7-9
Monday 23 <sup>rd</sup> May	8.00 – 11.00	Finance focused event	Health Finance Institute	Hilton Geneva Hotel and Conference Centre.  Rte François-Peyrot 34, 1218 Le Grand-Saconnex
	12.00 - 14.00	<b>*Time to End RHD: From Promises to Action</b>	WHF, Reach, WHO, UNICEF, Ministry of Health of Brazil, Fiji, Kenya, Sudan, Uganda, and Zambia	Hybrid Event  <a href="#">Registration</a> for in-person event at the Intercontinental Hotel, Geneva  <a href="#">Registration</a> for virtual event
	Afternoon	NCD Alliance Leadership series meeting	NCD Alliance	Invitation only – NCDA Supporters.
	17.30 – 19.30	Tackling the Crisis of Acute Malnutrition: Improving Treatment Coverage	International Rescue Committee and World Vision International	The Intercontinental Hotel and live-streamed <a href="#">Register here</a>

# Calendar of side-events

Date	Time	Session/Event Title	Event Host	Location/RSVP
Tuesday 24th May	Breakfast	<b>*Accelerating action on obesity</b>	World Obesity Federation and UNICEF	Invitation only. Restaurant Vieux-Bois Avenue de la Paix 12, 1202 Geneva Contact : <a href="mailto:rthompson@worldobesity.org">rthompson@worldobesity.org</a>
	17:30 – 19:00 followed by reception	<b>*Building momentum on unhealthy diets and NCD prevention: Investments, solutions, and best practice</b>	NCD Alliance, WOF, NCD Child, Vital Strategies	Geneva Press Club, Chem. de l'Impératrice 18, 1292 Pregny-Chambésy, Geneva  Register to join on Zoom or in-person <a href="#">here</a>  Contact: Toyyib Abdulkareem <a href="mailto:tabdulkareem@ncdalliance.org">tabdulkareem@ncdalliance.org</a>
	18:00 – 20:00	<b>*OneNeurology event to mark the adoption of the neurological global action plan</b>	OneNeurology / European Federation of Neurological Associations	Restaurant Vieux-Bois Avenue de la Paix 12, 1202 Geneva <a href="#">Register here</a> Contact: Tadeusz Hawrot, EFNA <a href="mailto:advocacy@efna.net">advocacy@efna.net</a>
	18.00 - 21.00	Access to care for people living with NCDs: Gathering to celebrate 5 years of joint impact	Access Accelerated, C/Can, NCD Alliance, PATH, World Bank Group and World Heart Federation	International Committee of the Red Cross (ICRC), Avenue de la Paix 19, 1202 Geneva  <a href="#">Register your interest to attend here.</a>
Wednesday 25th May	17:30 – 19:00	Report launch and expert panel “From Plan to Impact: Progress towards the WHO global plan on dementia” (Hybrid)	Alzheimer’s Disease International (ADI)	Hotel Beau Rivage, Geneva, 13 Quai du Mont-Blanc, 1201 Geneva  Register to join on Zoom <a href="#">here</a> Request to attend in person <a href="#">here</a> Contact: Lewis Arthurton <a href="mailto:l.arthurton@alzint.org">l.arthurton@alzint.org</a>
	Livestream: 13:00	<b>*DEVEX @ WHA 75: An exclusive in-person event on the scene of the 75th</b>		Register to attend in-person here

# More to come!

- ✓ Look out for NCD Alliance's WHA75 Advocacy Briefing  
(Key messages will be available in French and Spanish)
- ✓ Visit our [WHA75 webpage](#) for up-to-date information
- ✓ Watch for our social media activities!

## 75th World Health Assembly (WHA75)

HOME / 75TH WORLD HEALTH ASSEMBLY (WHA75)

This page will be updated as we receive more information relating to WHA75.

On this page you will find:

- Information about the seventy-fifth World Health Assembly (WHA75)
- NCD Alliance's WHA75 calendar of side-events
- Information about NCD Alliance advocacy briefings
- Information about NCD Alliance-led pre-WHA75 and WHA75 side-events.



NCD Alliance @ncdalliance · Jan 27

Just in!! Fantastic news from #EB150. EB150/7 item on the prevention and control of noncommunicable diseases ADOPTED! 🙌📣

 **Bente Mikkelsen** @MikkelsenBente\_ · Jan 27

WHO Executive Board adopts decision on EB150/7!

We've had thorough and insightful interventions from many @WHO Member States throughout yesterday and today - you can watch them all here! [who.int/about/governan..](http://who.int/about/governan..) #WHOImpact #EB150

[Show this thread](#)



150th EB TechnicalBrief EB

**LIVE**  
EB150

World Health Organization  
LIVE

EB150 - Session7  
14:06-18:15  
Item 15.1. Strengthening WHO preparedness and response to health emergencies  
15.2. Standing Committee on Pan-Regional Emergency Preparedness and Response  
Item 7(a,d,f,j). Political declaration on the prevention and control of non-communicable diseases

EB150 - Session6  
10:00-13:10  
Item 15.1. Strengthening WHO preparedness and response to health emergencies  
15.2. Standing Committee on Pan-Regional Emergency Preparedness and Response

EB150 - Session5  
14:00-17:15  
Item 5. Report of the Programme of Work on Non-communicable Diseases  
Administration Committee of the World Health Organization

# NCDA @ WHA75

# Thursday, May 12 Event (13:00 – 15:00 CEST)

High-Level 75th World Health Assembly Pre-Event  
**REGISTER NOW**



**NCDs and health security: Strategic pathways  
and investments to get back on track for 2030**



THE LANCET

[Register Here!](#)

# In-person Advocacy Briefing on May 22

- Register for our **in-person Civil Society Advocacy Briefing** on the occasion of the 75th World Health Assembly (WHA75).
- You will:
  - ✓ Meet and connect with other civil society organisations
  - ✓ Learn **MORE** about the official WHA agenda items relating to NCDs & relevant side events
  - ✓ Strategise on priority advocacy messages
- The event will take place at NCD Alliance's Geneva office (16.00 – 17.00 CEST)
- REGISTER [HERE](#)



# Tuesday, May 24 Event (17:30 – 19:00 CEST)

## Confirmed speakers:

- **Hon. G.P. Ian Gooding-Edghill**, Barbados Minister of Health and Wellness
- **Dr Francesco Branca**, Director, Department of Nutrition and Food Safety, WHO
- **Prof. Alafia Samuels**, Honorary Professor, Caribbean Institute for Health Research, NCD Child President and co-Chair WOF Policy and Prevention Committee
- **Ms. Ana Larrañaga**, NCD Child Young Leader

## Moderator:

- **Dr Monika Arora**, NCDA President-Elect and Executive Director, HRIDAY

## Hybrid event

Building momentum on unhealthy diets and NCD prevention: Investments, solutions and best practice

When? Tuesday 24 May, 17:30 - 19:00 CEST



75th session  
World Health  
Assembly



**Remarks** from **Mr José Luis Castro** (President and CEO, Vital Strategies), **HRH Princess Dina Mired** (Special Envoy for NCDs, Vital Strategies) and **Ms. Johanna Ralston** (CEO, World Obesity Federation).

Register for in-person or Zoom participation [HERE](#)

# Q&A

# THANK YOU

SHARE. DISCUSS. ENGAGE. CHANGE.



#NCDs @ncdalliance



MAKING NCD PREVENTION AND CONTROL A PRIORITY, EVERYWHERE

[ncdalliance.org](http://ncdalliance.org)