

Housekeeping

- **Rename yourself - Name, Organization**
- **Please mute & use the chat for questions and comments**
- **Please raise your hand during plenary discussion**

Notice: This is an open webinar that includes non-NCDA members

Disclaimer: We reserve the right to remove any participant who violates our conflict of interest policy to ensure a safe and constructive discussion.

ADVOCACY
WEBINAR
SERIES



Open Advocacy Webinar

Wednesday, 25 June 2025
14:00 – 15:00 CET



Agenda

Time	Agenda item	Speaker
14:00	Housekeeping	Grace Shamlan , Policy & Advocacy Officer
14:05	Welcome & Agenda	Marijke Kremin , Policy & Advocacy Manager
14:10	HLM4 Negotiations update, Q&A	Marijke Kremin
14:35	Reflections from two regions <ul style="list-style-type: none">• Healthy Caribbean Coalition• CLAS	Maisha Hutton , Healthy Caribbean Coalition Agustina Luque , Healthy Americas Coalition
14:45	Plenary discussion	Miranda Wang , Policy & Advocacy Specialist
15:55	GW4A Advocacy Actions & Resources	Gina Sanchez , GW4A Campaign Coordinator
15:00	Close	Miranda Wang

HLM negotiations update

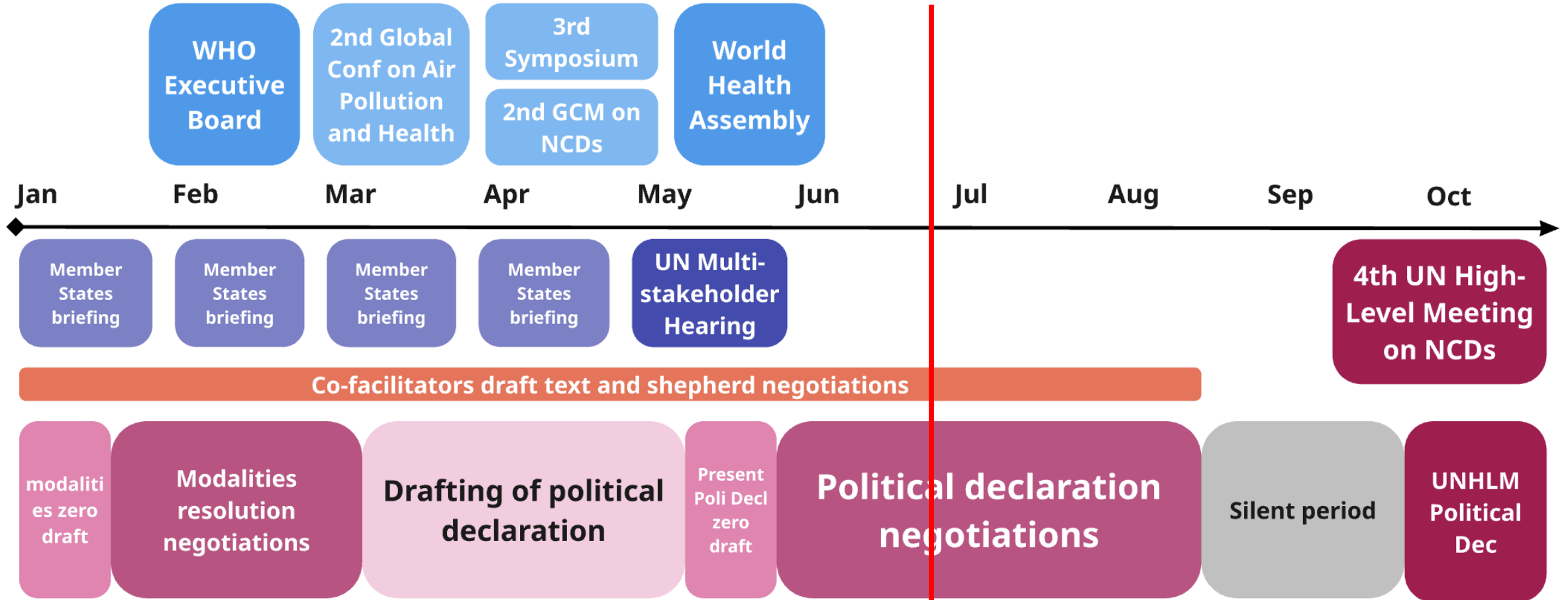
Marijke Kremin, Policy & Advocacy Manager

1. Where we are now
2. Tone of negotiations
3. Reflections on key themes from The Call to Lead on NCDs

HLM4 Timeline & Process

Geneva

WE ARE HERE!
Heading into REV 1



New York City

Approximate timings

Political Declaration Timeline so far...

- **14 May: Zero draft release**
- 27 May: Original deadline for MS Comments
- 2 June: Compilation text 1 is circulated
- 5 June: First reading
- 10 June: Extended deadline for Zero draft comments
- 13 June: New compilation text (#2)
- 23-24 June: Informal negotiation
- **27-30 June: Rev1**
- **9-10 July: next informal**

Tone of negotiations

- MS more focused on FfD4
- Scope of conditions & 5x5
- Fiscal policies
- Climate and air pollution
- Commercial determinants of health



THE CALL TO LEAD ON NCDs Reflections

Community engagement



We welcome Member States’:

- Recognition that conceptualization, design, implementation, and monitoring of NCD prevention and control programs and policy are strengthened through the **meaningful participation** of civil society, particularly people living with NCDs, mental health, and neurological conditions.

Community engagement



We urge and call upon Member States to:

- **Advance modalities** for community engagement and social participation
- Commit to ensuring an open, safe, and enabling environment in which civil society, communities, and people with lived experience of all ages can fully contribute to the NCD response across the policy cycle.

Mobilize investment / Increase sustainable financing



We welcome Member States’:

- Recognition of the need for more health financing;
- Recognition that there is a high risk of impoverishment due to NCD & MH expenditures and financial protection measures are needed



We express **concern**:

- Concrete actions such as the “triple win” of fiscal measures are **AT RISK**
- No global financing target included / suggested thus far

Mobilize investment / Increase sustainable financing



We urge and call upon Member States to:

- Retain and strengthen commitments for fiscal measures
- Introduce commitments for coherent fiscal policies by implementing corrective taxes on health-harming industries, particularly fossil fuels
- Commit to develop an inclusive financing target

Accelerate implementation

Delivering proven, cost-effective policies to reduce NCD risk factor exposure



We welcome:

- Proposals to emphasize NCD interventions in alignment with WHO recommendations, particularly Best Buys
- Improved integration of air pollution and physical activity

Accelerate implementation

Integrated, person-centered care to achieve UHC



We welcome:

- Proposals on **broad integration of the NCD response** with communicable diseases, including HIV/AIDS and tuberculosis, maternal and child health, health programs for women and girls, and sexual and reproductive health

Accelerate implementation



We urge and call upon Member States to:

- Add language recognizing relevant existing cross-cutting and disease-specific technical and normative tools
- Explicitly state the need for cross-cutting action in the NCD and mental health response
- Recognize fossil fuels as major drivers of air pollution and climate change

Deliver Accountability



We welcome:

- Proposals to limit conflicts of interest



We express **concern**:

- Concrete targets are **AT RISK**
- Proposals for the next HLM are 2031 and 2032

Deliver Accountability



We urge and call upon Member States to:

- Reference the WHO Global Monitoring Framework on NCDs and support its further development.
- Include a strong accountability mechanism for NCDS to ensure commitments made are tracked, regularly reported on, and followed up at all levels.
- Member States convening the next HLM in **2029** to ensure NCDs remain a priority post-SDGs

POLL:
Are you attending UNGA???



ADVOCACY
WEBINAR
SERIES

Questions?

ADVOCACY
WEBINAR
SERIES

Reflections from regions

Maisha Hutton – HCC

Augustina Luque - CLAS

Plenary discussion

10 mins discussion

Disclaimer: This is an open webinar that includes non-members

Discussion questions

- Additional intel to share?
- What are you particularly concerned about so far?
- What should we as a global community be pushing to keep?
- What resources would help make these points with MoFA/Missions?

ADVOCACY
WEBINAR
SERIES

High Level Dialogue on the Determinants of Health

- **11 July:** 10:00-18:00 in New York (ECOSOC only)
- NCD Alliance side event ***Equity Now: Unpacking NCDs Through Health Determinants*** (08:15-09:30) - Location TBC
- Participating in the dialogue ?!?! please let us know! HLM4@ncdalliance.org



FORM

- Reminder: Please **submit examples of industry interference/activity leading up to the HLM4** using our form – we will be using this to raise awareness of industry efforts and to update our myth buster document.



Myth buster

ADVOCACY
WEBINAR
SERIES

Global Week for Action on NCDS

Gina Sanchez



TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

18-25 SEPTEMBER 2025

Three-month countdown



#LeadOnNCDs

#ActOnNCDs

What's new in GW4A

Keeping Global Week and NCDs top of mind

- Amplify key messages
- Consistency is essential
- Repetition strengthens recognition

Go to <https://actonncds.org/take-action/post-me>
for all the latest samples

And don't forget the hashtags:
#ActOnNCDs #LeadOnNCDs



Engage Governments and hold them accountable

- Encourage letters to officials using our templates
- Remind top leaders that the world is watching
- Keep the momentum going by sharing with your own networks

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs
18-25 September 2025



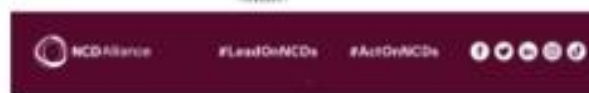
#LeadOnNCDs

#ActOnNCDs

ACT
on NCDs

CALL TO LEAD

Spark the Movement



ACT
on NCDs

[Your organization logo]

[Address Sender]

[Address Recipient]

[Date]

Subject: United Nations High-Level Meeting on the Prevention and Control of Noncommunicable Diseases and the Promotion of Mental Health – A Call to Lead on NCDs

Your Excellency [name of contact in either UN Mission or govt rep in capital, feel free to tailor the salutations accordingly],

It is my privilege to write to you on behalf of the NCD Alliance and [additional organization names] regarding the 2025 United Nations High-Level Meeting on the Prevention and Control of Noncommunicable Diseases and the Promotion of Mental Health, and the accompanying Political Declaration to be adopted at this meeting.

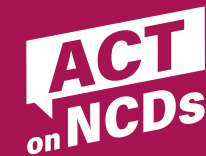
As you know, noncommunicable diseases (NCDs) and mental health conditions are responsible for the majority of global deaths, disproportionately affecting low- and middle-income countries. Despite this burden, the global response has been too slow and underfunded. The 2025 UN HLM is a pivotal opportunity to change course and show political courage by prioritizing NCDs and mental health in national and global health agendas.

We urge you and your government to demonstrate leadership by actively engaging in the development and adoption of a strong, action-oriented Political Declaration, and to endorse the [Call to Lead on NCDs](#). This call represents over 2.5 million people worldwide and outlines three urgent actions all governments must take:

- 1. Mobilise investment**
By increasing sustainable funding for health that includes specific and measurable financing targets for NCDs strategies and ~~guarantees~~ the win-win from health taxes and other fiscal measures.
- 2. Accelerate implementation**
By delivering the proven, cost-effective policies to reduce NCD risk factor exposure, integrating quality NCD interventions into person-centred care and universal health coverage benefit packages, and expanding access to essential NCD medicines, technologies, and resources.

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs



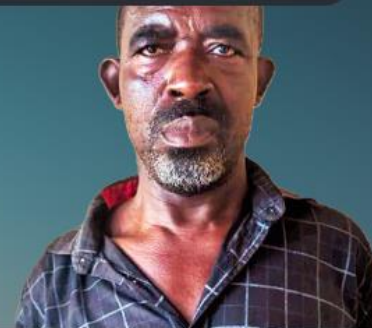
Elevate the voices of people living with NCDs

Use the NCD Diaries to highlight real stories: [NCD Diaries](#)

Personal stories shift hearts and minds.



Documenting the experiences
of people living with NCDs



TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

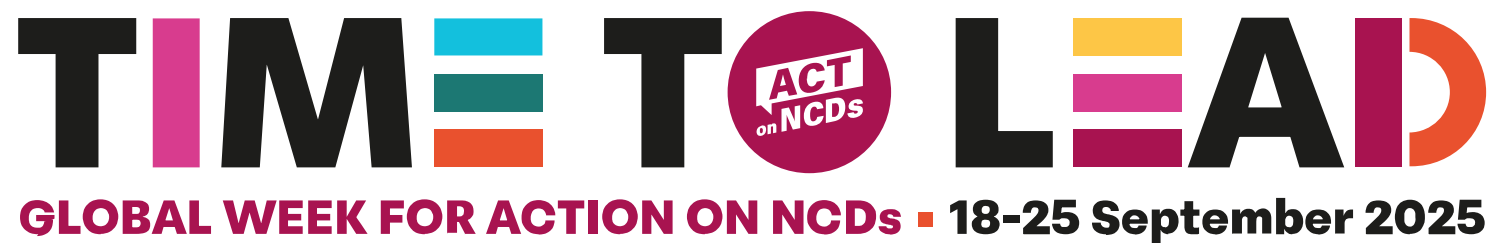
Join the Movement

- If you haven't signed, please do.
- If you have, please share.

Sign **THE CALL**
TO LEAD ON NCDs



IT ONLY TAKES
1 MINUTE



Thank you

If you have any questions, please don't hesitate to
write to gsanchez@ncdalliance.org



Summary of key dates & next steps

Political Declaration negotiations process:

- 3 July: NCDA analysis on REV 1
- Goal: complete negotiations by end July
- Silence in August – hopefully not broken!

Next open advocacy webinar:

End of July / beginning of Aug – TBC depending on timeline

Keep us updated: hlm4@ncdalliance.org

THANKS

ADVOCACY WEBINAR SERIES

Contact

Mail: hlm4@ncdalliance.org
www.ncdalliance.org

