

NCD Alliance Report

2009–2011

Putting non-communicable
diseases on the global agenda



The NCD Alliance was founded by:



International
Diabetes
Federation



WORLD HEART
FEDERATION®



International Union Against
Tuberculosis and Lung Disease
Health solutions for the poor

NCD ALLIANCE REPORT 2009–2011

“It was a stroke of genius for the major NCD NGOs to form the Alliance.

What they have done together in such a short space of time is nothing short of a miracle. When the history of these times is written and the credits given for the Summit, the name of the NCD Alliance will be writ large.”

Sir George Alleyne, Director Emeritus,
Pan American Health Organization (PAHO)

CHAIR'S MESSAGE



Ann Keeling,
CEO, International
Diabetes Federation
and Chair,
NCD Alliance,
speaking at the UN
High-level Meeting
in New York on
20 September 2011

2011 was pivotal in the short history of the NCD Alliance as it led global advocacy efforts up to and beyond the September United Nations High-level Meeting on the Prevention and Control of Non-communicable Diseases (UN Summit).

The four members of the NCD Alliance – International Diabetes Federation (IDF), World Heart Federation (WHF), Union for International Cancer Control (UICC) and the International Union Against Tuberculosis and Lung Disease (The Union) – are now part of a global movement for change. Together with partners, the NCD Alliance heads a network of more than 2,000 organisations pushing for recognition of the impact of NCDs on global health and development. Our reputation with governments, UN agencies, and donors grew markedly during 2011. This recognition has spread to organisations in the NCD Alliance network at the national and regional levels, who have collectively and individually contributed an enormous amount to our advocacy efforts.

This report provides a brief history of the NCD Alliance, our major achievements, and our impact in the time leading up to and during the UN Summit. It also details our activities in the post-Summit period to December 2011. The report concludes with an overview of the NCD Alliance's strategic review, followed by a summary of the next steps in 2012.

The historic achievements of the global NCD campaign in 2011, led by the NCD Alliance, would not have been possible without the actions and support of many partners, organisations, and individuals. Together, we have created a global movement and paved the way for increased investment and action on NCDs by governments around the world. We look forward to continued collaboration and partnership in 2012 and beyond.

NCD ALLIANCE: THE BEGINNING

In January 2009, IDF invited the WHF and UICC to form the NCD Alliance. The three global federations came together in the recognition that the diseases they each combat share both common risk factors and solutions, and present a global crisis that requires urgent coordinated action. As global federations with national member associations in 170 countries and territories, this informal alliance had unique legitimacy as the global voice for NCDs, grounding their global advocacy and technical work in the reality of diverse contexts and cultures.



NCD Alliance's first event during 62nd World Health Assembly in Geneva on 19th May 2009

On 19 May 2009, over 150 leaders from ministries of health, civil society and the private sector met during the 62nd World Health Assembly in Geneva for the first joint NCD Alliance event – Health and Development: Held Back by Non-Communicable Diseases – in which Professor Martin Silink, former President of IDF, called for a UN Summit on NCDs. The NCD Alliance recognised that a UN Summit would raise the profile of NCDs on the global stage, mobilise the international community to take action, and send a clear message to decision makers. The task ahead was daunting. Only once before had a UN High-level Meeting focused on a health issue with a special session on HIV convened in 2001. But achieving this landmark international meeting was seen as the first part of the battle. The NCD Alliance also called for:

- The inclusion of indicators on NCDs in the Millennium Development Goals (MDGs) at the September 2010 MDG Review as well as their inclusion in the successor goals to the MDGs in 2015.
- Access to affordable, quality essential medicines and technologies for NCDs in low- and middle- income countries.
- Integration of NCDs into health systems, particularly at the primary health care level.

**The four priority NCDs –
cardiovascular disease,
cancer, chronic respiratory
disease and diabetes.**



Professor Martin Silink, former IDF President, and Sir George Alleyne, Director Emeritus of PAHO, were both instrumental in the global call for the UN Summit on NCDs and the evolution of the NCD movement. Geneva, 19th May 2009

In 2010, the NCD Alliance was joined by The Union, extending the reach to the four priority NCDs – cardiovascular disease, cancer, chronic respiratory disease and diabetes. Together with their member associations and a growing network of partners and supporters, the NCD Alliance has driven advocacy efforts that took the vision shared at that first Alliance event to become a reality in little more than two years, with the UN Summit on NCDs held in New York, 19–20 September 2011.



Bola Ojo, Executive Secretary, The African Heart Network speaking at the first NCD Alliance event during the 62nd World Health Assembly in Geneva on 19 May 2009

CAMPAIGN TOWARD A SUMMIT ON NCDS

The first step in the campaign toward a UN Summit was to secure a UN resolution calling for a meeting of the General Assembly on NCDs. The NCD Alliance was active in moving this process forward, building support and influencing the outcomes of some key meetings:

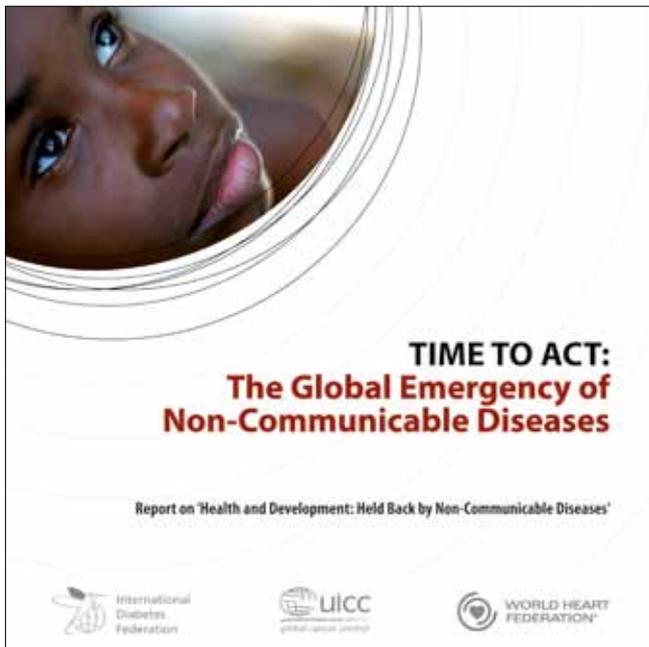
- **July 2009:** Director Emeritus of the Pan American Health Organization (PAHO) Sir George Alleyne, helped secure crucial support from the Caribbean Community (CARICOM) Member States. Caribbean Heads of State had already set out their determination to act in the 15-point Port of Spain Declaration on NCDs in September 2007. Building on that historic agreement, Sir George worked closely with the fledgling NCD Alliance to establish effective cooperation with these governments. In July, the **30th CARICOM Heads of State Meeting issued a statement** that announced their agreement:

“to advocate for a UN General Assembly Special Session on NCDs and include NCDs within the monitoring and evaluation system for the MDGs.”

- **July 2009:** The **UN Economic and Social Council (ECOSOC) High-level Segment adopted the Ministerial Declaration** on global public health, which contained significant language recognising the social and economic consequences of NCDs and the need for countries to respond to NCDs with immediacy. The High-level Segment featured both a Ministerial round table breakfast session on NCDs, and consideration of the **Doha Declaration on NCDs and injuries**, an outcome from the Western Asia Regional Ministerial Meeting held in May 2009. Numerous Member State speakers called for NCDs to be included in the MDGs, and for NCDs to be made a UN priority. The NCD Alliance also worked behind the scenes with Health Ministers from the Gulf Coordinating Council countries to secure their support.

- **November 2009:** The 21st Commonwealth Heads of State Meeting, held in Trinidad and Tobago, issued a statement calling for a UN Summit on NCDs. This statement was backed by 54 countries from all regions, including two G8 members (UK and Canada). It was a major turning point. It was secured through strong support amongst the Caribbean governments, and by a concerted NCD Alliance campaign targeting all Commonwealth governments and their UN Embassies in New York.
- **February 2010:** CARICOM Mission Representatives in New York held an initial briefing for Member States on the call for a UN Resolution. The NCD Alliance document Time to Act (www.ncdalliance.org/TimeToAct) was an important resource in persuading these countries to re-affirm support for the UN Summit.
- **May 2010:** The UN General Assembly voted in favour of UN Resolution A/RES/65/238, tabled by Trinidad and Tobago on behalf of CARICOM, calling for a UN Summit on NCDs in September 2011. Over 100 countries, including the USA, Brazil, Canada, Russia, China, India and the United Kingdom co-sponsored the resolution. Throughout this period the NCD Alliance mobilised its network of members and partners with calls to action, and briefing materials so that hundreds of letters were sent and contacts made with governments to secure high level support for this landmark decision.

The NCD Alliance was active in moving this process forward and building support.



The NCD Alliance document Time to Act

- **September 2010:** The NCD Alliance promoted discussion of NCDs during the UN MDG Review Summit and called for the inclusion of an NCD indicator. As a result, a paragraph recognising the impact of NCDs on development was included in the UN resolution on MDGs.
- **December 2010:** The UN General Assembly unanimously adopted a **Modalities Resolution** outlining the scope, format, and organisation of the Summit. The NCD Alliance advocated for a multi-day meeting, full civil society participation leading up to and at the Summit, and Member State representation at the highest level. These demands were reflected in the final resolution.

PREPARATIONS FOR THE UN SUMMIT

While the resolution calling for a UN Summit on NCDs was a major hurdle cleared, the next phase up to the Summit itself in September 2011 saw even more intense activity. In this period, the NCD Alliance became a focal point for information and civil society action on NCDs, with additional partners and organisations signing up to support the Alliance in the campaign toward the Summit.

The NCD Alliance continued to build strong relationships with the WHO, UN system agencies, governments both in their capitals in and in their Missions to the UN in New York and Geneva, and across non-governmental organisation (NGO) networks, and the private sector.



Dr Ala Alwan, Former Assistant Director-General for Noncommunicable Diseases and Mental Health, World Health Organisation, speaking at an NCD Alliance event at the World Health Assembly in Geneva on 19 May, 2009

A LEADING ROLE FOR CIVIL SOCIETY

The NCD Alliance was invited to official UN preparatory meetings and consultations, including regional and political bloc preparatory meetings. The CEOs and Presidents of the four Federations of the Alliance had high-profile speaking roles at meetings that ranged from official WHO Regional Consultations for the Summit, to the First Global Ministerial Conference on Healthy Lifestyle and NCDs, and the WHO Multi-stakeholder Forum in Moscow, and the UN Civil Society Hearing on NCDs in New York.

Working with WHO

The lead agency for the Summit, WHO, saw the NCD Alliance as an important focal point for civil society action. NCD Alliance members and partners had played a key role in the WHO's multi-stakeholder forum NCD Net, serving on its International Advisory Group and facilitating its Advocacy and Communications Working Group. In the run up to the Summit, the NCD Alliance had biweekly calls with the WHO Assistant Director General Dr Ala Alwan to discuss progress and generally share information.

WHO saw the NCD Alliance as an important focal point for civil society action.



Dr Jean Claude-Mbanya, President, International Diabetes Federation, speaking at NCD Alliance Briefing for NGOs in New York on 17 September, 2011

Increasing civil society access

In follow up to the Alliance's call for the full participation of civil society in the preparations for the Summit, two Federation presidents – IDF President Dr Jean Claude Mbanya and UICC President Dr Eduardo Cazap – were nominated to co-chair the UN Civil Society Task Force for the Summit, to advise the Office of the President of the UN General Assembly on Summit preparations and civil society's inclusion in the process. One outcome was the opening of an official UN civil society online consultation, which served as an additional channel for civil society to influence UN Summit proceedings.



Dr Eduardo Cazap, President, Union for International Cancer Control, speaking at NCD Alliance Briefing for NGOs in New York on 17 September, 2011



A Priority for Women's Health and Development cover



NCDs, Tobacco Control and the FCTC cover

FRAMING THE DEBATE AND SETTING PRIORITIES

In order to develop specific policy positions and build a library of useful tools for advocates, the NCD Alliance convened numerous working groups, composed of leading academics and advocates, to produce policy briefs. These briefing papers provided an in-depth look at NCDs, their risk factors, and the relationship to other areas of development, dispelled the myths surrounding NCDs for policy makers, and presented the evidence to support policy change.

The briefing paper topics included: Maternal Health; Tobacco Control; Children; Human Rights; Essential Medicines and Technologies; Nutrition and Physical Activity; and Health Systems.

Two full length publications were also produced and widely distributed: *NCDs: A Priority for Women's Health and Development* and *A Focus on Children and NCDs*.

The NCD Alliance *Proposed Outcomes Document* and its condensed *Top Ten Priority Actions* provided a clear policy position for the desired Summit outcomes. These proposed outcomes addressed ambitions for political leadership and cooperation on NCDs, as well as measures to prevent, treat, and monitor NCDs and their risk factors.

NCD Alliance experts also contributed to two key papers published jointly with **The Lancet NCD Action Group**: *Priority Actions for the NCD Crisis*^{*} and *The UN High-level Meeting on NCDs: Addressing Four Questions*[†].

These documents were valuable advocacy tools, and a catalyst for priority-setting by governments.

^{*} Beaglehole R, Bonita R, Horton R, et al, for NCD Action Group and the NCD Alliance. Priority actions for the non-communicable disease crisis. *Lancet* 2011; 377: 1438–47.

[†] Beaglehole R, Bonita R, Alleyne G, et al, for The Lancet NCD Action Group. UN High-Level Meeting on Non-Communicable Diseases: addressing four questions. *Lancet* 2011; 378: 449–55.

CREATING DIALOGUE

By circulating these briefs and publications to governments and civil society networks, the NCD Alliance was able to rapidly position NCDs as a priority issue within the wider global health community. A notable example of this wider outreach was **The UN Partnership on Maternal and Child Health** promoting the *Women and NCDs* publication to its networks.

The NCD Alliance utilised major political events as opportunities to discuss NCD issues with diverse audiences, including policymakers. Events included:

- **NCDs: A Neglected Dimension of Women's Health and Development**
55th Session of the Commission on the Status of Women, 25 February 2011, UN HQ, New York.
- **NCDs and Development: Working Together for Integrated Action and a Successful UN Summit**
World Health Assembly, 16 May 2011, Geneva.
- **Nothing About Us Without Us: Addressing the threat of non-communicable diseases in indigenous communities**
10th UN Permanent Forum on Indigenous Issues, 23 May 2011, UN HQ, New York.
- **Briefing for ASEAN Countries in preparation for the HLM**
1 July, 2011, The Permanent Mission of Indonesia to the United Nations in New York.

The NCD Alliance utilised major political events as opportunities to discuss NCD issues with diverse audiences.



Elephant in the Room at the 2010 European Development Days Conference in Brussels on 6 December 2010

European Development Days Conference: Brussels, 6 December, 2010

In support of the NCD Alliance, IDF chose an unusual way to lobby the European Development Days Conference in Brussels, a global forum featuring prominent world leaders and more than 400 international development agencies and donors. During a session on NCDs, an IDF volunteer dressed up as the "Elephant in the Room", to highlight that NCDs are an enormous problem currently ignored on global health and development agendas.

NEGOTIATIONS OF THE UN SUMMIT POLITICAL DECLARATION

An important measure of the Summit's success was the Political Declaration. The official negotiations led by the UN Missions in New York were a fast-paced, iterative process that started with the release of the Zero Draft of the Outcomes Document in June 2011. Many countries negotiated in regional or political blocs, such as the EU and G77. NGOs had no official role in the drafting process. However, the NCD Alliance's investment in a New York presence and careful cultivation of relationships with policymakers allowed close monitoring of the negotiations and discussions with the negotiators as the document developed. This unique vantage point also allowed the Alliance to serve a critical function as a source of information for stakeholders on the progress of negotiations.

An important measure of the Summit's success was the Political Declaration.

Defining NCD Alliance positions

A small NCD Alliance team analysed iterations of the Outcomes Document (later termed a Political Declaration), defined positions, and drafted suggestions for language to be advocated for inclusion in the declaration. In the course of doing so, this group sought and received input from a very wide range of experts and partners from around the world.

Briefing UN Missions

Having developed good working relationships with the Missions in New York, the NCD Alliance advocacy team was able to discuss these positions and the proposed language with Member State negotiators in New York. Briefings for individual Member States and larger blocs, including the Association of Southeast Asian Nations (ASEAN) and the Group of Latin America and Caribbean Countries (GRULAC), were convened in order to discuss the draft Political Declaration and civil society's expectations ahead of and at the Summit.

UN Photo/Eskinder Debebe



Joseph Deiss (centre), President of the sixty-fifth session of the General Assembly, meets with members of the Non-Communicable Diseases (NCD) Civil Society Task Force, 16th June 2011. Left to right: Dr Zafrullah Chowdhury, Founder and Project Coordinator, Gonoshasthaya Kendra, Dr Ala Alwan, Assistant Director General, WHO, Dr Jean-Claude Mbanya, President, International Diabetes Federation (Co-Chair), Dr Nooshin Bazargani, Secretary, World Heart Federation, Josef Deiss, Dr Eduardo Cazap, President, International Union for Cancer Control (Co-Chair), Mr Matthew Myers, President, Campaign for Tobacco-Free Kids, Ms Rachel Kitonyo, Project Co-ordinator, Africa Tobacco Control Consortium, Dr Olivier Raynaud, Senior Director, Global Health and Healthcare Sector, World Economic Forum

Work in capitals

UN Missions received direction from their capitals during negotiations, so country-level advocacy was equally important. The activities of the wide network of 2,000 plus members of the four NCD Alliance federations, and of their partners, helped inform their country's positions and provided intelligence that shed light on the New York negotiating process.



ACS Global Cancer Amassadors discuss strategy, New York, June 2011

FROM GLOBAL TO LOCAL: MOBILISING ACTION

SUPPORTING NATIONAL ACTION

Making connections and sharing information across the national, regional and global level was vital to the success of the NCD Alliance campaign. The support of a wide network of individuals and organisations was galvanised to act at each step, from securing the resolution to hold a UN Summit, the subsequent Modalities Resolution, through the regional consultations and the civil society hearing, to the negotiations of the Political Declaration, during the Summit itself, and beyond.

Advocacy tools

A series of briefings papers, government contact lists, FAQs, template letters and other campaign materials were produced to empower individuals and organisations to engage in the Summit process and discuss NCD issues with their governments. IDF's Advocacy Toolkit for the Summit, launched in April 2011, for example, was used and adopted by the broader NCD movement. It provided background on the Summit, tips for effective advocacy, and useful downloadable resources.

Regular communication

To keep its networks informed and coordinated in the lead up to the Summit, the Alliance organised Common Interest Group webinars engaging up to 150 participants at a time, and briefing sessions at international conferences. Targeted regional level conference calls were also held to help coordinate activities. Weekly action alerts were disseminated through email lists, Twitter, and the Alliance website.

Local and regional NCD Alliances

A strong indicator of the Alliance's success in promoting action on NCDs is the increasing number of local and regional NCD Alliances – 22 national or regional NCD Alliances now exist. During Summit preparations they proved to be effective platforms, bringing together national NGOs and providing a focal point for interaction with governments. The Alliance also tapped into existing health networks at the country level and informed and engaged them in the NCD Summit process.

Relationship with Governments

Discussions around the Summit helped develop relationships between NCD network members and their governments, and have left them well placed to follow-up on the Political Declaration commitments. Some member associations were invited on country delegations to key preparatory meetings such as the Moscow Ministerial Conference and the Europe Regional Consultation for the Summit.

100 DAYS OF ACTION

In the lead up to the Summit, the NCD Alliance stepped up the pressure by launching a number of targeted communication campaigns under the united banner of the **100 Days of Action** that challenged people to take action and promoted ways to get involved. Alliance members and partners mounted complementary campaigns aimed directly at the public, for example:

- IDF launched the **O is for Outrage** postcard campaign and the **Access to Essential Care** electronic click campaign.
- LIVESTRONG ran its Facebook-based **Face Up To It** campaign.
- World Lung Foundation’s www.15000aday.org mobilised people to contact their governments directly.
- The Healthy Caribbean Coalition’s **Get the Message** mobile phone text campaign to get their Heads of Government to attend the Summit generated over 700,000 text messages.



International Diabetes Federation Postcard Campaign – O is for outrage



LIVESTRONG Face Up To It Campaign



Healthy Caribbean Coalition Get The Message Campaign

ACTIVITIES OF OUR PARTNERS IN THE LEAD-UP TO THE UN SUMMIT

Here are just some of the highlights from their activities:

The American Cancer Society (ACS)

In June 2011, ACS organised "We Can, We Should, We Will Conquer Cancer," a global grassroots and media event in New York. ACS brought together 70 Global Cancer Ambassadors (cancer survivors and tobacco control advocates) from all WHO regions to learn about NCD global advocacy and take action.

Global Cancer Ambassadors met with their country Mission to the UN and advocated on the Political Declaration. In addition to the advocates, over 40 journalists from the same countries were brought to New York to hear from UN leadership and NCD experts on the NCD global health and economic burden and low cost interventions available. Journalists also heard of the NCD human burden – including firsthand accounts from cancer survivors.

Upon returning to their countries, Global Cancer Ambassadors advocated tirelessly with their National Government and UN Mission. This initiative mobilised advocates and gave patients a voice by bringing them into direct contact with their countries UN Mission in New York and it also increased national media engagement in the global process.

This initiative mobilised advocates and gave patients a voice by bringing them into direct contact with their countries' UN Mission.



ACS's "We Can, We Should, We Will Conquer Cancer" event in New York, June 2011

The Framework Convention Alliance (FCA)

The FCA is a civil society alliance whose mission is to help develop and implement the WHO Framework Convention on Tobacco Control (FCTC) as the basis for effective global tobacco control. The FCA convened the NCD Alliance FCTC Working Group that brought together tobacco control experts, including from low- and middle-income countries, to produce a briefing paper *NCDs, Tobacco Control and the FCTC*, and supplementary sheets on key issues including tobacco and development, and the role of tobacco tax in addressing the NCD epidemic. The materials were produced in the six official UN languages and distributed through FCA's active advocacy network across all WHO regions and at numerous events whose outcomes fed directly into the UN Summit.

The Lance Armstrong Foundation (LIVESTRONG)

Leading the NCD Alliance's social media working group, LIVESTRONG coordinated an open sign on letter to United Nations Heads of State requesting action on NCDs which gained over 125,000 signatures. In the run up to the Summit they also launched their **Face Up To It** campaign, which asked Facebook users to request action from their Heads of State, and collected photos of over 10,000 supporters that were beamed from a Time Square billboard during the Summit. Lance Armstrong also raised grassroots awareness on behalf of the NCD Alliance through tweets to his more than three million Twitter followers.

UN Photo/Rick Bajornas



Lance Armstrong speaking at the UN High-level Meeting in New York on 20 September 2011

More than 500 people signed up, many in the last week leading up to the UN Summit when urgent advocacy appeals were being made.

The World Lung Foundation (WLF)

WLF created the 15000aday.org website – 15,000 is the number of people that die every day from tobacco-caused NCDs worldwide. WLF used the site to promote a template letter that enabled people in any country in the world to contact their representative in UN Missions in New York ahead of the meeting. The template provided the name of that country's UN Mission leader and customised the letter with country name and contact details and sent it off to them automatically. Users could adapt and personalise the letters and share them on Twitter. More than 500 people signed up, many in the last week leading up to the UN Summit when urgent advocacy appeals were being made.



15000aday.org

THE UN SUMMIT

19–20 SEPTEMBER

2011

“A watershed event”

WHO Director General Dr Margaret Chan,
referring to the United Nations High-level Meeting
on NCDs in New York, September 2011

Member States unanimously adopted the Political Declaration on 19 September 2011, the first day of the two day Summit. 34 Heads of State/Government attended the meeting – a record for a meeting of this kind.

Global Commitment to Action

The Political Declaration is the strongest statement of intent to date by governments on accelerating progress on NCDs. It defines a united global response by the world’s governments, signifying recognition of the problem and the urgent need to act. It states that NCDs are *“one of the major challenges in the twenty-first century”*, pose *“a threat to the economies of many Member States”* and *“undermine social and economic development”*.

It also provides this first-ever global roadmap for action on NCD prevention and control with commitments including:

- Establishing global targets and a global monitoring framework by the end of 2012.
- Options for strengthening effective multisectoral action through partnerships to be considered by the UN General Assembly by the end of 2012.
- Development of multisectoral national plans by the end of 2013.
- A comprehensive review and assessment in 2014 of progress achieved on NCDs.



New York Mayor Michael Bloomberg addresses the UN General Assembly in the closing plenary of the Summit.



Minister of Health Nicola Roxon shakes hands with Dr Haik Nikogosian, Head of FCTC Secretariat at the UN Summit following her announcement of new Australian funding for NCDs, with FCA's Board Chair Paula Johns, Policy Director Francis Thompson and Director Laurent Huber.

National Statements

The demand from 113 Member States to make their own statements of concern and commitment meant the plenary sessions in the General Assembly Hall ran late into the evening, and well beyond the timetable established in the Modalities Resolution. These statements included announcements about national commitments to action, such as Brazilian President Dilma Roussef showcasing their national NCD plan; Australia's Health Minister Nicola Roxon presenting her country's pioneering drive to put all tobacco products in plain packaging and announcing new funding for combating NCDs in the Pacific region; and Russian Deputy Minister of Health Veronika Skvortsova announcing significant new international funding for NCDs.

A comprehensive review and assessment in 2014 of progress achieved.

NCD ALLIANCE AT THE SUMMIT

NGO voices in the Summit:

Civil society was represented in the Opening Plenary by cancer advocate Princess Dina Mired of Jordan. NCD Alliance Chair, Ann Keeling was called upon to make a statement and across the three Round Tables, other NCD Alliance members and partners were included as official speakers. Members of the Alliance NGO network were also represented on some country delegations including France, Brazil, Norway and the USA.

Campaign messages in New York

LIVESTRONG arranged for a series of “Act on NCDs” message to be displayed in New York’s Times Square, placed large awareness advertisements in the New York Times and had mobile bicycle display boards circulating the city during the event. IDF took to the air with four planes flying over New York, trailing banners reading “Act on Diabetes NOW!”

CNN named NCDs “one of the major thematic focuses of this year’s UN General Assembly” and one of top five stories to follow in the UN.

Global media coverage

The NCD Alliance gave extensive interviews to the media and was quoted in a variety of mainstream news outlets including Bloomberg, Financial Times, The Guardian, The Washington Post, Reuters, Associated Press and AFP. Coverage was also secured in other high profile media outlets such as the Economist and the Wall Street Journal, enabling large new audiences to be reached. During September there were 7,500 news stories on NCDs in total. CNN named NCDs “one of the major thematic focuses of this year’s UN General Assembly” and one of top five stories to follow in the UN.

Bringing the NCD movement together

During the Summit, the position of NCD Alliance as a leader of the NCD movement was firmly established. The Alliance ran the NGO briefing sessions before and after the Summit to strategise on advocacy during the Summit, as well as reflect on outcomes and consider next steps. Both sessions were well attended and received good feedback.

The NCD Alliance also co-hosted with PAHO, the Commonwealth Secretariat and the Partnership for Maternal and Newborn Child Health a side event on Gender Responsive Approaches to NCDs.



HRH Princess Dina Mired of Jordan speaking at the UN High-level Meeting in New York on 19 September 2011

UN Photo/Marco Castro

From Advocacy to Action – The NGO Briefing, 17 September, 2011



Cary Adams, CEO,
Union for International Cancer Control



Dr Nils Billo, Executive Director,
The Union



Johanna Ralston, CEO,
World Heart Federation



Dr Karen Sealey,
PAHO/WHO Special Advisor



Floor Speaker



Dr Thomas Farley, Health Commissioner,
New York City Department of Health

Hosted by the New York Academy of Medicine, and organised by the NCD Alliance, the event took the form of a one-day briefing on the UN Summit and NCD campaign issues. Key themes were:

- Achievements and issues arising so far in putting NCDs on the political agenda.
- Launch of new publications: *A Collaborative Framework for Care and Control of Tuberculosis and Diabetes*; *Global Asthma Report*; *Global Diabetes Figures 2011*; *IDF Global Diabetes Plan 2011-21*; and *Global Atlas on CVD Prevention and Control*.

- Looking forward to the next phase, putting the UN Summit commitments into the context of achieving long-term progress.
- Collaboration and coordination across the public, private, and not-for-profit NGO sectors.

UNite for a Healthy Future –18 September, 2011

NCD Alliance (led by IDF) hosted UNite for a Healthy Future, an afternoon rally to engage the public in the fight against, cancer, diabetes, heart and chronic respiratory disease. The First Lady of South Africa, Thobeka Madiba-Zuma gave a welcome address.

AFTER THE SUMMIT: REFLECTION AND REVIEW

The day after the Summit, the NCD Alliance moved to bring together leading NCD experts to reflect on the outcomes and to begin to scope future directions.

A meeting of these experts took place in mid-November in New York and generated a clear picture of priorities for global and national action on NCDs.

The next step was to commission an independent review of the Alliance's work to date, its future priorities and organisational structure. Leading global health experts, Dr Kathy Cahill and Dr Sally Stansfield were commissioned in November to conduct the review. The NCD Alliance Review Report is available on the NCD Alliance website (www.ncdalliance.org/Review).

In summary, the review comprised two electronic surveys and in-depth interviews with partners and supporters. The interviews and survey responses were rich and candid with key informants being particularly open and thoughtful in their remarks. The major findings from the review are:

STRENGTHS

- The majority of respondents praised the Alliance's leadership in successfully influencing the outcomes from the UN Summit on NCDs.
- Many respondents said that the Alliance enabled a voice for civil society to collaborate for a common goal.
- The Alliance had credibility because of the four federations aligning together for NCDs.
- The Alliance was helpful to partners and many smaller NGOs in providing materials and intelligence on UN and WHO actions leading up to the UN Summit.
- The Alliance has been successful in changing the landscape for NCD prevention and control.

The next step was to commission an independent review of the Alliance's work to date, its future priorities and organisational structure.

CHALLENGES

- Improving role clarification amongst the founding federations (the Steering Group), the Partners Group, and the Common Interest Group.
- Pressure for the expansion of the Steering Group beyond the four federations, and more inclusive decision making processes.
- Increasing the effective utilisation of federation members and other experts across the work of the Alliance.
- Developing mechanisms and guidelines for engaging the private sector productively and transparently.

FUTURE PRIORITIES

- Advocate to UN and WHO for the development of ambitious targets and indicators for NCD prevention and control.
- Ensure NCDs are part of the post-2015 global development framework.
- Assist countries to develop national NCD plans and to improve civil society's capacity to advocate for NCDs at national and regional levels.
- Develop communication strategies that build awareness and create action at global, regional and national levels.

PLANNING FOR THE FUTURE

2011 was a defining year for the NCD movement, and the momentum generated must be maintained and increased. The NCD Alliance has developed a strategic plan for 2012–2015 to achieve marked progress that is aligned with the findings and recommendations of its independent review (www.ncdalliance.org/StrategicPlan).

The NCD Alliance has identified **four key strategies** to support achieving its 2015 goal:

To put NCDs at the heart of national health and development planning, in the mainstream of the post-2015 development framework, and to increase resource mobilisation at all levels.

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Supporting Global Action – global advocacy strategy

Building on its experience and strengths from the UN Summit campaign, the NCD Alliance is running two global advocacy campaigns from 2012 to 2015: to promote the full delivery of the promise of the Political Declaration through an effective global NCD framework; and to ensure NCDs are a priority in the global development framework being developed to succeed the MDGs.

Supporting National Action – national advocacy strategy

The NCD Alliance will seek significant investment to:

- Build capacity for NCD advocates and support networks at the national level.
- Develop and promote model NCD plans and best practice guidelines.
- Advocate for action on NCDs at national and city level, and promote NCD champions.

“The NCD Alliance is a special political asset... which can and should be a vital partner to the UN leadership.”

Dr Peter Piot, Director, London School of Hygiene and Tropical Medicine

Building the Demand – communications strategy

The NCD Alliance will also seek significant investment to increase public understanding and awareness of the scale of the NCD epidemic, the inequities reflected in the burden of the disease, the human suffering caused by the lack of adequate access to treatment, and the causes behind the modifiable risk factors. Raising the voice and endorsing the rights of people living with NCDs will be critical to putting a human face on the problem. Popular demand will provide leverage to support the political and technical approaches to changing policy and resource allocation. Popular understanding will sustain the changes.

Building the Alliance – organisational strategy

In order to deliver these campaign programs, the NCD Alliance must increase its capacity and effectiveness, supported by organisational planning, monitoring and evaluation. The organisational strategy will include: developing governance structures; financial planning and management development; a fundraising strategy; organisational communications; and building strategic alliances.

THE NCD ALLIANCE FOUNDING MEMBERS

International Diabetes Federation

International Union Against
Tuberculosis and Lung Disease

Union for International
Cancer Control

World Heart Federation

THE NCD ALLIANCE PARTNERS GROUP

Alzheimer's Disease International

American Cancer Society

American College of Cardiology

American Heart Association

Framework Convention Alliance

Global Health Council

LIVESTRONG

Norwegian Cancer Society

World Lung Foundation

THE NCD ALLIANCE SUPPORTERS GROUP

The Medtronic Foundation

Merck

Pfizer

Sanofi-aventis

Abbot Fund

Eli Lilly and Company

Johnson & Johnson

Novo Nordisk

Roche Diagnostics

Takeda Pharmaceuticals

World Diabetes Foundation





The NCD Alliance
Putting non-communicable diseases
on the global agenda

For more information about the NCD Alliance
please see our website www.ncdalliance.org

NCD Alliance's 2011 financial statement is available
on request. Please contact jwatt@ncdalliance.org

If you would like someone to contact you
please write to info@ncdalliance.org

This report can be downloaded at
www.ncdalliance.org/Report2011