

NCD Diaries Evaluation Summary



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Executive Summary

This is a summary version of the NCD Diaries evaluation which was completed in June 2024. The full evaluation was completed by NCD Alliance, and reviewed by the Our Views, Our Voices team.

The NCD Diaries is a project launched in 2021 by the Our Views, Our Voices initiative of the NCD Alliance (NCDA). The Our Views, Our Voices initiative is designed to promote the meaningful involvement of people living with NCDs in the NCD response and provides a platform for individuals to advocate for change. The NCD Diaries advance the initiative's aim by enabling people with lived experience to share their personal stories through multimedia formats, including photographic, audio, and written accounts. The diaries, which are available in English, French and Spanish, follow a public narrative framework sharing the individual's personal experience (Story of Self), their collective experience (Story of Us) and their call to action (Story of Now).

The NCD Diaries are supported by the NCD Alliance's partnership with The Leona M. and Harry B. Helmsley Charitable Trust.

There are **four main objectives** of the NCD Diaries:

1. **Amplify the voices and lived experiences of people living with NCDs** to build narratives that put people first and build awareness of the challenges experienced by people living with NCDs.
2. **Support and inspire people living with NCDs to share their lived experiences**, priorities, and recommendations to raise awareness and advocate for change.
3. **Provide a repository of documented lived experience**, highlighting the day-to-day challenges and personal realities of people living with NCDs around the world through immersive and interactive media formats and applying the [public narrative framework](#).
4. **Contextualise the [Advocacy Agenda of People Living with NCDs](#)** (and national Advocacy Agendas where available) and humanise advocacy issues through first-hand lived experiences of NCDs and local realities to call for action on NCDs.

Five series of NCD Diaries have been produced to date: 1) living with multiple chronic conditions 2) affordability of care and Universal Health Coverage (UHC) 3) impact of healthcare providers on the journeys of people living with NCDs 4) prevention 5) equity and UHC.

This report evaluates the project's success in meeting the four objectives, with summaries of outputs, an evaluation of the impact of the NCD Diaries on the advocates, and perceptions of the project across the wider organisation, followed by key recommendations to help guide future series.

The NCD Diaries project successfully met its four main objectives. It amplified the voices and lived experiences of people living with NCDs, raising awareness about their challenges. It supported and inspired these individuals to share their stories, fostering advocacy for change. It provided a repository of documented experiences, highlighting the day-to-day realities of those with NCDs through immersive media. Lastly, it contextualized the Advocacy Agenda of People Living with NCDs, humanising advocacy issues through first-hand experiences to call for action. The Our Views, Our Voices website played a crucial role in achieving the third objective of providing the repository of documented lived experience, and while all objectives were met, there is potential for further amplification in future initiatives.

Methodology

The evaluation comprised a multifaceted approach to assess its impact and inform future initiatives.

Data collection

Data came from internal and external sources. Internal sources included shared drive documents, and Diarist feedback session recordings and notes. External sources included the NCDA's websites, social media platforms, questionnaires and interviews.

Quantitative and qualitative analysis

A basic quantitative analysis was conducted on numerical data to summarise outputs of the diaries, including the number of diaries, and demographics. Basic quantitative analysis was also applied to understand website and social media content production and performance. Two mixed-method (qualitative and quantitative) questionnaires were distributed to gather feedback from Diarists and the NCDA team. Questionnaires collected data on experiences, perceptions, and recommendations.

Thematic analysis was conducted for diaries content to identify recurring themes and patterns. Thematic analysis is a method that identifies common themes between qualitative accounts, referred to as 'codes', and builds up relationships between codes¹. Due to time constraints, an inductive approach was employed to uncover key concepts without predefined codes. To qualitatively understand NCD Diaries' reach and impact, a desk analysis of questionnaires, with follow-up interviews with NCDA staff members, were undertaken.

NCD Diaries overview

Key data

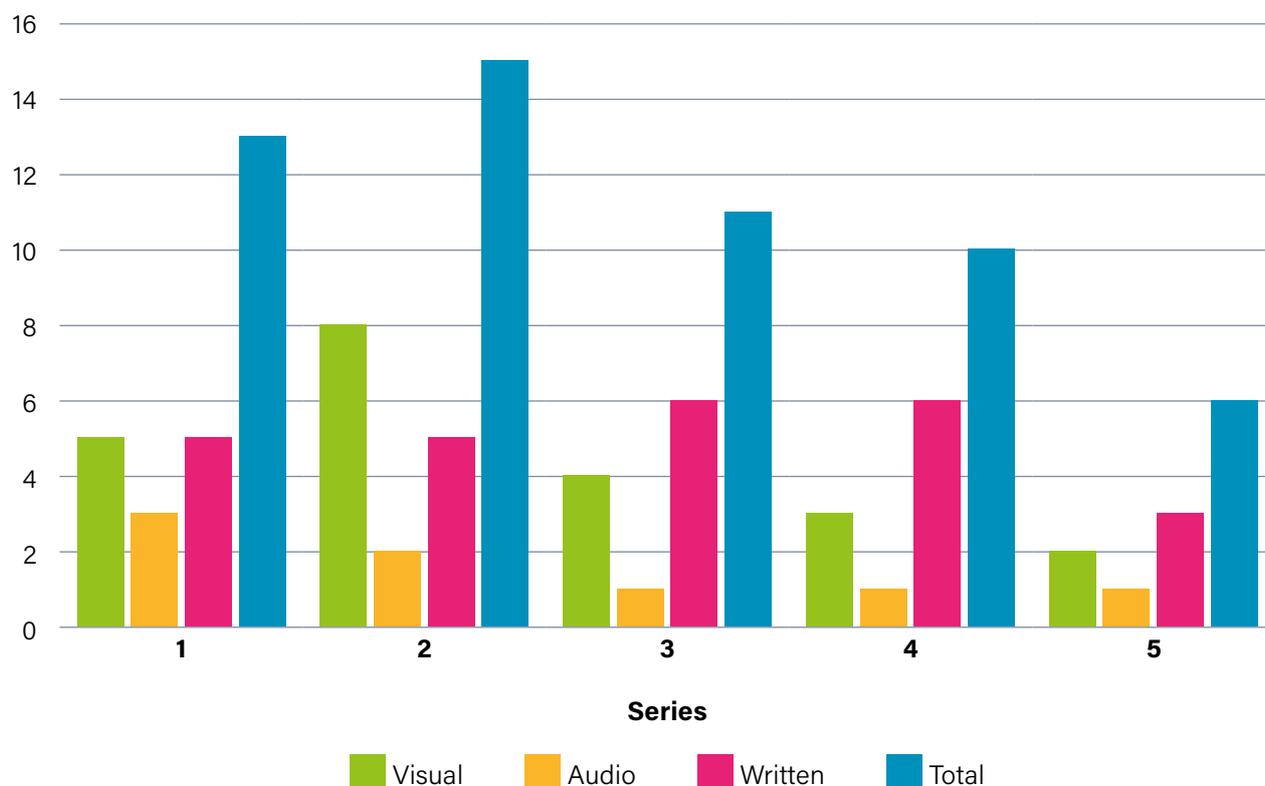
Tables 1 and 2 below summarise the themes, timelines, and number and type of diaries produced in each of the five series. Fifty-four diaries were published in full, plus three sample diaries. Series 2 had the most diaries (15) and Series 5 the least (six). Written diaries were the most common, and audio the least.

Series	Theme	Timeline
1	The experience of living with multiple chronic conditions	April – August 2021
2	Affordability of care and UHC	September – December 2021
3	My healthcare providers' impact on my NCD journey	February – July 2022
4	Prevention through the lived experience lens	October 2022 – January 2023
5	Equity and UHC	October 2023 – February 2024

Table 1. Series, themes and timelines.

1 Hall J, Sovacool B. (2023). Energy Research and Social Sciences. <https://www.sciencedirect.com/topics/social-sciences/thematic-analysis>

Figure 1. Diary Formats by Series.



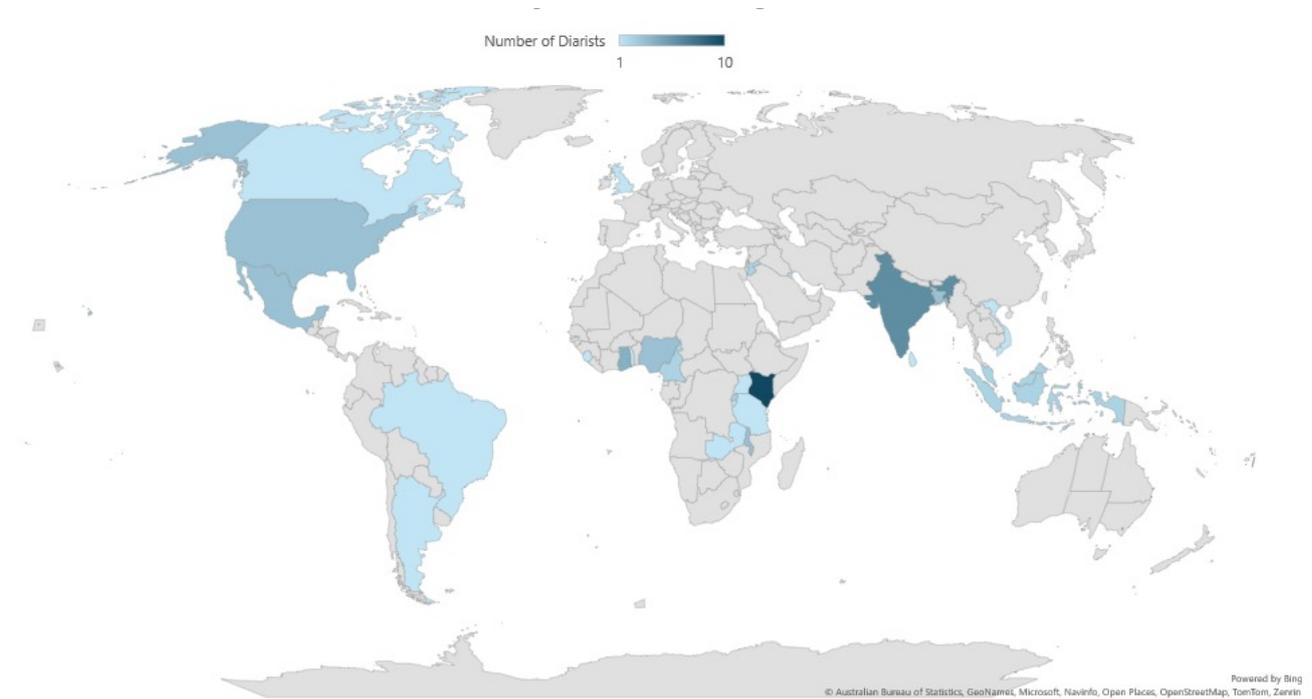
Series	Visual	Audio	Written	Total Published in full
1	5	3	5	13
2	8	2	5	15
3	4	1	6	11
4	3	1	6	9*
5	2	1	3	6
Total	22	8	24	54

*In Series 4, there were 13 Diarists enrolled. Ten were published online, and only nine were fully completed.

Table 2. Fully Published Diary Formats (excluding sample diaries)

Selected Diarists came from all major WHO regions, with 26 countries represented (Figure 2, Table 3). Thirty came from Africa, with Kenya being the most represented country (10 Diarists). Twelve Diarists came from the South-East Asia region (with India the most represented at six Diarists), three from Western Pacific, three from Eastern Mediterranean, nine from the Americas and one from Europe.

Figure 2. Countries Represented by Diarists.



Region/Country	
Africa (Total)	30
Kenya	10
Nigeria	3
Ghana	4
Uganda	1
Malawi	3
Burundi	1
Togo	1
Cameroon	2
Tanzania	1
Zambia	1
Rwanda	2
Sierra Leone	1
South-East Asia (Total)	12
India	6
Sri Lanka	1
Bangladesh	3
Indonesia	2

Region/Country	
Western Pacific (Total)	3
Viet Nam	1
Malaysia	2
Eastern Mediterranean (Total)	3
Kuwait	1
Jordan	2
Americas (Total)	9
USA	3
Mexico	3
Canada	1
Argentina	1
Brazil	1
Europe (Total)	1
United Kingdom	1

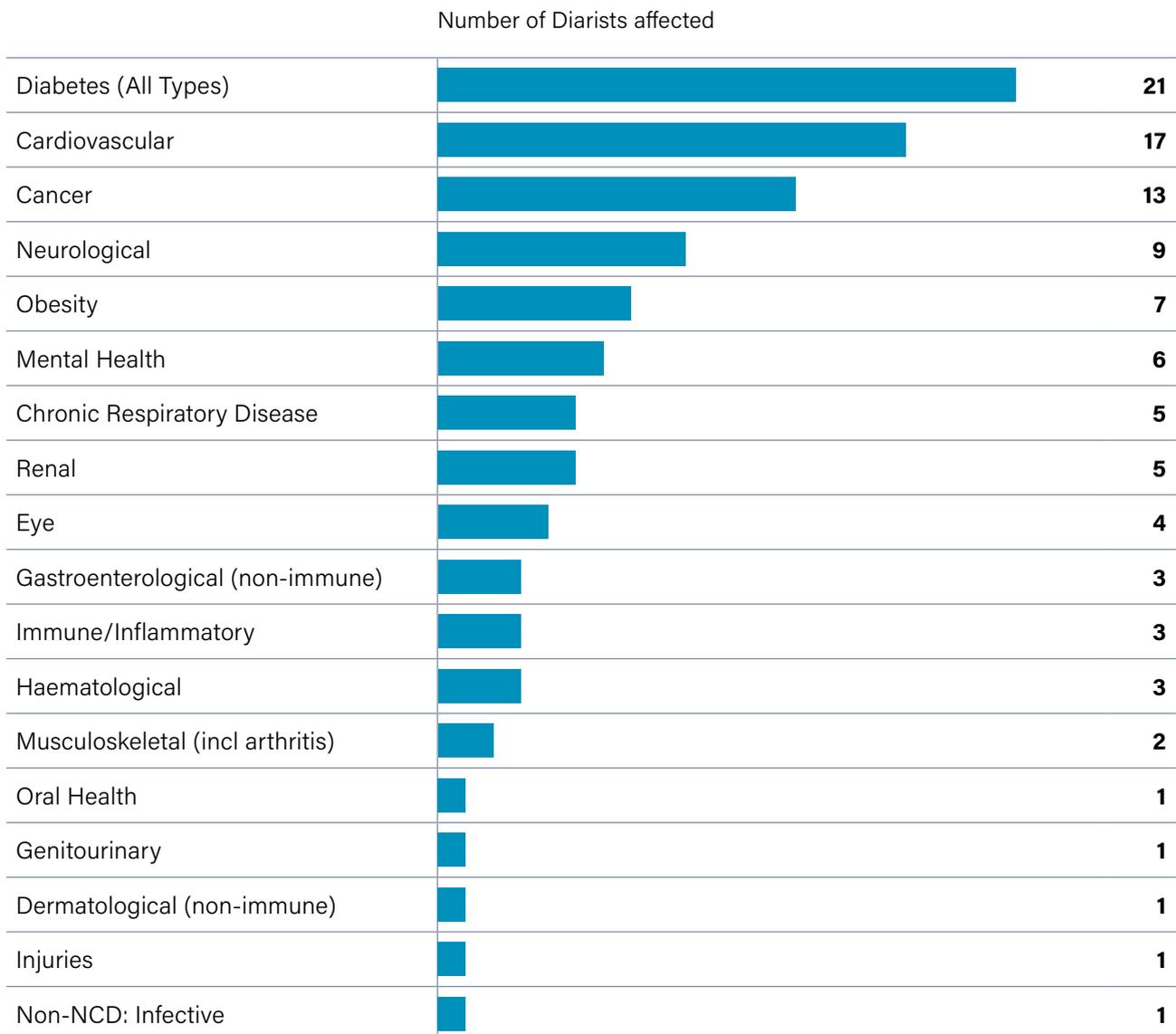
Table 3. WHO Regional Distribution of S1-5 Diarists

With the exception of Series 5, participants were more likely to identify as female than male, with 39 female participants compared to 19 males. Women of ages 24-71 years were represented, but there were no female child/youth participants. Men of ages 24-62 years participated, with one 13-year-old male participant. There was a relatively lower representation of men in the 30-50-year age bracket compared to the female participants.

Across the diaries, 50 participants were living with NCDs, six were caregivers, and two were both caregivers and people living with NCDs. There was a wide variety of NCDs highlighted across the series with all major NCD categories represented.

Diabetes and cardiovascular disease (CVD) were the most represented NCDs, followed by cancer. Neurological conditions, obesity and mental health were also notably represented. Chronic respiratory disease, despite being one of the most prevalent NCDs, was associated with only five Diarists. Many Diarists experienced more than one NCD.

Figure 3. Types of NCDs represented across Series 1-5 of the diaries.



Thematic analysis

NCD Diarists' call to action

"I believe sharing our stories fosters understanding, hope, connection and inspiration. From this vantage point, we empathise, learn gratitude and so many solutions can peek through from different perspectives, such that a better life for all can be created."

A brief inductive and semantic thematic analysis of all online published diaries was conducted. The thematic analysis revealed a shared narrative of challenges faced by participants (Table 4). Key challenges included difficulty accessing affordable and quality healthcare, inadequate healthcare infrastructure, and the negative impact of environments that promote NCDs. In response, participants emphasised the importance of empowering communities, advocating for policy changes, and increasing the involvement of people living with NCDs in healthcare decision-making.

NCD Diarists' common challenges

Table 4. Thematic analysis key themes

Theme	Description	Examples
Challenges in accessing affordable, quality healthcare	Participants reported difficulty finding affordable healthcare that met their needs. They also expressed concerns about the quality of care they received.	<p>"I am taking care of my father but the main challenge isn't caring for him, the medications are too expensive (...) I had to minimise my income generating activities so as to take care of him."</p> <p>"A key challenge faced by this community is the lack of affordability of diagnostic services, as the cost of laparoscopy is high and not offered through national health insurance. Countless women I have met rely on pain killers, as they cannot afford diagnosis."</p>
Inadequate healthcare infrastructure	The NCD Diaries highlighted the lack of essential resources and services in many communities. This made it difficult for people to get the care they needed.	<p>"By the time I was referred for dialysis, Malawi had only one dialysis unit located in Lilongwe. I was based almost 330km away in Balaka, which was a long way to travel twice weekly for treatment"</p> <p>"The process for my father to receive his medication is lengthy and complicated ... the country has less than ten pneumologists for 12 million inhabitants"</p>
Impact of disease-promoting environments	Participants discussed how their environments contributed to the development of NCDs. For example, they mentioned a lack of access to healthy foods and safe places to exercise.	<p>"We are told to eat a lot of vegetables for a healthy life but where do we get [them when]... we don't have money?"</p> <p>"It is not easy to be healthy in this city (...) it is easier to be sedentary than to be active. So I do observe that the urban environment affects well-being."</p> <p>"[There is a] need for a friendly accommodating environment and a compliant well-financed health system"</p>

Theme	Description	Examples
Importance of community empowerment	The NCD Diaries stressed the importance of empowering communities to act on NCDs. This could involve raising awareness, advocating for change, and supporting each other.	“We demand the opportunity to realise our full potential as people, free of the constraints created by stigma and discrimination in our workplaces, healthcare systems, schools, communities, and beyond. We want to be fully engaged members of society, treated with respect and dignity.”
Need for policy change	Participants called for changes to government policies that would improve access to healthcare, promote healthy lifestyles, and prevent NCDs.	“We demand our governments to act on the evidence and their moral imperative to safeguard the health and wellbeing of current and future generations. With simple and cost-effective interventions, we can avoid the tragedy of preventable illness.”
Increased involvement of people living with NCDs in decision-making	The NCD Diaries highlighted the importance of including people with NCDs in decisions about their care. Participants felt that their lived experience could provide valuable insights.	“We want a person living with NCDs to represent us because they are the only ones who know what we go through.”



Photos from the making of two short films featuring NCD Diarists Nupur Lalvani ([Going Full Circle](#)) and Chikhulupiliro Stanley ([Raise Your Voice](#)).

NCD Diarists' calls to action

The Diarists' collective experiences converged on several key demands for change (Table 5). These demands (calls to action) can be grouped into four primary areas: affordability and UHC, improved quality and accessibility of care, investment in prevention and education, and a person-centered approach to healthcare.

To achieve tangible progress, the Diarists emphasised the importance of "increased involvement of people living with NCDs in advocacy" and the necessity of "centering people living with NCDs in policy and program development". This dual focus on lived experience and collaborative decision-making is essential for designing effective and equitable solutions.

Table 5. Calls to action from thematic analysis

Call to Action	Description	Examples
Affordability and universal health coverage (UHC)	Participants called for healthcare to be affordable and accessible to everyone.	<p>"I call upon policymakers, program directors and decision-makers ... to quadruple investment in prevention, early screening, and prompt treatment of NCDs to protect the most vulnerable populations. The evidence of a \$7 gain for every \$1 invested in NCD best buys cannot be overemphasized. Therefore, Universal Health Coverage (UHC), which allows everyone to access care without facing financial difficulties, should also take centre stage in the Public Health Act and subsequent policies and programs"</p> <p>"Since joining Ghana NCD Alliance, I've learned the importance of uniting over common goals, as treatment and management are also very difficult for other people living with NCDs. The chronic nature of NCDs and the costs associated with long-term care can result in catastrophic health expenditure, pushing households deep into poverty"</p>
Quality and accessibility of care	Participants wanted access to high-quality healthcare services that met their needs.	<p>"Health planners, implementers and health service providers should review health policies, planning, implementation and service provision on NCD risk factors prevention, control, management and care in such a way that these are available, accessible and affordable at the grassroots and at all levels of healthcare (primary, secondary and tertiary)"</p> <p>"We hope for a future without delayed diagnoses, high treatments costs, and lack of treatment options"</p>
Investment in prevention and education	Participants believed that more should be done to prevent NCDs and educate people about how to stay healthy.	<p>"It is unacceptable that children, adults, and vulnerable individuals around the world are exposed to disease and disability through reasons outside of their control."</p>
People-centered approach to healthcare	Participants wanted healthcare to be respectful and responsive to their individual needs.	<p>"State and non-state actors must recognise that each individual's lived experience is unique, and that uniqueness provides personalised expertise"</p>

Evaluation findings

Engagement and use of the NCD Diaries

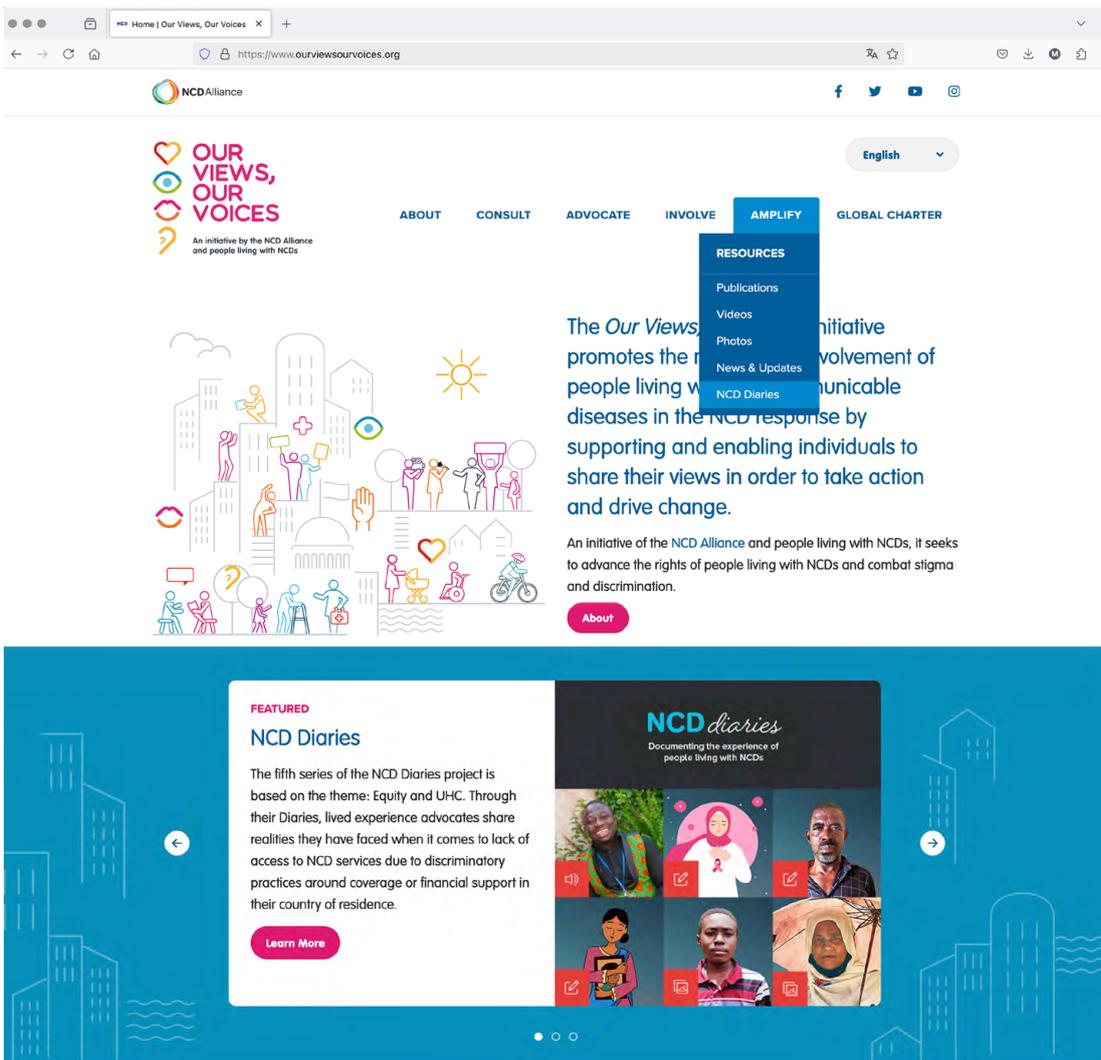
Our Views, Our Voices website

The Our Views, Our Voices website hosts the NCD Diaries and is separate from the NCD Alliance and ActOnNCDs websites, which are the other two main websites of the NCD Alliance.

NCD Diaries is the first feature of the Our Views, Our Voices website but is not visible upon first loading the landing page and is not currently a standalone item on the navigation bar.

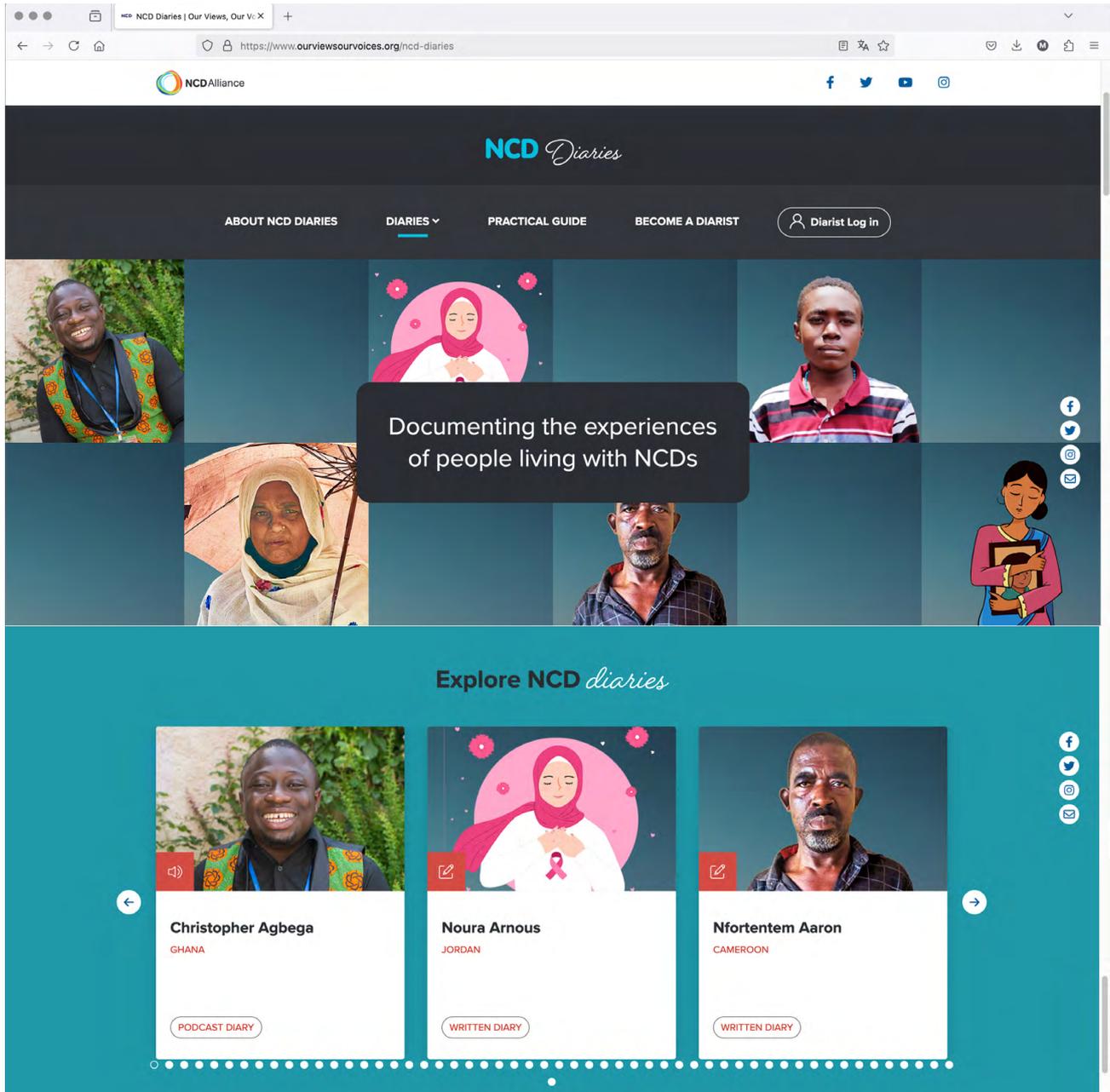
The NCD Diaries is a major driver of traffic to the Our Views, Our Voices website, causing significant spikes in engagement upon new content release. Despite this, there is limited data available on NCD Diaries-specific web traffic and analytical changes, which hinders precise impact measurement. While the Our Views, Our Voices website resources page saw a 277% view increase in 2022-2023, its overall traffic remains significantly lower than the NCDA (330,721 unique users) and ActOnNCDs (123,452 unique users) websites in 2023. Traffic on the diaries is organic; there is no paid promotion unless they are part of collaborative campaign with cross-promotion on the NCDA/ActOnNCDs websites.

Figure 4. Landing page, Our Views, Our Voices website.



NCD Diaries feature on website.

Figure 5. Landing page of the NCD Diaries



Horizontal slider of NCD Diaries

NCD websites

[NCDA](#) and [ActOnNCDs](#) websites currently do not have clear links to the NCD Diaries or the Our Views, Our Voices website. There is a link to the Our Views, Our Voices website near the bottom of the 'Voices of the Health Revolution' page on NCDA's main website under 'Why NCDs'. While the NCDA website is undergoing an update in 2024, current navigation is unclear. Diarists were featured in

'Caring Conversations' videos discussing UHC on the ActOnNCDs website, but content is not prominently linked to the diaries or Our Views, Our Voices platform.

When tracking engagement with the diaries on the NCDA's websites, there are no specific website analytics. There was no available data on the profiles of users or relevant backend data available. Our Views, Our Voices website data is used as a proxy.

Diary use

NCD Diaries content has been effectively leveraged in various formats. Impactful parts of the NCD Diaries, such as quotes, are used in news stories and other NCD knowledge resources, and diaries publications are also announced in NCD's newsletters, which have an open-rate of 35%. For social media, there is no existing tool to track posts shared since the inception of the diaries in 2021, nor is there a way to access detailed engagement of posts. Social media posts were manually backtracked, so some older content may have been missed.

Social media has been a key channel for dissemination, with NCD active on Facebook, X (Twitter), TikTok, LinkedIn and YouTube. The latest data from 2022-23 show that Facebook and Instagram reach of NCD Diaries content has increased; however, engagement was less marked. Twitter showed the most growth in engagement at 466%. When looking at non-diaries content that performs well, video content has proven particularly engaging; evidenced by higher interaction rates on platforms like Facebook. While TikTok presents significant potential for audience expansion, its current utilisation remains limited.

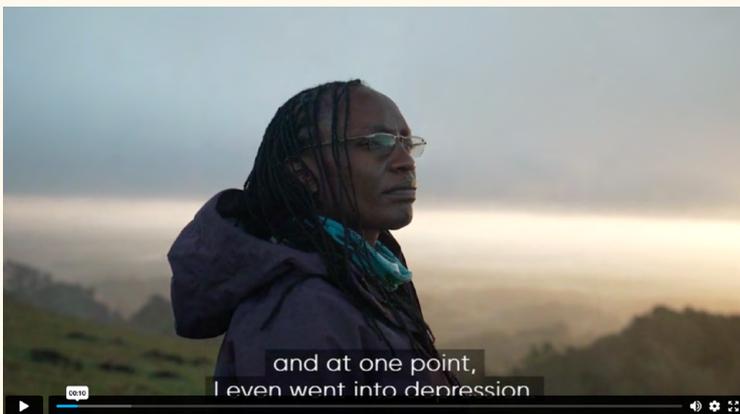
Media promotion

["Combining Care to Save Lives"](#) is a short documentary featuring Sally Agallo, a Diarist from Kenya featured in Series 1. Sally highlighted her experiences and challenges of living with AIDS and cervical cancer; this was later shortlisted for the WHO Film Festival 2023. Two mini documentaries involving two Diarists from India and two from Malawi have been produced for NCD and will be launched at the Our Views, Our Voices exhibition at the NCD Global Forum in February 2025.

Health Policy Watch promoted nine NCD Diaries, resulting in 30 tweets, 2,569 pageviews and 148,254 Twitter impressions. An email was sent to 5,271 people, of which 2,418 were opened and there were 299 clicks. Diaries were included at times in the Health Policy Watch daily newsletter. This was in the second year of the diaries project, and does not include further activity. The key audiences reached are likely to be stakeholders in the NCD global advocacy space.

Podcasts

Audio snippets from the NCD Diaries have been used successfully on social media, with the communications team planning to put audio diaries on Spotify as podcasts.



Facing Forward

After losing two children soon after birth, Sally was diagnosed with AIDS, then cervical cancer. At the Rangi Tatu clinic in Tanzania, vital connections are being made between HIV and NCDs – see why this matters to patients like her.

Diarist feedback and journeys as advocates

Diarists were invited to provide feedback on their perception and experience of the diaries. Data was collected through two individual questionnaires: one conducted directly after the publication of each series via the Our Views, Our Voices website (open only to diarists from the latest series), and one conducted during this evaluation via WorkForms for all diarists, and alliances who assisted with diary development. In the latter questionnaire, 24 of 55 Diarists responded, three diarists' emails failed to deliver, and one advised they could not access the site. In addition to these questionnaires, a one-hour qualitative group discussion over Zoom per series was held (five sessions in total). Group discussions were facilitated by Our Views, Our Voices team members.

Findings show that most Diarists had a positive overall experience. They considered the diaries project a valuable and well-supported training opportunity that significantly boosted their advocacy and confidence. The process was reported as humanising and educational, broadening diarists' experiences and inspiring and motivating them to seek further advocacy opportunities, including further involvement with NCDA. The multimedia format also accommodated diverse communication preferences.

“The fact that the NCD diary has different formats allows for creativity and takes care of everyone in terms of how people perceive and communicate information.”

“This experience helped create a sense of solidarity and support reminding me that I am not alone in my struggles and connected me with a community of individuals who have faced similar struggles.”

Diarists reported that they approached their advocacy with increased confidence, became active in national and global NCD advocacy institutions, engaged more on social media, joined broader communities, and addressed NCDs more comprehensively. They reported being able to tell their stories more powerfully, connect with more people in mutually empowering ways, and advocate in various settings like schools, forums, and conferences.

“Being a diarist has given me a platform to share my journey with non-communicable diseases (NCDs) in a way that feels authentic and relatable. Through writing my experiences, struggles, and triumphs, I’ve been able to raise awareness about the impact of NCDs on individuals and communities.”

“I have proudly shared my podcast diary among my social media networks, as well as friends, family and colleagues.”

Diarists found the training process helpful and supportive but noted room for improvement in the modules and information materials. Some other challenges highlighted include the word counts being limiting, use of the microsite, language and time zones, and privacy and confidentiality. Some diarists flagged the need for sensitivity and support due to the highly emotional nature of the process.

From an advocacy perspective, some Diarists still did not feel confident to reach out to policymakers after completing the project – this could be an important area for further training, especially given the interest among Diarists to have increased capacity through funding or support in public storytelling and to be further involved in cross-collaborative advocacy.

“Long-term engagement and follow-up: Implement strategies for long-term engagement and follow-up with diarists beyond the initial diary entries. This could include regular check-ins, follow-up surveys, or opportunities for ongoing participation in advocacy efforts or community-building activities. Maintaining ongoing connections with diarists can help sustain their involvement in the project and deepen its impact over time.”

“Invest in building the capacity and empowerment of Diarists to become advocates and leaders in their communities.”

Diarists ranked six elements of the NCD Diaries project in terms of operationalizing their meaningful involvement. Lived experience-driven thought leadership and calls to action were considered most important, while the Our Views, Our Voices Advisory Committee's role were viewed as the least important. Opinions on compensation were divided, with eight diarists ranking it as a top three priority and another eight ranking it as the least important. It should be noted that there was compensation provided for country alliances in Series 5 who supported diarists in developing their entries. This was because Series 5 included some individuals who did not have the technical means to upload their diary and/or were in humanitarian settings.

Use of NCD Diaries

Since the publication of Series 1, 20 diarists have had media and advocacy engagements involving their diary. This includes but is not limited to, speaking roles at national and global high-level meetings and roundtables, features in documentaries, and diary promotion in platforms such as the BBC and Health Policy Watch. Engagements by diarists have placed them in conversation with policymakers. For example, Jaime Barba, a Series 1 diarist, was involved in advocacy for amendment of Mexico's tobacco control law, and Sabiha Khan, a Series 5 diarist, shared her story at a national stakeholder meeting on NCDs. Sally Agallo, another Series 1 diarist, was featured in a film titled "Combining Care to Save Lives" which was shortlisted for the WHO Film Festival in 2023. It should be noted that the 20 diarists' figure is based on engagements that NCDA are aware of; the remaining diarists may have used their diary in media and advocacy engagements, but did not advise NCDA of these, and were therefore not accounted for in the evaluation.

Within NCDA, team members had referred to the NCD Diaries in their work, as research or knowledge products, a tool for policy and advocacy, in partnerships or outreach to partners, as well as for media and speaking opportunities.

Teams within NCDA noted that the diaries were helpful for their internal work by providing compelling stories of lived experiences that emphasized the meaningful involvement of people with NCDs in policy and practice. These stories strengthened arguments for social and financial support and highlighted the connections between NCDs and sustainable development goals. The different media formats catered to various audiences, helping to build a storytelling narrative and serve as rich content for social media, partnerships, and multimedia productions.

The diaries also supplemented and strengthened NCDA's policy work, and fostered connections between Diarists and interested media and NCDA members.

Regarding the future development of the NCD Diaries project, team members are keen to maintain momentum by connecting NCD Diaries to global advocacy. They suggested follow-up series on the advocacy journeys of Diarists and expanding the multimedia platform through additional partnerships, and more stories with less editorial control.

Limitations of the NCD Diaries evaluation

Some limitations have been identified in conducting the evaluation. One key limitation was missing data. Around half of all Diarists, and a few NCDA team members, responded to the questionnaires sent to them, which may introduce response bias and potentially omit important viewpoints not considered here. Participation bias may have arisen, as those who do not speak English as their primary language may have felt less able to express their views. Some Diarists may also not have enough time to complete the questionnaire.

In addition, data from recordings of feedback sessions with Diarists were varied: series 1, 2, and 4 had recordings, while series 3 and 5 had no recordings, the latter of which was due to technical issues. However, feedback across sessions where recordings and notes were available, show very similar feedback between cohorts of Diarists, therefore, it can be expected that missing data may not cause significant issues for the analysis in this evaluation.

Time constraints in producing the evaluation means that analyses were not as extensive, such as thematic analysis. However, the methodology was refined to allow the evaluation to be conducted in the time period available, whilst ensuring that the main, and important, findings were highlighted.

Discussion and recommendations

Increasing public demand and support for people living with NCDs is crucial for influencing policymakers. Effective advocacy involves framing powerful arguments, amplifying messages, and investing in relationships with community groups. However, NCD advocates often face challenges in influencing policy, particularly in low and lower-middle income countries where civil society alliances are fewer or less resourced. Engaging local communities through training and mentoring can strengthen local advocacy organisations.

This evaluation found that many Diarists did not feel confident engaging with policymakers but are interested in more engagement with NCDA and collaborating with advocacy organisations. This highlights a critical area for future initiatives and has the potential to pool resources for more coordinated efforts. By equipping Diarists with skills to build trust and credibility with local decision makers, they can gain more power in their advocacy.

Recommendations

To enhance the NCD Diaries as an advocacy resource, it is recommended to continue the project with an emphasis on follow-up action and connectedness. Firstly, resources, training, and introductory materials for new cohorts of diarists should be regularly updated, with the aim of addressing any barriers to meaningful participation. Gaps in representation of diarists should be addressed, including expansion of youth and male involvement, and amplifying underrepresented NCDs and regions. Recognising Diarists' efforts through a format of remuneration alongside continued systematic feedback, is recommended to enhance motivation and engagement.

Expanding multimedia storytelling with flexible editorial control can improve engagement, especially if content is reposted onto social media platforms where bitesize, 'raw' content is more popular. A social media strategy dedicated to the diaries, leveraging Instagram Reels, TikTok, and multi-slide posts on LinkedIn and Twitter, will maximize audience reach and narrative depth. Posts should also be consistent throughout the year. Creating a trend, using NCDA's existing hashtag, #NCDvoices can encourage viewer engagement and participation and create an accessible digital grassroots movement. Furthermore, centralising NCD Diaries content on the NCDA and ActOnNCDs websites, supported by paid promotion and prominent visual elements, will improve visibility and engagement.

Following up on advocates' journeys after their participation will strengthen the project's impact. Diarists would benefit from additional training, particularly around advocacy and media engagement, accompanied with more opportunities to enact their learnings and engage directly with policymakers, media and healthcare providers to promote calls to action. Finally, fostering ongoing connections between Diarists, country representatives, the media, and global advocates will strengthen advocacy networks.

Conclusion

The NCD Diaries are a powerful repository of lived experiences, crucial for advocating policy and practice changes in NCDs. They inspire and train advocates effectively, suggesting high reproductive value for future impact.



OUR VIEWS, OUR VOICES

An initiative by the NCD Alliance and people living with NCDs

