

# NCD Alliance Webinar

Wednesday 13th June, 2018



**NCD Alliance**

PUTTING NON-COMMUNICABLE DISEASES  
ON THE GLOBAL AGENDA

# Agenda

- Updates from WHA 71
- Guest Presentation by EPHA: Trade and NCDs
- Preparations for UN HLM on NCDs
- ENOUGH Campaign
- Putting People First: Our Views, Our Voices

# Speakers

Jess Beagley, Policy Research Manager, NCD Alliance

George Thurley, Policy Officer, European Public Health Alliance

Priya Kanayson, Senior Advocacy Officer, NCD Alliance

Lucy Westerman, Senior Policy & Campaigns Officer, NCD Alliance

Cristina Parsons Perez, Capacity Development Director, NCD Alliance

# Updates from WHA71



# WHA 71 Highlights

## Launch of WHO NCD Investment Case, [Saving lives, spending less: A Strategic Response to NCDs](#)

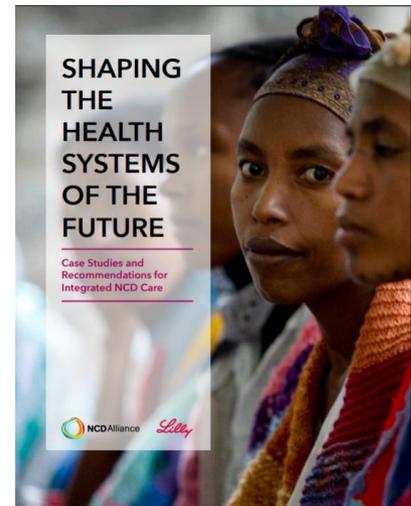
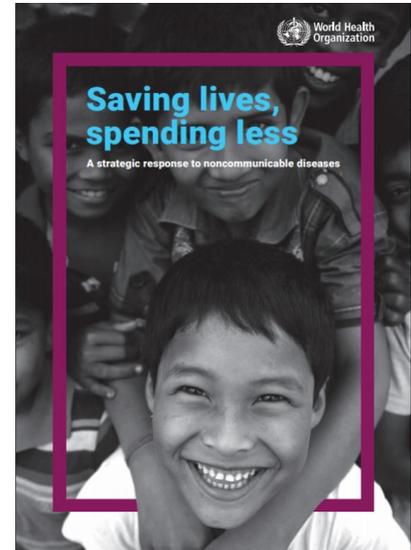
- World's poorest countries can gain US\$350 billion by 2030 by scaling up investments in preventing and treating NCDs at an additional cost of US\$1.27 per person annually - saving 8 million lives
- For every US\$1 invested in scaling up actions to address NCDs in low- and lower-middle-income countries (LLMICs), there will be a return to society of at least US\$7 in increased employment, productivity and longer life

## Walk the Talk Event on Sunday 20th May

## 30+ NCD Side Events

## Joint Report by NCD Alliance and Eli Lilly [Shaping the Health Systems of the Future: Case Studies and Recommendations for Integrated NCD Care](#)

- Draws upon interviews with global experts and health practitioners around the world
- Case studies demonstrating the practical benefits of an integrated approach to NCDs, drawn from countries including India, Malawi, Rwanda, Ethiopia, Kenya and Vietnam



# 11.7 Preparation for third UN HLM on NCDs

Documents [A71/14](#) and [A71/14 Add.1](#)

## Member State Discussions

- Whole of society approach (engage NSAs, health workforce, communities); financial investment; public awareness campaigns
- Challenge of policy coherence between economics and trade and health environments remains a challenge (Malaysia)
- Portugal committed to becoming trans-fat free
- UK to host first ever Global Ministerial Summit on Mental Health (Oct 2018)
- Italy questioned application of fiscal policies to food and ingredients

## Resolution [WHA71.2](#)

- Welcomes Montevideo Roadmap as a contribution to the preparatory process leading to the third High-level Meeting
- Urges Member States to be represented at the level of HoG at the UN HLM on NCDs and to call for action through a concise, action-oriented outcome document
- Request the DG to report to WHA 72, through the EB 144, on the outcomes of the HLM and its follow-up

[NCD/ADI statement here](#)

# 11.1: Draft 13<sup>th</sup> General Programme of Work

Document [A71/14](#)

## Member State Discussions

- Several Member States in the EURO and EMRO regions made direct reference to NCDs in their statements (Qatar, Pakistan, Netherlands, Finland)
- Investment case to accompany the GPW13 requested by the EB was not yet available

## Resolution [WHA71.1](#)

- Approves the GPW13
- Requests the WHO DG to provide a report to the 75th WHA to inform potential extension to 2025 of the GPW13 in order to align with the wider UN planning cycle

UICC/NCDA statement [here](#)

*It is our partnership that will translate the plan into action*



# 11.4: Health, Environment and Climate Change

Document [A71/10](#), [A71/10 Add.1](#), [A71/11](#)

## Member State Discussions

- Particular action needed to protect vulnerable populations
- Bulgaria: “Climate change affects everything and there is a need to promote actions that benefit everyone” - other MS called for multisectoral action, action beyond health sector, and promotion of co-benefit outcomes
- Discussion about “no regrets measures”
- Noted the three reports prepared

## WHO Secretariat

- Increased collaboration between cluster for climate and other determinants of health and NMH clusters in the lead up to HLM, taking the opportunity to address NCDs by reducing burden of air pollution and other environmental risks.
- “No regrets measures” simultaneously good for health and environment - need to respect commitments made elsewhere including UNFCCC and Convention on Biological Diversity. Best available evidence, continue to do so.
- **“It will be necessary to find ways to uncouple economic growth and poverty alleviation from environmental degradation”**



# 11.8: Preparation for a HLM on Ending Tuberculosis

Documents [A71/15](#), [A71/16](#), [A71/16 Add.1](#), [A71/A/CONF/6](#), [A71/A/CONF/6 Add.1](#)

## Member State Discussions

- Need for multisectoral and multistakeholder approach to eliminate TB, with leadership at the highest level
- Importance of ensuring access to early diagnosis, quality & affordable treatment
- Integration of TB services into UHC; patient-centred approach; reaching vulnerable populations and those farthest behind

## Resolution [WHA71/3](#)

- Requests WHO to support MS in preparation for HLM; implement Moscow Declaration; provide technical & strategic leadership and support; develop global strategy for TB research & innovation
- Present draft accountability framework at the HLM on 26 Sept
- Report to WHA72 on implementation of resolution

WHF/NCDA Statement [here](#)

# 12.2: Physical Activity for Health

Documents [A71/18](#), [Draft global action plan on physical activity 2018–2030](#)

## Member State Discussions

- GAPPA warmly welcomed & wholeheartedly supported
- Contribution of PA to reducing burden of NCDs specifically, and more broadly to achieving SDGs
- South Africa: Links with physical environment - need a multisectoral approach, create 'active systems' involving parents, educators, and employers
- India: Aims to include 200 million children in massive national sports programme
- Thailand OBO SEARO: Look forward to an era of PA for all, rather than only reducing physical inactivity
- Need monitoring and evaluation of framework, including reporting of disaggregated data

## Resolution [WHA71.6](#)

- Adopts target of 15% reduction in prevalence of physical inactivity in adults and adolescents by 2030, & calls on WHO DG to:
- Implement GAPPA, providing support to MS with relevant partners;
- Finalise a monitoring and evaluation framework by December 2018;
- Produce the first global status report on physical activity before the end of 2020;
- Update the 2010 Global Recommendations on Physical Activity for Adolescents and Adults;
- Report to the WHA in 2021, 2026 & 2030

WCRFI/NCDA/ISPAH/WOF/UICC Statement [here](#)

**NEW: Global Action Plan on Physical Activity 2018 - 2030**

**More people Active for a Healthier World: [here](#)**



# 12.3: Women's, Children's and Adolescents' Health

## Documents [A71/19 Rev.1](#)

### Member State Discussions

- Investing in women, girls, and adolescents essential for health and well-being of populations and for sustainable development
- Violence against girls and women a public health issue, implications for mental health
- Proper nutrition, especially during the first 1,000 days, key to development and health outcomes later in life
- Tensions on language around access to safe abortions - some MS do not view it as a human right or component of maternal health, while others do

### Secretariat Actions

- WHO to work with partners to develop guidelines to fast-track implementation of [Nurturing Care Framework](#)
- Accelerate implementation of [cervical cancer](#) flagship programme

[WCRFI/NCDA/UICC/WOF/1000 Days Statement](#) [here](#)



# 12.4: mHealth

## Document [A71/20](#)

### Member State Discussions

- Transition complete from a Digital Health Revolution to a Digital Health Movement (India)
- Bolster health systems, enable widespread access to healthcare even in remote populations, daily support for people living with NCDs / other chronic conditions

### Resolution [WHA71.7](#)

- 11 actions for Member States, including to consider how digital technologies could be integrated into existing health systems infrastructures; and to develop legislation and data protection policies around issues such as data access, sharing, consent, security privacy.
- 8 actions for WHO DG, including to provide technical assistance and normative guidance to Member States for scaling up the implementation of digital health; and to develop a repository on regulations, evidence related to improvements and unintended effects regarding health promotion, disease prevention, and access to health services
- Report to be submitted to WHA73

[NCD Alliance/UICC Statement here](#)



# 12.6: Maternal, infant and young child nutrition

Documents [A71/22](#), [A71/23](#)

## Member State Discussions

- Primarily focused on welcoming biennial reports on *Maternal, infant and young child nutrition: Comprehensive implementation plan on maternal, infant and young child nutrition, & Safeguarding against possible conflicts of interest in nutrition programmes*, with strong support for protecting and promoting breastfeeding.
- 13 MS submitted a [Draft Resolution on Infant and Young Child Feeding](#). Subsequently, the US proposed an [alternative decision point](#) on the Resolution and Member States spent the following 2 days in a drafting group negotiating a new Resolution that was finally proposed.

## Resolution [A71.9](#)

- The IYCN [Resolution](#) adopted was sponsored by 18 MS, and while it is positive in that it reinforces the importance of protecting and promoting breastfeeding, it is not as strong as the original proposal, with references to supporting implementation of the *WHO Code of Marketing for Infant Formula (The Code)* and *WHO Guidance on Ending the Inappropriate Promotion of Foods for Infants and Young Children* weakened or removed entirely.

The Union/NCDA/Vital Strategies Statement [here](#)

# 12.8: Rheumatic fever and rheumatic heart disease

Document [A71/25](#)

## Member State Discussions

- Disproportionately affects vulnerable populations including women, children and indigenous peoples - inextricably linked to SDoH; aligned with priorities of GPW13 and synergies with other SDGs
- Needs cross-WHO and whole of society approach, including communities
- Simple and cost-effective to prevent burden of disease

## Resolution [WHA71.14](#)

- 5 actions for Member States, including to address the socio-economic determinants of RHD, to improve access to timely healthcare and technologies
- Disproportionately affects vulnerable populations including indigenous
- 3 actions for International Stakeholders, including for the international community to place RHD at the heart of the prevention and control agenda
- 5 actions for WHO DG, including to report on the extent of the burden and nature of RHD and to submit a report of progress to WHA74

[NCD/ADI Statement here](#)

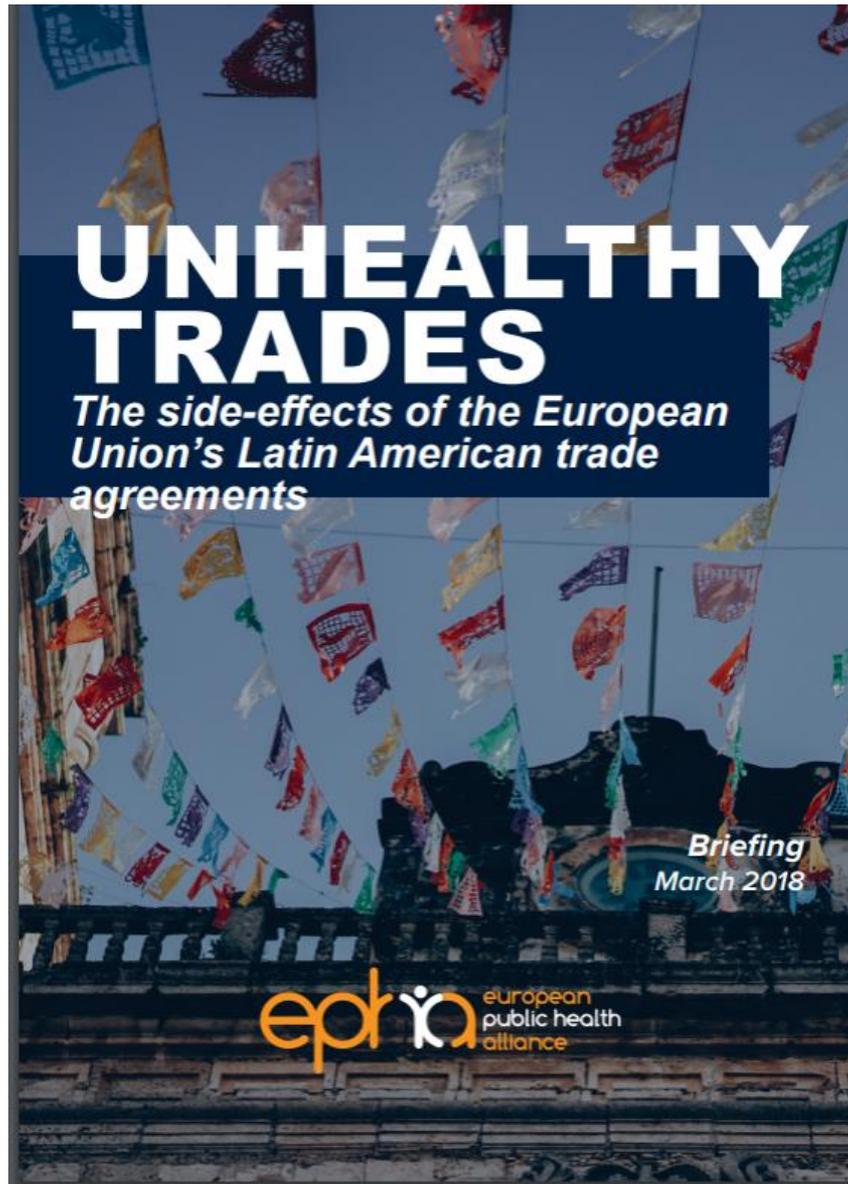
Q&A



# EU-LATIN AMERICA TRADE & PUBLIC HEALTH

european public health alliance





**FIND ONLINE AT [EPHA.ORG](http://EPHA.ORG)**

# **SUMMARY**

- **HEALTH & TRADE CONTEXT**
- **TOBACCO AND HFSS FOOD**
- **MEAT AND ANTI-MICROBIAL RESISTANCE**
- **TRANSPARENCY AND IMPACT ASSESSMENT**



## **HEALTH & TRADE CONTEXT**

- **HEALTH IN LATIN AMERICA SUBSTANTIALLY IMPACTED BY PREVIOUS TRADE DEALS E.G. NAFTA/CAFTA**
- **HEALTH-PROTECTING LEGISLATION ALREADY TARGETED IN MERCOSUR E.G. PHILIP MORRIS V. URUGUAY**
- **TOBACCO, ALCOHOL AND DRUG USE, AND UNHEALTHY DIET RISKS AMONG TOP FIVE HEALTH RISK FACTORS IN ALL MERCOSUR COUNTRIES**

# TOBACCO

## Overview of concluded and ongoing FTAs

	TTIP	Mercosur	India	Japan
State of play	Negotiations on hold	Ongoing negotiations	Ongoing negotiations	Ongoing negotiations
Starting date	06/2013	Suspended in 2004; relaunched in 5/2010	6/2007	11/2012
Tentative end date				End of 2017
Next steps	15th round: 10/2016 A joint EU-US Report on progress to date was issued on 17/1/2017 <sup>3</sup>	29th round: 2-6/10/2017 Next round planned for 6-10/11/2017	After summer of 2013, negotiations were stalled. In 01/2016, discussions resumed. No new round scheduled	Agreement in principle announced on 6/7/2017
Negotiating mandate	<a href="#">11/03/13</a>	Based on 1999 negotiation directives: 9340/99	7013/07	<a href="#">15864/12 ADD 1 REV 2</a>
Impact assessment	<a href="#">12/03/2013</a>	<a href="#">03/2009</a> ; New IA requested by various MS led by FR. Cumulative IA of ongoing and upcoming FTAs on EU agriculture published on 15/11/2016 <sup>4</sup>	Yes: <a href="#">06/2009</a>	<a href="#">04/2016</a>
Main EU offensive and defensive interests (OI/DI)	<b>OI:</b> MA for GP including at state and city level, machinery, motor vehicles, services, PAPs, dairy, pig meat, wines & spirits, GI protection, NTB removal; <b>DI:</b> MA for beef, ethanol, poultry, cereals, pig meat, SPS protection (hormones, GMOs, pesticides).	<b>OI:</b> MA for GP, motor vehicles, machinery, chemicals, pharmaceuticals, financial services, telecommunications, wheat, beverages, tobacco, SPS, animal welfare, RoO, IPR & GI protection; <b>DI:</b> MA for beef, ethanol, sugar, poultry, rice, SPS protection.	<b>OI:</b> MA for GP, services & investment, transport equipment, motor vehicles, raw materials and energy, processed dairy products, poultry, wines & spirits, fisheries, NTB removal, IPR & GI protection; <b>DI:</b> MA for services, cars, textile and clothing, leather, dairy, fruits & vegetables, sugar, generic drugs, labour mobility.	<b>OI:</b> MA for food, feed & processed foods, wines & spirits, tobacco, business & financial services, railroad equipment, SPS, GP, NTB removal, GI protection; <b>DI:</b> MA for motor vehicles, machinery, chemicals, pharmaceuticals, transport equipment.

Source: Council of the European Union (2017), Agriculture and Fisheries Council, Note on Trade-related agricultural issues

## **TOBACCO AND HFSS FOOD**

- **TOBACCO EXPLICITLY LISTED AS EU OFFENSIVE INTEREST**
- **LOWERED TARIFFS AND INCREASED FDI COULD MAKE HIGH FAT, SUGAR OR SALT FOOD AND DRINK MORE ACCESSIBLE**
- **EU PROPOSED WORDING COULD THREATEN PUBLIC HEALTH LABELLING SCHEMES**
- **COULD INCREASE SUGAR IMPORTS TO THE EU, OR PRODUCTION OF ISOGLUCOSE FROM IMPORTED MAIZE/WHEAT STARCH**

# MEAT AND ANTI-MICROBIAL RESISTANCE

- **MERCOSUR COULD EXACERBATE EU OVER-CONSUMPTION OF RED MEAT, AND INCREASE ENVIRONMENTAL HEALTH ISSUES IN MERCOSUR FROM BEEF PRODUCTION**
- **FAST-TRACKING OF ANIMAL IMPORTS COULD INCREASE SPREAD OF AMR**



## **TRANSPARENCY AND IMPACT ASSESSMENT**

- **TBT CHAPTER ENABLES PRIVATE SECTOR PARTICIPATION**
- **SIA NOT YET RELEASED, HAS LITTLE-NO EFFECT ON NEGOTIATIONS**



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# Preparations for the UN HLM on NCDs



# The Road to the UN HLM on NCDs

## Outcome Document for the HLM on NCDs

- Proposed [draft elements paper](#) for a *political declaration* presented on Thursday 7 June to Member States in NY
  - Entitled *Time to Deliver: Accelerating our response to address NCDs for the health and well-being of present and future generations*
- Language on health as a human right; mHealth; addressing childhood obesity; mental health; UHC; access to treatment; meaningful involvement of civil society & PLWNCDs; private sector engagement; accountability; financing; implementation of fiscal policies; UN review in 2025
- MS want concise, political document that does not reopen technical aspects agreed by WHO
- First informal negotiations take place Friday 29 June in NY

## Next steps

- NCDA to share analysis of draft elements with MS
- Encourage all to share proposed language over next week

# The Road to the UN HLM on NCDs

## Interactive Hearing ahead of UN HLM on NCDs

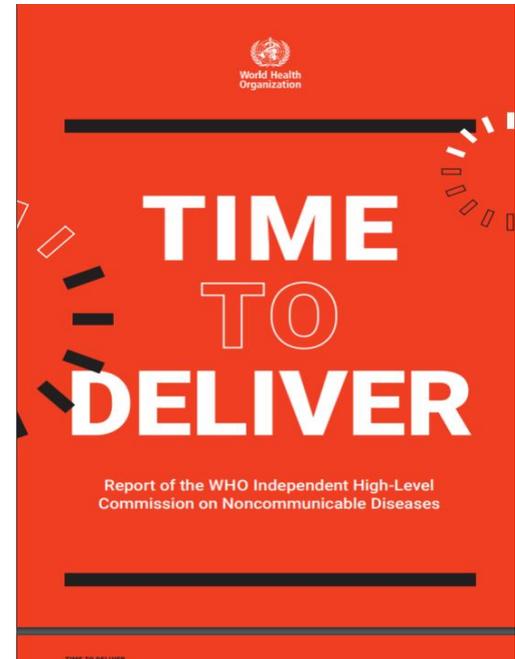
- Thursday 5 July at UN HQ in New York
- List of organisations with special accreditation posted [online](#) (for hearing and HLM)
- Registration [now open](#) and closes Thursday 21 June
  - Each organisation can register up to 5 people
- Concept note [online](#), final programme forthcoming
  - Opening and closing sessions
  - Four multistakeholder panels
  - Interactive Q&A / statements from the floor
- CSO pre-meeting 1-4pm on 4 July, Vital Strategies office, 61 Broadway Suite 2800 - RSVP to [pkanayson@ncdalliance.org](mailto:pkanayson@ncdalliance.org)
  - Opportunity for civil society advocates to share priorities and strategise ahead of the interactive hearing

**Registration for HLM will open beginning of July**

# WHO High-Level Commission Report

- [Launched](#) Friday 1 June in Geneva
- 6 themes for recommendations
- Diverse views across Commissioners
- Strengths: High-level leadership, civil society, accountability, generally comprehensive
- Weaknesses: PLWNCDs, CDoH, STAX, sometimes too highly selective
- Joint Civil Society [Statement](#) - over 200 organisations signed on

Commission now exploring second phase of its work



Q&A



**ENOUGH.**

**OUR HEALTH. OUR RIGHT. RIGHT NOW.**

# Walking the Talk: WHO's Health for All Challenge

**Our ENOUGH motto for WHO's Walk The Talk:  
Together we are stronger, Together we can beat NCDs**



# ENOUGH. #enoughNCDs - resonating

## Explore Hashtag & Keyword #enoughNCDs May2018



View Interactive Map

0 1,234

### The influencers of #wha71

#### Top 10 by Mentions

- @WHO 26,972
- @DrTedros 12,516
- @UrugwiroVillage 2,925
- @UNICEF 2,278
- @womeninGH 1,761
- @ncdalliance 1,610
- @Salud\_Ec 1,451
- @ifmsa 1,404
- @JoseNarroR 1,340
- @unfoundation 1,104

#### Top 10 by Tweets

- @ncdalliance 323
- @GlobalHealthOrg 281
- @StudentSurgNet 252
- @womeninGH 231
- @brianwong\_ 230
- @asoucat 227
- @Guttempler 222
- @monitor\_PH 207
- @IlonaKickbusch 200
- @theG4Alliance 197

Tweet

Tweet

## WHA71 agenda on social media

Top 10 co-occurrences with #WHA71 and selected tweets\* from May 20-25

### CEO of Women Deliver

When we talk about development, #SDGs and universal health coverage, let's never forget #genderequality and #SRHR. This is also about women's agency, status in society, and right to decide on their own bodies and fertility. Without that no #HealthForAll.

### NCD Alliance

"Without buy-in at the highest levels possible, progress is not possible." We agree, @DrTedros - we need high level engagement in the issue of #NCDs in the lead up to #HLM3. #enoughNCDs #beatNCDs #HealthForAll

### Dominique Vervoort, Chair of International Student Surgical Network

Over the span of #WHA71, 259,200 people will have died because of lack of access to #SafeSurgery & #Anaesthesia. If this would be an epidemic, natural disaster, or warfare, special measures would've been taken [...] #GlobalSurgery

### Matthias Bonk, Consultant

#WHA71 German MoH @jensspahn announcing Germany's contribution of 5 million Euros for #Ebola response - Increasing role of Germany in #globalhealth #UHC - calling for @WHO to lead and coordinate global strategic action plan for #SDGs

### President of Global Development at BMGF

Like @WHO, the @GatesFoundation strongly believes that everyone deserves the opportunity to lead a healthy and productive life. At #WHA71, I'm looking forward to helping advance the collective effort to make #UHC a reality.

### UNICEF

Investing in early childhood development is smart. It boosts health, productivity, social cohesion & the benefits continue for generations. - Share the new #NurturingCare Framework

### Dr. Tedros, Director General (WHO)

The #Ebola response in #DRC needs the full support of the international community. We thank @POTUS and the US Government for the generous support of up to \$8 million. Thank you @SecAzar for your contribution to global health and #HealthSecurity

### Annermie Hou, Chief of Staff UNAIDS

Global Health leaders @MichelSidibe and @DrTedros united for healthy societies. Ending AIDS and reaching Universal Health Coverage are synergistic journeys towards the Sustainable Development Goals! #EndingAIDS #UHC #SDGs

- 1 #uhc
- 2 #healthforall
- 3 #ncds
- 4 #enoughncds
- 5 #beatncds
- 6 #walkthetalk
- 7 #nurturingcare
- 8 #globalsurgery
- 9 #healthsecurity
- 10 #sdgs

## 4 days WHA71: What's been on the agenda so far?

Top 10 co-occurrences with #WHA71

20th May	21th May	22th May	23rd May	24rd May
1 #healthforall	1 #uhc	1 #uhc	1 #uhc	1 #uhc
2 #walkthetalk	2 #healthforall	2 #healthforall	2 #nurturingcare	2 #healthforall
3 #heroinesofhealth	3 #ncds	3 #ncds	3 #healthforall	3 #ncds
4 #uhc	4 #enoughncds	4 #enoughncds	4 #EWECisME	4 #globalsurgery
5 #womensingh	5 #safesurgery	5 #together4health	5 #ncds	5 #beatncds
6 #beatncds	6 #healthsecurity	6 #beatncds	6 #earlymoments matter	6 #indigenouswfpba
7 #enoughncds	7 #beatncds	7 #sdgs	7 #socialgood	7 #socialgood
8 #chmm**	8 #srhragenda	8 #phc	8 #midwives	8 #climatechange
9 #ncds	9 #srhr	9 #socialgood	9 #endtb	9 #amr
10 #gpw	10 #globalsurgery	10 #gpw	10 #amrworkshop	10 #snakebite

\* Analysis of 15,000+ tweets that included #WHA71. Cleaned of hashtags pushed by trolls and obvious hashtags such as #globalhealth, and location hashtags (#Geneva).  
\*\* Commonwealth Health Ministers Meeting.

# Website - Take Action & Pledge

## PLEDGE TO ACT ON NCDs FOR THE 2018 HLM & BEYOND

Much of the suffering and death from NCDs is premature and/or preventable. We have known the solutions, the statistics, the injustice and urgent need for leadership on NCDs for a long time. We have had enough of waiting for meaningful action.

Everyone has a role to play to prevent and control NCDs – We can all be agents of change – including you.

We invite you to step up to and pledge how you will take action to ensure that the 2018 HLM on NCDs accelerates the NCD response, and that the momentum continues well beyond September. The NCD Alliance will put pledges on the map of impact\* and see where pledges really do translate from words to meaningful action.

### How do you pledge to act on NCDs?\*

- Be an NCD leader
- Put people first
- Boost NCD investment
- Step up action on childhood obesity
- Adopt smart fiscal policies that promote health
- Save lives through equitable access to NCD treatment and UHC
- Improve accountability for progress, results and resources
- Other

What specifically do you pledge to do (optional)?

PLEASE TELL US A BIT ABOUT YOURSELF

## INSTANT ACTIONS

It only takes a few minutes to take a step and contribute

## GENERATE MOMENTUM

Reach out to decision makers and have your say

## EXTRA MILE

It only takes a few minutes to take a step and contribute

### Know the facts

Learn about NCDs, the HLM, and what needs to be done to stop preventable death and suffering from noncommunicable diseases. Great places to start are:

[NCD ALLIANCE](#) [WHO: BEAT NCDs](#)

### Share. Engage. Act. Inspire. Change.

- Contribute to 'Voices of Change'. We are all affected by NCDs, add your voice to the campaign through 'Voices of Change'. Voices of Change will be integrated into HLM advocacy and ENOUGH communications, and shared with country Missions to the UN in New York as part of the ENOUGH campaign.
- Share 'Voices of Change' quotes, champion quote cards, infographics, video messages or key messages through social media. Simply click and share where you see social sharing icons and remember to include #enoughNCDs.
- Create your own tweet or message for social media, and remember to include #enoughNCDs... you might like to use the prompt question: "When it comes to NCDs, what have you had enough of?"
- For more tips on using social media to join the campaign, check out our guides for individuals and civil society organisations.
- Share your story with through the [WHO NCDs&Me portal](#) and engage directly with people to show the human face of NCDs.
- Subscribe to [ENOUGH campaign updates](#) for regular updates on the HLM process, as well as opportunities to engage.
- Sign up to the [NCD Alliance newsletter](#) for the latest NCD news, events, jobs and developments.
- If you are a person living with an NCD, [register for the 'Our Views, Our Voices' Group](#).
- Stay tuned to the NCD's social media [@ncdalliance](#) and [#enoughNCDs](#) – Follow, like, share, comment, engage.
- Want to step up your engagement a notch? Check out the pages below:

'Contact your government, record a video message, write a blog'  
**Embrace the power of the pen (& keyboard)**

- Write a letter to your Minister of Health / Foreign Affairs / Finance / Development to discuss your priorities on health and NCDs. Here's an [example of a template letter](#) for encouraging governments to engage in the 2018 UN HLM on NCDs and key asks. You can also check out our tip sheet for writing.

### Who could you contact?

- The Prime Minister or President, key advisers and staff;
- Minister of Foreign Affairs or Development, key advisers and staff;
- Minister of Health, including NCD focal points and key advisers;
- Minister of Finance, key advisers and staff;
- Members of government task forces or committees on the HLM;
- Your country's UN Missions in New York and Geneva;
- Politicians and policy officials in related ministries required for policy coherence, such as finance, education, environment, trade, transport, agriculture;
- Influencers – such as parliamentarians, civil society leaders, healthcare professionals, donors, business leaders, opinion leaders, and the media.

### Write a Blog or OpEd

The NCD Alliance has a blog and we welcome well written submissions from network members ([get in touch here](#)). Other members of our network also have blogs and you may be able to submit writing on a theme related to their focus of work.

Alternatively, pitch a story, write a letter to the editor or an op-ed for a local or national paper – and don't forget to let us know when it's published.

### Know the facts

Learn about NCDs, the HLM, and what needs to be done to stop preventable death and suffering from noncommunicable diseases.

[NCD ALLIANCE](#) [WHO: BEAT NCDs](#)

### Share. Engage. Act. Inspire. Change.

#### Collaborate and convene

Is there already an NCD alliance in your country or region? There are 55 around the world, and there may be one near where you live. [Visit the directory of National & Regional NCD alliances](#).

- Connect with existing NCD alliances and NCD civil society who may have an interest in your area of expertise. See what they have already been doing to campaign and advocate before the UN HLM on NCDs, and see how you can support their work.
- Convene an alliance if there isn't one in your country or region – explore the NCD's [Practical guide on how to build effective national and regional NCD alliances](#).
- Conduct a mapping exercise in your country (or region), to identify the timeline, opportunities to influence, and key stakeholders.
- Keep an ear out for civil society or government briefings on the UN HLM on NCDs that are being organised and try to attend.
- Convene local advocacy groups to share why NCDs matter to them, document the outputs from the meeting, and communicate through blogs and media.
- Convene a discussion forum or meeting with similar stakeholders to discuss priorities and opportunities for progress that the HLM presents, and identify how to leverage milestones along the way to maximise that progress.
- Coordinate a briefing for ministers on NCDs, the HLM and the importance of engaging in the HLM process and meeting itself.

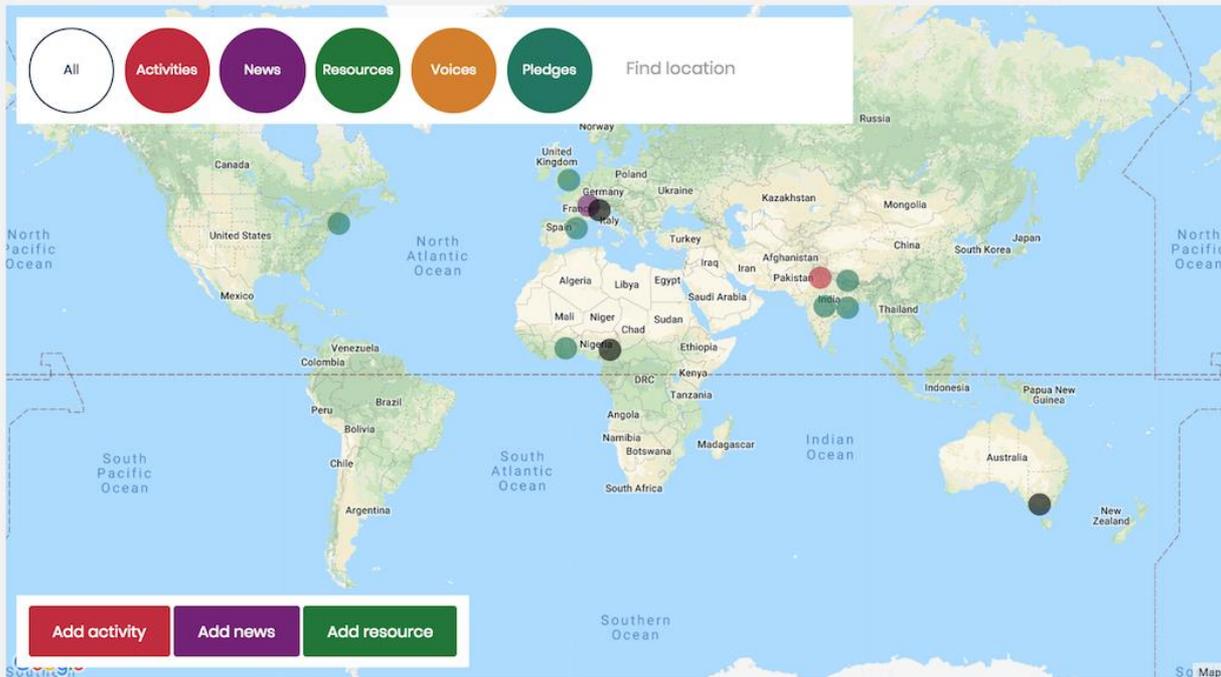
Take a range of actions instant actions, momentum building, going the extra mile, pledge to act

# Website Update: Map of impact

ABOUT TAKE ACTION CAMPAIGN PRIORITIES VOICES & CHAMPIONS MAP OF IMPACT UPDATES & RESOURCES

## MAP OF IMPACT

The Map of Impact shows where ENOUGH is resonating around the world, and we welcome submissions of your own local news, events and resources. Voices of Change and Pledges will also be added to the map to demonstrate just how far and wide NCDs are impacting on people and need action for change. We accept contributions in English, French or Spanish.



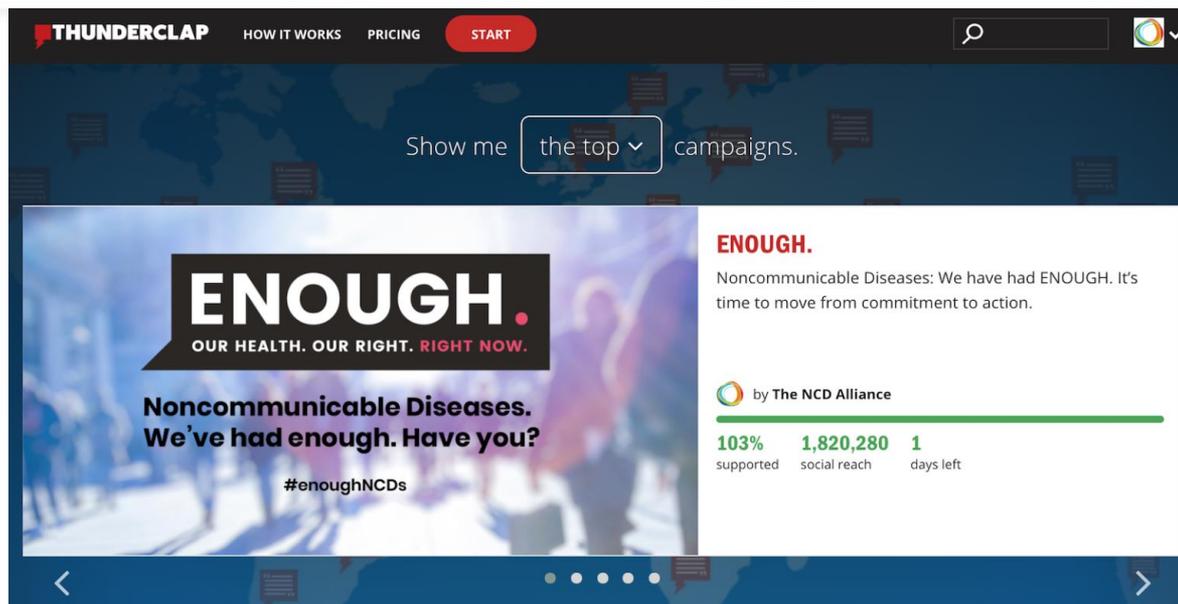
**Pledge**  
**Prof (Dr) Sudhir Kumar Satpathy**  
I pledge to  
**Be an NCD leader**  
Provide local, national and regional platforms, become part of international collaboration

**Activity**  
**Walk the Talk in India**  
As part of celebrations of the World Health Organization's 70th anniversary in 2018, WHO is staging a major health promotion event in Geneva on the eve of the 74th World Health Assembly. For those who can't be in Geneva, WALK WHERE YOU ARE!  
For #WalkTheTalk events, HBDAY India's social media campaign will use a content repository that we have developed for online dissemination which also includes video bytes from the participants, live-feed from the venue and active engagement of the participants for global outreach using the hashtags #WalkTheTalk, #enoughNCDs, #BeatNCDs #COVID, #WLNCDs, and #HealthonAll. In addition to original posts on Facebook, Twitter and Instagram using these hashtags and tagging influencers, we will be retweeting/reposting content.

**News**  
**Time to Deliver: A Do or Die moment for Noncommunicable Diseases**  
The NCD Alliance today warmly welcomed the report of the WHO Independent High-Level Commission on Noncommunicable Diseases (NCDs), Time to Deliver.

Submit & find news & events on the Map of Impact

# Social Media Activation Day - Thursday 14 June



## Social Media Activation Day including [Thunderclap](#): 14 June 2018

- A day of activation, a unifying moment, a digital 'rally'
- Support the thunderclap through twitter or facebook (see @ncdalliance)
- Take to social media and make some noise - <https://enoughncds.com/raise-your-voice-14-june/>
  - post messages and accompanying [graphics from our social media toolkit](#),
  - post a message of your own.
- Amplify the impact of ENOUGH, tag friends, influencers & community leaders!
- Remember **#enoughNCDs**

# Global Week for Action on NCDs: 3-9 September 2018

*Let's come together to say ENOUGH.*

*Let's call for  
accelerated action on NCDs*

*Let's celebrate  
progress & leadership*

*Let's move from  
commitment to action*



With the digital world activated, the first week in September will be a week to engage & mobilise locally linked by a global movement calling for accelerated action on NCDs.

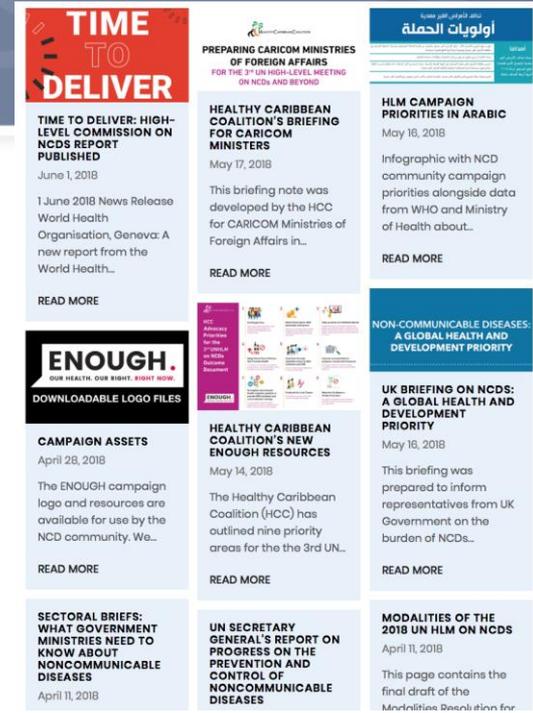
People & organisations anywhere and everywhere can determine what works for them where they are to raise NCDs on their national and regional agendas in advance of the HLM.

- Save the date. Start planning. Share your ideas.
- Stay tuned to [www.enoughncds.com](http://www.enoughncds.com)
- Remember to unify with **#enoughNCDs**



# Campaign Resource Reminder

- Campaign website [enoughncds.com](http://enoughncds.com)
- **Resources:** FAQ, presentations, infographics, advocacy priorities, relevant reports...
- Download LOGO in **English, French, Spanish, Russian, & Arabic** – [enoughncds.com/campaign-assets](http://enoughncds.com/campaign-assets)  
Other resources (eg mini infographics for priorities) available on request.
- **VIDEOS:** **ENOUGH.** and **HLM on NCDs** - why it's important, and in context including powerful new video of **Zoleka Mandela** championing ENOUGH: <https://youtu.be/RoI79lep-hM>



The screenshot displays a grid of news items from the ENOUGH campaign website. The top row includes 'TIME TO DELIVER' (June 1, 2018), 'PREPARING CARICOM MINISTRIES OF FOREIGN AFFAIRS' (May 17, 2018), and 'أولويات الحملة' (Campaign Priorities in Arabic, May 16, 2018). The middle row features 'ENOUGH. OUR HEALTH. OUR RIGHT. RIGHT NOW.' (April 28, 2018), 'HEALTHY CARIBBEAN COALITION'S NEW ENOUGH RESOURCES' (May 14, 2018), and 'UK BRIEFING ON NCDs: A GLOBAL HEALTH AND DEVELOPMENT PRIORITY' (May 16, 2018). The bottom row contains 'SECTORAL BRIEFS: WHAT GOVERNMENT MINISTRIES NEED TO KNOW ABOUT NONCOMMUNICABLE DISEASES' (April 11, 2018), 'UN SECRETARY GENERAL'S REPORT ON THE PREVENTION AND CONTROL OF NONCOMMUNICABLE DISEASES' (April 11, 2018), and 'MODALITIES OF THE 2019 UN HLM ON NCDs' (April 11, 2018).



The screenshot shows a black banner with the 'ENOUGH.' logo in white and red. Below the logo is the tagline 'OUR HEALTH. OUR RIGHT. RIGHT NOW.' in white. At the bottom, it says 'DOWNLOADABLE LOGO FILES' in white capital letters.



The screenshot shows a video player with a video of Zoleka Mandela. The video title is 'Zoleka Mandela Global Ambassador Child Health Initiative'. The video content shows her speaking in front of a backdrop with text including 'SAFE LIVEABLE CITIES', 'SPEED VACCINE ACTION', and 'NCD ENOUGH Campaign. When I was'. The video player controls at the bottom show a progress bar at 0:03 / 1:46.

Q&A



Putting People First:  
*Our Views, Our Voices*



# Our Views, Our Voices

## What is the **OUR VIEWS, OUR VOICES** initiative?

**OUR VIEWS, OUR VOICES** is an initiative by the NCD Alliance and PLWNCDs that seeks to invite people from all over the world living with a range of different NCDs to share their views, take action, and drive change.

Among other objectives, the initiative aims to:



### CONSULT

**Consult** a broad cross-section of people living with NCDs (PLWNCDs), in order to understand the common main challenges that they face and how they want to be meaningfully involved in the NCD response.



### ADVOCATE

**Produce** an Advocacy Agenda of People Living with NCDs and promote it through advocacy efforts at global, regional and national levels.



### INVOLVE

**Ensure** the meaningful involvement of PLWNCDs in decision making processes, including the 2018 United Nations High-level Meeting on NCDs, to guarantee outcomes that reflect their needs and views.



### AMPLIFY

**Amplify** the voices and views of PLWNCDs by stimulating public **debate**, challenging misconceptions surrounding NCDs, and breaking down stigma and discrimination.

# Our Views, Our Voices Training



# *Our Views, Our Voices* Training

“Our stories are not unique to us. We are not patients, we are Impatient for action on NCDs.”

“We are not statistics, we are human beings with suffering. We must disrupt the existing narrative. NCDs are about human rights”

- 19 people from 13 countries
- Building a public narrative
- Communications/community mobilization skills
- Action planning
- WHA platforms

# Our Views, Our Voices - 2018

- Our Views, Our Voices Training Strategy
- Development of Our Views, Our Voices Group
- Our Views, Our Voices resources
- In-country work - Advocacy Agenda of People Living with NCDs
- WHO GCM CoP on meaningful involvement of PLWNCDs



# Our Views, Our Voices - 2018

**PRIORITY 1.**  
**Put People First**



## VOICES OF CHANGE

**WHAT HAVE YOU HAD ENOUGH OF?**

**TELL THE WORLD**

Add your own voice of change – we are all affected by NCDs, add your voice to the campaign through 'Voices of Change'. Voices of Change will be integrated into ENOUGH communications and compiled and shared with country Missions to the UN in New York as part of the ENOUGH campaign.



#NCDVoices

Q&A



# Thank you!

Please visit our website:

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

[@ncdalliance](https://twitter.com/ncdalliance)

