

Midpoint impact report: Global Week for Action on NCDs 2024 breaks records

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Building on the successes and lessons from previous years, we have been able to achieve the greatest level of engagement in the history of the Global Week for Action on NCDs Campaign, [midpoint impact report \[1\]](#) shows. Thanks to you and hundreds of thousands from the NCD community we are well on our way to tell world governments that IT'S TIME TO LEAD.

As we advance on the journey towards the 2025 UN High-Level Meeting on NCDs, the NCD Alliance continues to lead and amplify the global call for stronger action on noncommunicable diseases. The 2024-2025 Global Week for Action on NCDs, under the banner of Leadership, embodies the strength and resilience of our community.

“This year’s Global Week for Action has highlighted the unwavering dedication of the NCD community, with leaders stepping forward in over 400 different activities. From podcasts to chat shows, webinars to in-person gatherings, NCD advocates took to the microphone and the podium, calling for bold leadership on NCDs and urging governments to fulfil their promises ahead of the 2025 UN High-Level Meeting on NCDs.

We’ve shown that leadership on NCDs comes from every corner of our community. But this is just the beginning. As we move into the next phase of our campaign, we’ll continue driving towards a more equitable world.”

— Katie Dain, CEO of NCD Alliance

These are some of the highlights covered in the [2024 midpoint impact report \[1\]](#):

- **Influencer engagement:** This year, we had the invaluable support of Heads of Government, social media influencers, and global NCD advocates. Each of these voices amplifies our call for action, ensuring our message resonates across borders and reaches every corner of the world.

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- **Time to Lead videos:** This year, we had the invaluable support of Key Opinion Leaders to call on government to Act on NCDs reminding them it's Time to Lead. These videos were shared on social media as part of the online strategy.
- **Short Films:** To kick-off the week, the NCD Alliance launched two short films spotlighting the impactful stories of local leaders advocating for better NCD care in their communities, [Raise Your Voice](#) [2] from Malawi and [Going Full Circle](#) [3] from India.
- **Member engagement:** In the campaign's first phase, we featured a range of insightful, member-authored blogs. Members also organised a range of impactful in-person events, conferences, and webinars, and launched reports—all contributing to the momentum that brought us to this year's Global Week for Action.
- **Partners in the spotlight:** The Global Week for Action on NCDs is made possible through the steadfast support of our Campaign Partners and the active involvement of the NCD Alliance Supporters Group.
- **The Call to Lead on NCDs:** Addressed to world leaders, The Call to Lead on NCDs plays a crucial advocacy role in the campaign, urging all governments to fulfil their commitments to address the burden of NCDs. It calls on Member States to take decisive action at the Fourth UN High-Level Meeting on NCDs in September 2025, and will be delivered to world leaders ahead of the gathering.

This campaign would not be possible without the continuous support of the NCD community, demonstrating that we can achieve greatness when we come together with a shared goal. Thanks to the dedication of national alliances, community groups, and advocates worldwide, this year's Global Week for Action on NCDs has set the stage for a transformative journey towards a healthier, more equitable world.

And yet, there is still much to be done.

As we reach the midpoint of this special two-year campaign, we remain committed in our efforts to drive action and accountability on NCDs globally. As we move closer to the Fourth UN High-Level Meeting on NCDs in New York in September 2025, we're preparing to launch new initiatives, including Leadership Dialogues, NCD Diaries, and member-authored blogs. These efforts will amplify our collective call for bold action, elevating the voices of communities affected by NCDs.

We invite you to stay tuned and stay engaged—together, we will keep building momentum for lasting change.

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