

Global NCD Alliance Forum 2020

Bridging the Gap

FORUM SNAPSHOT



أصدقاء مرضى السرطان
Friends Of Cancer Patients
United Arab Emirates الإمارات العربية المتحدة

9-11 FEBRUARY 2020
Sharjah, United Arab Emirates (UAE)

THE EVENT



The NCD Alliance, in partnership with local host organisation, Friends of Cancer Patients (FoCP), convened the third Global NCD Alliance Forum – Bridging the Gap – from 9-11 February 2020, in Sharjah, United Arab Emirates (UAE), under the patronage of Her Highness Sheikha Jawaher Bint Mohammed Al-Qasimi, wife of the Ruler of Sharjah, Founder and Royal Patron of FoCP, International Ambassador of the World Cancer Declaration for the Union for International Cancer Control (UICC), International Ambassador for Childhood Cancer for UICC.



“
The Forum was a really enriching and thrilling experience and I would recommend it to many more people living with NCDs and Civil Society Organisations. It provided so many insights and rejuvenated our will to act.”

Forum Delegate

THE EVENT

Organised around the theme: **Bridging the Gap**, the Forum set out to accelerate global efforts to translate political commitments and rhetoric into needed action and implementation at national and local levels. The Forum was strategically timed to reflect on the global progress achieved in the five years since the date of the globally-agreed NCD targets, and discuss what is needed to accelerate action in the ten years until the target date of the Sustainable Development Goals.

A diverse group of almost **400 delegates from 80 countries** gathered to learn, share and strategise with fellow NCD advocates around the world.

Across three days, the Forum engaged **over 140 speakers across 32 sessions**. Plenaries and workshops were enriched by perspectives from youth leaders and delegates with lived experience of NCDs.

“

Thank you, NCD Alliance, for building the ship that we can all row together”

Ms Lea Kilenga, Our Views, Our Voices Global Advisory Committee, Africa Sickle Cell Organisation, Kenya

The Forum featured **three sub-themes**, which focused the discussion on the key catalysts for change that can bridge the major gaps in the NCD response, from a civil society perspective.

1 SAVING LIVES
through transformative policies
and solutions



2 BUILDING DEMAND FOR ACTION
through transformative social
movements and voices of change



3 ENHANCING ACCOUNTABILITY
through transformative and inclusive
governance



FORUM IMPACT

AS A RESULT OF THE FORUM...

89%



of delegates have **GREATER KNOWLEDGE ON THE GAPS IN NCD** prevention and control and how civil society can act to address them.

84%



of delegates are **BETTER EQUIPPED** to plan and deliver advocacy activities to bridge the gaps in the NCD response.

95%



of delegates are **BETTER CONNECTED** with other advocates to collectively scale up NCD action.

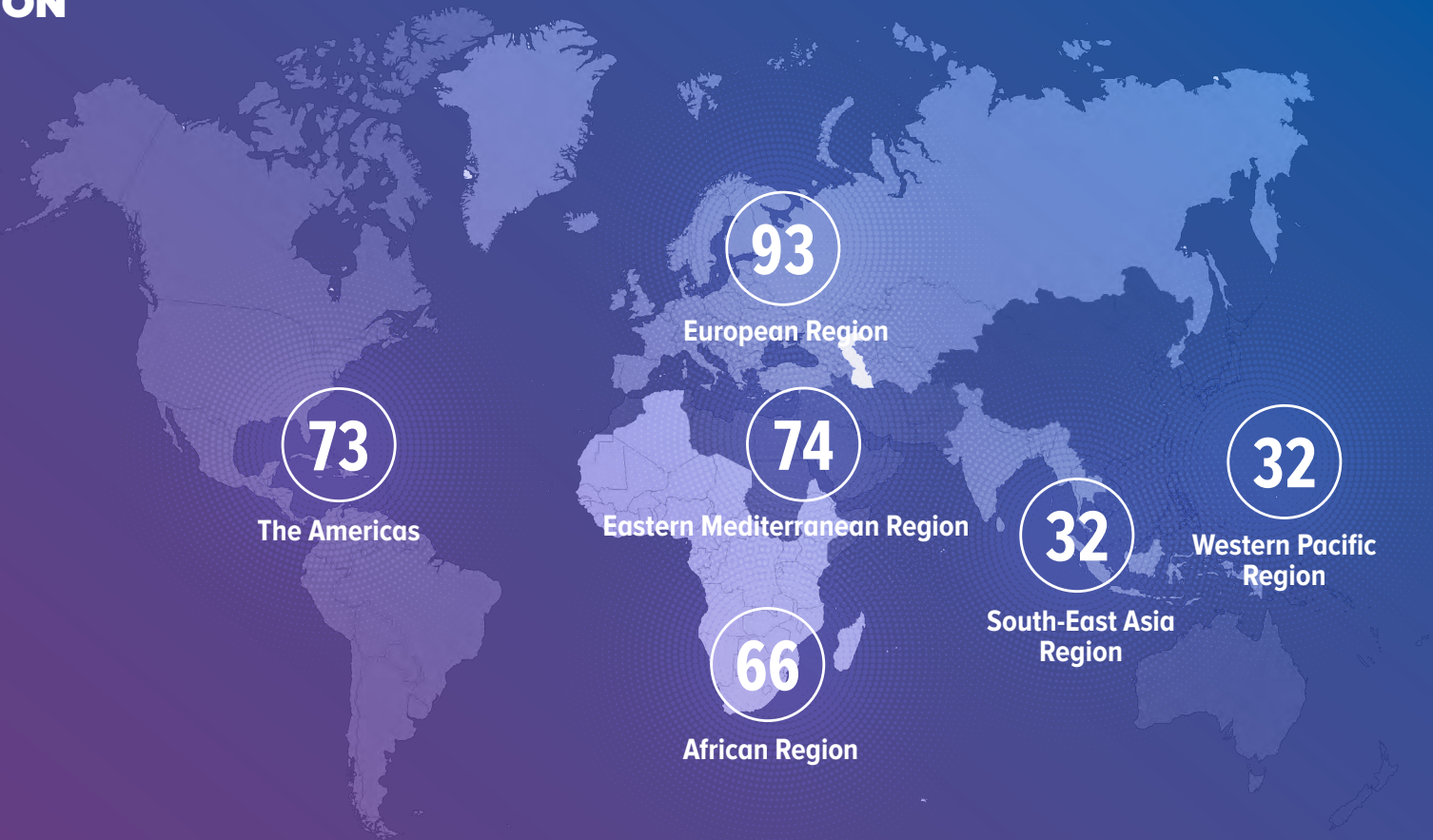
“

[The Forum] has personally given me strength to fight to reach the SDG target and 25×25 targets and treat the matter of NCDs with even more urgency.”

Forum Delegate

REGIONAL DISTRIBUTION OF DELEGATES

Almost 400 delegates from 80 countries convened in Sharjah for the Global NCD Alliance Forum 2020. The Forum was attended by leading experts, national and regional alliance representatives, youth leaders, people living with NCDs, local stakeholders, and global health and development civil society. NCD Alliance's full and associate members as well as representatives of the NCD Alliance Supporters Group were in attendance.



53
NATIONAL &
REGIONAL ALLIANCES
REPRESENTED



Almost
400 DELEGATES
from
80 COUNTRIES

5
PLENARY SESSIONS



18
WORKSHOPS



140
SPEAKERS
across
32 SESSIONS



TOP THREE REASONS DELEGATES ATTENDED THE FORUM

1 NETWORKING OPPORTUNITIES

2 STRENGTHEN KNOWLEDGE AND SKILLS FOR NCD ADVOCACY

3 LISTEN TO EXPERTS

87%
rated Forum **NETWORKING OPPORTUNITIES** as outstanding or very good



86%
of delegates rated the content of **WORKSHOPS** as outstanding or very good



87%
of delegates rated the quality of **PLENARY SPEAKERS** as outstanding or very good



99%
of delegates would **RECOMMEND** the **FORUM** to a colleague



94%
delegates rated their overall **FORUM EXPERIENCE** as outstanding or very good



On Twitter, the Forum **HASHTAG** #NCDAF2020 had



22
MILLION
IMPRESSIONS

83
COUNTRIES
REACHED

942
CONTRIBUTORS
ENGAGED



Over
260
Forum event
APP USERS



91%
of **DELEGATES** rated the **APP** as outstanding or very good



FORUM

HIGHLIGHTS

ENERGISING PLENARIES

Rich and diverse perspectives were shared across five plenary sessions delving into how lives can be saved through: accelerating policies and solutions, growing the movement, and enhancing accountability.

HIGHLIGHTS INCLUDED

His Royal Highness Sheikh Dr Sultan Bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, United Arab Emirates, **opening the Forum** with a statement **calling for continued progress towards treatment and prevention of NCDs**.

An **opening plenary** fireside chat between **Sir Trevor Hassell** and leading youth advocates **Dr Apoorva Gomer**, Co-founder, Diabetes India Youth in Action and **Grace Gatera**, Partners in Health Rwanda. Personal accounts from Dr Apoorva and Ms Gatera were a powerful reminder of the **people behind the statistics and a testimony to the potential of lived experience**.

In a **keynote address**, **Dr Ren Minghui**, Assistant Director-General UHC/ Communicable and Noncommunicable diseases, World Health Organization, **launched the latest and third WHO NCDs Progress Monitor**, sharing that the majority of countries have implemented only six of 19 tracked NCD commitments.

Prof Adeeba Kamarulzaman, International AIDS Society President-Elect, **amplified the necessity of wielding lessons from other social movements**. Prof Adeeba advised a human rights approach as an essential route to address NCD investment and issues of social justice.

Brenda Killen of the Independent Accountability Panel (IAP) of Every Women Every Child Every Adolescent acknowledged the challenge of accountability and the **stagnation of action despite data**. She endorsed the identification and support of custodians of accountability: parliamentarians, policymakers, civil society, independent media, communities and individuals.



SHARJAH AWARDS FOR EXCELLENCE IN NCD CIVIL SOCIETY

At the closing plenary, the Sharjah Awards for Excellence in NCD Civil Society were presented by HE Mrs Sawsan Jafar and Mr Todd Harper to three NCD alliances for their exceptional efforts:



The **Vietnam Prevention and Control Alliance** received the award in the category ‘**Saving lives through transformative policies and solutions**’ for its work on alcohol-related harm.



The **Slovenian NCD Alliance** was the winner in the category ‘**Building demand through transformative social movements and voices of change**’ for its work to build a youth NCD alliance.



The **Healthy Caribbean Coalition** was presented the award for ‘**Enhancing accountability through transformative and inclusive governance**’ for its work to establish a civil society accountability framework for childhood obesity prevention policies in the region.

ENGAGING AND INTERACTIVE WORKSHOPS

Informative and highly interactive workshop sessions gave delegates the opportunity to learn best practices and hear experiences of fellow advocates, as well as to participate in discussions and group work.

Workshop development and delivery were supported by members of the NCD Alliance, the NCD Alliance Supporters Group, and organisations in the wider health and development network. Efforts were made to expand beyond the usual suspects, to bring in new voices and perspectives.

A wide variety of topics were addressed, from engaging with law and lawmakers, to connecting the climate and NCD movements, building coalitions to address multi-morbidities, strategies for managing conflict of interest and countering industry interference in health policy, creation of compelling stories and increasing media attention for NCDs, and accountability in the e-cigarette epidemic.

Sessions benefitted from an interactive format, with small group activities and discussions. Workshops were a hotspot for networking, forming new connections and strengthening existing partnerships.

“
[Workshops] allowed us to interact with different countries, different experiences and thus collect success stories that we can replicate in our country.”

Forum delegate



PARTNERING WITH YOUTH LEADERS

15 outstanding youth leaders were supported to attend the Global NCD Alliance Forum. The Forum benefitted richly from their presence. Many youth leaders took on speaking roles, energising and challenging delegates with accounts of their experience and passionate calls to action. Youth delegates attended a pre-Forum session, organised by NCD Child and the NCD Alliance, and sponsored by AstraZeneca, to collaboratively strategise around elevating the youth NCD agenda to high-level stakeholders.



“
Ask ourselves: ‘Who is not here? Who should be here? And how do I make that happen?’

Mr Fale Andrew Lesa, Policy Consultant, Asia Development Bank Aotearoa Representative, UNESCO



PUTTING PEOPLE LIVING WITH NCDs AT THE CENTRE

Recognising the vital importance of the voice of lived experience, 22 people living with NCDs were supported to attend the Forum. Their personal stories across the programme enlightened, inspired, and charged delegates to increase meaningful involvement of people with lived experience upon returning home. The Our Views, Our Voices event, ImPatient for Change: The power of lived experiences in Bridging the Gap for NCDs, was a Forum highlight and a welcomed dedication to advocating for the engagement of voices of change. Sponsored by Access Accelerated, the Leona M. and Harry B. Helmsley Charitable Trust and Upjohn-Pfizer, it highlighted the leadership of people living with NCDs in helping to bridge the gap for NCDs, promoting good practice and mechanisms for engaging people living with NCDs as equal partners in the NCD response.

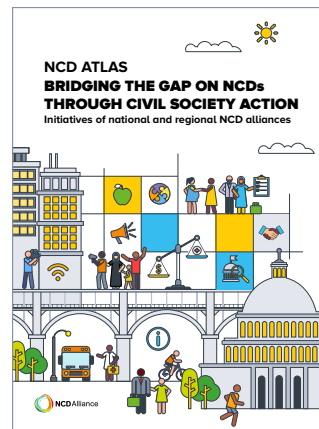
Among delegates there was a resounding sense that the third Global NCD Alliance Forum was reflective of a shift in the NCD movement towards actioning the call for involving people living with NCDs and realising the leadership of those with lived experience.

LAUNCH OF KEY ADVOCACY RESOURCES

The Forum witnessed the launch of a number of key publications and advocacy resources to support the NCD network in accelerating action to bridge the gaps towards 2025 and 2030 global NCD targets.



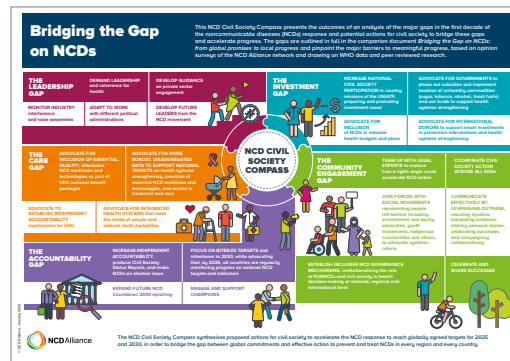
As a background brief to the Forum, [Bridging the Gap on NCDs: From global promises to local progress](#) outlines the gaps in the first decade of the NCD response.



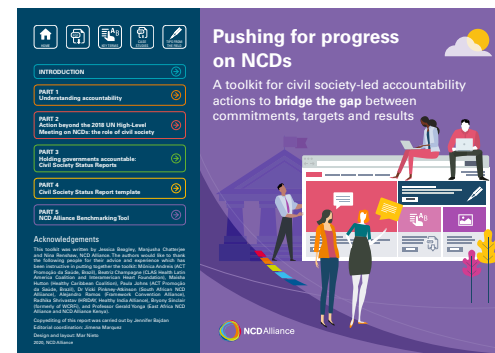
The [NCD Atlas - Bridging the Gap on NCDs through Civil Society Action: Initiatives of National and Regional NCD Alliances](#) showcases NCD civil society efforts in bridging the gap on NCDs and offers a snapshot of the current status and growth of alliances.



The latest and third [World Health Organization NCDs Progress Monitor](#), launched at the Forum on 10 February 2020, reports the latest data on the efforts at national level to reduce the NCD burden.



As a companion document to the background brief, the [NCD Civil Society Compass](#) presents the outcomes of an analysis of the major gaps in the first decade of the NCD response and potential actions for civil society to bridge these gaps and accelerate progress.



The [Pushing for Progress – Accountability Toolkit](#) provides background on the concept of accountability to the NCD civil society community, and resources to support civil society monitoring initiatives.

CIVIL SOCIETY COORDINATION AND PLANNING

At the heart of the Forum is the opportunity to foster national and regional civil society collaboration. To this end, civil society delegates came together for a pre-Forum coordination and planning session. Regional break-out groups tackled prioritisation and action planning across the five NCD gaps in the NCD Civil Society Compass: Accountability, Leadership, Investment, Care and Community Engagement. The feedback was revealing both of commonalities between regions, such as calls for stronger leadership and accountability; and of the differences, such as high-income countries focusing on NCDs as a donor priority.

“

[The civil society coordination session was the most useful part of the Forum], it helped to unearth the gaps around NCDs and for the African region to develop strategies to address them”

Forum delegate

NETWORKING OPPORTUNITIES

Connections were established and strengthened with many opportunities to exchange ideas during collaborative workshop sessions, at display walls and social events. A show of hands revealed that the majority of delegates were first-time Forum attendees, creating great potential for new interactions and network building.

“

Networking opportunities across such a wide spectrum of civil society was incredibly useful, the NCD team did a great job of building in formal and informal opportunities to do so ... the breakout sessions were also a good chance to hear interesting content and discuss/reflect in smaller groups”



“


The networking [opportunities were] unmatched and I managed to get myself two amazing mentors that will be so influential in our work”

Forum Youth Delegate

TURNING THE TIDE

The Forum was fortunate to host the launch of the striking short documentary series, Turning the Tide.

Produced by BBC StoryWorks in collaboration with the NCD Alliance, the series contains 26 short films depicting the impact of the NCD epidemic across the globe, including: diabetes in Mexico, mental health conditions in Ghana and South Africa, stroke in Romania, hypertension in Myanmar and psoriasis in the Philippines. The series aims to give voice to people living with and affected by NCDs, and shine a spotlight on the crucial efforts of those around the world who are dedicated to confronting the NCD epidemic and making prevention and control a global priority.




TURNING THE TIDE

They're the world's biggest killers. Non-communicable diseases like cancer, cardiovascular disease, chronic respiratory diseases, and diabetes account for 70 percent of all deaths. But many of these diseases can be prevented and the suffering from their effects, reduced. Turning the Tide is a series of short films about the bold actions being carried out by communities and organisations to take on NCDs. The stories are about the small and significant changes being made for better, healthier lives.

Produced for the NCD Alliance by BBC StoryWorks Commercial Productions.

[Find Out More >](#)


FEATURED



Living without limits

Improving access to care for children with Type 1 diabetes. Living without limits is the winner of the #BeatNCDs category of the first edition of WHO Health For All Film Festival held in 2020


Care



Stroke ready hospitals

Time is everything when dealing with stroke patients, but many hospitals are not "stroke ready".


Bucharest, Romania



Psoriasis: More than skin deep

Treatment is crucial to prevent psoriasis leading to other NCDs, such as diabetes and heart problems.

Manila, Philippines



Living without limits

Improving access to care for children with Type 1 diabetes. Living without limits is the winner of the #BeatNCDs category of the first edition of WHO Health For All Film Festival held in 2020

Mexico City, Mexico



COMMUNITY IN ACTION

An interactive digital poster exhibition was a welcomed addition to the Global NCD Alliance Forum. Delegates were able to explore 38 posters from members of the NCD Alliance and UAE-based organisations, through on-site screens or via the Forum event app. From engaging the media on NCDs and UHC in Togo (Coalition MNT-Togo), to challenging harmful alcohol norms and beliefs in Slovenia (Slovenian NCD Alliance), the exhibition provided a snapshot of NCD action around the world.



SATELLITE SESSIONS

Satellite sessions delved into topics such as empowering the health workforce, delivering and financing quality care, and national planning. These provided another Forum platform for delegates to learn from experts and allow for rich exchange between participants. These sessions were sponsored by Upjohn-Pfizer, the Leona M. and Harry B. Helmsley Charitable Trust, and AstraZeneca.



SOCIAL EVENTS

Local host organisation Friends of Cancer Patients, warmly welcomed Forum delegates to Sharjah, UAE, hosting social events that offered an opportunity to sample local culture, sights and cuisine. Delegates enjoyed experiencing Sharjah and its rich cultural offering as well as socialising with other delegates. Forum delegates visited the Heart of Sharjah, the region's largest historical preservation and restoration project, experienced the Sharjah Light Festival, and visited the Sharjah Maritime Museum and Sharjah aquarium.



DELEGATE PLANS

Delegates were asked: “As a result of the Forum, what do you plan to do differently in the next 12 months?”

Here is what they replied...

ENGAGE WITH PEOPLE LIVING WITH NCDs AND YOUTH

“

I was very impressed by the diversity of delegates, especially youth and from the AFRO region. This was a real feat and inspired me to go back to my organisation and attempt to engage in advocacy with a broader range of voices.”



“

[As a result of the Forum, I'm planning to] involve as soon as possible many youth, particularly Youth MPs on the prevention of NCDs.”



“

[As a result of the Forum, I'm planning to] invite more patients with NCDs to raise their voices from their lived experience in favor of the prevention and attention of NCDs and in search of universal health.”



“

[As a result of the Forum, I'm planning to] think more about how to involve PLWNCDs in the prevention agenda.”

WORK COLLABORATIVELY WITH NEW CONNECTIONS

“

I have planned actions and projects with a number of participants that I will be following up. It has been fantastic.”



“

[As a result of the Forum, I'm planning to] engage more strategically with other HIC orgs around opportunities e.g. G7.”



BUILD DEMAND FOR ACTION THROUGH MEDIA ENGAGEMENT



“

“[As a result of the Forum, I'm planning to] bridge the gap that exists between media and NCD experts, beating the drums loud on NCDs through storytelling.”



INCREASE COLLABORATION WITH REGIONAL COLLEAGUES

“
[As a result of the Forum, I’m planning to] engage and collaborate with regional members for advocacy activities and also prepare the country advocacy agenda for people living with NCDs.”



ASSESS NATIONAL PROGRESS AGAINST IDENTIFIED NCD RESPONSE GAPS

“
[As a result of the Forum, I’m planning to] assess our country’s progress against the identified gaps and plan stakeholder engagement activities that align with these gaps.”



“
[As a result of the Forum, I’m planning to] hold government accountable, and mobilise community support for action at the national level.”



“I would like to charge each one of you to take what you have learned here in Sharjah and return to your respective countries with a renewed sense of urgency, a renewed commitment to action, and a promise to deliver. To deliver environments that promote health. To deliver tried and tested public health policies that yield results. To deliver a world that ensures all people their right to access to safe, affordable medicines. To deliver the world we want.”

Mr Todd Harper, CEO, Cancer Council Victoria and President, NCD Alliance

This report was prepared by Kate Sheffer (Forum Programme Manager) and Cristina Parsons Perez (Capacity Development Director, NCD Alliance), Katy Cooper (Forum lead rapporteur). Sincere thanks to the FoCP team for all support and collaboration.

Edited by NCD Alliance, 2020

Photos: © Gilberto Lontro
Editorial coordination: Jimena Márquez
Design and layout: Mar Nieto

NCD Alliance | 31-33 Avenue Giuseppe Motta | 1202 Geneva, Switzerland | www.ncdalliance.org

Global NCD Alliance Forum 2020

Bridging the Gap



#NCDAF2020 #NCDs #Sharjah

@focpuae @ncdalliance



NCDAlliance



أصدقاء مرضى السرطان
Friends Of Cancer Patients
United Arab Emirates الإمارات العربية المتحدة