

NCD Alliance

Annual Report 2021

PROMOTE HEALTH, PROTECT RIGHTS, SAVE LIVES



NCD Alliance Annual Report 2021

PROMOTE HEALTH, PROTECT RIGHTS, SAVE LIVES



Cover: The lived experiences of people living with NCDs can be a powerful driver of change and achieving better health for all. Vijalakshimy Silvathorai, speaks out on the challenges that her community faced in Malaysia during COVID-19.

Watch her full story here:

<https://ncdalliance.org/turning-the-tide/>

Contents

4

MESSAGE FROM THE PRESIDENT & CEO

Transforming the NCD response to promote health, protect rights and save lives

6

THE YEAR IN REVIEW

A glance at our work in 2021

10

NCD Strategy 2021-2026

A roadmap to drive progress on NCDs



Published by the NCD Alliance, May 2022

Editorial coordination: Jimena Márquez

Editorial production: Jennifer Bajdan, Marty Logan, Caitlin Mahon

Design and layout: Mar Nieto



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

12

THE NCD MOVEMENT GAINS MOMENTUM

- 13 HIV/AIDS and NCDs
- 14 Landmark WHO resolution on diabetes
- 16 Advocacy Institute expansion
- 17 National NCD alliances drive local change

18

SUPPORTING NATIONAL AND REGIONAL ACTION

20

UNITED WE ARE STRONGER NCDs AND COVID-19

- 21 A Solidarity Fund to strengthen civil society's pandemic response
- 22 An NCD agenda for resilience and recovery
- 23 Documenting NCD action during COVID-19

24

PEOPLE AT THE CENTRE OF THE NCD RESPONSE

- 25 Global Charter puts people living with NCDs first
- 26 NCD Diaries
- 27 WHO embraces meaningful engagement of people living with NCDs
- 28 Bigger and louder than ever!

30

INFORM, INSPIRE, ENGAGE

- 31 Our approach to innovative communications
- 34 Stories of change

36

STRONG PARTNERSHIPS TO ADDRESS THE URGENCY OF NOW

38

GOVERNANCE AND FINANCE

- 38 NCDA Board 2021-2023
- 40 Financials
- 46 About NCDA

MESSAGE FROM THE PRESIDENT & CEO

Transforming the NCD response to promote health, protect rights and save lives

2021 was a year like no other. The COVID-19 pandemic has continued to take a terrible toll on people living with NCDs around the world, and the ripple effects have magnified and widened inequalities, disrupted health systems, and triggered economic recessions. The long-term public health consequences and aftershocks of COVID are still to be fully quantified, but the impact on global and national progress on NCDs has been immediate and brutal.

COVID-19 has underscored the importance of our mission and work. We had to step up to a truly global pandemic where the people whose rights we champion, people living with NCDs, are those who face the most risk and severe outcomes. But despite the evidence being clear from the start of the pandemic, we have collectively had our work cut out to make the case at the international level and with governments to incorporate NCDs in pandemic preparedness and response plans and health security metrics.

More than a year since the outbreak of the pandemic, we can look back with pride at our response. The global advocacy we have led, based upon our Global NCD Agenda for Resilience and Recovery from COVID-19, the programmes we were able to deliver such as the Civil Society Solidarity Fund on NCDs and COVID-19, and our communications to document and amplify the experiences of people living with NCDs throughout this pandemic were thanks to the strength, energy and expertise of NCDA's global network of members and testament to the importance of partnerships in delivering impact.

COVID-19 has also tested our resilience and sustainability as an organisation. It has been a catalyst for implementing a number of governance and organisational changes to ensure NCDA can deliver in this fast-changing world, and provided the backdrop for developing our new strategy. Our strategy for 2021-2026 was launched in May 2021, and provides a bold agenda with four ambitious impact goals, cascaded to four strategic pathways for action: advocacy and accountability, capacity development, knowledge, and partnerships.

As the end date of the WHO 2025 NCD targets and the 10th anniversary of the adoption of the SDGs draws closer, urgent and decisive action over the next six years is critical to move towards a tipping point to curb the NCD epidemic, empower people to live healthy and dignified lives, and at the same time reduce poverty, and stimulate economic growth and environmental sustainability.

As well as marking a strategic evolution for NCDA, 2021 also marked an evolution in leadership with the election of a new NCDA Board of Directors, President and President-Elect at our first virtual General Assembly in May. We would like to express heartfelt thanks to the outgoing Board, and particularly Todd Harper as outgoing NCDA President, for their leadership, commitment and vision during such challenging times.

Over the course of 2021, we have been able to achieve some extraordinary results – many of which are documented in this report. Our sustained efforts to strengthen the capacity of NCD Alliance members and alliances at national and regional levels, particularly in LMICs, and promote the meaningful involvement of civil society and people living with NCDs in the response is paying off. We have seen remarkable steps forward and clear evidence we are shaping the agenda globally, bolstering a civil society movement at local level, and uniting the community with our global campaigns and initiatives.

And despite the unrelenting challenges of COVID-19, NCD Alliance ended 2021 in a strong financial position and a growing and diverse partnership and membership base.

As always, these achievements are only possible with the steadfast dedication, energy and backing of our supporters and members, as well as the professional and committed work of the NCD Alliance team. To all of you, we would like to say a tremendous thank you.

Looking ahead, together we face 2022 with the strong foundation and direction of our new strategy, and the uncompromising belief that with urgent and decisive action we can move towards a tipping point to curb the NCD epidemic, empower people to live healthy dignified lives, and accelerate sustainable development for all.



Anne Lise Ryel,
President



Katie Dain,
CEO

THE YEAR IN REVIEW

A GLANCE AT OUR WORK IN 2021

JANUARY

Via advocacy briefing notes, meetings, and statements, NCD Alliance supports successful proposals for resolutions at the 148th WHO Executive Board meeting, including on: oral health and social determinants of health; diabetes as a public health problem; and follow-up to the NCD Global Action Plan.

The NCD Academy launches the course, [A Call to Action for Primary Healthcare Teams](#). The no-cost, continuing education initiative for front-line health workers is led by the American College of Cariology and supported by NCD Alliance and others.

1



FEBRUARY

NCD Alliance President Mr Todd Harper signs [an open letter](#) challenging governments to face the hard lessons learned through COVID-19 and seize the moment to build back better, ensuring that everyone has equal access to the health care they need. Co-signatories are WHO Director-General Dr Tedros Ghebreyesus, UNICEF Executive Director Ms Henrietta Fore, and Minister of International Development for Norway Mr Dag-Inge Ulstein.

2

NCD Alliance and World Diabetes Foundation [agree a new partnership](#) that will promote sustainable and multisectoral responses to the growing burden of NCDs. It will focus on the critical role played by civil society.

3

NCD Alliance co-chairs the NCD Lab on Meaningful Involvement of People Living with NCDs. It's part of the WHO Global Coordination Mechanism on NCDs/NCD Lab, a new virtual platform supporting submissions that harness innovative solutions to accelerate progress towards achieving NCD-related SDGs.

MARCH

NCD Alliance launches [NCD Diaries](#), a multimedia storytelling project centred on individual lived experiences and calling for action on NCDs.

4

NCD Alliance CEO Katie Dain moderates a session of the [Independent Panel "Exchange"](#) on how COVID-19 has affected people living with NCDs. Featuring the Right Honorable Helen Clark, Prof. K. Srinath Reddy and Dr. Tom Frieden, this event by the Independent Panel for Pandemic Preparedness and Response was co-organised with NCD Alliance.

The mini-film, [NCDs on the Pandemic Frontline](#), is launched by NCD Alliance. Produced by BBC StoryWorks in partnership with Viatrix, it highlights COVID-19's devastating impact on health systems and people living with NCDs.

5

National NCD alliances in [Vietnam](#) and [Malaysia](#) launched national Advocacy Agendas of People Living with NCDs. These share key priorities of people living with NCDs and were built through consultation.



APRIL

NCDA participates in the launch of the WHO Global Diabetes Compact and co-hosts, with the International Diabetes Federation, a follow-up event, From Promises to Action: supporting implementation of the Global Diabetes Compact.



6



7



8

MAY

NCDA holds the first of four [multisectoral regional dialogues](#), focusing on the African, Latin America & Caribbean, South-east Asia & Western Pacific and Eastern Mediterranean regions on the theme of putting people first. These were attended by a wide list of multi-sector actors from the government, civil society groups, private sector, and people living with NCDs.

6

NCDA holds its General Assembly virtually on 19 May 2021 because of Covid-19 restrictions. Voting members elect NCDA's Board, President-Elect and President for the term 2021-2023.

NCDA launches its [Strategy 2021-26](#). With a comprehensive road map to support civil society in driving progress on NCDs, it features four impact goals: prevention, care, financing and community engagement.

7

NCDA hosts the first in a series of four virtual regional Our Views, Our Voices civil society-only meetings in the African, Latin America & Caribbean, South-East Asia & Western Pacific and Eastern Mediterranean regions. These meetings provide inputs to the Global Charter on Meaningful Involvement of People living with NCDs. They gather insights on strategies and barriers to meaningful involvement of people living with NCDs, track progress on meaningful involvement and identify advocacy opportunities for civil society.

[World Health Assembly 74](#) adopts **decisions** on: Eye care global targets by 2030, mental health action plan to 2030, global coordination mechanism on the prevention and control of NCDs, and NCD GAP implementation roadmap; and **resolutions** on: Reducing the burden of NCDs through strengthening prevention and control of diabetes, social determinants of health, and oral health.

JUNE

Policy and Advocacy Manager, Lucy Westerman writes an op-ed in the Telegraph on Cristiano Ronaldo's infamous removal of Coke Bottle at Euros. '[Changing the game: why it matters that footballers are shunning the corporate capture of their sport](#)'

UN Member States adopt a new political declaration at the UN General Assembly [High-Level Meeting on AIDS](#). It commits governments to a new target of 90% of people living with HIV accessing care for NCDs and mental health.

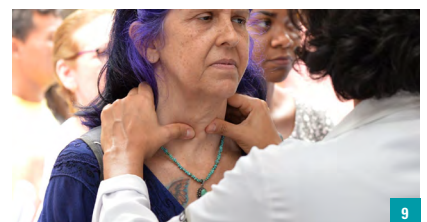
NCDA announces a [two-year partnership](#) with the Norwegian Agency for Development Cooperation (Norad). Totalling NOK 12,000,000 (about USD \$1.5 million). It will support prevention and care for NCDs in low- and middle-income countries throughout 2021-2023.

8

With support from Resolve to Save Lives, NCDA organises an [Independent Dialogue on Coherent Policy for Healthy Diets](#). The series of dialogues focuses on the nexus between health, food systems and human rights and why transforming food systems is necessary to achieve health and well-being for all. It is organised in preparation for the Food Systems Summit, part of the Decade of Action to achieve the SDGs, scheduled for September 2021.

Seeking to develop a better understanding of the needs and priorities of people living with thyroid diseases and the links to NCDs in low- and middle-income countries, NCDA forges a new [partnership with Merck Healthcare KGaA \(Merck\)](#). It aims to help shape effective policies, responsive health systems and access to quality care.

9



9

THE YEAR IN REVIEW

A GLANCE AT OUR WORK IN 2021

JULY

NCDA announces the alliances supported by the 2021 [Civil Society Solidarity Fund on NCDs and COVID-19](#). 19 alliances from around the world will be awarded grants of up to US\$15,000 to accelerate the response to the COVID-19 pandemic.

10

NCDA Academy launches its newest course, **Mental Health Care: Increasing Awareness, Erasing Stigmas**. NCD Academy courses are designed to support the ongoing learning and development of frontline healthworkers in key areas of NCD prevention and care.

NCDA establishes a 3rd thematic Peer Learning Advocacy Network (PLAN) on NCD investment, with over 20 registered member representatives. It was created for NCDA members to share and exchange knowledge on the NCD financing and investment gap, the relevant financing mechanisms, and key advocacy opportunities.

[NCDA's NCDs and Universal Health Coverage \(UHC\) Accelerator Programme Virtual Training 2021](#) trains 27 representatives of 11 participating alliances. The training is a component of NCDA's flagship Advocacy Institute, which increases the capacity of NCD alliances to drive effective advocacy on NCDs and UHC.



AUGUST

The government of Kenya launches a new [National Strategic Plan for the Prevention and Control of NCDs, 2020/21-2025/26](#). With a framework to guide the implementation of NCD interventions in the country, the plan is supported by the Kenya NCD Alliance.

NCDA launches the second series of the [NCD Diaries](#). Its theme is Universal Health Coverage (UHC), with a focus on the affordability of NCD healthcare. UHC is firmly rooted in the belief that the highest attainable standard of physical and mental health is a fundamental human right, and that all people should have access to quality essential health services without incurring financial hardship.

11



SEPTEMBER

[The Global Week for Action on NCDs](#) carries messages, voices and awareness to more people than ever. Focusing on the power of communities to drive change for better health, it sees more than 400 Voices of Change messages shared on the campaign website and 59 events organised, including a football match in Cameroon. The #ActOnNCDs hashtag generates over 16.8 million impressions on Twitter compared to 11 million in 2020.

12

NCDA launches the [Global Charter on Meaningful Involvement of People living with NCDs](#), created following an extensive consultation including nearly 500 people from 50 countries. The Global Charter mobilises organisations and institutions around a shared understanding of meaningful involvement and core strategies and principles to ensure it is translated into reality.

NCDA launches the report [From siloes to synergies: Integrating noncommunicable disease prevention and care into global health initiatives and universal health coverage](#), which was developed with The George Institute for Global Health.

NCDA, WHO and the governments of Norway and Jamaica co-host an interactive event held on the sidelines of the 76th UN General Assembly, to mark the anniversary of the first UN High-Level Meeting on NCDs. It gives a virtual appraisal on the past 10 years of NCD action.

After the success of the Turning the Tide documentary series, NCDA launches [Facing Forward](#). The new series highlights the power of community action, resilience and agency, by shining a spotlight on the change agents who are making a difference in the fight against NCDs. Both series were produced with BBC Storyworks.

13

At the UN General Assembly, NCDA co-hosts an [online panel](#) with the American College of Cardiology and Viatrix that explores what is needed to make integrated NCD and HIV services a reality. Participants also share best practices, and discuss the roles of different stakeholders in ensuring successful roll-out.

OCTOBER

NCDA expands its flagship capacity development initiative, [the Advocacy Institute](#), to include least developed countries in its seed programme and to include a new thematic accelerator programme focused on prevention. Alliances in 8 countries join the expanded Advocacy Institute, thanks to partnerships with the Swedish International Development Cooperation Agency and the Norwegian Agency for Development Cooperation.

The Mexican Senate unanimously passes a bill that adds a reform to the General Health Law to eliminate the use of industrially-produced trans fatty acids in the food supply, following an advocacy campaign from Mexico Salud-Hable Coalition.

NOVEMBER

The Tanzania NCD Alliance launches a new [Advocacy Agenda of People Living with NCDs](#). The document was developed via community conversations, focus group discussions and in-depth interviews involving voices of people with lived experiences of NCDs.

NCDA hosts an [Our Views, Our Voices](#) virtual training spanning 2 weeks and involving 12 people living with NCDs from 7 countries. The training aims to equip advocates with the knowledge, skills, and confidence to share their lived experiences publicly and call for action on NCDs.

14

NCDA co-hosts [Nutrition for health, not just for growth](#), an official side event of the Nutrition for Growth Summit. It features evidence-based solutions which can be or have been implemented by governments aiming to reduce the risk of diet-related NCDs and are aligned with international goals, targets, strategies, and standards on nutrition.

News website Politico publishes the first in a series of articles about NCDs and their impact, called [Silent Killers](#), in conjunction with NCDA.

The NCD Academy, which comes through a partnership between NCDA, American College of Cardiology and World Heart Federation, launches its latest course, [Diabetes Care: Diabetes Management in Primary Care](#).

The Rwanda NCD Alliance co-hosts the country's first National NCD Conference, on the theme of Multisectoral Collaboration for NCDs and UHC. NCDA CEO Katie Dain delivers a recorded keynote speech on the importance of advocating for the meaningful involvement of people living with NCDs. The Alliance also publishes the [Rwanda Advocacy Agenda for People Living with NCDs](#), after consultations with over 100 people living with NCDs in the country.

NCDA co-hosts events in October and November on catalysing [investment in NCDs](#). With Sanofi and the Health Finance Institute, it focuses on multiple innovative approaches, including unlocking private sector investments and Integrating NCDs into other disease programs and global health security agendas.

15



14



15

DECEMBER

Release of the report [Long, full, healthy lives: Delivering on the commitment to integrated NCD care for people living with HIV by 2025](#), by NCDA, Viatrix and Equal International.

16

NCDA releases "[Leaving no one behind: Ensuring inclusive NCD responses](#)". The policy brief puts a spotlight on endocrine health, including case studies on thyroid disorders and kidney disease, by NCDA and Merck KGaA.

As evidence of its maturation as a civil society funder, in 2021 NCDA awards a total of 56 grants via its capacity development programmes in 2021, totalling US\$1.2 million.

As a member of the Global Climate and Health Alliance, NCDA contributed to 4 briefs in 2021, including one on COP26 — [COP26: a Summit for Climate and Humanity](#).

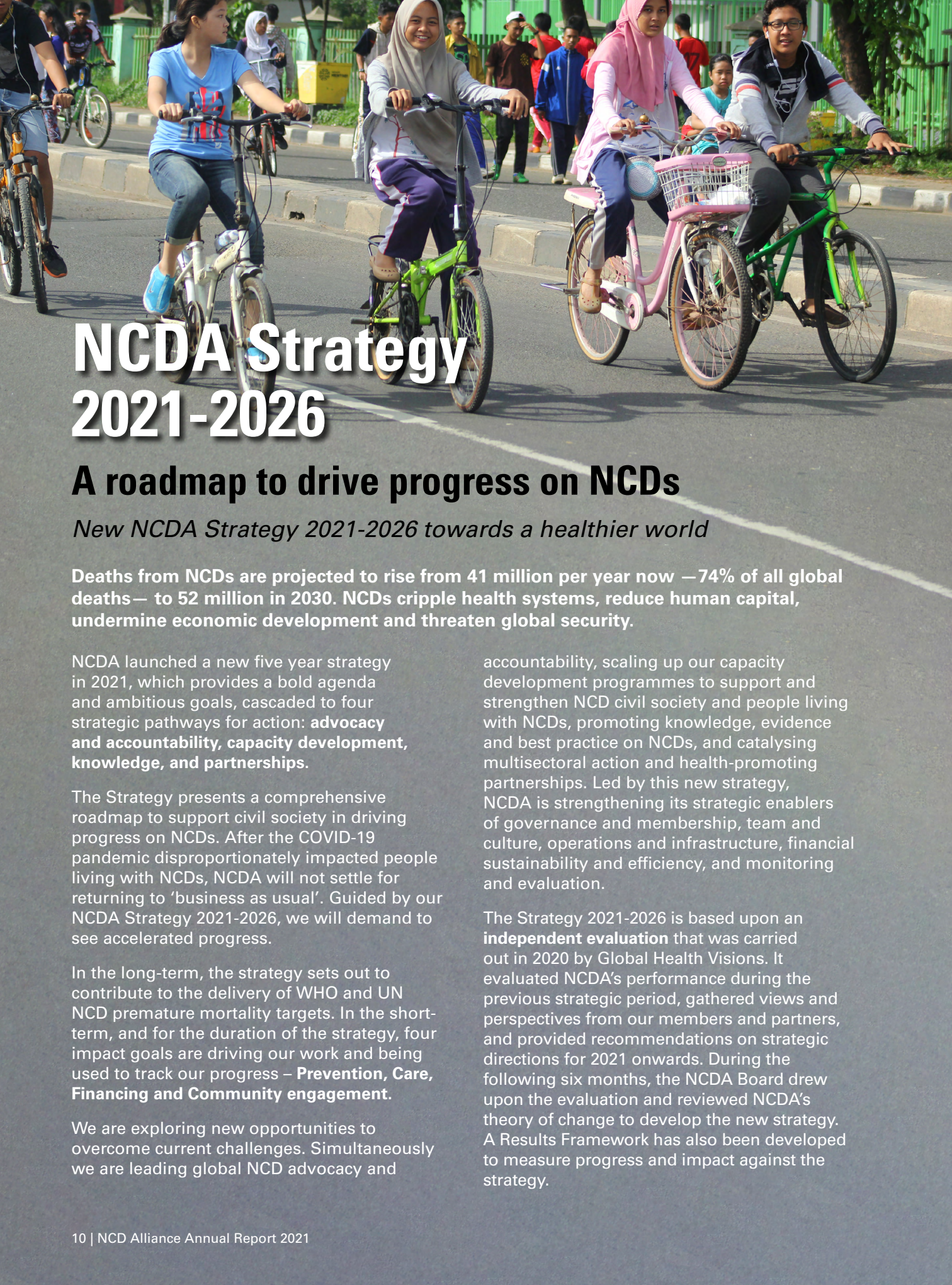
17



16



17



NCDA Strategy 2021-2026

A roadmap to drive progress on NCDs

New NCDA Strategy 2021-2026 towards a healthier world

Deaths from NCDs are projected to rise from 41 million per year now – 74% of all global deaths – to 52 million in 2030. NCDs cripple health systems, reduce human capital, undermine economic development and threaten global security.

NCDA launched a new five year strategy in 2021, which provides a bold agenda and ambitious goals, cascaded to four strategic pathways for action: **advocacy and accountability, capacity development, knowledge, and partnerships.**

The Strategy presents a comprehensive roadmap to support civil society in driving progress on NCDs. After the COVID-19 pandemic disproportionately impacted people living with NCDs, NCDA will not settle for returning to ‘business as usual’. Guided by our NCDA Strategy 2021-2026, we will demand to see accelerated progress.

In the long-term, the strategy sets out to contribute to the delivery of WHO and UN NCD premature mortality targets. In the short-term, and for the duration of the strategy, four impact goals are driving our work and being used to track our progress – **Prevention, Care, Financing and Community engagement.**

We are exploring new opportunities to overcome current challenges. Simultaneously we are leading global NCD advocacy and

accountability, scaling up our capacity development programmes to support and strengthen NCD civil society and people living with NCDs, promoting knowledge, evidence and best practice on NCDs, and catalysing multisectoral action and health-promoting partnerships. Led by this new strategy, NCDA is strengthening its strategic enablers of governance and membership, team and culture, operations and infrastructure, financial sustainability and efficiency, and monitoring and evaluation.

The Strategy 2021-2026 is based upon an **independent evaluation** that was carried out in 2020 by Global Health Visions. It evaluated NCDA’s performance during the previous strategic period, gathered views and perspectives from our members and partners, and provided recommendations on strategic directions for 2021 onwards. During the following six months, the NCDA Board drew upon the evaluation and reviewed NCDA’s theory of change to develop the new strategy. A Results Framework has also been developed to measure progress and impact against the strategy.

VISION

A world in which everyone can live a healthy and productive life, free from the preventable suffering, stigma, disability and death caused by noncommunicable diseases.

MISSION

To unite civil society and drive action on NCD prevention and care, leaving no one behind.

VALUES

People-centred, Collaboration, Equity, Diversity and inclusion, Accountability, Independence, Excellence and results-driven

GOALS

OUTCOME GOALS

Reduce by



25%
PREMATURE MORTALITY
from NCDs by
2025

(WHO NCD target)

Reduce by



33%
PREMATURE MORTALITY
from NCDs and PROMOTE
MENTAL HEALTH and
WELL-BEING by
2030

(UN SDG target 3.4)

IMPACT GOALS 2026



PREVENTION

Foster environments and societies that promote health and wellbeing.



CARE

Ensure universal access to timely and affordable treatment and care for people living with NCDs.



FINANCING

Mobilise adequate and sustainable financial and human resources for NCD prevention and care.



COMMUNITY ENGAGEMENT

Strengthen the capacity, sustainability and involvement of NCD civil society and people living with NCDs in the response.

The NCD movement gains momentum

The NCD Alliance has been leading advocacy to promote the integration of NCDs with other global health and development priorities, programmes and funding mechanisms. One of them has been the integration of NCDs with HIV/AIDS.

HIV/AIDS and NCDs

Milestone UN Declaration on HIV and AIDS commits governments to a new target of 90% of people living with HIV accessing care for NCDs and mental health.



This contributed to United Nations Member States adopting in June a new political declaration of the UN General Assembly High-Level Meeting on AIDS. Exciting commitments relating to NCDs are included, like the target calling for full coverage of NCD services for 90% of people living with HIV by 2025. The new political declaration “Ending Inequalities and Getting on Track to End AIDS by 2030”, includes a set of global targets for HIV which, if reached by the international community, will avert 3.6 million new HIV infections and 1.7 million AIDS-related deaths by 2030.

The adoption of this Declaration offers an unprecedented opportunity for the NCD and HIV communities to work together collaboratively, including the development of indicators for monitoring and accountability. NCD Alliance commends member states on the adoption of the political declaration and commits to working with partners and governments to achieve this target by 2025 by promoting integration of services and ensuring equitable health for all.

“This UN agreement represents the first time that governments have committed to a target to ensure NCD care for any group. This sets a vital precedent for all people living with NCDs worldwide, including too many who currently cannot access essential treatment, medication, or care. This must be matched with commitments to provide NCD care for all at UN High-Level meetings on Universal Health Coverage in 2023 and on NCDs in 2025”, said Katie Dain, CEO of NCD Alliance.

Landmark WHO resolution on diabetes

Governments recognise links between diabetes and health inequalities in historic resolution.

To coincide with the centenary of the discovery of insulin, in May 2021, the World Health Assembly 74 adopted a landmark resolution to reduce the burden of NCDs through strengthening prevention and control of diabetes, including access to insulin.

The adoption of the resolution came just two months after the launch of the “WHO Global Diabetes Compact”, which aims to respond to the diabetes epidemic by reducing the risk of diabetes and ensuring that all people who are diagnosed with diabetes have access to equitable, comprehensive, affordable and quality treatment and care.

The resolution recognises that in the context of the COVID-19 pandemic, people living with diabetes and other NCDs are at increased risk of severe illness and death due to disruptions in essential healthcare, as well as from the virus itself. Over 460 million people live with diabetes, a number which has tripled in the past 20 years. Diabetes is now among the top 10 causes of global deaths and leading cause of stroke, cardiovascular and kidney diseases, blindness, oral diseases and lower-limb amputation.

The resolution also provided WHO with a mandate to develop targets on the diagnosis and management of diabetes which will be put before World Health Assembly 75 for their adoption. Such targets have the potential to significantly improve the lives of people living with diabetes in the coming decade by providing a strong direction for Member States to act on diabetes.

Giving children a chance:
The new face of diabetes care in Guinea.

© Facing Forward series. Produced by BBC StoryWorks





Immaculate Anyango, living with type 1 diabetes, Uganda



Country-led innovations for treating childhood diabetes

To support the launch of the WHO Global Diabetes Compact, NCDA and the International Diabetes Federation held a virtual event with strategically selected advocates with lived experiences of diabetes, government representatives and thought leaders representing a variety of stakeholders. The event fed into a discussion around the opportunities to catalyse access to health care services for people living with diabetes of all ages.

Advocacy Institute expansion

New alliances join the Advocacy Institute and a new NCD Prevention Accelerator programme is launched

The Advocacy Institute (AI) is NCDA's multi-year flagship capacity development initiative to support NCD civil society coalition-building and locally-led advocacy campaigns in LMICs. Through the AI Seed Programme, NCDA supports the establishment of NCD civil society networks in countries/regions where these are non-existent or nascent, helping emerging networks set solid advocacy foundations. Through the thematic AI Accelerator Programmes, NCDA supports the advocacy efforts of established NCD alliances in countries/regions to drive change for improved NCD prevention and control.

Following its first successful phase in 2017-2019, a second phase of the AI was started in 2020. In 2021, the AI was expanded. In recognition of the importance of addressing NCDs in low-income countries as an enabler for sustainable development, the AI's Seed Programme was expanded to include three least developed countries. Given the need for civil society action to advocate for adoption of proven, cost effective NCD policies and legislation to reduce exposure to the major NCD risk factors, a new NCD Prevention Accelerator Programme was launched.

In 2021, the AI supported:

Coalition building of five alliances through the Seed Programme (Malawi and the Africa NCDs Network, joined by Nepal, Senegal and Bangladesh)

Increasing the capacity of 10 established NCD alliances to drive in-country NCD and UHC advocacy through the NCDs and UHC Accelerator Programme (Egypt, India, Kenya, Mexico, Malaysia, Rwanda, Tanzania and Vietnam, joined by Ethiopia, Ghana)

Increasing the capacity of four established NCD alliances to drive advocacy on specific risk factors through the newly launched NCD Prevention Accelerator Programme (Ghana, India, Mexico and the Philippines).



NCD Alliance
ADVOCACY INSTITUTE

Thank you to our partners Norad and Sida for supporting expansion of the Advocacy Institute.

National NCD alliances drive local change



Rwanda NCD Alliance 2021

In 2021, three alliances that were supported through NCDA capacity development programmes had advocacy wins.

First, the Rwanda NCD Alliance co-hosted the country's first national conference on NCDs. It included the re-launch of **Rwanda's National Strategy for the Prevention and Control of NCDs, 2021-2025**, which lists the Rwanda Alliance as a key implementing partner. The strategy also includes funding commitments over the next five years that echo demands by the Rwanda NCD Alliance, and names the alliance as the civil society representative to a new committee tasked with rolling out multisector coordination.

The Rwanda NCD Alliance is part of the Advocacy Institute NCDs and UHC Accelerator Programme and is also supported by the Our Views, Our Voices initiative, thanks to NCDA's partnership with The Leona M. and Harry B. Helmsley Charitable Trust.

Next, the **NCD Alliance Kenya** (NCDAK) was part of the Ministry of Health technical working group that developed the country's **National Strategic Plan for Prevention and Control of NCDs 2020/21-2025/26**. It was launched on 27 July. Kenya's Strategy recognises people living with NCDs as key partners in strengthening NCD advocacy, communication and social mobilisation at national, county and community level.

The NCDAK is part of the NCDs and UHC Accelerator Programme and is involved in the Our Views, Our Voices initiative, as part of NCDA's partnership with Access Accelerated.

Finally, on 14 October, the **Mexican Senate unanimously passed a bill which adds a reform to the General Health Law to eliminate the use of industrially-produced trans fatty acids** (iTFA) in the food supply. The bill includes a ban of partially hydrogenated oils and sets a 2% iTFA limit for all food products (as per WHO best practice and guidance in its REPLACE package).

Discussions on this bill and the specific reform to the General Health Law have now moved to the House of Representatives, meaning that Mexico has the opportunity to become another country to comply with WHO REPLACE Package recommendations and move forward in protecting the health of its population.

NCDA supports Mexico Salud-Hable in its advocacy work on iTFA elimination, including through its partnership with Resolve to Save Lives.

The network of alliances continues to grow, with 66 alliances globally. In 2021, two new alliances were formed: Alliance MNT Senegal and Costa Rica Saludable.

Supporting national and regional action

NCD Alliance strengthens the advocacy capacity of member organisations, particularly national and regional NCD alliances in low- and middle-income countries, through a portfolio of capacity development programmes. The map below shows where we worked in 2021 through our main programmes to support civil society efforts to drive national and regional action on NCDs.



NCD Alliance
ADVOCACY INSTITUTE

- **Advocacy Institute Seed Programme**
- **Advocacy Institute NCDs and UHC Accelerator Programme**
- **Advocacy Institute Prevention Accelerator Programme**



An initiative by the NCD Alliance and people living with NCDs

- **Our Views, Our Voices initiative**



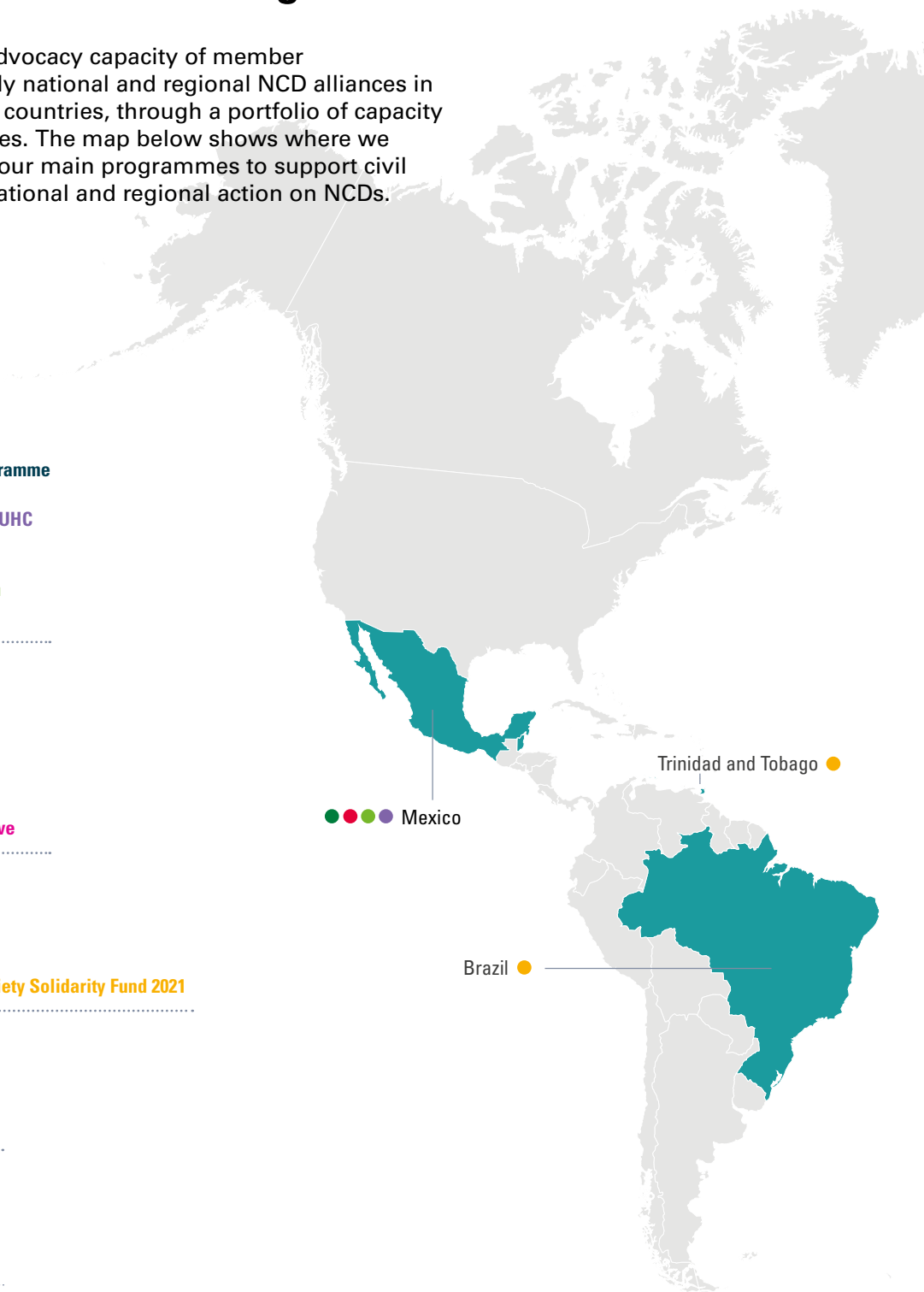
- **NCDs and COVID-19 Civil Society Solidarity Fund 2021**

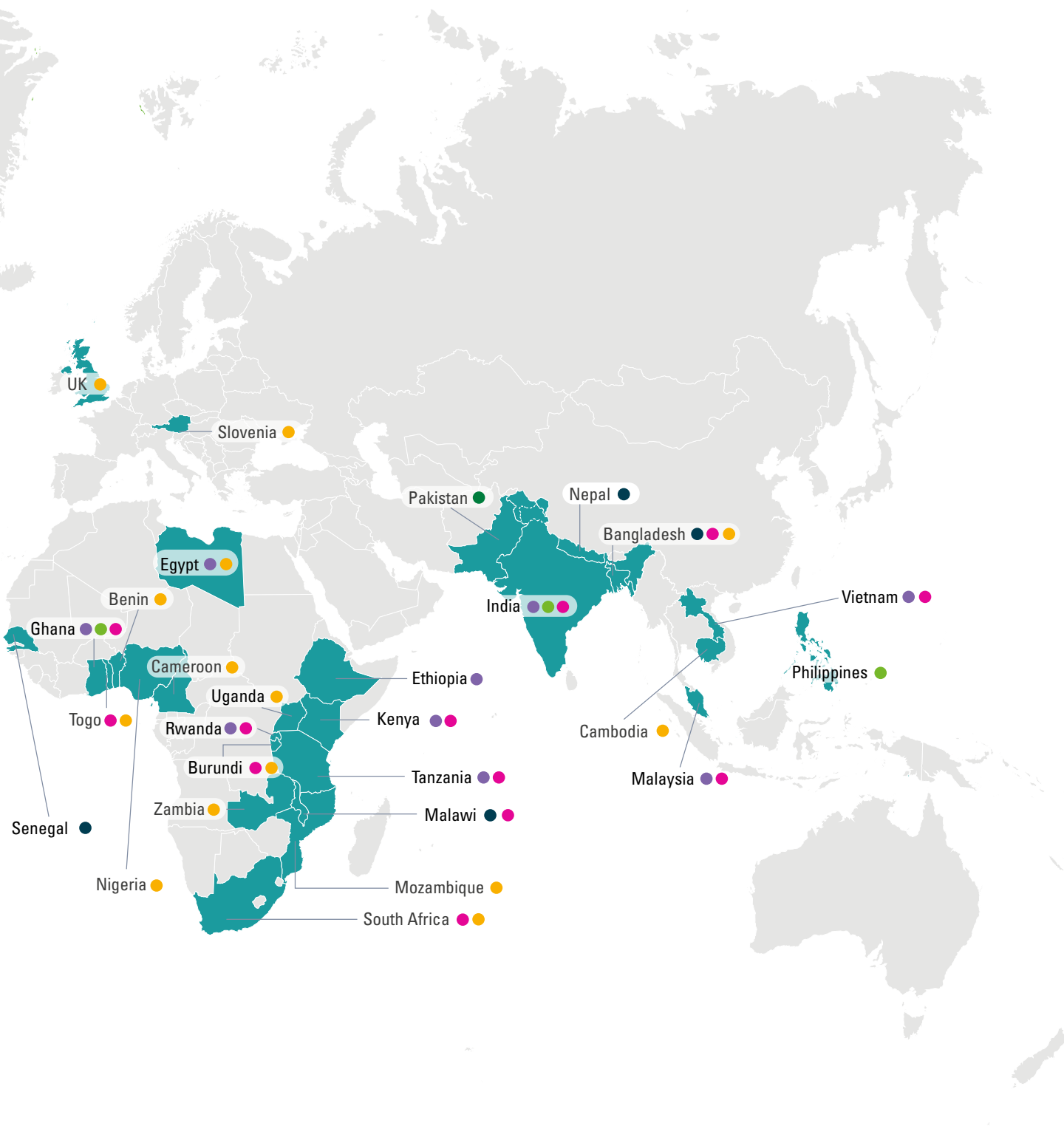


- **iTFA Elimination Programme**

Regions supported

- Latin America ●
- Caribbean ● ●
- East Africa ●
- Pan Africa ● ●







UNITED WE ARE STRONGER

NCDs and COVID-19

Given the links between NCDs and the COVID-19 pandemic, the NCD Alliance during 2020 and 2021 has been leading global advocacy and programmes to support people living with NCDs and include a NCD lens in policies for COVID-19 pandemic response and recovery.

A Solidarity Fund to strengthen civil society's pandemic response

The NCD Alliance, with support from its partners, launched in 2020 the first-of-its-kind Civil Society Solidarity Fund on NCDs and COVID-19, awarding grants to NCD alliances to advocate for the needs of people living with NCDs in national pandemic response plans. In 2021, we launched a second phase of the [Solidarity Fund](#), totalling US\$335,000, to support 19 NCD alliances, over three-quarters of which are from LMICs, for work focusing on making the case for prioritising and investing in NCDs, recovery and resilience, and putting people living with NCDs first in governments' promises and efforts to build back better and fairer.

Awarded alliances promoted unified civil society action to further recovery and resilience. Over 150 media stories were published as a result of the Fund. The East Africa NCD Alliance, for example, equipped 35 journalists with the technical information needed to report on NCDs. The Alliance MNT Benin linked community radios and people living with NCDs to increase the understanding of their unique needs and challenges.

Other alliances were engaged in their national COVID-19 response plans. The Trinidad and Tobago NCD Alliance, for example, collaborated with its Ministry of Health in outreach campaigns and worked with the Pan American Health Organization to disseminate a social media campaign on vaccine hesitancy, including information for people living with NCDs. The Cameroon Civil Society NCD Alliance mapped the needs of people living with NCDs to provide input to the Ministry of Health in Cameroon's UHC plan and pandemic response.

All of the Fund recipients agree/ strongly agree that the 2021 Solidarity Fund enhanced their advocacy and communications efforts to promote resilience and recovery from the COVID-19 pandemic.

The Solidarity Fund is possible thanks to the support of Ecobank Foundation, the Leona M. and Harry B. Helmsley Charitable Trust, Access Accelerated, Viatrix and Astra Zeneca.



© Cambodia NCD Alliance

An NCD agenda for resilience and recovery

COVID-19 laid bare the failure of health systems globally to address NCDs

It's become clear over the past two years that governments and global institutions are facing a syndemic, where the acute pandemic of COVID-19 is deepening the impacts of the chronic pandemic of NCDs. Despite that unprecedented challenge, the pandemic response provides an opportunity to learn lessons and ensure that the innovations, resources, and technologies mobilised to fight COVID-19 can also have a transformative impact on NCDs.

To help spur the movement to build back better and fairer post-pandemic, we developed and launched the [Global NCD Agenda for Resilience and Recovery from COVID-19](#).

Aimed at policymakers, the Agenda is built on three pillars: **Governance, Prevention and Health Systems**. It outlines 12 pathways toward ensuring that all countries can recover stronger after COVID-19 and will support leaders and other decision-makers to accelerate equitable, cost-effective policy action and investment to strengthen population health and build more resilient health systems.

The Agenda's audience includes decision-makers working to improve health and sustainable development in national governments across all ministries and departments, in public services including health systems, the health workforce, international institutions, civil society, research institutions, philanthropies, and the private sector.



PILLAR 1
Governance:
Redefine priorities and power and measure what matters

PILLAR 2
Prevention: Prioritise health as a path to preparedness

PILLAR 3
Health systems:
Fairer and fit for the future



Facing Forward

Real stories of NCD action during COVID-19



When Romana Hendricks tried to check her blood sugar level one morning but damaged her glucometer, the fear, anxiety and stress she'd been feeling during the COVID-19 pandemic rose in her. "I was phoning Cape Town, here, there, everywhere to get a glucometer. So I panicked a bit because I was feeling so ill for about a week," says the South African woman, who lives with multiple morbidities.

Then she connected with a hotline set up by the South African NCD Alliance. They directed her to a nurse, who delivered a new glucometer, along with advice on staying positive during the pandemic.

"They called from all over the country," says SA Alliance Director Dr Vicki Pinkney-Atkinson. "Many of the calls were people saying, 'I've got no food', saying 'How do I get my medicines? I've got no medicines'.

"The whole thing about a helpline is to actually enable you, and to empower you to live with your health condition," adds Vicki.

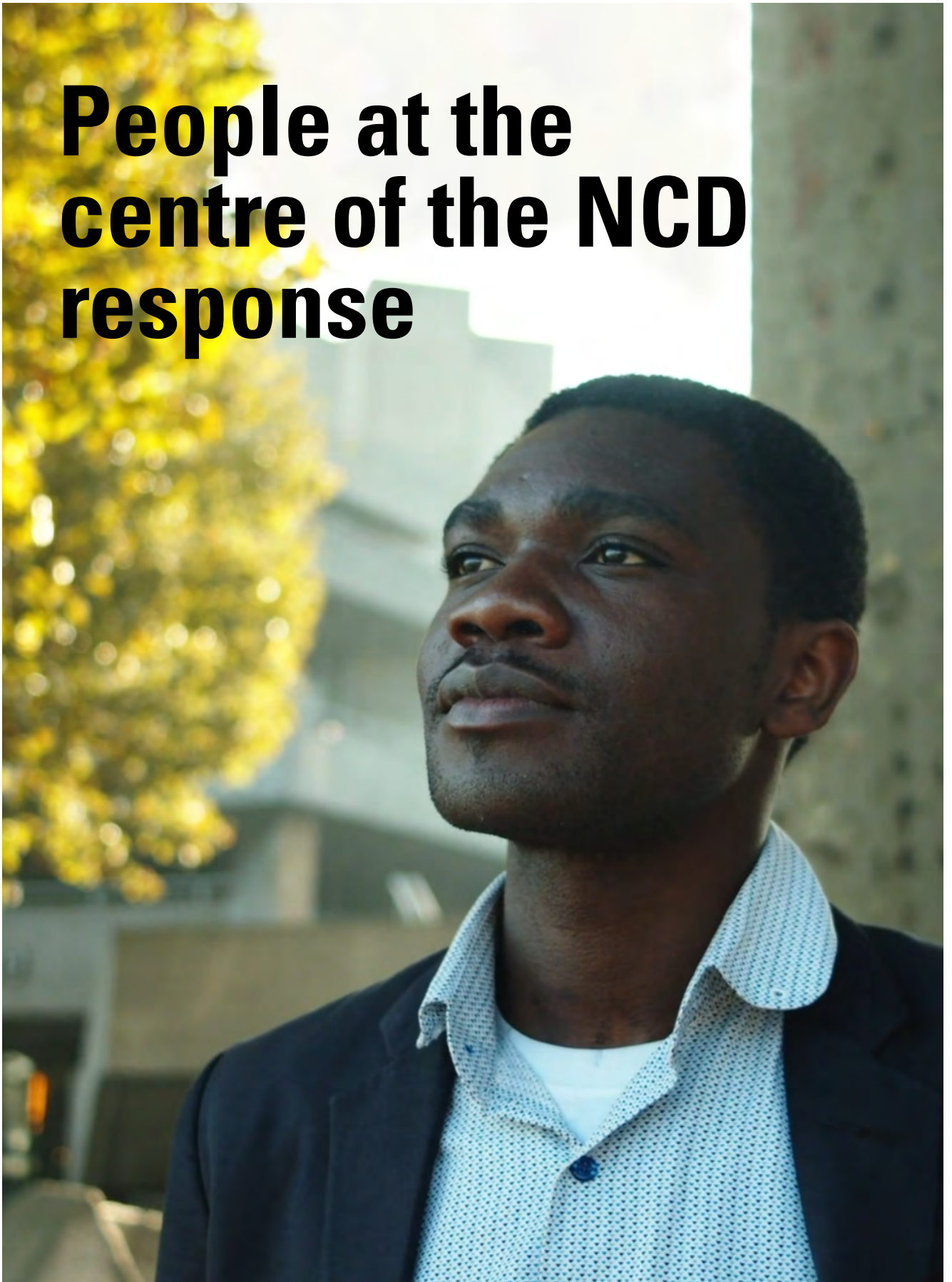
Romana's story shows how people living with NCDs worked collaboratively during COVID-19 to ensure individuals could access crucial health services. It is revealed in **Facing Forward**, a series of 25 short films and 10 articles produced by BBC StoryWorks for NCD Alliance in 2021. As the successor to the **Turning the Tide** series, Facing Forward reveals the journeys of people living with NCDs and the communities, institutions and private sector players who are working to support them.



© NCD Alliance. Produced by BBC StoryWorks

Launched in November 2021, the campaign for the Facing Forward series is still running. However, the campaign has already reached 1.4 million people, with nearly half a million engagements and 156K views at 25%!

People at the centre of the NCD response



Global Charter puts people living with NCDs first

Global Charter on Meaningful Engagement of People Living with NCDs launched after extensive consultation

At the core of NCDA’s work is the belief that people living with NCDs are the backbone of efforts to prevent and treat NCDs. When policies, programmes, and services are co-designed with communities they are more likely to be relevant, appropriate, scalable, and sustainable. By ensuring that they are focused on people, not diseases, they can most effectively respond to the needs and realities of those they are meant to serve and leave no one behind.

Guided by that vision, the Global Charter on Meaningful Involvement of People Living with NCDs was launched in September during the Global Week for Action on NCDs. The Global Charter recognises people living with NCDs as indispensable partners in the NCD response. It mobilises organisations and institutions around a shared understanding of their meaningful involvement, fundamental principles, and core strategies to ensure that people living with NCDs can play this role.

The journey to the Global Charter was nourished by the voices of nearly 500 people – half of them living with NCDs – from 50 countries across all WHO regions.

Launched in early 2021, the consultations included:

A series of four virtual multi-stakeholder dialogues in the African, Latin America and Caribbean, South-East Asia and Western Pacific, and Eastern Mediterranean regions on the theme of putting people first.

A series of four virtual Our Views, Our Voices civil society-only meetings in the same regions. These meetings gathered insights on strategies and barriers to meaningful involvement of people living with NCDs and tracked progress on meaningful involvement and advocacy opportunities for civil society.

A grant programme to support in-country consultations on meaningful involvement of people living with NCDs, particularly with hard-to-reach communities.

A multi-stakeholder survey, which received approximately 250 responses from civil society, the private sector, government, multilateral/bilateral, academia and research, and philanthropic organisations.

Public comments on a near final version of the Global Charter.

*By the end of 2021, the **Global Charter** had been endorsed by 52 organisations, and NCDA continues to welcome more endorsements from civil society, governments, and international partners such as multilateral and bilateral agencies, international NGOs, foundations and philanthropies, appropriate private sector organisations, the research community and academia. Endorsers commit to key principles and 10 core strategies to enable meaningful involvement in decision-making at all levels.*

NCD Diaries

People living with chronic diseases share their journeys to becoming powerful advocates

NCD Diaries

“Motherhood: All love begins and ends there. As a mother, you are never alone in your thoughts. In my quiet moments, I think about my two boys Jack and James who died at 2 and 7 months respectively, due to HIV-related complications.

Thankfully, we now have prevention of mother-to-child transmission of HIV programmes, so HIV-positive mothers can have HIV-negative babies. However, existing barriers include discrimination, and lack of support, confidentiality, and HPV screening. Further, antiretroviral drugs for infants are not readily available in most health facilities.”



Salome Agallo has lived with HIV for 21 years, survived cancer three times and now has an ostomy. Despite her strength and determination, she is one of many people living with chronic diseases who have been absent from the decision-making table and conversations that affect their health. But that is changing, story by story. A growing number of people living with NCDs are making their voices heard by policy makers.

[Visual Diary](#)

In 2021, NCDA supported 28 people living with a range of chronic conditions from different global regions to become NCD Diarists. Told with words, photos or audio, the [NCD Diaries](#) offer intimate portraits of people living with NCDs, while chronicling their journeys to becoming powerful advocates for their communities and the broader NCD movement.

In 2021, two series of Diaries were created through this digital storytelling project. The first introduced 13 NCD Diarists from nine countries representing 5 global regions. The series focused on their lived experiences with multi-morbidities and highlighted the importance of people-centred, integrated NCD care. The NCD Diaries helped Diarists publicly communicate their lived experiences linked to their calls to action for policymakers and to motivate other people living with NCDs. Two Diarists spoke at an NCDA media telebriefing on NCD advocacy on 9 September 2021.

Exploring the theme of Universal Health Coverage (UHC) and affordability, the second series prepared 15 Diarists in 12 countries from 5 global regions to share their stories about the cost of NCD care in their contexts and communities. In doing so, they made the case for the importance of quality and affordable care in their countries.

To support NCD Diarists, [Life in Action: A Practical Guide to Creating NCD Diaries](#) was developed in 2021. The NCD Diaries are part of NCDA's Our Views, Our Voices initiative, supported via a partnership with The Leona M. and Harry B. Helmsley Charitable Trust.

WHO embraces meaningful engagement of people living with NCDs

New participatory process to co-design WHO Framework

After years of advocacy to put people first in the NCD response, the World Health Organization is developing a Framework for Meaningful Engagement of People Living with NCDs and Mental Health Conditions (MHCs), which will guide WHO and its Member States in co-designing NCD and MHC policies, programmes, and principles.

WHO has adopted a participatory development process for the Framework. This includes an extensive literature review and a range of efforts to gather opinions, such as informal consultations in the WHO regions with people living with NCDs. They will also explore the importance of meaningful engagement of people living with NCDs and MHCs and how it can be further implemented at a regional and national level.

NCD Alliance is accompanying the consultative process, providing insights from lessons learnt from the Our Views, Our Voices initiative. Plus, a number of Our Views, Our Voices advocates have been involved in and contributed to the consultations.



Bigger and louder than ever!

Global Week for Action on NCDs mobilises civil society for fourth consecutive year

The Global Week for Action on NCDs unites the NCD movement each year under a specific theme, concentrating our combined efforts with the aim of reducing the NCD burden globally and increasing health and equality. In 2021 the theme was community engagement, calling on people from all sectors of society to get involved and act on NCDs. The voice of the global NCD movement rang out louder than ever before, with the campaign reaching millions of people. We saw inspiring posts including pictures of events and videos of activities, as well as testimonies of people living with noncommunicable diseases, and youth organisations who showcased their advocacy efforts calling for health for all.

In addition, from 6-12 September participants in the Global Week for Action generated:



400+
VOICES OF CHANGE

messages on the campaign website while **59 events** were organised worldwide, including a football match in Cameroon

A REACH OF
16.8 **MILLION PEOPLE**
ON TWITTER
alone, compared to
11 million in 2020.

We also reached wider and more diverse audiences on newer platforms like TikTok and hosted live discussions on Instagram in English and Spanish with NCD advocates and people living with NCDs



20,000 USERS

and

34,000 PAGE VIEWS

on the rebranded campaign website actonncds.org, which was offered in three languages: English, French and Spanish.

The creative NCD community responded to pandemic restrictions by leveraging innovation, technology and new voices to increase participation and demand action. It also engaged with news media and conducted discussions related to the launch on 6 September of the [Global Charter on Meaningful Involvement of People Living with NCDs](#) with wide readership and visibility in Africa.

Other highlights of the Global Week included:

10 winning national and regional member alliances in Asia, Africa, and the Americas receive [Campaign Fuel Awards](#) for their inspirational activities in 2021.



FROM SILOES TO SYNERGIES:
 Integrating noncommunicable disease prevention and care into global health initiatives and universal health coverage
 Policy Research Report

Launch of [A Global NCD Agenda](#) for Resilience and Recovery from COVID-19. It outlines 12 recommendations across 3 pillars to build back better and fairer from COVID-19



Launch of [From Siloes to Synergies: Integrating noncommunicable disease prevention and care into global health initiatives and universal health coverage](#), a policy research report commissioned to The George Institute for Global Health.

Inform, inspire, engage



Our innovative approach to sharing knowledge

Solutions-focused storytelling

Identifying and disseminating evidence on NCDs is essential to close the gap between knowledge and action. NCD Alliance is uniquely positioned to amplify good practices in policy, advocacy and implementation. We ignite positive change through influential communications, including webinars, telebriefings, videos, publications, social media and a range of digital platforms.

We bring key NCD voices from around the world to share knowledge, identify problems and solutions, and strategise on how to tackle the NCD epidemic. NCD Alliance's growing base of members and partners plays an essential role in all our communications actions, multiplying the audiences we reach with their extensive channels.

POSITIVE STORYTELLING

Films rich in powerful human stories, striking imagery, and universally relevant messages connecting characters and emotions with solutions; and exploring new digital environments to spread NCD Alliance's key messages.

AUDIENCE-FIRST

Putting audiences at the heart of our plan.

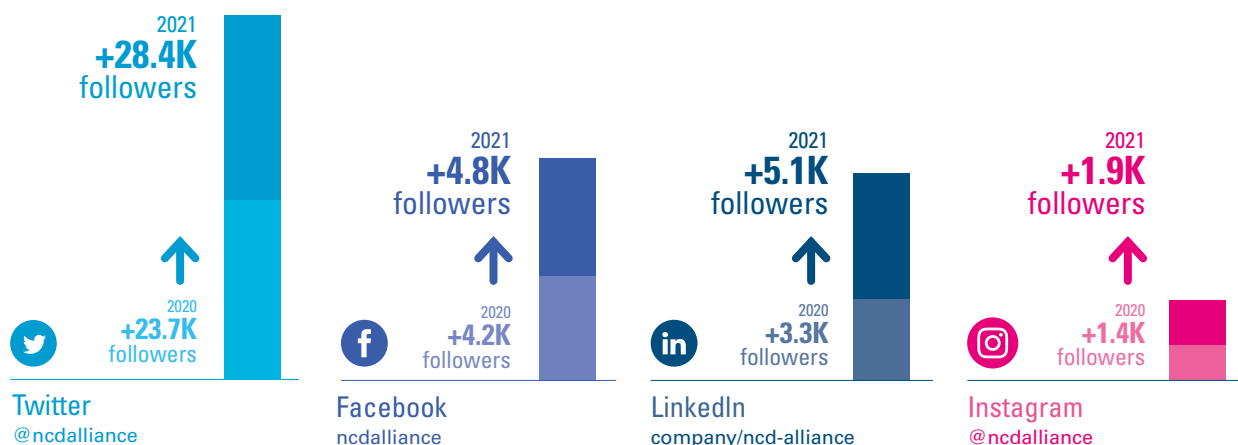
PUBLICATIONS TAKEN TO THE NEXT LEVEL

Trialing new approaches with three new digital reports released in 2021.

Numbers show that the new approach has contributed to growing engagement and following.

SOCIAL MEDIA

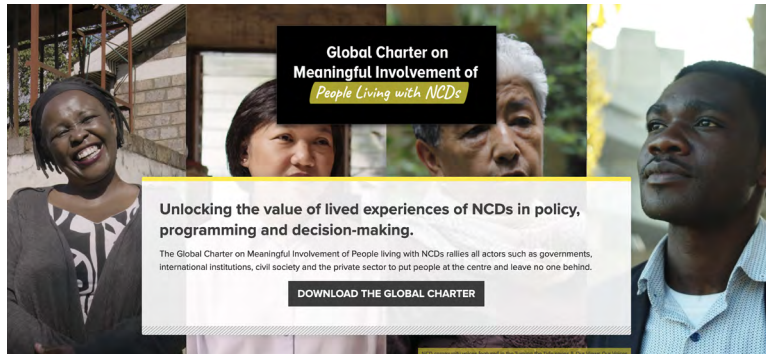
In 2021, our following grew significantly – increasing by 17% across Twitter, Facebook, LinkedIn and Instagram – including a 16% increase on our largest platform, Twitter.



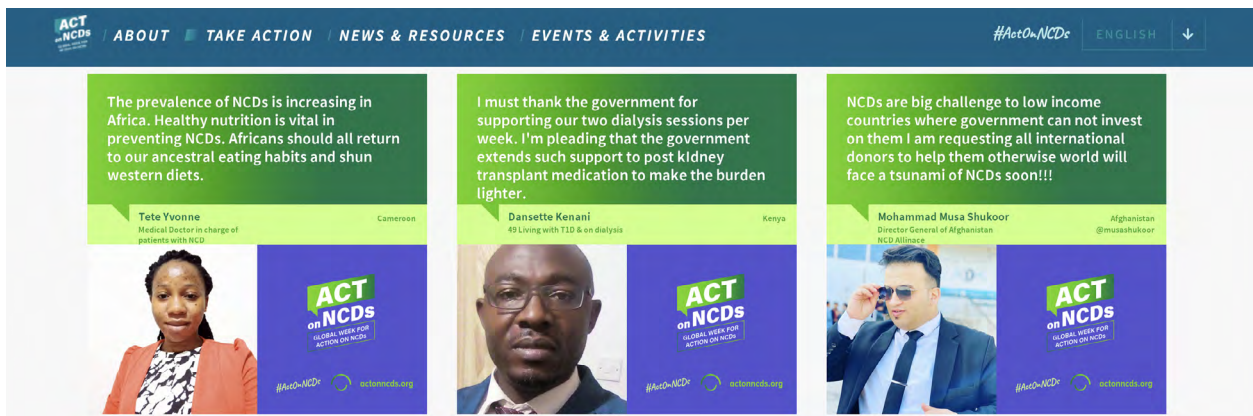
At the end of 2021, ~38,000 people followed NCD Alliance accounts on social media.

Websites

NCA websites were visited over 317,000 times in 2021, recording over half a million (536,000) page views. Our news and blog pages recorded around 100K views in 2021, and our resource pages over 42K views. NCA campaigns and knowledge resources recorded over 17,000 unique downloads in 2021.



www.ourviewsourvoices.org/global-charter




actonncds.org

**15 DECEMBER 2021
WEEKLY NEWSLETTER**

IN THIS WEEK'S ISSUE

NEW REPORTS:
Integrated care for people living with HIV and endocrine conditions

EVENTS: UHC Day, psoriasis & telemedicine



© People living with HIV / Shutterstock.com / Partnering

Newsletter

NCDAs' email marketing continued to reach impressive numbers **in 2021 with open rates exceeding 35% across 3 out of 4 of NCDAs' regular newsletter communications.**

Publications highlights 2021


WHO Civil Society Working Group on NCDs
Position Statement
FULL REPORT



Resilient systems for 'building back better'
Health and other system requirements for the prevention and control of noncommunicable diseases and COVID-19

NCD Alliance World Health Organization

[WHO Civil Society Working Group on NCDs Position Statement: Resilient systems for 'building back better' from COVID-19.](#) A framework and checklist for using a systems approach to implementing timely and effective responses to the ongoing epidemic of noncommunicable diseases and the acute pandemic of COVID-19.



WHY AND HOW TO INTEGRATE ORAL HEALTH INTO THE NCD AND UHC RESPONSES

Briefing note for policymakers

CDUWASH Dental Federation, FDI and the NCD Alliance have joined forces to ensure that oral health is considered as a strategic priority addressing non-communicable diseases (NCDs) and Universal Health Coverage (UHC). Together, the organizations are calling for the implementation of comprehensive evidence-based policies that integrate oral health services and oral healthcare into NCD prevention and control and UHC service packages, to address health inequalities, while adapting to the existing needs of populations.

This briefing note is the product of a workshop and provides key evidence-based messages on the association between oral health and NCDs, and the role of oral healthcare within health systems. It aligns with FDI's [Global Oral Health Action Plan 2030](#).

fdi NCD Alliance

[Why and how to integrate oral health into the UHC and NCD responses.](#) This briefing note for policymakers provides key evidence-based messages on the associations between oral health and NCDs, and the role of oral healthcare within health systems.

PRESSURE POINTS



Call for simultaneous ACTION ON DIABETES AND HYPERTENSION for more resilient health systems

NCD Alliance International Diabetes Federation World Health Organization

[Pressure Points: Call for simultaneous action on diabetes and hypertension for more resilient health systems.](#) A policy brief arguing that in light of the costs of inaction and enormous benefits of cost-effective prevention of the onset of both hypertension and type 2 diabetes, governments should dramatically step up implementation of proven policy responses for primary prevention and health promotion.

Stories of change

Highlighting Mexico's successful junk food advocacy

In 2021, NCDA put a spotlight on advocacy success stories at national level. As part of this, it launched the Stories of Change 60-second video series. One of these short videos, [Mexico's junk food bans](#), shares with the world the news of a significant advocacy win for civil society in that country.

Mexico has one of the highest burdens of diet-related NCDs and obesity in the world. Around three-quarters of people live with overweight or obesity, including one-third of children. During the summer of 2020, in the southern state of Oaxaca, some Indigenous communities physically blocked roads to trucks delivering processed foods and beverages so that people could return to healthy, traditional diets.

Soon after, the Oaxaca government passed a law banning the sale of junk food to minors. Tabasco quickly followed suit, and many other states are now preparing to do the same.

Mexico's Federal Senate recently passed a nation-wide law that will prohibit junk food from school meals and make it illegal to sell junk food near schools. The Ley Anti-Chatarra (Anti-Junk Food Law), applies to stores, schools and vending machines.



TURNING THE TIDE

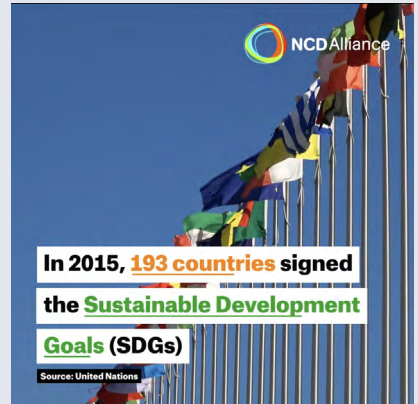
Creating compelling stories to increase media attention

Turning the Tide audiovisual series reaches millions

Culminating in February 2021, **Turning the Tide**, the first documentary series with BBC Storyworks demonstrated critical success in reaching new audiences with NCD stories from around the world. The campaign reached 24.1 million people, racked up over 5.1 million engagements, and had 1.5 million views of videos at over 25%.

Video and audio content

Over 100,000 minutes were watched/listened of NCD Alliance audio-visual content in 2021.



www.youtube.com/c/NCDAllianceOrg

Back to basics: What are NCDs?
They are known as "the silent pandemic". They cause over 41 millions deaths a year. They disproportionately affect the world's poorest. But what actually are noncommunicable diseases?

A holistic approach to healthcare
In rural Malawi, brothers Manuel and Yamakan's type 1 diabetes diagnoses hit their single-parent family hard.

How Tanzania is improving cancer outcomes for women
Diseases don't discriminate and in Tanzania, breast and cervical cancer are the most common cancers affecting women today.

ncdalliance.org/facing-forward/

NCD Diaries Podcasts

Omar Abu Reesh
BY OMAR ABUREESH
PODCAST DIARY

Liz Achieng Owino
BY LIZ OWINO
PODCAST DIARY

Seema Bali
BY SEEMA BALI
Podcast Diary

Allison Ibrahim
BY ALLISON IBRAHIM
Podcast Diary

www.ourviewsourvoices.org/ncd-diaries/about



Strong partnerships to address the urgency of now

Growing NCDA's membership base and multisectoral partnerships

Together with our members and partners, the NCD Alliance continues to strengthen its position as a global leader in NCD advocacy and a convener of the civil society movement. We can see evidence of this through our growing number of members, our increased financial stability, and our ambitious strategy developed for the 2021-2026 period.

In 2021, NCDA expanded its partnership base with the NCDA Supporters Group, growing to 29 partners, with 16 NGO partners, 2 development agencies, 8 corporate partners and 3 foundation partners. Merck KGaA joined as a new corporate supporter, aiming to raise visibility for thyroid diseases within the NCD movement. Putting people first, the partnership will focus on multi-morbidity and advocate for a broad and inclusive NCD agenda to achieve Universal Health Coverage (UHC). NCDA and the World Diabetes Foundation (WDF) announced a new partnership aimed at mobilizing more resources for NCDs and promoting sustainable and multisectoral responses, with focus on the critical role of civil society. In 2021, we also partnered with the Norwegian Agency for Development Cooperation (Norad) as a development agency partner. This new partnership will support NCDA's work with policy makers around the world to mobilise resources to prevent NCDs and integrate NCDs with other global health and development priorities, recognising that most people live with more

than one health problem. It will also enable scaling up programmes to strengthen and support national NCD alliances in low- and middle-income countries with training and skills-building and leverage proven policy solutions to prevent NCDs and ensure access to essential care for all.

NCDA's membership base remained stable, with 364 members (4 founding members, 107 full members, 7 associate members and 246 network members) as of December 2021. NCDA has continued to leverage the Peer Learning Advocacy Networks (PLANs) to mobilise its membership on the new challenges and priorities accentuated by the COVID-19 pandemic. PLANs are coordination platforms facilitated by NCDA to allow strategic exchanges between members and NGO partners and provide a safe space to share information, advocacy strategies and actions in specific policy areas with other peers in the NCD space in order to increase our chances of success. In 2021, NCDA launched a new PLAN on NCD investment to strengthen feedback loops between global and national level advocacy on these issues.

93 organisations are now members of at least one PLAN: the PLAN on NCD prevention, the PLAN on an inclusive NCD agenda or the PLAN on NCD Financing in 2021. Through the PLANs, membership was consulted in the production of five policy notes/reports and engaged in two workshops in 2021.

Founding federations



Development agency partners



Foundations partners



NGO partners



Corporate partners



Governance and Finance

NCDA BOARD 2021-2023

On 19 May 2020, NCDA held its first virtual General Assembly. This was following a decision taken by NCDA members at a Special Residual General Assembly in September 2020 making it possible to hold virtual meetings in light of the COVID-19 pandemic and restrictions. The constitution was changed to accommodate this.

The General Assembly, which is the supreme governing body of NCDA and was attended in 2021 by 327 members, received updates and members provided input on NCDA's work. They also approved the financial accounts for 2019-2020. Full and Founding member organisations voted on a new Board of Directors, a new President and the first President-elect for the term 2021-2023. The Board is composed of an outstanding group of individuals from a range of backgrounds, areas of NCD expertise, and geographies to lead NCDA through the next two years.

Anne Lise Ryel, former Secretary General of the Norwegian Cancer Society and NCDA Board Member for 2019-2021, was elected NCD Alliance President. Monika Arora, Executive Director of HRIDAY and NCDA Board Member for 2019-2021, was elected President-Elect.

The Board of Directors represents all spectrums of the NCD community. All Board members serve in their own personal capacity and not as representatives of their respective organisations or countries. They are elected for a period of two years.

The Board of Directors governs NCDA in accordance with the mandate given to it by the General Assembly and it is empowered to provide leadership and strategic direction for all NCDA activities. The Board is composed of 14 outstanding and committed individuals.

In 2021, the Board of Directors had three virtual meetings: July, September and December. The new Board was also invited to an induction session in June to become familiar with the organisation and the governance role of the Board of Directors, as well to receive updates on NCDA's activities and areas of work.

Amongst the Board's priorities in 2021 was strengthening the foundations of NCDA and positioning the organisation for the future, including via the new Strategy, governance reforms and strengthening finance and audit processes; as well as ensuring NCDA was effectively responding, withstanding and adapting to the ongoing COVID-19 pandemic.

<https://ncdalliance.org/news-events/news/the-urgency-of-now-a-new-strategy-towards-a-healthier-fairer-world>

NCD Alliance Board of Directors for 2021-2023:



Cary Adams,
CEO, [Union for International Cancer Control](#) (Switzerland)



Eva Njenga,
Chair, [NCD Alliance Kenya](#) (Kenya)



PRESIDENT ELECT

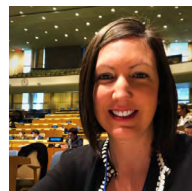
Monika Arora,
Executive Director, [HRIDAY \(Healthy India Alliance\)](#) (India)



Bo Norrving,
Past President, [World Stroke Organization](#) (Sweden)



Stephen Colagiuri,
Vice President, [International Diabetes Federation](#) (Australia)



Leslie Rae Ferat,
Executive Director, [Framework Convention Alliance](#) (Canada)



Todd Harper,
CEO, [Cancer Council Victoria](#),
President, (Australia)



Kaushik Ramaiya,
Honorary General Secretary,
[Tanzania NCD Alliance](#)
(Tanzania)



Trevor Hassell,
President, [Healthy Caribbean Coalition](#) (Barbados)



PRESIDENT

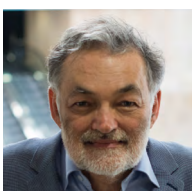
Anne Lise Ryel,
Former Secretary General,
[Norwegian Cancer Society](#)
(Norway)



Marie Hauerslev,
Chair, [NCD Child](#) (Denmark)



Saunthari Somasundaram,
Chairperson, NCD Malaysia and
President, [National Cancer Society of Malaysia](#) (Malaysia)



Guy Marks,
President, [The International Union Against TB and Lung Disease](#) (Australia)



Liesl Zuhlke,
Board Member, [World Heart Federation](#) (South Africa)

Financials

NCDA's 2021 financial accounts were audited by PricewaterhouseCoopers (PwC) in April 2022 and the NCDA Board approved the audit report at its meeting in May 2022. PwC performed a full audit of the financial statements in accordance with Swiss Auditing Standards and an additional audit in accordance with International Standards of Auditing, to comply with NCDA donor requirements. The audit confirmed that NCDA's financial management processes and controls are effective and are in line with Swiss standards.

Our total income in 2021 was \$6.6 million and our total expenditure was \$5.3 million, an increase of \$1.5 million and \$1.4 million respectively on the previous year. 60% of NCDA's total income was unrestricted funding in 2021, and 40% was restricted funding for specific programmes. In 2021 our income is more diversified than ever, with 35% from foundations, 34% from private sector, 17% from development agencies and 14% from NGOs.

NCDA has managed to avoid major financial impacts due to the ongoing COVID-19 pandemic. In April 2020, the Board of Directors decided on a series of measures to protect NCDA financially from the uncertainty caused by the pandemic. In addition, through a combination of close monitoring of NCDA's financial performance by the Senior Management Team, the Finance and Audit Committee and the Board, our risk management process which ensures the major risks facing NCDA are managed appropriately and regularly reviewed,

and enhancements in our financial management processes, we have been able to effectively mitigate the potential financial impact of COVID in 2021. In the face of challenging economic times, we're extremely grateful to all our supporters for their continued generosity.

NCDA ended 2021 in a strong financial position and in line with the budget, due to a combination of measures outlined above and careful financial management. The restricted programmatic budgets were run diligently and NCDA received outstanding support from its partners. They have given NCDA the ability to strengthen capacity development programmes for its members and scale up advocacy and communications work for the NCD community in line with our strategy. The restricted remaining balance of \$774,506 is related to our current programmatic budgets and additional programmes running in 2022.

NCDA has a reserve policy to ensure we hold an appropriate level of accessible funds to mitigate against identified financial risk, while ensuring we are making timely and strategic use of our funds. In line with our reserve target range of 6 months of operating costs, and in view of NCDA's growth plans in 2023, the Board decided to allocate the operating surplus of \$523,150 from 2021 to reserves. NCDA has steadily been building up the reserves to meet this level, and this is particularly important against the backdrop of COVID-19.

Income and expenditure at 31 December 2021 in US Dollars

INCOME	2021			2020		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
Members	122.338		122.338	314.925		314.925
NGO partners	455.000	308.000	763.000	348.750	117.699	466.449
Corporate partners	1.200.000	1.054.989	2.254.989	1.193.000	1.852.555	3.045.555
Foundation partners	150.000	2.171.150	2.321.150	100.000	1.054.450	1.154.450
Development agencies	1.162.378		1.162.378	161.842		161.842
Other	24.222		24.222	26.962		26.962
Recoveries	841.950	-841.950				
TOTAL INCOME	3.955.887	2.692.189	6.648.076	2.145.479	3.024.704	5.170.183

EXPENDITURE	2021			2020		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
Operating	957.913	54.569	1.012.482	386.705	66.428	453.133
Global Advocacy	754.942	415.433	1.170.375	365.424	729.910	1.095.334
Capacity Development	950.950	1.076.853	2.027.803	84.820	1.614.275	1.699.095
Communications	768.932	370.829	1.139.761	349.710	396.299	746.009
TOTAL EXPENDITURE	3.432.737	1.917.683	5.350.421	1.186.659	2.806.912	3.993.571
EXCESS (DEFICIT) REVENUES OVER EXPENDITURES						
	523.150	774.506	1.297.656	958.820	217.792	1.176.611

Balance sheet on 31 December 2021

ASSETS	2021	2020
	USD	USD
CURRENT ASSETS		
Cash equivalents		
Current accounts	715.808,05	187.010,98
Deposits & short term investments	3.800.000,00	2.500.000,00
Accounts receivable		
Other current assets	45.446,34	14.151,27
Prepaid expenses	23.310,84	103.913,63
FIXED ASSETS		
Tangible fixed assets	48.689,23	40.486,86
TOTAL ASSETS	4.633.254,46	2.845.562,74
LIABILITIES	2021	2020
	USD	USD
CURRENT LIABILITIES		
Accrued liabilities	820.110,77	384.594,03
Other liabilities	174.071,74	119.552,69
Total current liabilities	994.182,51	504.146,72
FUND BALANCES		
Fund balance		
Unrestricted	2.646.775,34	2.123.624,98
Restricted	992.296,61	217.791,04
Currency exchange fluctuations		
Total fund balances	3.639.071,95	2.341.416,02
TOTAL LIABILITIES AND FUND BALANCE	4.633.254,46	2.845.562,74

Statement of revenues and expenses on 31 December 2021

INCOME	2021		2020	
	USD Unrestricted	USD Restricted	USD Unrestricted	USD Restricted
Contributions	3.931.665	2.692.189	2.653.122	2.484.499
Miscellaneous income	24.222		26.962	5.600
TOTAL INCOME	3.955.887	2.692.189	2.680.084	2.490.099

EXPENDITURES	2021		2020	
	USD Unrestricted	USD Restricted	USD Unrestricted	USD Restricted
Salaries & employee benefits	1.618.872	40.778	965.060	390.236
Outside services	731.722	794.039	346.483	456.682
Travel, representation & meetings	30.999	458	17.438	228.229
Various operating costs	597.573	111.901	327.978	223.146
Other				
Depreciation	19.345		3.774	
Project activities & strategic collaborations	434.226	970.508	60.530	974.016
TOTAL EXPENDITURES	3.432.737	1.917.683	1.721.263	2.272.308

EXCESS (DEFICIT) REVENUES OVER EXPENDITURES BEFORE ALLOCATIONS				
Allocations to unrestricted funds	523.150		958.820	
Allocations to restricted funds		774.506		217.791

EXCESS (DEFICIT) REVENUES OVER EXPENDITURES AFTER ALLOCATIONS				

Grants overview

NCD Alliance works in partnership with many organisations and during the year we provided grants to the value of \$1.2 million, the vast majority of which supports member national and regional NCD alliances in low- and middle-income countries (LMICs). NCD Alliance grants are awarded primarily as part of our Capacity Development strategic pathway and related programmes. In 2021 these included the Advocacy Institute programme, the Our Views, Our Voices initiative, the Civil Society Solidarity Fund on NCDs and COVID-19, and iTFA elimination programme. NCD Alliance follows an established grant management process and set of principles, which includes transparent and rigorous selection processes, due diligence of grantees, grant application process, and specific agreements with grantees which set out the conditions of the grant, including disbursement arrangements and reporting requirements to monitor spend. The map on pages 18 and 19 shows active Capacity Development programmes by geography in 2021.

2021

GRANTEES	Total grant funds awarded (USD)	GRANTEES	Total grant funds awarded (USD)
African Region (AFR)		Region of the Americas (AMR)	
Africa NCDs Network	47.500	ACT Health Promotion	15.000
Benin NCD Alliance	15.000	Healthy Latin American Coalition	30.000
Burundi NCD Alliance	20.000	Healthy Caribbean Coalition	23.000
Cameroon Civil Society NCD Alliance	18.000	Mexico Salud-Hable Coalition	147.500
Consortium of Ethiopian NCD Associations	40.000	Uruguay NCD Alliance	3.000
East Africa NCD Alliance	17.000	Trinidad & Tobago NCD Alliance	5.000
Ghana NCD Alliance	93.000	Western Pacific Region (WPR)	
Kenya NCD Alliance	93.000	Cambodia NCD Alliance	15.000
Malawi NCD Alliance	35.000	Healthy Philippines Alliance	40.000
Mozambican NCD Alliance	5.000	NCD Malaysia	45.000
Nigeria NCD Alliance	17.000	NCDs Vietnam	25.000
Rwanda NCD Alliance	65.000	South-East Asian Region (SEAR)	
Senegal NCD Alliance	10.000	Bangladesh NCD Forum	33.000
South Africa NCD Alliance	20.000	Healthy India Alliance	93.000
Tanzania NCD Alliance	68.000	Nepal NCD Alliance	10.000
Togo NCD Alliance	23.000	European Region (EUR)	
Uganda NCD Alliance	15.000	Slovenian NCD Alliance	15.000
Zambia NCD Alliance	15.000	UK Working Group on NCDs	15.000
Eastern Mediterranean Region (EMR)			
Egypt NCD Alliance	35.000		
HeartFile	50.000		
		Total Grants USD	1.216.000

2020

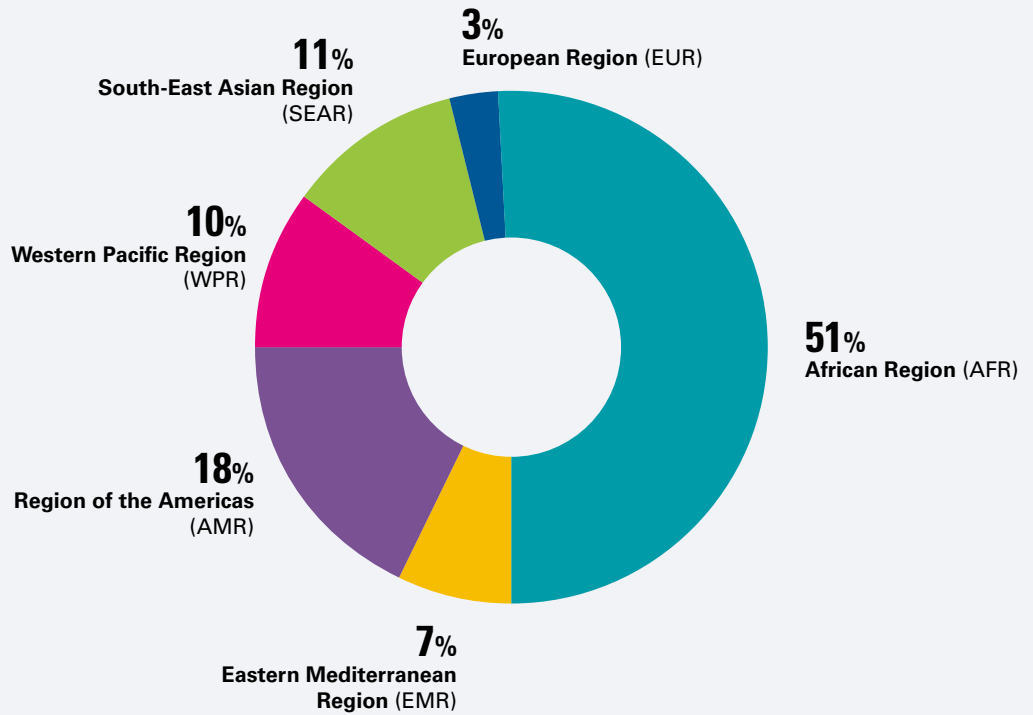
GRANTEES	Total grant funds awarded (USD)
African Region (AFR)	
Africa NCDs Network	25.000
Benin NCD Alliance	13.000
Burundi NCD Alliance	10.000
Cameroon NCD Alliance	18.000
East Africa NCD Alliance	15.000
Ghana NCD Alliance	50.000
Kenya NCD Alliance	93.000
Malawi NCD Alliance	20.000
Ivory Coast NCD Alliance	10.000
Nigeria NCD Alliance	13.000
Rwanda NCD Alliance	50.000
Senegal NCD Alliance	10.000
South Africa NCD Alliance	18.000
Tanzania NCD Alliance	50.000
Togo NCD Alliance	13.000
Zambia NCD Alliance	8.000
Eastern Mediterranean Region (EMR)	
Egypt NCD Alliance	15.000
Jordan NCD Alliance	15.000
HeartFile	20.000

GRANTEES	Total grant funds awarded (USD)
Region of the Americas (AMR)	
Associação de Contrôlo do Tabagismo	15.000
Uruguay NCD Alliance	5.000
Healthy Caribbean Coalition	18.000
InterAmerican Heart Foundation	15.000
Mexico Salud-Hable Coalition	53.000
Trinidad NCD Alliance	15.000
Western Pacific Region (WPR)	
Cambodia NCD Alliance	15.000
Healthy Philippines Alliance	15.000
Japan NCD Alliance	25.000
Malaysia NCD Alliance	40.000
Vietnam NCD Alliance	25.000
South-East Asian Region (SEAR)	
Bangladesh NCD Alliance	15.000
Healthy India Alliance	53.000
SEAR NCD Alliance	15.000
European Region (EUR)	
Slovenian NCD Alliance	5.000
UK Working Group on NCDs	15.000

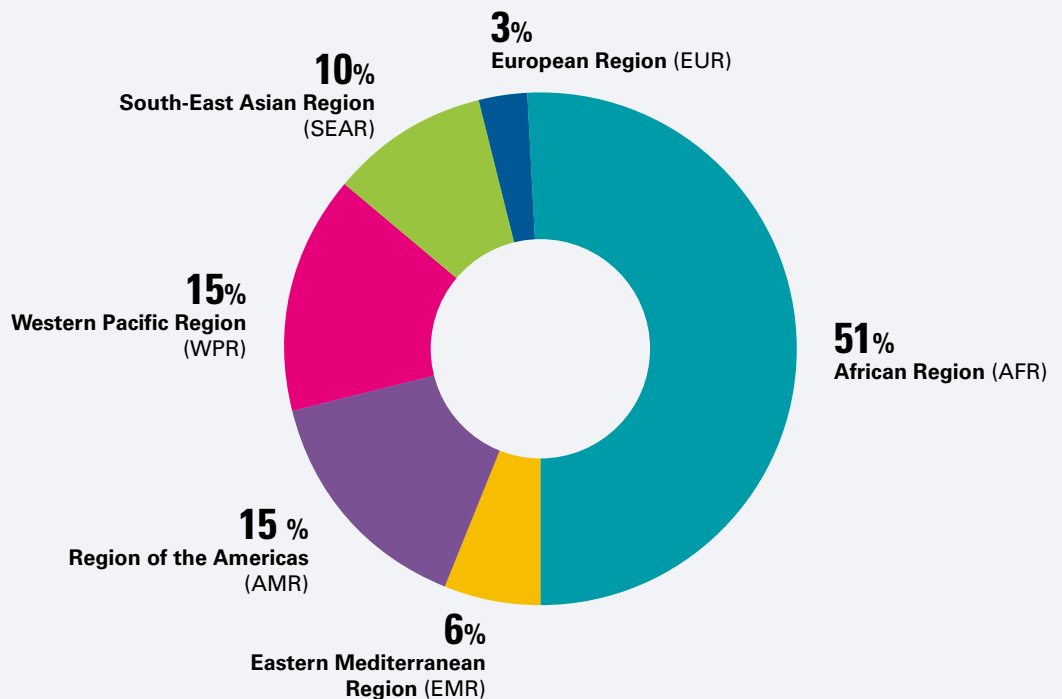
Total Grants USD **810.000**

Grants overview per regions
(organised as per WHO classification)

2021



2020



ABOUT NCDA

The NCD Alliance (NCDA) is a unique civil society network, dedicated to a world in which everyone can live a healthy and productive life, free from the preventable suffering, stigma, disability and death caused by non-communicable diseases (NCDs).

Beginning as an informal alliance in 2009 founded by the International Diabetes Federation (IDF), World Heart Federation (WHF), the Union for International Cancer Control (UICC) and the International Union Against TB and Lung Disease (The Union), in 2017 NCDA transitioned to register as a formal, membership-based, non-governmental organisation (NGO) in Geneva, Switzerland. Today, NCDA brings together a network of 364 members in 80+ countries into a respected, united and credible global civil society movement.

The movement is unified by the cross-cutting nature of common risk factors (including unhealthy diets, alcohol, tobacco use, physical inactivity and air pollution), and shared health system solutions for chronic NCDs such as cancer, cardiovascular disease, chronic lung disease, diabetes, mental health and neurological disorders. We work with our members and the network of 66 national and regional NCD alliances to turn advocacy targets into policies, resource allocations, institutional capacity and accountability practices to advance NCD prevention and care and ensure that no one is left behind.

Over the last decade, NCDA has established a track record and reputation as a global thought leader on NCD policy and practice, a convener and mobiliser of the global NCD civil society movement, a partner to governments and international agencies, and a leading advocate for the meaningful involvement of people living with NCDs. Much of this success and impact stems from NCDA's position as a global alliance and our ability to ground global advocacy in the reality of local experience through our members and network of 67 national and regional NCD alliances across more than 80 countries, our global reach via extensive relationships with governments, World Health Organization (WHO) and the United Nations (UN), and our collective technical knowledge across our membership on NCD policy and practice.

Together with strategic partners, including WHO, the UN and governments, NCDA is uniquely positioned to transform the global fight against NCDs. Our leadership role has been recognised in the global health and NCD spheres; we are unparalleled in convening and connecting civil society across this broad and diverse agenda; our focus on multisectoral partnerships with governments, UN agencies and relevant private sector have yielded results; and our sustained advocacy for people at risk of or living with NCDs has seen considerable progress.

We have made significant strides over the past decade and learnt important lessons and are well-equipped to stimulate and advance action on NCDs to promote health, protect rights and save lives globally.

NCDA Team

Our team of 24 highly enthusiastic and talented professionals worked together towards achieving the goals set out in the strategic plan, under the leadership of Chief Executive Officer, Katie Dain. NCDA is proud of having such a fantastic team and highly values its commitment. The staff list includes all members of NCDA who worked at any point in time between 1st January and 31st December 2021.



Chief Executive Officer
Katie Dain (London)



Operations

Marion Ovide
Head (Geneva)

Espérance Kana
HR and Operations Manager (Geneva)

Nathan Kinnear
Finance Officer (Geneva)

Jacqueline Romoff
Senior Executive Assistant (London)



Capacity Development Unit

Cristina Parsons Perez
Director (London)

Nazneen Ali
Officer (London)

Katrina Barker
Public Engagement Officer (London)

Manjusha Chatterjee
Senior Manager (London)

Luis Manuel Encarnación Cruz
Senior Manager (Mexico D.F.)

Linda Markova
Officer (London)



Policy, Advocacy and Accountability Unit

Nina Renshaw
Director (Geneva)

Grace Dubois
Policy and Research Manager (Geneva)

Hany Helmy
Policy and Advocacy Manager (New York)

Tolulope Osigbesan
Senior Policy Officer (Geneva)

Lucy Westerman
Policy and Campaigns Manager (London)



Partnerships and Memberships Unit

Tiphaine Lagarde
Head (Geneva)

Romain Dissard
Senior Officer (Geneva)

Rosie Murton
Officer (London)

Laura Saarinen
Senior Officer (London)

Vanessa Uriarte
Manager (Washington)



Communications Unit

Jimena Márquez
Director (Barcelona)

Caitlin Mahon
Manager (London)

Radhika Poojara
Digital Communications Officer (London)



PROMOTE HEALTH. PROTECT RIGHTS. SAVE LIVES.



#NCDs @ncdalliance