

# NCD Alliance Webinar

Tuesday 31st July, 2018



**NCD Alliance**

PUTTING NON-COMMUNICABLE DISEASES  
ON THE GLOBAL AGENDA

# Agenda

- NCDA Updates: New staff & launch of NCDA membership
- Update on the UN HLM Process
- News from the UN High-level Political Forum
- WHO Regional Committee Meetings
- ENOUGH & the Global Week For Action on NCDs

# Speakers

- Katie Dain, CEO, NCD Alliance
- Priya Kanayson, Senior Advocacy Officer, NCD Alliance
- Jess Beagley, Policy Research Manager, NCD Alliance
- Josianne Galea Baron, Capacity Development Officer, NCD Alliance
- Lucy Westerman, Senior Policy & Campaigns Officer, NCD Alliance

# New NCDA Team Members



# New to the NCDA team



## **Nina Renshaw**

- Policy & Advocacy Director
- Based in Geneva
  
- Email: [nrenshaw@ncdalliance.org](mailto:nrenshaw@ncdalliance.org)



## **Dora Maradiaga**

- NCD Policy & Advocacy Officer
  - Joint position with Vital Strategies
- Based in New York
  
- Email: [dmaradiaga@vitalstrategies.org](mailto:dmaradiaga@vitalstrategies.org)

# Launch of NCDA Membership



# TOGETHER WE ARE STRONGER

Become a member of the NCD Alliance



# Why join NCDA membership?



Complete the online application at  
[ncdalliance.org/membership](https://ncdalliance.org/membership)



For further information,  
please contact  
[membership@ncdalliance.org](mailto:membership@ncdalliance.org)

NCDA membership structure helps create a sense of community and solidarity with like-minded organisations committed to advance the global NCD agenda for a world where everyone has the opportunity for a healthy life, free from the preventable suffering, stigma, disability and death caused by NCDs.

When you become an NCDA member, you help build the reach of a global network that extends across more than 170 countries. Through your membership, you grow and strengthen our collective potential and power to drive change and effective action on NCDs across global regions and development sectors. In this way, you help activate and strengthen civil society's capacity to connect global and local issues and the actors striving to address them.

Members access a range of benefits designed to enhance visibility, networking, and information sharing to support their work. Joining gives you access to various channels and platforms for deeper engagement between partners and allies working on similar themes or sharing similar challenges, but also to a number of thematic, interest-based or regional sub-networks of the NCD community.





# Reasons to become an NCDA member

Join the global NCD movement and represent your priorities internationally



**Be at the heart** of the global NCD and health agenda and be informed on the latest developments in the NCD world.

**Contribute** to global advocacy efforts to increase political commitment for NCDs as a global health and development priority and hold governments accountable.

**Engage** with global NCD events and discussions to help prioritise investments for NCDs.

Connect with experts regionally and globally, and leverage opportunities for action



**Expand** your international network and share knowledge on a global stage and across the NCD community, including via the Global NCD Alliance Forum.

**Meet and influence** decision makers and activate change in your region.

**Forge** strategic partnerships and connect your organisation with the broader NCD community.

Increase your organisational capacities and take your advocacy work to the next level



**Participate** in online and face-to-face training opportunities on advocacy and capacity development.

**Access** NCDA platforms of best practices and knowledge sharing on NCD policy and practice.

**Share** your experience and support the empowerment of the NCD movement via peer-to-peer learning.

# Who can become an NCD Alliance member?

NCD Alliance membership is open to civil society organisations and alliances from international, regional and national levels engaged in NCDs; to organisations working across and within the NCD community; and to broader global health and development organisations that have a specific and dedicated focus on NCDs.



\* Civil society organisations (CSOs) are non-governmental and not-for-profit organisations that have a presence in public life. They refer to a wide array of organisations, from non-governmental organisations (NGOs) to community groups, labour unions and faith-based organisations.

*Businesses, foundations and governments can become partners of the NCD Alliance but not members.*

# NCDA membership categories and fees

## Membership categories

NCDA offers two membership categories.

### 1 Full membership

Is available to organisations, networks or entities that are substantially engaged in evidence-based NCD advocacy and practice, and wish to play an active role in NCDA's governance.

### 2 Associate membership

Is available to organisations, networks or entities that support NCDA objectives and activities.

*To receive our weekly newsletter, interested organisations can opt in to become a network member of NCDA (no fee applicable).*

## Membership fees

	Full	Associate
Low-income countries*	\$500	\$200
Lower-middle income countries*	\$2k	\$1k
Upper-middle income countries*	\$3k	\$1.5k
High-income countries*	\$4k	\$2.5k

# NCD Alliance membership benefits

## Membership benefits

Benefits	Full	Associate
Invitation to the NCD Alliance General Assembly meetings (every two years).	✓	✓ <small>(no observe, no voting rights)</small>
Opportunity to nominate candidates for the election of NCD Alliance Board Members at the NCD Alliance General Assembly meetings.	✓	✓
Opportunity to nominate candidates for the election of NCD Alliance President at the NCD Alliance General Assembly meetings.	✓	
Right to vote and have a voice in NCD Alliance's strategy and governance during the NCD Alliance General Assembly meetings.	✓	
Priority invitations to the Global NCD Alliance Forum, high-level receptions, global roundtables, regional meetings and advocacy briefings.	✓	
Showcase your work on our global communication platforms, such as our website, social media channels, blog, webinars and calendar of events.	✓	
Use our logo and auspices for your own events (upon approval).	✓	
Receive our bi-monthly member bulletin, bi-weekly NCD digest and weekly newsletter.	✓	✓
Invitation to our webinars highlighting the latest NCD developments, global campaign priorities and key country work.	✓	✓
Access to our advocacy resources and capacity development materials and toolkits.	✓	✓
Recognition on our website and in printed materials, including our Annual Report.	✓	✓

In addition to membership, interested organisations have the opportunity to upgrade their engagement and join the NCD Alliance Supporters Group (\$25k per annum for NGOs).

Our Supporters Group includes forward-thinking companies, foundations, academia and non-governmental organisations that seek to become leading organisations in the fight against NCDs and share a common interest in leveraging global NCD advocacy processes and platforms for stronger engagement with the global NCD community.

As a group, partners in the NCD Alliance Supporters Group have access to exclusive benefits, including high-level engagement opportunities, and develop an individually tailored work plan with the NCD Alliance with specific deliverables.

### Examples of deliverables include:

Joint programmes and advocacy initiatives

Co-sponsored side events and high-level roundtables

Co-branded policy briefs

Capacity building resources and publications

National/regional workshops with people living with NCDs and/or with NCD alliances in shared priority countries, etc.



Become a member

Become a  
**MEMBER**  
of NCD Alliance  
because **Together**  
we are **Stronger**



Q&A



# Preparations for the third UN HLM on NCDs



# Interactive Stakeholder Hearing

- Thursday 5 July at UN HQ in New York
- Over 300 participants attended - stronger civil society presence than in 2011 & 2014
- Good Member State attendance, including Brazil, India, Norway, Monaco, Morocco, Egypt, Australia, Russia, South Africa, US, Jamaica, Canada, Uruguay, Italy, Bangladesh, Fiji, Palau, European Union
- Voices of civil society + people living with NCDs was evident
- Integration of mental health & air pollution as central components of NCD response; focus on political leadership & accountability
- Clear divide between private sector and civil society
  - Private sector panellists + participant's statements contested efficacy of SSB taxation and other fiscal policies; called for less regulation
  - Civil society overwhelmingly called for implementation of WHO Best Buys & other recommended interventions

**All statements are available on the WHO [website](#).**

**Read NCD Alliance's summary [here](#). The PGA's official summary will be available online soon.**



# Linking National and Regional Advocates to the UN HLM

## National and Regional Alliance Participation at the Interactive Hearing

- 17 National and Regional NCD Alliances were in attendance at the Hearing
- The 'Put People First' advocacy message was emphasised throughout
- Included a side event in collaboration with WHO and supported by WHO Civil Society Working Group focused on **'The Role of Civil Society in Ensuring a People-Centered Approach'**

## NCD Advocacy Institute Accelerator Programme Fly-In

- The Accelerator Programme supports established national NCD alliances to drive effective in-country NCD advocacy linking global and national advocacy
- 5 participating alliances joined a 'Fly-In' workshop after the hearing, which included:
  - Discussions of UN processes as they relate to NCDs
  - An opportunity to meet with their country missions to the UN to discuss campaign priorities from their own specific country context
  - Sharing of experiences and best practice between countries

# The Road to the UN HLM on NCDs : Timeline of Negotiations

7 June	•Presentation of zero draft elements paper
29 June	•First round informal negotiations
3 July	•Informal negotiations
18 July	•Informal negotiations on compilation text
20 July	•Informal negotiations on compilation text
24 July	•Co-facilitator's 2 <sup>nd</sup> draft
25 July	•Informal negotiations on CF's draft
27 July	•Co-facilitator's clean draft •Agreed 'ad ref' on all but one para (outstanding on TRIPS)
<b>NEXT STEPS</b>	•MS negotiating language on TRIPS to be share w/CFs for inclusion •CF's will circulate new draft for consideration, then send to PGA for silence procedure

# The Road to the UN HLM on NCDs

## Highlights of the current text

### Positives

- Recognition of role of HoS/G to provide leadership for NCD response
- Scale up implementation of commitments made in 2011, 2014, 2030 Agenda
- Inclusion of social, economic & environmental determinants + commercial & market factors; address NCDs within humanitarian settings
- Recognition of air pollution, both indoor and outdoor, and water and soil pollution, exposure to chemicals, climate change
- Recognition of need for gender-responsive approach
- Integration of mental health
- Inclusion of palliative care
- Separate paras on children and older persons
- Integration of NCDs & communicable diseases such as HIV/AIDS & TB
- Promote meaningful engagement of civil society + PLWNCDs

### Weaknesses

- No analysis of previous commitments or how to reinvigorate political leadership
- No explicit mention of price and tax measures
- Phrase 'promote healthy lifestyles' retained + 'empower the individual'
- No explicit mention of WHO Best Buys
- No mention of renal, eye, oral diseases or other NCDs
- Section on private sector lifted from 2011
- No time-bound or measurable commitments
- Calls for next HLM in 2025

# Programme structure: UN HLM on NCDs

10:00 - 11:00	Opening segment (Conference room 4)	
11:00 - 13:00	Plenary (Conference room 4)	Multi-stakeholder panel 1 (ECOSOC Chamber)
13:00 - 15:00	Lunch break	
15:00 - 17:00	Plenary (Conference room 4)	Multi-stakeholder panel 2 (ECOSOC Chamber)
17:00 - 18:00	Closing segment (Conference room 4)	

# Head of State/Government Attendance

UN Regional Group	Speaking Slots	HoS/G confirmed
African	24	2
Asian-Pacific	24	3
Eastern European	10	0
GRULAC	14	8
WEOG	13	1
<b>TOTAL</b>	<b>85</b>	<b>14</b>

Contact us if you would like the latest information about which HoS/G are confirmed and if you have heard your HoS/G is likely to attend.

Email [pkanayson@ncdalliance.org](mailto:pkanayson@ncdalliance.org)

# The Road to the UN HLM on NCDs

## Registration for the HLM on 27 September closes **TODAY!**

- Registration for the UN High-Level Meeting on NCDs is open for representatives of NGOs with ECOSOC consultative status, as well as civil society organizations, academia, medical associations and the private sector with special accreditation (list of orgs with special accreditation available [here](#)).
- As seating is limited, to ensure the broadest possible participation in the HLM:
  - Each registrant must choose to attend the meeting either in Conference Room 4 OR the ECOSOC Chamber
    - The opening & closing segments and plenary session will be in CR 4
    - The parallel multistakeholder panels will be in the ECOSOC chamber
  - Each organization may register up to two (2) representatives **PLEASE LET US KNOW IF YOUR ORGANIZATION WILL NOT NEED BOTH SLOTS**
- Registration will close once capacity for both rooms has been reached

**Please note that registration is NOT a guarantee to attend the HLM! Registration applications will be reviewed on a rolling basis and those confirmed to attend will be notified by email.**

# Side Events during UNGA

Date	Time	Event Title/Main Theme	Event Host	Location/RSVP
Sun 23 <sup>rd</sup> September	08:00 – 10:30	The PMNCH Annual Accountability Breakfast	PMNCH	<b>The Westin NY Grand Central</b> Grand Central Ballroom 212 East 42 <sup>nd</sup> Street New York, NY 10017 <i>RSVP <a href="#">here</a> by 7 Sept</i>
Mon 24 <sup>th</sup> September	TBC	Access to Medicines for NCDs, NTDs and more (TBC)	The Access Challenge	TBC
	11:30 – (TBC)	Launch of the Defeat NCDs Partnership	Defeat NCDs Partnership, Novo Nordisk	TBC
	13:30 – 16:30	NCD Alliance Civil Society Advocacy Briefing	<b>NCD Alliance</b>	<b>Scandinavia House</b> 58 Park Ave, New York
	15:00 – 16:00	Launch of the Young People's Agenda	UNICEF	<b>Trusteeship Council Chamber,</b> <b>UNHQ</b> <i>By invitation only</i>
	15:30 – 19:00	Collective Impact Opportunities Lab	UN Global Compact, others TBC	<i>South Dining Room</i> <b>UN HQ</b> <i>By invitation only</i>
	18:00 – 20:00	Tobacco Free Finance Pledge	Tobacco Free Portfolios, France, Australia, WHO	<b>UNHQ TBC</b>
Tue 25 <sup>th</sup> September	07:30 – 10:00	Equitable Access to Healthcare in Asia and Africa through UHC	Amref Health Africa, Takeda	<b>Millennium Hotel</b> Landmark Room One UN Plaza <i>RSVP by email <a href="#">here</a></i>
	08:00 – 09:30	Turning the tide of the NCD pandemic through youth-led action (TBC)	NCD Child, Government of Denmark, Novo Nordisk	<b>Delegates Dining Room, West Terrace</b> UN HQ <i>Contact: <a href="mailto:ncdchild@aap.org">ncdchild@aap.org</a></i>
	Breakfast (time TBC)	Combating NCDs from the village to the UN	Danish NCD Alliance, East African NCD Alliance	<b>UN HQ (TBC)</b> One United Nations Plaza, New York
	Breakfast (time TBC)	Lancet NCDI Poverty Commission event to promote national NCDI Poverty work	Partners In Health / Lancet NCDI Poverty Commission	<b>Harvard Club</b> 35 W 44th Street, New York
	12:00 – 13:30	Health system's integration from a PLWNCDs perspective (TBC)	<b>NCD Alliance</b> , Novo Nordisk, Mission of Denmark	<b>Permanent Mission of Denmark</b>
	15:00 – 17:00	Addressing the Urgent Need for Access to NCD	The Coalition for Access to	<b>Harvard Club</b>

# Side Events during UNGA, cont.

Date	Time	Event Title/Main Theme	Event Host	Location/RSVP
	15:00 – 17:00	Addressing the Urgent Need for Access to NCD Treatment, in the context of UHC, through multi-sectoral approaches and innovative solutions, <i>followed by joint reception with Access Accelerated</i>	The Coalition for Access to NCD Medicines & Products	<b>Harvard Club</b> 35 W 44 <sup>th</sup> Street, New York
	17:00 – 19:30	Time to Disrupt the Health Care System: Novel Solutions for Quality Care in the NCD Era	American Heart Association, <b>NCD Alliance</b> , and the University of Oxford Nuffield Department of Primary Care Health Services	<i>Morgan Ballroom</i> <b>New York Marriott East Side</b> 525 Lexington Avenue at, E 49th Street, New York
	18:00 – 20:00	Access Accelerated Side event, <i>followed by cocktail reception</i>	Access Accelerated, IFPMA	<b>Harvard Club</b> 35 W 44 <sup>th</sup> Street, New York
<b>Wed 26<sup>th</sup> September</b>	07:30 – 09:00	Obesity and the SDGs: creating a new narrative	World Economic Forum / World Obesity Federation / Healthy Caribbean Coalition / Ministry of Foreign Affairs of Denmark	TBC
	16:00 – 18:00	Tackling NCDs at Primary Care Level: Effective models and pathways to scale	Eli Lilly	<b>The Westin New York Grand Central</b> 212 E 42nd Street, New York
	Afternoon / early evening (TBC)	Cervical Cancer and NCDs	American Cancer Society, others TBC	TBC
	17:00 – 19:00	Universal Health Coverage (title TBC)	WHO, Hungary, Thailand	TBC
	18:30 – 20:30	What success looks like for NCDs – The future starts now (title TBC)	<b>NCD Alliance</b>	<b>Scandinavia House</b> 58 Park Ave, New York
	PM	Reception for Heads of State and Government	Bloomberg Philanthropies	TBC
<b>Thu 27<sup>th</sup> September</b>	08:15 – 09:45	WHO High-Level Commission on NCDs event	WHO, Finland, Russia, Uruguay	TBC
	Lunch time (TBC)	CARICOM Heads of S/G Meeting	CARICOM, HCC	TBC
	13:15 – 14:45	Friends of UN/IATF NCDs (title TBC)	WHO, Russian Federation	TBC
	18:00 – 20:00	Childhood cancer (title TBC)	WHO, St Jude's Hospital, Uzbekistan	TBC
<b>Friday 28<sup>th</sup> September</b>	08:15 – 09:45	Alcohol control (title TBC)	WHO, IOGT, Slovenia	TBC



Q&A



# UN High-Level Political Forum



# 2018 UN High-Level Political Forum

## 9-18 July, UN Headquarters, New York

- Theme: *Transformation towards sustainable and resilient societies*
- Held under the auspices of the Economic and Social Council (ECOSOC). Main UN platform for sustainable development. Mechanism for the follow-up & review of the 2030 Agenda for Sustainable Development.
- Outcome: A Ministerial Declaration
- Goals reviewed:
  - **SDG 6.** Ensure availability and sustainable management of water and sanitation for all
  - **SDG 7.** Ensure access to affordable, reliable, sustainable and modern energy for all
  - **SDG 11.** Make cities and human settlements inclusive, safe, resilient and sustainable
  - **SDG 12.** Ensure sustainable consumption and production patterns
  - **SDG 15.** Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
  - **SDG 17.** Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development (reviewed every year)
- Opportunity to highlight how NCDs are integrated throughout the 2030 Agenda & links between SDG 3.4 and SDG 3 overall with SDGs under review



<https://sustainabledevelopment.un.org/hlpf/2018>

# 2018 UN High-Level Political Forum

- Many interventions to address health offer clear environmental co-benefits
- Globally, **23% of all deaths** could be prevented through healthier environments. Nearly **two thirds** of the 12.6 million deaths caused by the environment each year are due to NCDs.
- Air pollution alone is estimated to cause up to **one sixth of NCDs** - **24%** of all adult deaths from heart disease, **25%** from stroke, **43%** from chronic obstructive pulmonary disease and **29%** from lung cancer.
- In 2014, G20 governments paid out **444 billion USD** in subsidies to fossil fuel companies, while the use of fossil fuels resulted in estimated health costs **six times greater – 2.76 trillion USD**.
- 98% of cities in low- and middle-income countries with more than 100,000 inhabitants** do not meet WHO air quality guidelines, with highly concentrated populations, transport, and industrial activity.
- Total global annual passenger transport is set to **more than double from 50 to 120 trillion kilometres** between 2015 and 2050.
- Livestock production is responsible for **18% of global greenhouse gas emissions** - more than all forms of transport combined.

# 2018 UN High-Level Political Forum

## How did health / NCDs feature?

- Member States wishing to present their progress towards the SDGs under review could **share Voluntary National Reviews (VNRs)** - 45 out of 47 countries due to present VNRs submitted one. Health, and specifically NCDs, are well covered - often in relation to 'services' rather than risk factors. Vast majority mentioned environmental areas relevant for health. Over 10 MS made direct links between environment and health.
- Multistakeholder panels, roundtables, and side events throughout the week - limited focus on health, not well integrated where it was featured
- Member States adopted a **Ministerial Declaration**
  - Para 23: **Water quality is affecting public health**
  - Para 24: *Three billion people lack access to clean-cooking solutions and are exposed to dangerous levels of **indoor air pollution**, which cause an estimated 3.8 million premature deaths per year, with women and children most at risk.*
  - Para 25: *In many cities populations still breathe air that falls short of the World Health Organization's **Air Quality** Guidelines value for particulate matter, leading to higher rates of **non-communicable diseases** and increasing the risk of premature mortality. Minimizing and effectively managing **solid waste** continues to be a challenge in many regions, with significant and adverse effects from uncollected waste in cities, including direct and indirect effects on the **health of residents and the environment.***
  - Para 26: **Sustainable and nutritious food systems**, sound management of **chemicals**
  - Para 27: Biodiversity and health

# WHO Regional Committee Meetings



# WHO Regional Committee Meetings

**AFRO: 27-31 August, Dakar, Senegal - [link](#)**

NCDs, financing for UHC, tobacco control, women's health, climate and environment, e-Health

**SEARO: 3-7 September, New Delhi, India - [link](#)**

UHC, physical activity, maternal newborn child health

**EURO: 17-20 September, Rome, Italy - [link](#)**

Agenda 2030, men's health, other items TBC (full agenda not yet posted)

**PAHO: 24-28 September, Washington DC, USA - [link](#)**

UHC, cervical cancer, women's children's and adolescents' health

**WPRO: 8-12 October, Manila, Philippines - [link](#)**

NCDs, environmental health, legal frameworks for health in the SDGs, e-Health

**EMRO: 15-18 October, Khartoum, Sudan - not yet online**

UHC, tobacco control, health issues facing populations affected by disasters and emergencies

# WHO AFRO Regional Committee Meeting

## Status of implementation of the four time-bound commitments on NCDs in AFR - [AFR/RC68/9](#)

- 3.1 million deaths due to NCDs in AFR in 2015, **29.2% increase since 2005**
- By 2017, **21 MS in AFR had set national targets on both NCD mortality and key NCD risk factors** for 2025 or 2030 (vs 10 MS in 2015)
- In 2017, **15 MS in the African Region had operational national multisectoral integrated NCD policies and plans** (vs 12 MS in 2015)
- In countries with available data, spending on NCDs varies from **2% to 38% of Total Health Expenditure**, majority from domestic sources (households and govt)
- Limited capacity of Member States to increase **domestic taxes on unhealthy commodities**
- In half of countries with data, **>¼ of adults (especially those aged 45–64 and women) were found to have at least 3 of 5 major risk factors** (daily smoker; <5 servings fruits or vegetables per day; physical inactivity; overweight; raised blood pressure).
- **Barriers:** lack of national capacity; weak health information systems; insufficient multisectoral NCD response; interference of tobacco, alcohol and food industries; inadequate funding for NCDs
- 7 actions for Member States, 4 for WHO



# WHO Regional Committee Meetings

- NCD Alliance coordinating across participants - statements, advocacy briefings, etc
- ***Please let us know if you will be attending*** ...or if you have been invited.



Q&A



# ENOUGH.

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



# Recent Resources for Social Media Campaigning



To understand opportunities to make the most of social media to amplify campaign efforts.

Introduces platforms, key terms, shares tips and tricks and is relevant in 2018 and well beyond!

[ACCESS SOCIAL MEDIA BASICS HERE](#)



Can help you to get started and add some fuel to your own and the global campaigns leading to HLM 3.

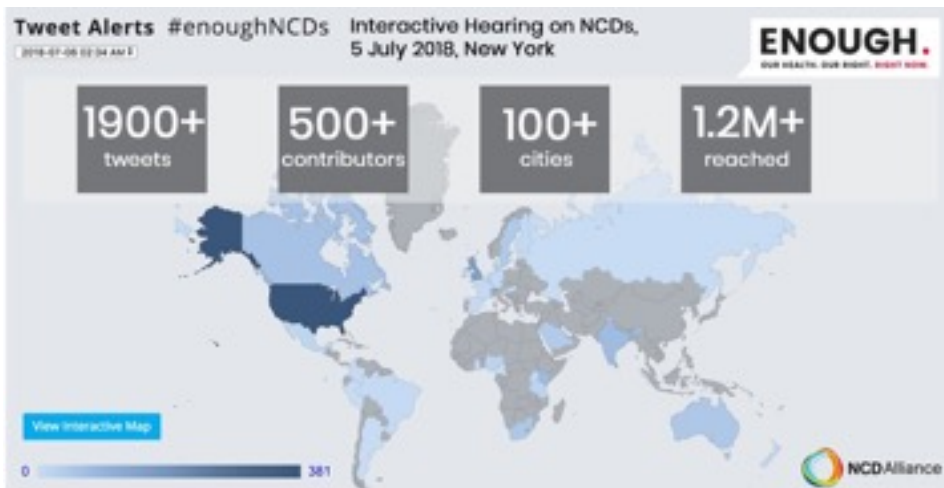
Includes specific HLM3/ENOUGH campaign social media hashtags, handles, resources and clickable suggested messages.

[ACCESS CAMPAIGN FUEL HERE](#)

# Twitter: #enoughNCDs, #NCDs & related hashtags

Maintain the Momentum - social media, media, Week for Action on NCDs!



- Review and use [‘Campaign Fuel’](#)
- Review & share **‘Priority Recommendations’** for Political Declaration ([SEE HERE](#))
- Review & share **NCD Alliance statements on Political Declaration** ([SEE HERE](#))
- **Follow NCD Alliance @ncdalliance** on twitter
- **Follow & use #enoughNCDs**
- Add to and share [Voices of Change](#) & [Champions](#)
- Nominate & share champion messages, videos, graphics



# Voices of Change - Latest - add yours!



- [Voices of Change](#)
- Add yours
- Share on social media
- Use quotes in advocacy & media

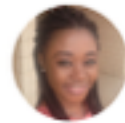
**GEORGE KWAYU**  
Living with Type 1 Diabetes  
Chairman of Tanzania Diabetes Youth Alliance  
@georgekwayu  
My message is for youth around the world who are living with NCDs: Now is the time to unite in order to have one strong voice, because our problems will take time to be solved.

SHARE  





**SELMA NDI**  
Entrepreneur, age 27  
Bamenda, Cameroon  
@SelmaNdi  
I recently lost my dad to an NCD. We were not allowed to tell anyone what was wrong with him because such illnesses are a taboo in our tradition. This should not be the case. ENOUGH stigmatisation.

SHARE  



**SARAH KOSGEI**  
NCD advocate  
@skosgei  
It's time for all of us to prioritize actions for management and control of NCDs. It's a collective responsibility. Enough of NCDs!

SHARE  



**SHEILA**  
I've had diabetes for 33 years.  
@sheila1970  
I believe that today people who discover they have a chronic disease, such as type 1 or 2 diabetes, can no longer be condemned to complications because health professionals that attend them are not updated on treatments.

SHARE  



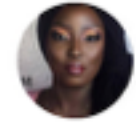
**LABRAM MUSAH**  
National Coordinator, Ghana NCD Alliance  
@labramM  
I've had ENOUGH of government neglect of NCDs that leads to millions into deaths, suffering and abject poverty. We need unflinching political commitments and action to address NCDs in Ghana, ENOUGH of government inaction on NCDs. Invest in NCDs NOW.

SHARE  



**OLUWATOMI IKEN**  
Public health physician  
@tomipatu  
NCDs are common and affect people who live in LMIC disproportionately. Many present late, with complications and mostly pay out of pocket for healthcare due to limited resources. Government action is vital.

SHARE  



**ANU VARMA**  
Mother, 28 years old

# NCD Champions - who is your champion?

- Champions: Nominate & share

“Leading up to the HLE on NCDs, we have been scaling up our response to the threat of NCDs with programmes such as ‘Jamaica Moves’ that promotes physical activity, health eating, age appropriate health checks and NCD awareness in the school, workplace and community settings. The experience over the last year in the creation and implementation of the Jamaica Moves programme has re-energised the Ministry of Health and the country as a whole towards a healthier lifestyle.”




**#NCDs**  
**#enoughNCDs**

**ENOUGH.**  
Not enough. Not even close.

Dr. the Hon. Christopher Tufton  
Minister of Health,  
Jamaica  
@tuftoncrisp

“Enough with treating diseases in isolation. To truly leave no one behind, we need to look at synergies across NCD treatment and care needs. Only when we strengthen health systems so that they are equipped to respond to all illnesses, will we achieve Health For All.”



**#NCDs**  
**#enoughNCDs**

**ENOUGH.**  
Not enough. Not even close.

Dr. Agnes Binagwaho  
Vice Chancellor  
University of Global Health Equity, Rwanda  
@binagwaho

“I’ve had enough of NCDs being talked about as a ‘hidden’ health danger. The impact of these terrible diseases is visible all around us, and the factors that contribute to NCDs are also clear for all to see. It’s time to shine a light on this challenge, so that together we can make NCD prevention and control a global priority.”



**#NCDs**  
**#enoughNCDs**

**ENOUGH.**  
Not enough. Not even close.

Dr. Colin Tukuitonga  
Director General  
Pacific Community (SPC)  
@colintukuitonga

“Action on NCD prevention and treatment is an investment in all of our futures. We know what needs to be done and have an unmissable opportunity to release the potential of millions of people around the world. Let’s act together now!”



**#NCDs**  
**#enoughNCDs**

**ENOUGH.**  
Not enough. Not even close.

Professor Werner Hocke  
President  
World Stroke Organization  
@wernerhocke

“NCDs are a growing threat to women’s and girls’ health, especially cervical and breast cancers, and especially in low- and middle-income countries. Ensuring timely, equitable access to necessary screening, treatment & care is crucial to protect future generations.”



**#NCDs**  
**#enoughNCDs**

**ENOUGH.**  
Not enough. Not even close.

Dr. Flavia Bustreo  
Former Assistant Director General, WHO  
Global leader for health & rights of women, children, adolescents & older people  
@flaviabustreo

“By investing in more healthy societies we can enable people to make more healthy choices for themselves and their families. ENOUGH of junk food, ENOUGH of smoking, enough of lack of physical inactivity and ENOUGH of harmful use of alcohol – ENOUGH of inequities stopping people from living long and healthy lives.”



**#NCDs**  
**#enoughNCDs**

**ENOUGH.**  
Not enough. Not even close.

Anders Nordström  
Swedish Ambassador for Global Health  
@andernordstrom

“Our children deserve stronger action on childhood obesity. I am looking to the UN High level meeting on NCDs to send a strong message to governments everywhere: it’s not enough to hedge your bets with piecemeal, weak policies that tick a box but don’t make a difference. Do everything within your powers to help children learn to love eating well.”



**#NCDs**  
**#enoughNCDs**

**ENOUGH.**  
Not enough. Not even close.

Prof. Corinna Hawkes  
Director, Centre for Food Policy  
City University of London  
@corinnahawkes

“In Nigeria and many parts of Africa, NCDs are on a rampage: people – young and old – are slumping from heart-disease, cancer, road injuries. Our health facilities are unable to cope, and people are dying in droves. Our government must take urgent and pragmatic steps to halt the menace.”



**#NCDs**  
**#enoughNCDs**

**ENOUGH.**  
Not enough. Not even close.

Sagun Odogbariri  
Former Captain  
Nigeria National Football Team  
@sagunodogbariri

“Basta de que las personas que viven con psoriasis y otras ENT no tengan acceso a tratamientos adecuados y de calidad, y a los cuidados que necesitan, merecen y tienen derecho a recibir”.



**#NCDs**  
**#enoughNCDs**

**BASTA!**  
Not enough. Not even close.

Silvia Fernández Barrio  
Fundadora y Presidenta de @ENPSC.org,  
Secretaria y Fundadora de @Estimopas,  
Secretaria de @Pharmasoft4  
@silviafbarrio

# Map of impact

Submit & find news, events, resources on the online [Map of Impact](#) -  
Particularly useful for promoting Week For Action activities





# Calling all leaders



Thanks to Healthy Caribbean Coalition, a new template to engage Heads of State and Government to participate in the HLM. Contact [info@enoughncds.com](mailto:info@enoughncds.com) to request access.

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

FOR unifying to say ENOUGH.  
TO CALL FOR accelerated action on NCDs  
FOR CELEBRATING progress & leadership  
FOR moving countries from commitment to action



Save the date. Start planning. Share your ideas.  
Stay tuned & add events to [www.enoughncds.com](http://www.enoughncds.com)

Unify with **#enoughNCDs**

**3 - 9 September 2018**

email: [lwesterman@ncdalliance.org](mailto:lwesterman@ncdalliance.org)



## WHAT DO YOU HAVE PLANNED?

*Meetings with leaders  
Media briefings and release  
Community conversations  
March, rally, fun run, cycle,  
Street party, dance, flash mob  
Sport match or competition  
Light up a building  
Meals of Ideas  
Picnic in the park  
Art competition*

**5 people or 500,  
small or big**

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

**GLOBAL WEEK**  
**FOR ACTION ON NCDs**

**3-9**  
**SEPTEMBER**  
**2018**

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

Alique res accuptas di occus dolorem fuga. Nam culleniet  
exeruptat. Occupist mod untur abores vollar ipiet del  
eresequam iurOmnia vel mossedi bla iliame plam a diam

ENOUGH. OUR HEALTH. OUR RIGHT. RIGHT NOW.

Place your logo here



#enoughNCDs #NCDs #HLM3



**GLOBAL WEEK**  
**FOR ACTION ON NCDs**

**3-9**  
**SEPTEMBER**  
**2018**

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

Anis veliquunt officias nimus exceatur ra venis as  
dolorepudit quibus quo enducil landam, cus ne od ma  
planis sinveli cipiti ut magnis nia sus

ENOUGH. OUR HEALTH. OUR RIGHT. RIGHT NOW.

Place your logo here



#enoughNCDs #NCDs #HLM3

# GUIDE

*coming soon...*

Comms & Event Planning Guide  
Media Templates

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



Tentative WHO plans for Health For All themed event in New York on **22 or 23 September**.

Other New York based colleagues also planning street action.

We will update social media and [enoughncds.com](http://enoughncds.com) as details become available.

Q&A



# THANK YOU

SHARE. DISCUSS. ENGAGE. CHANGE.



#NCDs @ncdalliance



MAKING NCD PREVENTION AND CONTROL A PRIORITY, EVERYWHERE