

# The NCD Alliance

Putting non-communicable diseases on the global agenda



## NCD Alliance Report 2012–2013

Putting non-communicable diseases on the global agenda

The NCD Alliance was founded by:



International  
Diabetes  
Federation



WORLD HEART  
FEDERATION®

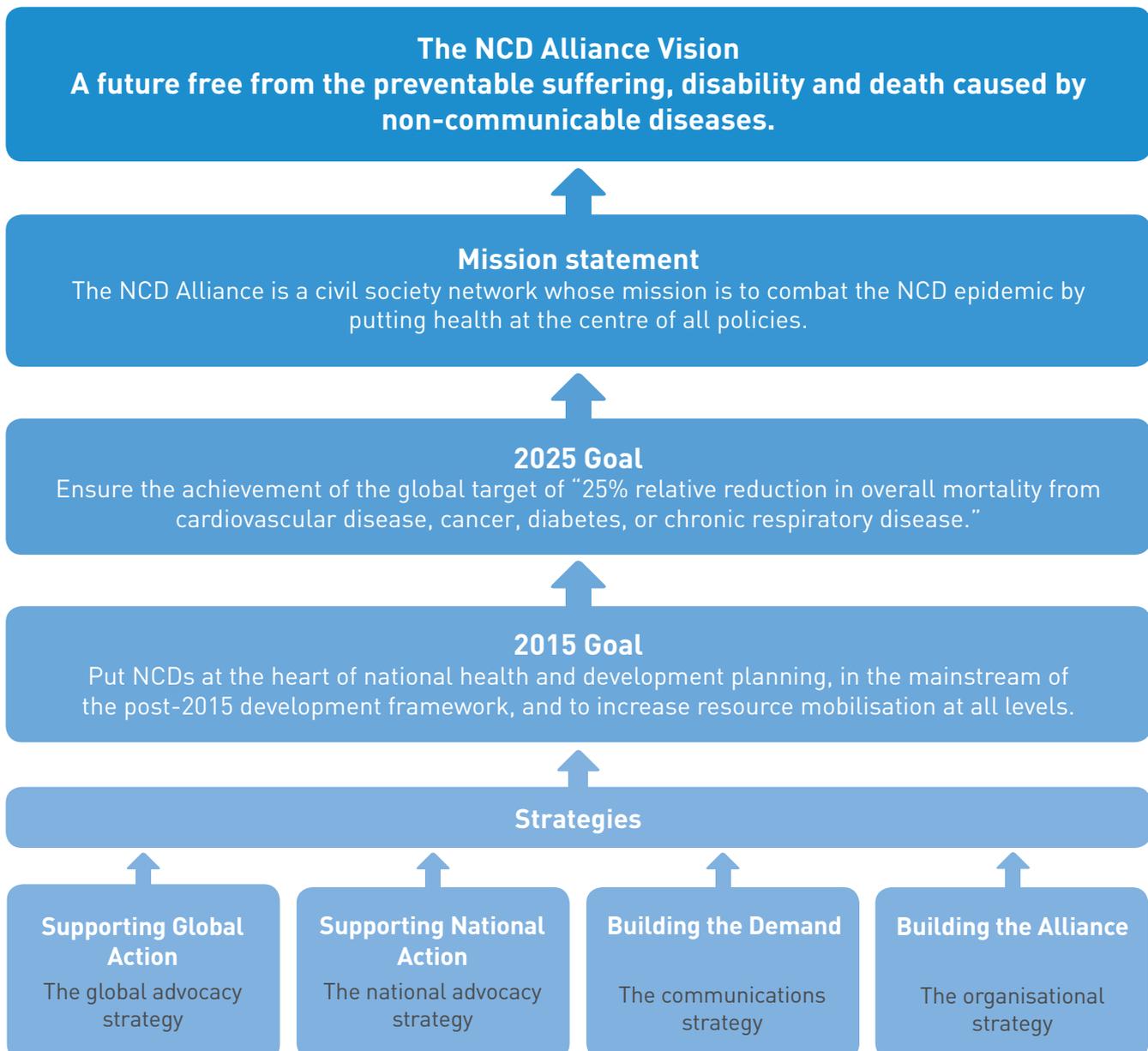


International Union Against  
Tuberculosis and Lung Disease  
*Health solutions for the poor*

# ABOUT THE NCD ALLIANCE

The NCD Alliance is leading the way to a world free from preventable suffering, disability and death caused by non-communicable diseases (NCDs). Founded in 2009 by four international NGO federations – the International Diabetes Federation, the International Union Against Tuberculosis and Lung Disease, the Union for International Cancer Control, and the World Heart Federation – the NCD Alliance is a unique civil society network that unites 1,000 member associations and a further 1,000 civil society organisations in more than 170 countries. Our network includes global and national NGOs, scientific and professional associations, academic and research institutions, private sector entities and dedicated individuals. Together with its network and key partners, including the World Health Organization and the United Nations, the NCD Alliance is transforming the fight against NCDs.

In its first phase (2009-2011), the NCD Alliance led a campaign to secure political commitments for NCDs, culminating with the landmark UN High-Level Meeting on the Prevention and Control of NCDs in September 2011. Following an independent review of its activities and structure, the NCD Alliance developed a Strategic Plan for the second phase (2012-2015). While preserving the core functions of the Alliance, the Strategic Plan provides a clear vision, mission, and strategic goals to ensure the Alliance builds upon its achievements and remains an influential and credible player in the evolving global health and development landscape.



# MESSAGE FROM NCD ALLIANCE CHAIR



Cary Adams, Chair,  
NCD Alliance  
and CEO, Union  
for International  
Cancer Control

After the excitement of the 2011 United Nations High-Level Meeting on the Prevention and Control of NCDs (the Summit), 2012-2013 has been a less glamorous year for the NCD community. With a challenging timeline of highly political and technically complex consultations, it has been a year of consolidation. But with a lot of hard work behind the scenes, the NCD Alliance and our 2,000 strong civil society network has begun to unlock the power of the UN Political Declaration on NCDs. I am proud to be Chair of the NCD Alliance at such an exciting time in the global response to NCDs.

Armed with a new and ambitious Strategic Plan, over the past year the NCD Alliance has proven its value beyond the UN Summit. Our numerous achievements are found among the pages of this report. With the UN Political Declaration as our compass and two global campaigns as our rallying point, we have mobilised our unique network and worked collaboratively with UN agencies and governments to herald a new era of action and accountability for NCDs. And we are steering a clear course for the inclusion of NCDs in the future development agenda – a goal that would simply not have been possible without the UN Summit.

One of the highlights for me over the past year was all governments agreeing the first set of global NCD targets in November 2012. This was the culmination of nearly two years of consultations, negotiations, and sustained advocacy by the NCD Alliance and our partners. This ambitious set of 9 global targets and 25 indicators that balance prevention and treatment is evidence of what “people power” can do when allies work for a common cause. With the “25 by 25” NCD mortality target, we now have a clear vision of what we want to achieve. And most importantly, we have finally achieved accountability for the tens of millions of people at risk or living with NCDs worldwide.

Looking ahead, I am certain the forthcoming year will prove to be equally pivotal. As an Alliance, we will continue to do what we do best. We will act as a thought leader on NCD policy and practice, a convenor of the civil society movement, a partner to governments and UN agencies, and an advocate for people at risk of or living with NCDs. At the global level, we will leverage a series of unique opportunities to promote our campaign objectives, most notably the 2013 UN High-Level Review on MDGs and the 2014 UN Review and Assessment on the progress made on NCDs. Although it may seem a long way off, our collective work must start today to lay the foundations for a comprehensive and successful Review. And at the national level, where the real action will fall, we will work together with our network and partners on the ground, build capacity for national advocacy, and catalyse civil society monitoring on government progress.

I would like to take this opportunity to express my sincere gratitude to the countless individuals, organisations and partners that make the NCD Alliance what it is today. Our greatest strength lies in the dedication, rich diversity, and solidarity of our 2,000-strong network. In particular, I would like to acknowledge the outgoing NCD Alliance Chair, Ann Keeling, and NCD Alliance Director, Judith Watt, both of whom have provided invaluable vision, leadership, and direction to the NCD Alliance since the beginning.

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**I look forward to joining forces with new global partners, organisations and individuals to achieve a world free from preventable suffering, disability and death caused by NCDs.**

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# GLOBAL ADVOCACY: ACCELERATING POLITICAL MOMENTUM FOR NCDs

Building on the momentum of the UN Summit in 2011, the NCD Alliance has sustained global action on NCDs by leading two focused global campaigns – securing a robust Global NCD Framework and integrating NCDs into the Post-2015 Development Agenda. In one short year, the NCD Alliance has spearheaded remarkable progress on both fronts.

Our achievements have been driven by our unique strengths and comparative advantages, particularly:

- Our track record and reputation in global advocacy and campaigns, having been a major driving force behind the UN Summit;
- Our diverse network of partnerships and strategic alliances, including with the World Health Organization (WHO), the UN system, other global NGOs, and leading academic institutions;
- Our role as a think tank for global NCD and development policy and practice, providing thought leadership and evidence for action to governments and the UN;
- Our ability to unite, mobilise and work collaboratively with a network of advocates and experts from the local to the global level, including national organisations and grassroots activists.

**The NCD Alliance has sustained global action on NCDs by leading two focused global campaigns**

# GLOBAL NCD FRAMEWORK CAMPAIGN - INSPIRING FUTURE ACTION AND ACCOUNTABILITY ON NCDs

## Our Aims

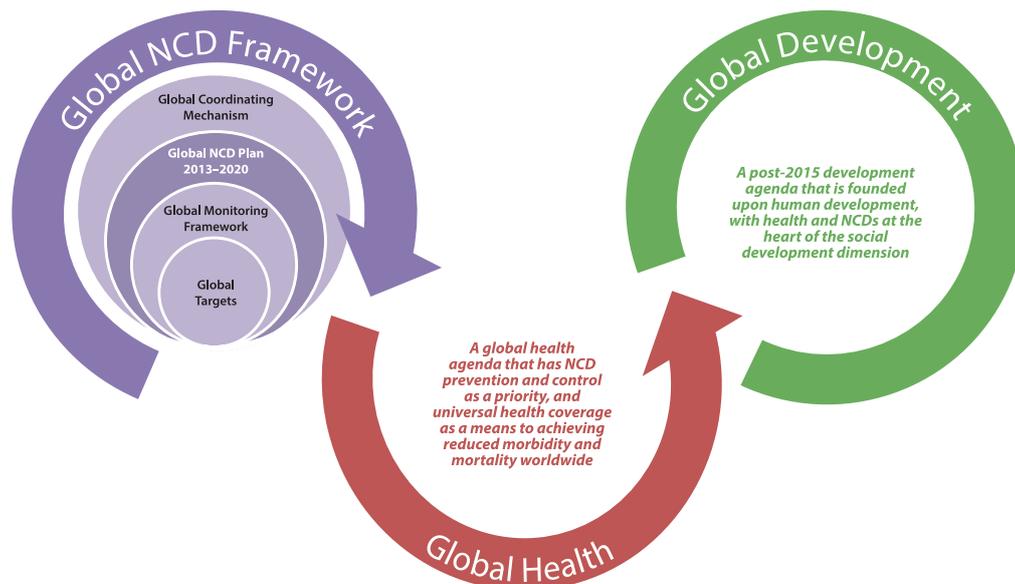
This global campaign focuses on maintaining political momentum on NCDs, ensuring commitments made at the 2011 UN Summit and in the UN Political Declaration are kept, and that the actions benefit the millions of people at risk or living with NCDs worldwide.

In the first instance, we set out to ensure achievement of the short-term commitments from the UN Political Declaration. Our aims were to influence and secure:

- **A Global Monitoring Framework (GMF) for NCDs.**  
As governments did not include global targets on NCDs in the Political Declaration, WHO was mandated to lead a series of consultations to define a global monitoring framework, including set of global voluntary targets and indicators, by the end of 2012. During these consultations, we campaigned for the adoption of a comprehensive GMF for NCDs, including an ambitious set of global NCD targets that balance both prevention and treatment.

- **A Global NCD Action Plan 2013-2020 (GAP):**  
WHO's current Global Action Plan on NCDs has guided the response to NCDs since 2008. In April 2012, WHO launched a series of consultations to define the next Global NCD Action Plan 2013-2020. We rallied our network to ensure the next Plan reflects the ambitions of the Political Declaration, is fully costed and resourced, and mobilises a whole-of-society response to NCDs.
- **A Global Coordinating Mechanism (GCM):**  
Recognising the urgent need to strengthen and facilitate global multisectoral action on NCDs, WHO began a consultation process to define options for a global coordination mechanism for NCDs. Our objective was to achieve a formal global mechanism to convene the UN, governments, civil society, and relevant private sector entities to coordinate global action on NCDs.

These three elements form the foundations of what the NCD Alliance coined the "Global NCD Framework." We have consistently made the case to WHO and governments for these three consultation strands to be considered as an integrated package – the targets providing the vision for what the world wants to achieve, the action plan providing a roadmap to achieve that vision, and the coordinating mechanism mobilising the relevant actors.



NCD Alliance Shaping the Global NCD Framework schematic

## Our Activities

The NCD Alliance has provided thought leadership, expert policy recommendations, and ensured the voice of people with NCDs is heard every step of the way. Specifically, throughout these NCD framework consultations we worked on:

- **Tracking:** We tracked and monitored complex political processes and consultations, including decisions made at the WHO Executive Board in January 2012 and at the 65th World Health Assembly in May 2012. We identified opportunities for civil society engagement, and provided information, resources and a campaign platform for NCD civil society.
- **Policy:** We produced and disseminated briefing papers, discussion papers, and advocacy handouts to inform thinking, and submitted formal submissions to WHO consultations. These papers provided detailed analyses of policies and processes, and outlined clear recommendations and priorities. We convened working groups and task teams of experts from all regions to support the development of these policy positions.
- **Advocacy:** We worked with UN Permanent Missions in Geneva and New York through face-to-face meetings, informal mission briefings, mail-shots, and by distributing advocacy materials at Member State meetings. We met regularly with the WHO NCD cluster, including Assistant Director General Dr Oleg Chestnov, to cultivate a constructive working relationship. And we mobilised the NCD Alliance network to engage governments in capital by providing template submissions, letters and advocacy materials.

- **NGO voice:** We negotiated a seat at the table and provided a strong voice for NGOs at WHO's formal and informal consultation meetings. We convened the NCD civil society community prior to consultation meetings to define strategy and priorities, and maintained a high-level presence during consultation meetings, delivering interventions and formal statements when appropriate.
- **Communications:** We issued regular News Alerts to the NCD Alliance global network throughout consultations, convened webinars, and kept the NCD Alliance website up to date as a resource for campaign progress and materials. We featured the submissions of other NGOs and alliances on our website pages, together with links to the official WHO documents. We also used social media, press releases, and journal articles to promote priorities and outcomes.

**The NCD Alliance has ensured the voice of people with NCDs is heard every step of the way**



WHO Formal Member States Consultation on Global Monitoring Framework on NCDs, November 2012

“The indicators and voluntary global targets are key building blocks of our fight against NCDs (...) They will provide the foundation for advocacy, raising awareness, reinforcing political commitment and promoting global action to tackle these deadly diseases.”

**Dr Oleg Chestnov, WHO's Assistant Director-General for Noncommunicable Diseases and Mental Health**

## Progress and Achievements

### Securing an ambitious set of global NCD targets

After 18 months of intense consultations and negotiations, involving technical working groups, online consultations, and informal NGO dialogues, the global monitoring framework on NCDs was finalised in November 2012 at a formal WHO Member State meeting in Geneva. Notable achievements include:

- **“25 by 25”:** Included in the GMF is the historic target to reduce premature deaths from NCDs by 25% by 2025. Referred to as “25 by 25,” the adoption of this ambitious target in May 2012 was a landmark event in the fight against NCDs.
- **Nine global targets, not three.** We advocated for an ambitious set of global targets. We made the case that one of the most complex public health issues the world has ever faced deserved more than the three targets some were proposing. We successfully shifted the dialogue and proved the sceptics wrong, with the final GMF including a comprehensive set of nine voluntary targets.
- **Balancing prevention with treatment and care:** Early proposals consistently prioritised prevention over treatment and care. But as a result of the NCD Alliance’s concerted advocacy and technical recommendations for treatment targets, two health system targets- on availability of essential medicines and technologies and multidrug therapy- were added, as well as indicators on palliative care, vaccination coverage of HPV and Hepatitis B, and screening for cervical cancer.



Photo by WHO

Dr Bjørn-Inge Larsen, Secretary General of the Norwegian Ministry of Health and Care Services, chairing the Formal Member States Consultations on the Global Monitoring Framework on NCDs, November 2012

- **Targets for all major risk factors:** Despite pressure from some Member States to agree a very small set of targets, limited only to some of the NCD risk factors, the final GMF includes targets to drive progress on the four major risk factors, including targets on tobacco use, harmful use of alcohol, salt, and physical inactivity. An ambitious target to halt the rise on diabetes and obesity was also adopted.

**These time-bound targets will encourage governments to honour their commitments, improve data collection and surveillance on NCDs, and demonstrate how actions and investments translate into tangible results and better long-term outcomes.**

### Set of nine voluntary global NCD targets for 2025

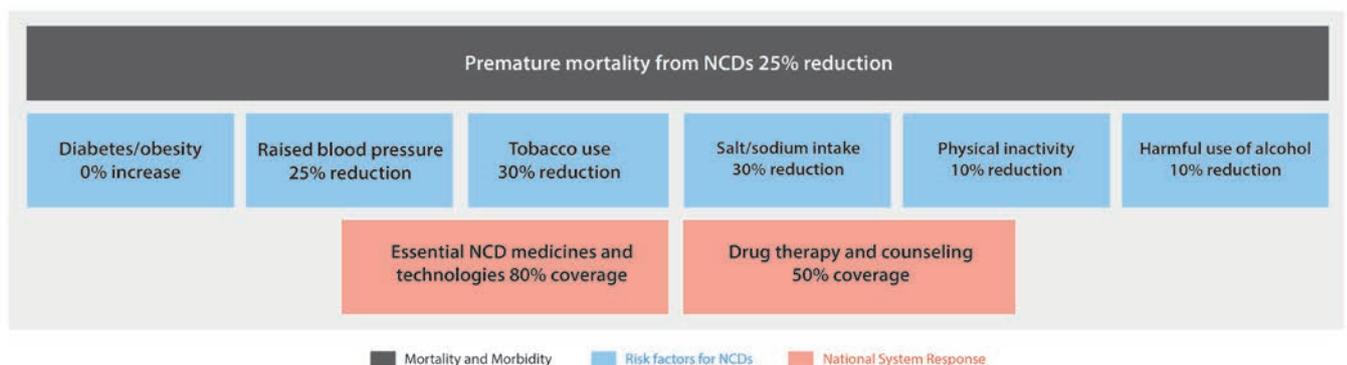


Illustration of the nine global voluntary targets on NCDs

### Shaping a Global NCD Action Plan to drive progress

Last year, WHO embarked on a consultative process to develop the Global Action Plan for the Prevention and Control of NCDs 2013-2020 (GAP). After three rounds of consultations, which included civil society input at each step, this new GAP will be finalised and endorsed at the 66th World Health Assembly (WHA) in Geneva in May 2013. The NCD Alliance has provided technical recommendations throughout the process, informed by a Task Team of experts covering the spectrum of GAP objectives. Our efforts contributed to the following major wins in the GAP:

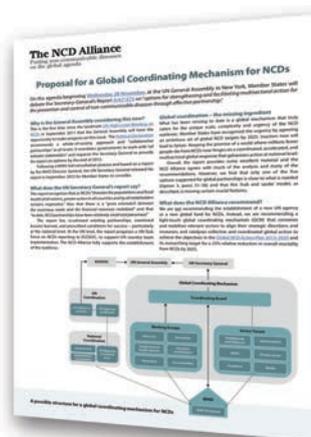
- **Accountability:** The GAP is now framed as a roadmap for achieving the nine global targets and indicators. Previous versions separated the GMF from the actions proposed within the GAP. This was a critical win in supporting our vision for a single, comprehensive global NCD framework.
- **Costed and resourced:** We have maintained that in order to achieve impact and results, the GAP should be fully costed and adequately resourced. As a result, the GAP includes a dedicated section on resourcing, including a price tag for the WHO Secretariat and specific actions for resource mobilisation.
- \* **Whole of society:** International partners, including civil society, are essential to support implementation of the GAP. By reinforcing this point during informal dialogues and in our submissions, the NCD Alliance supported a GAP that includes clear roles and actions for international partners across all six objectives.
- **Alignment:** The NCD Alliance and partners including Alzheimer’s Disease International (ADI) ensured that the GAP is coherent and aligned with relevant strategies and other global plans under development, including for mental health and blindness.
- **Reporting cycle:** We requested the GAP have a clear reporting cycle to measure progress and hold key actors to account. Included in the GAP is a commitment for regular reporting to WHA and mid-term and end-point evaluations by a representative group of stakeholders, including NGOs.

### Shifting the dialogue on global coordination for NCDs

The NCD Alliance has been at the forefront of discussions to define a multisectoral mechanism fit to coordinate global action on NCDs. In our view, the absence of a global mechanism that truly caters for the unique scale, complexity and urgency of the NCD epidemic has been a major barrier to accelerating global progress on NCDs. Instead, piecemeal and uncoordinated approaches have become the status quo. For this reason, the NCD Alliance made it a priority to shift the debate and inject ambition and a sense of urgency into discussions and the process to establish such a coordination mechanism.

With a decision to establish a global coordination mechanism (GCM) expected at the 66th World Health Assembly in May, the NCD Alliance has contributed to supporting this third element in the global NCD framework through:

- **Maintaining momentum:** The consultation phase for the GCM attracted less attention and involvement from Member States. The NCD Alliance played an important role in keeping the GCM discussions on the radar of governments, and pressuring WHO.
- **Coining the phrase “GCM”:** Starting with an extensive analysis of existing global partnerships in global health and development, we produced a series of discussion papers and coined the term “Global Coordination Mechanism” in early 2012 to provoke thinking and inform the consultations. We are the only non-state actor to have provided concrete proposals, and many elements of our proposals gained traction.



NCD Alliance proposal for a Global Coordinating Mechanism

# GLOBAL DEVELOPMENT CAMPAIGN - INTEGRATING NCDs INTO THE POST-2015 DEVELOPMENT AGENDA

## Our Aims

Since its formation in 2009, the NCD Alliance has called for the inclusion of NCDs in the Millennium Development Goal (MDGs) and the successor development goals that will follow in 2015. We have always given our full support to the MDGs, but the exclusion of NCDs has been a major obstacle for securing political priority, resources, and action.

With less than three years remaining until the target dates for achieving the MDGs, the UN launched a “global conversation” in 2012 to define the scope, format and priorities of the future development agenda. Leveraging a major opportunity to ensure NCDs and health are central to the post-2015 framework, the NCD Alliance adopted a two-pronged approach to:

- **Secure goals and targets that will drive progress on prevention, treatment, and care for people living with NCDs and the millions more at risk today;**
- **Mainstream NCDs across the different dimensions of the post-2015 agenda to ensure all goals and targets promote health.**

“NCDs need to be integrated into the post-2015 development framework as these diseases pose a serious threat to health and development (...) NCDs cause poverty; poverty causes NCDs.”

**Judith Watt, Director of the NCD Alliance**  
Civil Society Roundtable of the UN High Level Panel meeting, London – 7 November 2012

The NCD Alliance pursued a number of different pathways to achieve these objectives over the past year. Below is a snapshot of our activities and impact to date.

## Our Activities

The NCD Alliance mobilised and engaged the global NCD community in the countdown to 2015. In a complex global conversation on development which embraces many issues and constituencies, we have ensured that NCDs are prominent by taking a number of different approaches:

- **Priority setting:** The NCD Alliance launched an e-consultation in November 2012 to canvas our network’s views and priorities on health, NCDs, and post-2015. We received responses from over 130 organisations, predominantly in low-income countries. These views were integrated into all of our submissions to the official post-2015 dialogues.
- **Thought leadership:** The Alliance was commissioned by the UN Department of Economic and Social Affairs (UNDESA) to produce a series of think-pieces on NCDs and the post-2015 framework. We also developed a policy brief on NCDs and sustainable development to inform our advocacy towards Rio+20; contributed to the policy position of Beyond 2015 – a global coalition of 600 NGOs; and published our definitive vision for post-2015 in May 2013.
- **Catalysed debate:** We convened a Post-2015 Task Team of global experts to inform our policy position, and held high profile side events with governments, civil society, and the private sector at Rio+20 and the 66th World Health Assembly.
- **Advocacy:** We coordinated an advocacy working group to support our Rio+20 campaign, engaged in all major post-2015 consultations, particularly the global thematic consultations on health, inequalities, food security and nutrition, and environmental sustainability, and coordinated advocacy towards members of the UN High-Level Panel on Post-2015.

## Progress and Achievements

### UN Conference on Sustainable Development – Rio+20

In June 2012, a record number of delegates gathered in Rio de Janeiro, Brazil for the UN Conference on Sustainable Development. The NCD Alliance mobilised our network to ensure health and NCDs were recognised as central to sustainable development during the Rio+20 discussions and outcomes. Our advocacy delivered the following achievements:

- Making the case:** The NCD Alliance’s advocacy around Rio+20 was evidence-based, and through new publications, we made the case for NCDs as a sustainable development priority. Prior to Rio+20, the Alliance published an influential policy brief on Tackling Non-communicable Diseases to Enhance Sustainable Development, IDF launched a report on Diabetes and Climate Change, and WHF published a report on Urbanisation and Cardiovascular Disease.
- NCDs in The Future We Want:** Our advocacy during the inter-governmental negotiations on the Rio+20 Outcomes Document contributed to a document with strong references to NCDs and health. The first draft of the Rio+20 Outcomes Document The Future We Want referenced health only three times, with no inclusion of NCDs. Through sustained advocacy, the final document included 70 references to health and a dedicated paragraph on NCDs in the final text. WHO Director General Margaret Chan hailed Rio+20 as a “victory for health.”
- Strategic alliances:** The Alliance leveraged Rio+20 as a platform to extend our sphere of influence in international development and build strategic allies for our post-2015 campaign. We worked together with the ‘health cluster’ of the NGO Major Group at Rio+20; WHO’s Public Health and Environment department; and the wider environmental community.
- High profile events during Rio+20:** The Alliance co-hosted a series of side events on NCDs and sustainable development during Rio+20. We joined forces with the American Cancer Society (ACS) to organise an event on “Multisectoral Frameworks for NCDs and Sustainable Development”, and explored “Integrated Solutions to NCD Prevention and Sustainable Development” with the University of Cambridge Programme for Sustainability Leadership, Global Health Council, Novo Nordisk, and Sustainia.



NCD Alliance Policy Brief Tackling NCDs to Enhance Sustainable Development

“Health is a precondition for and an outcome and indicator of all three dimensions of sustainable development (...) The goals of sustainable development can only be achieved in the absence of a high prevalence of debilitating communicable and noncommunicable diseases.”

**The Future We Want, United Nations Conference on Sustainable Development (Rio+20), June 2012**



Sir George Alleyne, Director Emeritus of the Pan-American Health Organization, at the NCD Alliance Rio+20 side event Next Generation Living, with (from left) Charlotte Ersbøll, Novo Nordisk, Iain Scott, BBC News, Enrique Peñalosa, former Mayor of Bogota, Associate Professor Ruth Colagiuri, NCD Alliance and former Vice President of the International Diabetes Federation, Lise Kingo, Novo Nordisk, Laura Storm, Sustainia, and Dr Nicholas Alipui, UNICEF

## The “Global Conversation” on the Post-2015 Development Agenda

Numerous post-2015 consultations began in earnest in 2012. Collectively referred to as the “global conversation,” these included 11 global thematic consultations on development issues ranging from energy to health; national consultations in over 60 countries; and “The World We Want” website providing an online portal for all sectors to discuss and share ideas on post-2015.

The outcomes of these processes are being submitted to a UN High-Level Panel of Eminent Persons and to the UN Secretary General to help inform the intergovernmental deliberations on post-2015.

The NCD Alliance navigated this very complex consultation landscape, identifying opportunities for engagement and providing the evidence, tools, and messaging to equip the NCD community to be heard at every opportunity. A snapshot of our impact and achievements is provided below:

- **NCD voices at the table:** Through careful tracking of the post-2015 process, we ensured that the NCD community was present and heard in all important consultations, meetings and debates. We have fielded representatives of our network to attend meetings of the UN High-Level Panel in London and Monrovia, at the High-Level Dialogue on Health in Post-2015 in Botswana, and to national consultations in all corners of the world, from the Philippines to India.

**The NCD Alliance has mobilised and engaged the global NCD community in the countdown to 2015**

“By placing NCDs permanently on the global development agenda, people’s lives, opportunities, and future prospects will improve – thereby advancing sustainable human development overall”

**Helen Clark, Administrator of the United Nations Development Programme (UNDP),** Launch of the Lancet Series on NCDs and Development, 11 February 2013

- **NCDs positioned as a health priority for post-2015:** As a result of our sustained efforts, the final report of the Global Thematic Consultation on Health proposes NCDs as one of two health sector goals for post-2015. This is a major achievement of our network, and provides a solid foundation for the NCD community’s advocacy in the remainder of the post-2015 process.
- **Support for health and NCDs as cross-cutting issues:** Many of the other global thematic consultations have incorporated elements of the health and NCD agenda in their final recommendations, including inequalities and environmental sustainability – to both of which the NCD Alliance contributed.
- **Balancing under- and over-nutrition in post-2015:** The global thematic consultation on food security and nutrition started off heavily skewed towards under-nutrition. But through evidence-based responses by the NCD Alliance and partners including the World Cancer Research Fund International, we have shifted the dialogue to the dual challenges of under-nutrition and obesity in post-2015.

“The post-2015 agenda should include specific health-related targets as part of other development sector (...) and address the growing burden of NCDs, mental illness, and other emerging health challenges.”

**Report of the UN Global Thematic Consultation on Health, April 2013.**

# NATIONAL ACTION: SUPPORTING LOCAL COALITIONS AND BEST PRACTICE

The NCD Alliance's greatest strength lies in the capacity and expertise of our global network of 2,000 civil society organisations in 170 countries, and our ability to ground global advocacy in the reality of local experience. Our member associations and partners are powerful local agents of change. We have continued to support and mobilise our network of member associations and partners to drive the NCD agenda forward. We have worked together to raise awareness, change attitudes, and improve policies and practices regarding NCDs at the national and regional levels. Through local coalitions and alliances we have strengthened the role of civil society in the NCD response and stimulated learning and the sharing of best practice.

## ADVOCACY TOOLS

The NCD Alliance produced a series of briefing papers, template letters, and other campaign materials to empower advocates to support our two global campaigns. For example, an Advocacy Toolkit on Post-2015 was developed to inform and guide partner and member association engagement in the consultation processes at the national level. Advocacy handouts were produced at critical junctures in the global NCD campaign, with national advocates adopting and tailoring the key messages to influence government positions.



NCD Alliance advocacy handouts

## LEVERAGING REGIONAL CONSULTATIONS

The NCD Alliance coordinated strong civil society representation at regional and national consultations to support the advancement of our global campaigns. The six WHO Regional Committee Meetings provided a platform for our advocates to influence consultations on the global NCD framework and build relationships with WHO regional offices and Member States to support regional responses to NCDs. In addition, WHO regional technical consultations and workshops on NCDs were also held, including the WHO WPRO Consultation on Strengthening NCD Prevention and Control in Primary Health Care in August 2012, the WHO AFRO Regional Workshop on NCDs in October 2012, and the WHO SEARO Consultation on a Strategic Action Plan and Targets for the NCDs in February 2013.

The NCD Alliance ensured that our national advocates were well briefed and prepared to deliver strong statements on NCDs. For example, at the WHO PAHO Regional Committee, a statement was delivered on behalf of the NCD Alliance and our partners, calling for the development of a comprehensive global NCD plan to reflect the changed global political landscape and establish and resource a robust global monitoring framework.

## SUPPORTING LOCAL COALITIONS AND ALLIANCES

A testament to both the demand for and effectiveness of a unified approach to NCD advocacy is the growing number of national and regional NCD alliances. Tailoring the global model of the NCD Alliance to national and regional contexts, many of our members have joined forces to form effective coordinated platforms for NCD action. Today we are aware of 23 alliances: including four regional alliances in Europe, Africa, Latin America and the Caribbean.

Over the past year, local and regional alliances and coalitions have embarked on many successful initiatives, ranging from advocacy with governments, providing education and patient support, and awareness-raising. The NCD Alliance continues to share national and regional activity and stimulate learning through our website and news alerts.

**Today we are aware of 23 alliances: including four regional alliances in Europe, Africa, Latin America and the Caribbean**



## SHOWCASING NATIONAL AND REGIONAL CIVIL SOCIETY ACTION ON NCDs

- The **Uganda NCD Alliance (UNCDA)** significantly expanded its impact and programs in 2012 moving into a dedicated office and recruiting a CEO and staff team. Highlights include the establishment of Africa's first integrated NCD counselling and screening centre, NCD screening days across Uganda, a series of health worker training and patient advocacy workshops, and the establishment of Africa's first Parliamentary Committee on NCDs.
- The **Consortium of Ethiopian NCD Associations** influenced its government to review and approve the Strategic Framework on NCDs, which has now been included in both the National Health Sector Development Plan, and the Growth and Transformation Plan 2011-2015. The inclusion has firmly placed NCDs as a development priority in Ethiopia, and kick-started NCD programs.
- The **Danish NCD Alliance** expanded its long-standing twinning partnership with the Uganda, Tanzania, and Zanzibar NCD Alliances initiated in 2009. The partnerships have involved learning and training exchanges, funding, technical support, disease surveillance, project assistance and other activities that have had a major impact in reaching people living with NCDs.
- A **National NCD Alliance was launched in Japan** at the beginning of 2013, with a goal of establishing new public policies for NCDs through organising events with relevant stakeholders.
- The **Healthy Caribbean Coalition (HCC)** was accepted into official relations with PAHO/WHO and consequently produced a Civil Society Strategic Plan of Action for Prevention & Control of NCDs 2012-2016. HCC's 2012 activities of impact included an NCD Prevention and Strategic Planning Workshop for Caribbean Civil Society Organizations and a major educational and informational campaign around heart disease prevention.



Media celebrities, cancer survivors, and NCD-Forum members gathered at a fundraising event for cancer patients organised by the NCD-Forum, Bangladesh



Volunteers conducting screenings at the Uganda NCD Alliance support center in Kampala

- The **Non-Communicable Diseases Forum (NCD-F)** of Bangladesh has established a constructive relationship with the Ministry of Health and Family Welfare's NCD Control Unit. It has contributed to national policy documents such as the national NCD Strategy, and actively engaged in consultations on the Global NCD Framework. In 2012 NCD-F conducted numerous educational and screening activities, such as the screening and treatment of 500 women for cervical and breast cancer.
- **Australians for Global Action on NCDs** has held consultation sessions with the Australian Department of Health to promote global and domestic NCD advocacy objectives and has secured a review of the outdated national chronic disease strategy. It continues to meet with AusAID to promote greater regional NCD aid efforts.



A mass walk organised by the Consortium of Ethiopian NCD Associations in Addis Ababa to raise awareness of NCDs

# COMMUNICATIONS: TURNING UP THE VOLUME ON NCDs

Communication lies at the heart of our ability to inspire change for people with NCDs worldwide. Over the past year, the NCD Alliance continued to raise awareness of NCDs among policy-makers and the general public alike, aiming to increase demand, shift attitudes and inspire broader engagement in the NCD movement.

## BROKERING KNOWLEDGE

The NCD Alliance has strengthened its role as a broker of NCD knowledge, policy and practice. This year we showed ourselves to be at the cutting edge of the global NCD dialogue and debate, through our ability as an alliance to disseminate information rapidly and share good practice, as well as mobilise globally across all regions. We harnessed numerous communication channels for this purpose:

- **Website:** Through continuous improvement over the last year, the Alliance website has become a “one-stop” online portal for the NCD community. The website provides a platform for advocates to engage with us, offering both dedicated sections on global campaigns, and a gateway to NCD information, resources, news, events, and tools from around the world. By the end of 2012, the website was receiving nearly 2200 visits per month, an increase of 28% from the start of the year.
- **News alerts:** Weekly news alerts were disseminated to our network of 2,000+, including the latest news on our global campaigns, updates on national progress, important NCD-related events, useful resources and new evidence on NCDs. Often these alerts included summaries of detailed policy documents or scientific evidence in a user-friendly format to inform advocacy, policy and practice.
- **Webinars:** The NCD Alliance continued to organise regular online webinars for our network. Usually lasting 90 minutes and run twice per occasion to facilitate access from different time zones, these webinars provide in-depth campaign updates and calls to action for advocacy. Guest speakers were invited to share insights into global meetings and campaign progress or provide updates on national and regional action. Slides from the webinars are always made available on our website.
- **Social media:** The NCD Alliance scaled up our presence on Twitter to reach a broader audience and to directly interact with organisations and individuals interested and affected by NCDs. By the end of 2012, we had approximately 1,250 Twitter followers, a number that continues to grow as we provoke interest and engagement on the NCD agenda.

## KEEPING UP THE PRESSURE

The NCD Alliance has leveraged political milestones, events, and UN international days to raise the public profile and political momentum on NCDs.

Highlights included:

- Celebrating the one-year anniversary of the UN High-level Meeting on NCDs with an open letter to UN Secretary-General Ban Ki-moon, marking the progress made since 2011 and unfinished business remaining.
- Promoting and responding to new data and evidence on NCDs, including The Lancet Series on NCDs, and the Global Burden of Disease (GBD) 2010 Study.
- Increasing targeted online and media outputs around internationally recognised health and development days, including World No Tobacco Day, World Asthma Day, World TB Day, International Women's Day, World Health Day (theme of healthy ageing in 2012 and blood pressure in 2013), and the UN-led social media campaign to mark 1,000 days until the MDGs.
- Delivering statements at UN events, including the WHO Executive Board, the World Health Assembly, and the 45th Session of the Commission on Population and Development.



Ms Judith Watt, Executive Director, NCD Alliance speaking at the European Health Forum Gastein, October 2012

**The NCD Alliance has leveraged political milestones, events, and UN international days to raise the public profile and political momentum on NCDs**

## CREATING DIALOGUE

As a leader of the NCD civil society movement, the NCD Alliance catalysed dialogue and framed the debate on NCDs by convening a series of high-profile side events and meetings. Some highlight events included:

- **NCDs and the UN: Progress Made Six Months after the High-Level Meeting**  
Breakfast briefing for GRULAC Member States, March 2012  
Hosted by the Permanent Missions of Grenada and Mexico to the UN in New York and PAHO, and in collaboration with the American Cancer Society and the NCD Alliance
- **Prevention of NCDs among Indigenous Peoples: Contribution of Indigenous Peoples to the Provision of Nutritious Food for All**  
11th Session of the UN Permanent Forum on Indigenous Issues, New York, May 2012  
Hosted by the Caribbean Community (CARICOM), in collaboration with PAHO, the Food and Agriculture Organization (FAO), and the NCD Alliance
- **Champions and Alliances: Working in Partnerships to Secure a Global Platform for NCDs**  
65th World Health Assembly, Geneva, May 2012  
Co-hosted with the Preventive Health Partnership (American Cancer Society, American Diabetes Association, and the American Heart Association)
- **NCD Surveillance: The Foundation of a Global Framework**  
65th World Health Assembly, Geneva, May 2012
- **Health within the Green Economy: Multisectoral Frameworks for NCD Control and Sustainable Development**  
UN Conference on Sustainable Development (Rio+20), June 2012  
Co-hosted with the American Cancer Society
- **Next Generation Living: Exploring Integrated Solutions to NCD Prevention and Sustainable Development**  
UN Conference on Sustainable Development (Rio+20), June 2012  
Co-hosted with the University of Cambridge Programme for Sustainability Leadership, the Global Health Council, Novo Nordisk, and Sustainia

- **Tackling Non-Communicable Diseases to Enhance Sustainable Development**  
World Health Summit, Berlin, October 2012
- **New Responses to NCDs: Strengthening Health Systems, Changing Behaviours**  
October 2012  
Partnered with The Economist
- **Assuring Balance for Non-Communicable Diseases**  
Roundtable discussion with UN Missions in Geneva, October 2012  
Hosted by UICC/NCD Alliance, in collaboration with the United States Mission and Panama Mission to the UN in Geneva
- **Advancing the Global Non-Communicable Disease Movement**  
London School of Hygiene and Tropical Medicine, February 2013  
Hosted by The Lancet, in collaboration with the NCD Alliance, LSHTM, the National Heart Forum

In addition, the NCD Alliance was represented at a number of high-profile global health events, including the Annual World Economic Forum meeting in Davos, the Clinton Global Initiative, the Geneva Health Forum, the European Health Forum Gastein, the Pan American Forum on NCDs, the World Cancer Leaders' Summit and World Cancer Congress, the World Congress of Cardiology Scientific Sessions, the LIVESTRONG Foundation Assembly, and the 43rd Union World Conference on Lung Health.

**The NCD Alliance has continued our efforts to increase media coverage of the NCD epidemic and our key campaign demands**

## ENGAGING THE MEDIA

The NCD Alliance has continued our efforts to increase media coverage of the NCD epidemic and our key campaign demands. During the past year, through media outreach and interviews, the NCD Alliance has been quoted in a variety of mainstream news outlets, including the Washington Post, the Huffington Post, and The Guardian. Coverage was also secured in other high profile media outlets, including The Economist Special Report on Obesity.

The founding federations of the NCD Alliance have also been conducting journalist training programs on NCDs, including the 4th annual J-to-J Lung Health Training Program hosted by The Union and the National Press Foundation, and WHF held a journalist training workshop in Brazil.



Photo by The Economist

Ms Ann Keeling, Former CEO, International Diabetes Federation and Founding Chair, NCD Alliance, speaking at The Economist Event "New Responses to NCDs", 29 October 2012



Photo by US Mission Geneva

UICC/NCD Alliance Roundtable Discussion on NCD targets and indicators with UN Missions in Geneva, 31 October 2012



Ms Judith Watt, Executive Director, NCD Alliance (far right) at World Cancer Leaders Summit, 27 August 2012, with Dr John Seffrin, CEO, ACS, Dr Oleg Chestnov, Assistant Director-General for Non-Communicable Diseases and Mental Health, World Health Organization, Anne-Lise Ryel, Secretary General, Norwegian Cancer Society, and HRH Princess Dina Mired of Jordan

# ORGANISATIONAL DEVELOPMENT: BUILDING THE ALLIANCE

## ORGANISATIONAL ARRANGEMENTS

The NCD Alliance is an informal alliance founded by four federations with a network of over 1,000 member associations between them, and a further 1,000 civil society organisations in more than 170 countries.

In 2011, the NCD Alliance commissioned an independent review to assess the Alliance's work to date and inform future priorities and organisational arrangements. As a result the NCD Alliance developed an ambitious Strategic Plan 2012-2015 which now guides our work.

**The NCD Alliance has leveraged its global reputation to build strategic alliances for NCDs**

The NCD Alliance organisational structure includes:

- **The Steering Group:** Consisting of the CEOs of the four founding federations, the Steering Group provides management, strategic leadership, and financial oversight for the NCD Alliance.
- **The Supporters Consultation Group (SCG):** The SCG is comprised of NGO and private sector partners that have made financial contributions to the work of the NCD Alliance. In addition to their financial support, the SCG identifies new opportunities to advance the NCD agenda through multisectoral engagement, monitors progress, and provides strategic advice on our ongoing global campaigns.
- **The NCD Alliance Team:** The NCD Alliance core team is responsible for operationalising the Strategic Plan, including the day-to-day campaign management, coordinating the activities of our network, and external relations to promote our work. The core team is based in the offices of the federations and partners in Geneva, London, Brussels, and New York. Additional support is provided by the advocacy and communications teams of the four federations.
- **Our Global Network:** Our greatest strength lies in the capacity and expertise of our global network of 2,000+ civil society organisations. Our network brings together federation member associations, NGOs, academia, research institutes, patient support organisations, scientific, and professional societies.

In addition to these organisational arrangements, the NCD Alliance convenes informal task teams and groups to engage experts and advocates in our global campaigns. These groups provide technical and policy support, and coordinate joint advocacy and campaigning. In 2012-2013, the NCD Alliance convened a campaign group for Rio+20 and three task teams –on the global monitoring framework, the Global NCD Action Plan, and the post-2015 development agenda.

## BUILDING STRATEGIC ALLIANCES

The NCD Alliance has continued to leverage its global reputation to build strategic alliances for NCDs. Working in partnership strengthens our capacity as a network to connect NCD policy with reality on the ground and build a global alliance of organisations working improve health, prevent disease, and raise the voice of people with NCDs.

This year, we strengthened existing alliances and built new relationships with UN agencies, partners and NGOs working in international development. The increasing willingness of development partners to work in collaboration with the Alliance demonstrates we are changing attitudes. For example, we joined Beyond 2015, a civil society network representing 620 NGOs working to influence the post-2015 development debate; became an active member of the Rio+20 Health Major Group, a group of over 30 NGOs; and built links with the WHO Public Health and Environment Department to ensure NCDs and health remain on the sustainable development agenda.

With the establishment of a UN Interagency Task Force on NCDs, the NCD Alliance has established relationships with an increasing number of UN agencies to inform and guide work on NCDs across the UN system. For example, the NCD Alliance contributed to the development of a WHO/UNAIDS joint programme on NCDs and HIV/AIDS, and built influential connections within the United Nations Development Programme (UNDP) to advance our post-2015 campaign.

The NCD Alliance continued to engage with other influential NCD groups, including NCD Child, mental health patient and advocacy organisations, and academic networks, including by collaborating with the Lancet NCD Action Group on the fourth – and planning for the fifth – Lancet NCD series. We also raised the NCD agenda in important private sector forums together with SCG members, including at the World Economic Forum’s annual meeting in Davos.

## NCD ALLIANCE FOUNDING MEMBERS

International Diabetes Federation (IDF)

International Union Against Tuberculosis and Lung Disease (The Union)

Union for International Cancer Control (UICC)

World Heart Federation (WHF)

## NCD ALLIANCE SUPPORTERS 2012-2013

### NGO SUPPORTERS

Alzheimer's Disease International

American Cancer Society\*

American College of Cardiology\*

American Heart Association\*

Framework Convention Alliance

LIVESTRONG Foundation\*

Norwegian Cancer Society

World Lung Foundation

### PRIVATE SECTOR SUPPORTERS

Bristol-Myers Squibb\*

Eli Lilly & Company\*

Pfizer

Medtronic Foundation\*

Merck

Sanofi Aventis\*

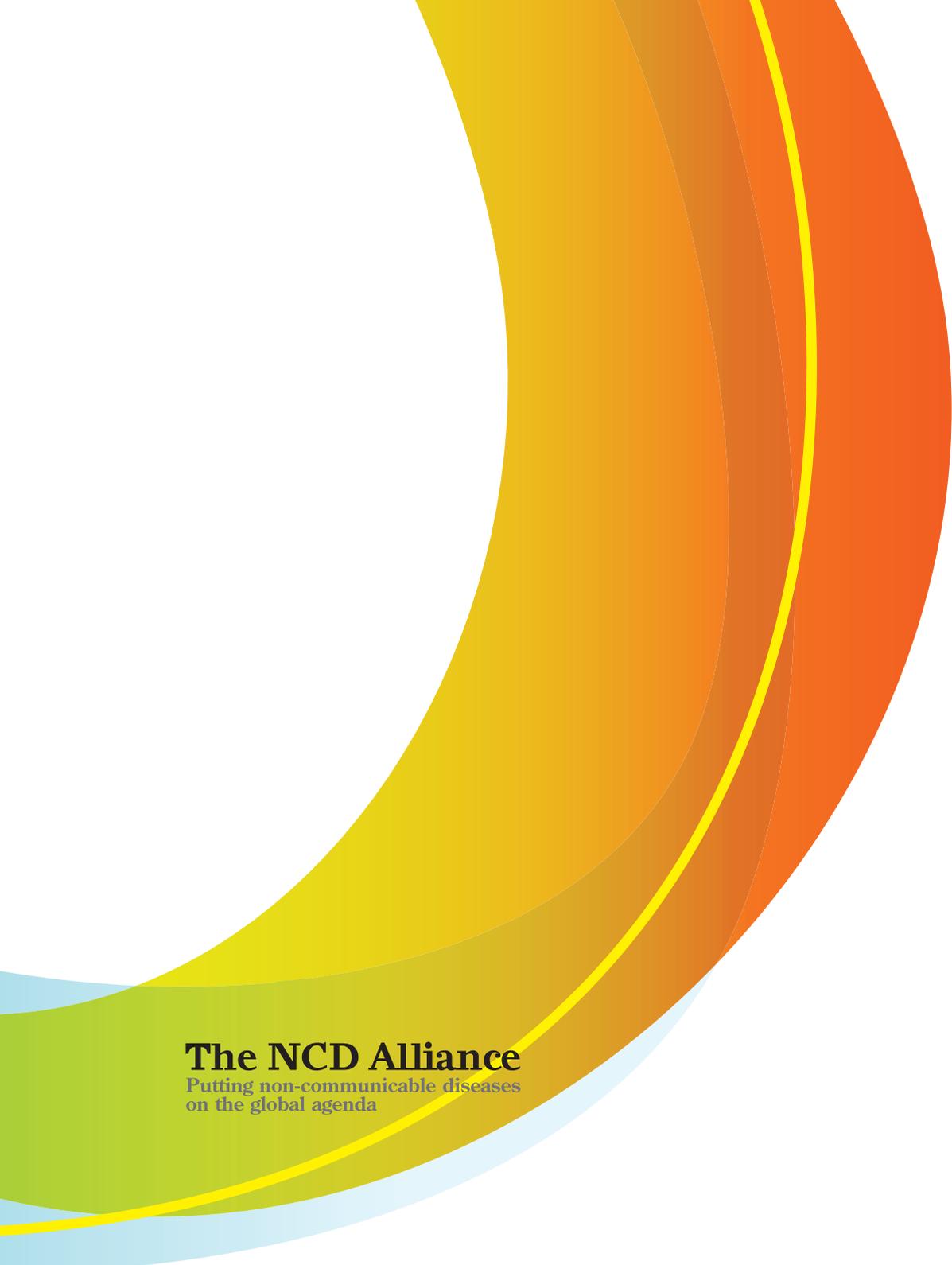
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\* Supporters Consultation Group in 2013

# ANNEX 1: LIST OF NCD ALLIANCE PUBLICATIONS

Available here: [www.ncdalliance.org/resources/reports](http://www.ncdalliance.org/resources/reports)

- NCD Alliance Policy Brief, [Healthy Planet, Healthy People: NCD Alliance Vision for Health in the Post-2015 Development Agenda](#), May 2013
- NCD Alliance Advocacy Brief, [The Global Action Plan for the Prevention and Control of NCDs 2013–2020 and the Case for a Global Coordinating Mechanism](#), February 2013
- The NCD Alliance Report, [Analysis of E-consultation on Health and NCDs in the Post-2015 Development Framework](#), December 2012
- NCD Alliance Advocacy Brief, [Proposal for a Global Coordinating Mechanism for NCDs](#), November 2012
- NCD Alliance Advocacy Pack, [NCDs and the Post-2015 Development Agenda](#), November 2012
- NCD Alliance Advocacy Brief, [Shaping the Global Framework for NCD Prevention and Control](#), October 2012
- NCD Alliance Discussion Paper, [Post-2015 Development Framework Think Piece: Shaping how NCDs fit in the Post-2015 Development Framework](#), August 2012
- NCD Alliance Policy Brief, [Tackling Non-Communicable Diseases to Enhance Sustainable Development](#), June 2012
- NCD Alliance Background Briefing, [Dialogue On The Global Development Agenda](#), April 2012



**The NCD Alliance**  
Putting non-communicable diseases  
on the global agenda

For more information about the NCD Alliance please visit our website  
[www.ncdalliance.org](http://www.ncdalliance.org)

NCD Alliance's 2012 financial statement is available on request.

If you would like someone to contact you, please write to  
[info@ncdalliance.org](mailto:info@ncdalliance.org)

This report can be downloaded at  
[www.ncdalliance.org/Report2012](http://www.ncdalliance.org/Report2012)

The 2012-2015 Strategic Plan can be downloaded at  
[www.ncdalliance.org/StrategicPlan](http://www.ncdalliance.org/StrategicPlan)