

NCD Alliance Survey Results

The purpose of this report is to summarise the key findings from an electronic survey for the NCD Alliance. The survey was commissioned by the NCD Alliance as part of a review of the Alliance’s performance and future directions.

The electronic survey was sent to approximately 400 members of the NCD Alliance network and there were 132 responses (30%). The results of the entire survey and written responses can be found in Appendix I.

The survey was designed to get a “snapshot” of what members of the Alliance network thought about the NCD Alliance’s overall performance and future directions and potential future structure. Please note that the electronic survey is not necessarily representative of all the partners of the NCD Alliance. Below are the demographics of the respondents and key findings of the electronic survey.

Demographics of Respondents:

The survey respondents were predominately from North America (32%) and Europe (37%). When respondents were asked which kind of organization they represented fifty-four percent said they were from a Global NGO vs. only twenty-four percent (Table 1) from a National NGO. National governments were most under represented which is probably reflective of the CIG membership. As the NCD Alliance moves forward with its new strategic direction in 2012, it will be important to engage more national/regional NGOs and national governments to the membership in order to have a more diverse membership.

Table 1

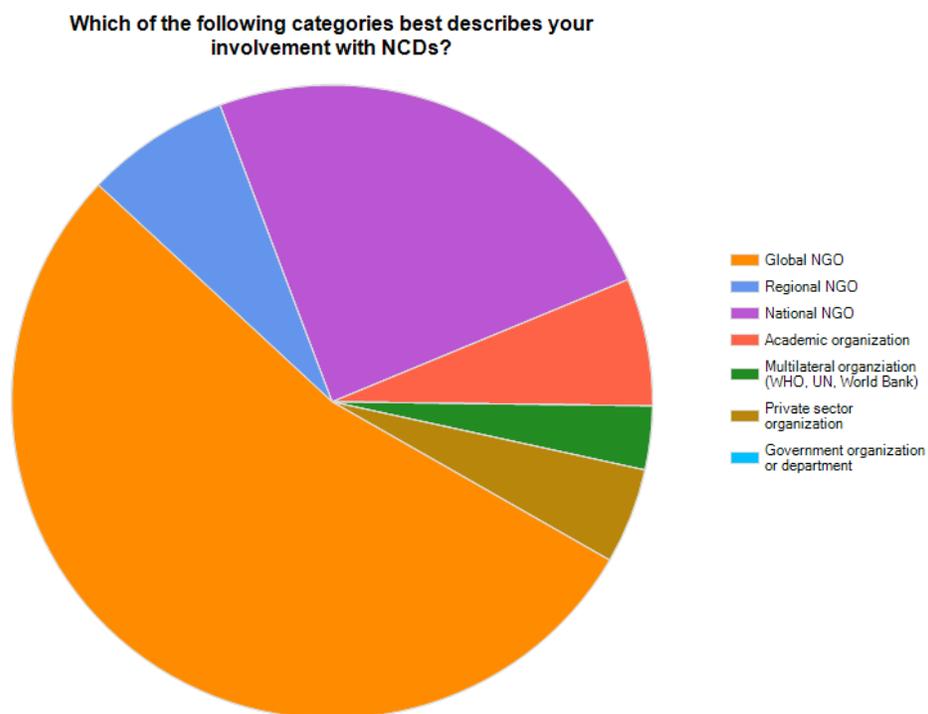
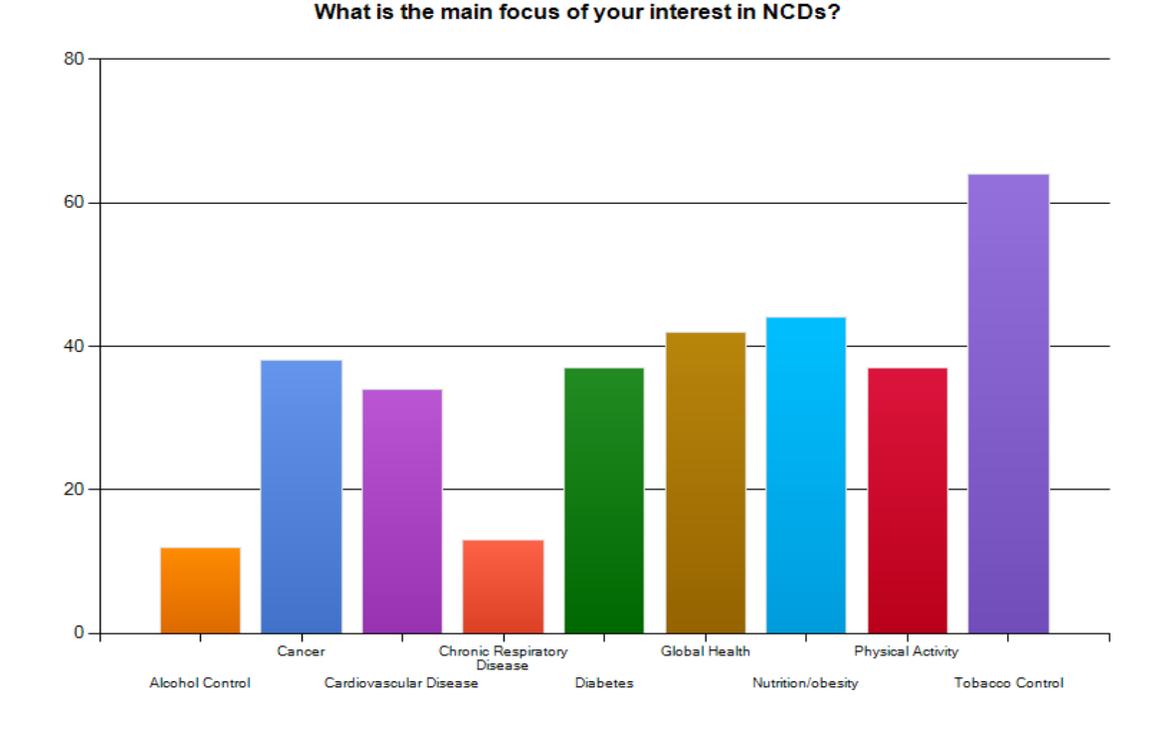


Table 2 presents the health areas that respondents said their organizations worked in for NCDs. Over 50% of the respondents said their primary focus of work was in tobacco control followed by nutrition (35%) and global health (34%). The dominance of tobacco control is probably more representative of who responded to the survey and the actions of the Framework Convention Alliance (FCA) to forward the survey to its membership.

Table 2



Review of NCD Alliance’s Advocacy Activities leading to the UN HLM

Over one-third of the survey questions were targeted to the Alliance’s performance on development and dissemination of advocacy tools/policies and information sharing. Table 3 shows that approximately 73% of respondents found NCD Alliance materials helpful or usually helpful. A series of questions were asked about specific tools or advocacy documents (press release templates, proposed outcomes document). Fifty-five percent of respondents (Table 4) said they did not use the press release template to send to National governments. Although many of the telephone informants cited that the press templates were useful in helping them tailor their own press releases they sent to the media. Despite the lack of use of the press templates, over 73% (Table 5) said they had seen an increase awareness of NCDs in the media, following the UN HLM. It should also be noted that 52% used the Proposed Outcomes Document for purposes of advocacy. In the end, the increased media coverage post UN HLM, would indicate that a combination of materials from the NCD Alliance was used to advocate for media awareness. Further exploration is needed to determine which advocacy tools are useful and what can be done to strengthen their development and distribution in the next phase of the NCD Alliance’s work.

TABLE 3

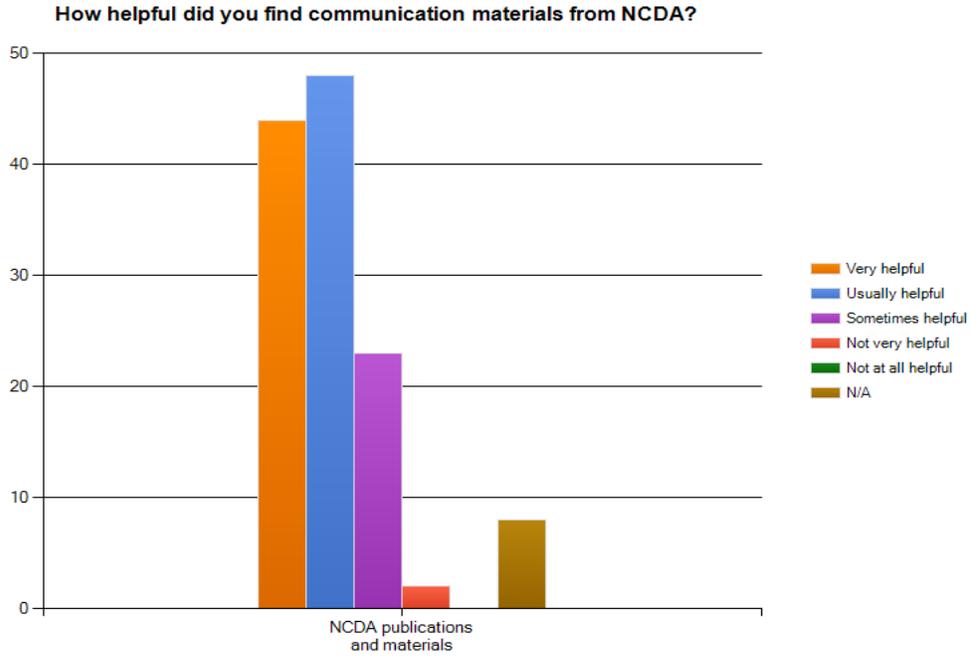


Table 4

Have you made use of the NCDA template press releases to send to your national media?

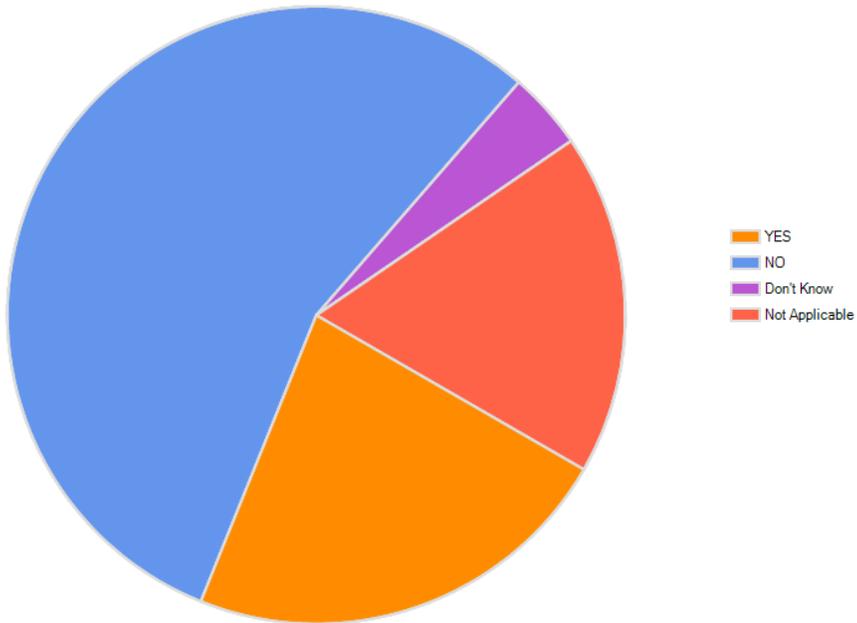
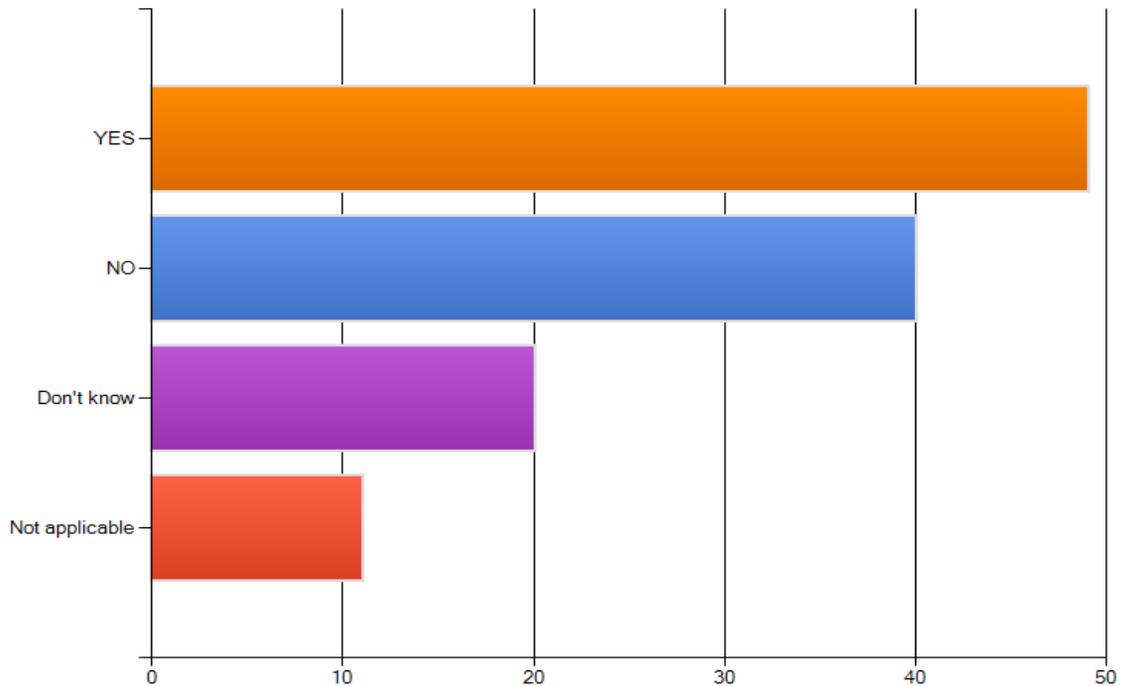


Table 5

Has the High-Level Meeting led to increased media interest in NCDs within your country?



NCD Alliance Future Directions

The electronic survey asked respondents what they thought the role of the NCD Alliance and the priorities should be for next two years. The respondents were asked to rank three potential roles of the Alliance. Global advocacy (sharing information, leading campaigns, etc) was highest (87%) (Table 6) followed by convening stakeholders (78%) (multistakeholder meetings, communications etc) and 51% for projects at country level (demonstration projects, training and building civil societies). However, it is important to note that in some of the comments on NCD Alliance priorities, many people specifically highlighted the need for building NCD Alliances at country level.

When asked about NCD Alliance priorities for the next two years (Table 7), similar findings regarding advocacy were highest priority. Table 8 indicates that the majority of respondents support global advocacy for global NCD targets and campaigns for sustainable development goals for NCDs post-2015. Less priority was placed on access to medicines and country projects targeted to service delivery.

The overall take home message from the future directions questions in the survey is to continue 1) improving and developing NCD Alliance’s tools and materials for advocacy, 2) support advocacy for global NCD targets, 3) support global campaigns for NCDs to be included in the 2015 UN sustainable goals process and 4) review other activities at country level to determine the NCD Alliance’s role at country level.

Table 6

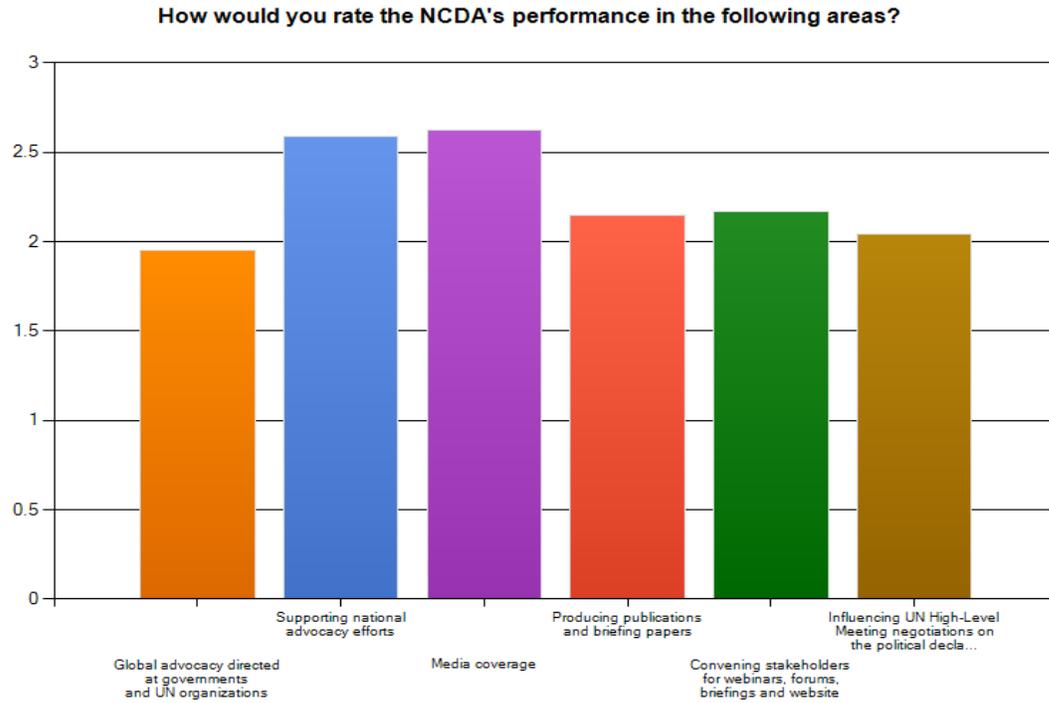


Table 7

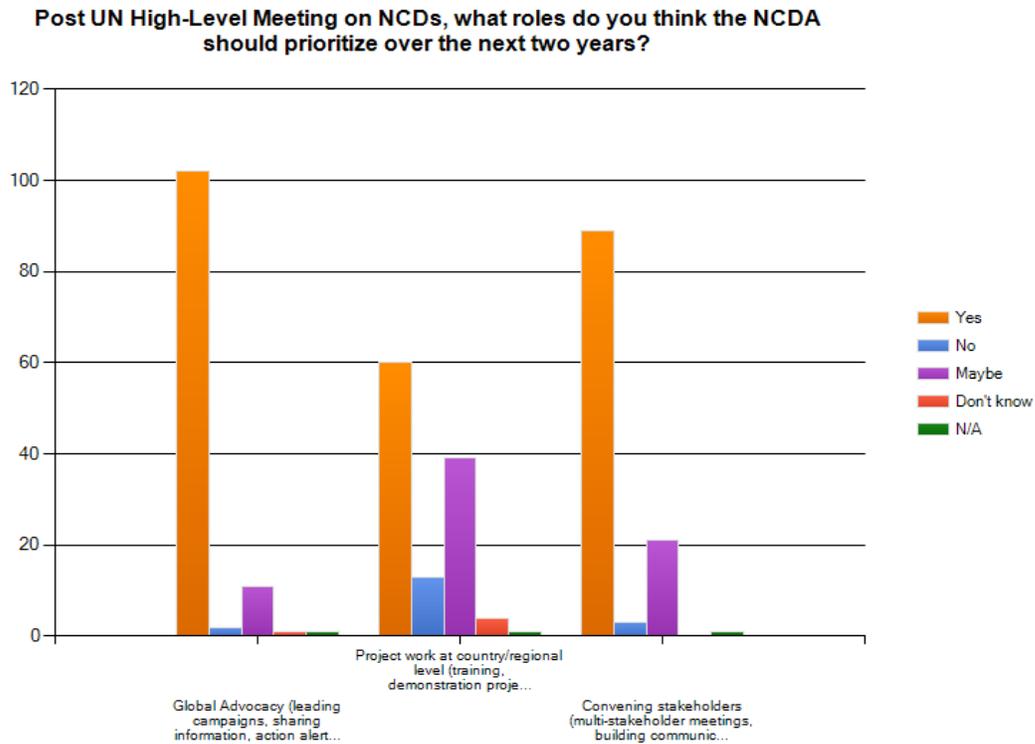


TABLE 8

How would you prioritize the following activities for NCDa in the next two years?

