
New short NCD documentary series launched at Global NCDA Forum



Short NCD documentary series by BBC StoryWorks © Helmsley Charitable Trust

The NCD Alliance and BBC StoryWorks announce the launch of landmark new short documentary series “Turning the Tide”. 26 films from 24 countries depict the global struggle of affected communities against the noncommunicable disease epidemic.

The series of short documentaries, “[Turning the Tide \[1\]](#)”, launched today at the [Global NCD Alliance Forum \[2\]](#) taking place in Sharjah, aims **to give voice to those shouldering the global burden of noncommunicable diseases (NCDs)**, examining the much-needed work of institutions and communities across the globe, which seek to make prevention and control a priority.

The series can be viewed at ncdalliance.org/turning-the-tide [1]. It contains 26 short films depicting the impact of the NCD epidemic across the globe, including: diabetes in Mexico, mental health in South Africa, stroke in Romania, hypertension in Myanmar and psoriasis in the Philippines.

NCDs – mainly cancer, cardiovascular disease, chronic respiratory diseases, and diabetes – **are the most common cause of death and disability worldwide, accounting for 70 per cent of all deaths and more than three out of four years lived with a disability.** Yet much of the suffering caused by these diseases is preventable.

“There is a pressing need to tell of the challenge and impact of NCDs through the lens of human stories. This series of short films goes beyond the numbers and statistics and puts a human face to these diseases, relaying the everyday reality of living with or caring for people with NCDs in low- and middle-income countries. The films also highlight the power of community action, resilience and agency, by shining a spotlight on the change agents who are making a difference to turn the tide on NCDs,” said **Katie Dain**, CEO of the NCD Alliance.

A collaboration across public, private and non-profit health and development sectors, the ambitious project represents a great diversity of voices from around the world. The NCD Alliance and BBC StoryWork’s encourage you to share the series and join the conversation using the hashtags **#TurningTheTide** and **#NCDs**.

NOTES TO EDITORS

For more information, please contact Jimena Márquez, Communications Director: jmarquez@ncdalliance.org [3]

About NCD Alliance

The NCD Alliance (NCDA) is a unique civil society network of 2,000 organisations in 170 countries, dedicated to

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improving NCD prevention and control worldwide. Our network includes NCDA members, national and regional NCD alliances, scientific and professional associations, and academic and research institutions. Together with strategic partners, including WHO, the UN and governments, NCDA is transforming the global fight against NCDs.

www.ncdalliance.org [4]

About BBC StoryWorks

BBC StoryWorks is a creative studio with newsroom values. It embodies the BBC's creative spark and rigorous editorial quality to help brands connect through beautifully crafted storytelling.

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Links

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

[2] <https://ncdalliance.org/NCDAF2020>

[3] <mailto:jmarquez@ncdalliance.org>

[4] <http://www.ncdalliance.org>

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