

NCD Alliance Q3 Advocacy Webinar

ACT
on **NCDs**
GLOBAL WEEK FOR
ACTION ON NCDs

Tuesday, 22nd August 2023
14.30 – 15.30 CEST



Agenda

- Opening remarks – Alison Cox (5 min)
- Overview on the GW4A on NCDs – Gina Sanchez (5 min)
- Update about the UN HLMs on UHC – Marijke Kremin (15 min)
Overview of negotiations, NCDA reactions and messages
- Update on new materials and resources GW4A – Gina (10 min)
- Overview of UNGA events – Marijke (5 min)
- Q&A – All (5 min)
- Closing remarks Alison Cox (5 min)

Campaign Overview



The Global Week for Action is a call to Act on NCDS

The campaign theme for 2023 is **bridging the care gap.**

This year is all about communicating that **the moment for caring is now!**

We are calling on HoS/HoG to fund essential NCD prevention and care services across the continuum of care, from prevention to palliative care.

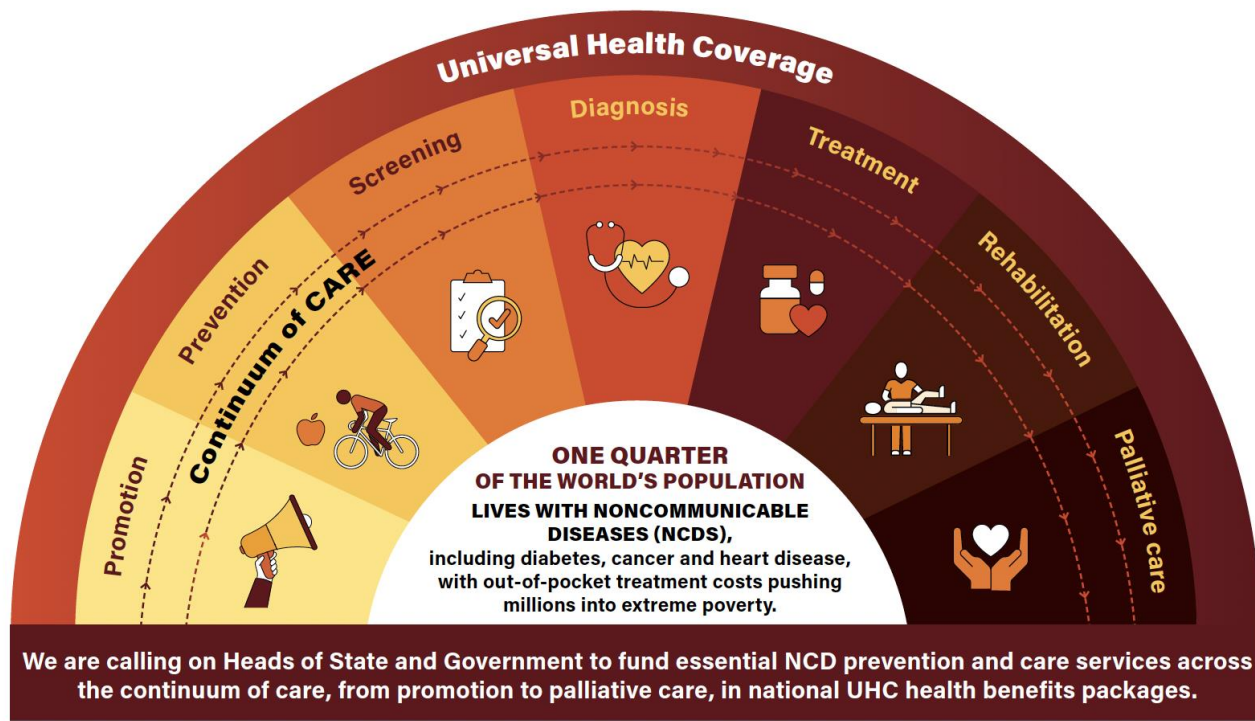
Global Week for Action on NCDs - 14-21 September 2023



The campaign theme for 2023 is **Care**.

Access to healthcare shouldn't cost the moon and the stars. No one in any country should lose a child, parent, or spouse to an illness that is preventable or treatable. No one should see their family go hungry, because they've had to choose between buying lifesaving medicine or food.

That is why the 2023 Global Week for Action will be sending the message that now is **the moment for caring**.



Please visit www.actonncds.org for more details



High-Level Process(es)

Overview and Update

We call on Governments and Heads of State to uphold their commitments to UHC, ensuring that everyone has access to the healthcare that they need, without risk of financial hardship, and regardless of where they live or who they are.



**READ THE
POLICY BRIEF!**



Learn more about each of these advocacy priorities and our comprehensive list of asks to accelerate progress on UHC.

We advocate for an **Outcome Document** that commits to the following **4 priorities**:

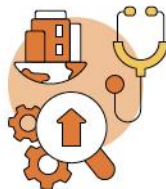
1 INVEST

Invest in the prevention and control of NCDs through adequate, predictable, and sustained resources for UHC.



2 ACCELERATE

Accelerate UHC implementation by including quality NCD prevention and care services in national UHC health benefit packages.



3 ALIGN

Align development and global health priorities to achieve UHC.



4 ENGAGE

Engage people living with NCDs to keep UHC people-centered.



**ACT
on NCDs**

THE MOMENT FOR CARING
GLOBAL WEEK FOR ACTION ON NCDs

14-21 SEPTEMBER 2023

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#ActOnNCDs



UHC Negotiations

Consensus-driven and constructive

- Zero Draft released during WHA
- Alternating week schedule between negotiations and new drafts
- Placed under silence 31 July; silence has been broken twice

- Co-facilitators were said to have been very diplomatic and positively engaged all delegations – this kept the process on schedule
- Adopting a text by consensus is always a key priority; this has resulted in a lot of chop-and-change text that essentially recommits to provisions of the 2019 Political Declaration

NCD Alliance reacts to the Political Declaration

General Reflection

- Going into the negotiations on the 2nd Political Declaration on UHC, MS were looking for a succinct, actionable text – we got a patchwork
- Civil society was looking for stronger language that would link political will and commitments in NY to the technical advice of GVA

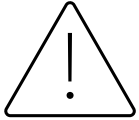
NCD Alliance reacts to the Political Declaration



We Applaud

- Reaffirmation of the commitments made in 2019 (no significant rollbacks) on : primary health care (PHC) as the cornerstone for UHC and protecting health for all, particularly those who are poor, vulnerable or in vulnerable situations;
- Increased references to NCDs, including mental health and neurological conditions, throughout the text;
- Expanded reference to NCDs across the continuum of care and the importance of NCD prevention in benefits packages and policies;
- Recognition of increasing out-of-pocket (OOP) costs and financial burdens;
- Recognition of the linkages to environmental, social and economic determinants of health.

NCD Alliance reacts to the Political Declaration



We express concern: missed opportunities

- Not including PLWNCs as a vulnerable populations and creating a stronger link between UHC and PPPR
- More robust financing targets and commitments – retains a 1% increase of GDP for PHC, but skirts more ambitious targets, nor does it ask for alignment between health spending and national disease burden
- Stronger governance and accountability language to include people living with health conditions (only limited to HIV/AIDS)

NCD Alliance reacts to the Political Declaration



We Recommend: *Follow-up advocacy on road to UN HLM on NCDs 2025*

Invest

Develop new investment targets e.g. Financing targets 15% GGE on health, development of investment and spending figures from health economists

Accelerate

People living with NCDs should be recognized as a vulnerable population across all UN processes

Align

Sensitizing on CDoH - building off Bridgetown Declaration and the link to undue industry influence

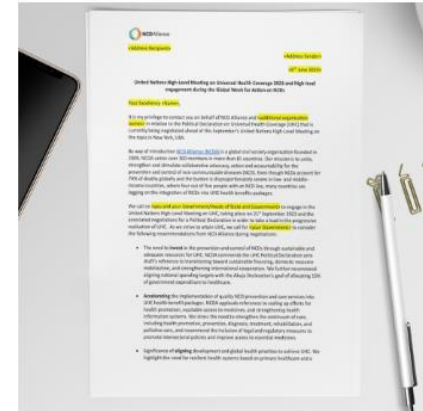
Engage

Inclusive governance – engaging people with lived experience in policymaking and monitoring

Actions to Take



- Write a letter to share NCD advocacy messaging with your governments (MoH and MFA) which includes suggestions on how to include and advance NCDs in their intervention. Template available at actonncds.org
- Continue to engage with GW4A resources to reach new audiences
- Intel share: let us know if your MoH will be at the HLMs





Quick recap

- Good to see recommitment by Member States to the principles and actions set forth at the first High-Level Meeting on UHC
- We see a missed opportunity to further develop policy that addresses the needs of people living with NCDs
- Stakeholders at all levels should build on this UHC Political Declaration, in order to make greater progress at the 4th UN HLM on Non-communicable Diseases (NCDs) in 2025
- SDG 3.8 (UHC) can only be achieved through integrating efforts to achieve SDG Target 3.4 (NCDs) - they're mutually reinforcing



HLM ON NCDS

ADVOCATES

**POLITICAL
DECLARATION ON UHC**





Global Week for
Action on NCDs
14-21 September 2023

Campaign Update – Resources and new material

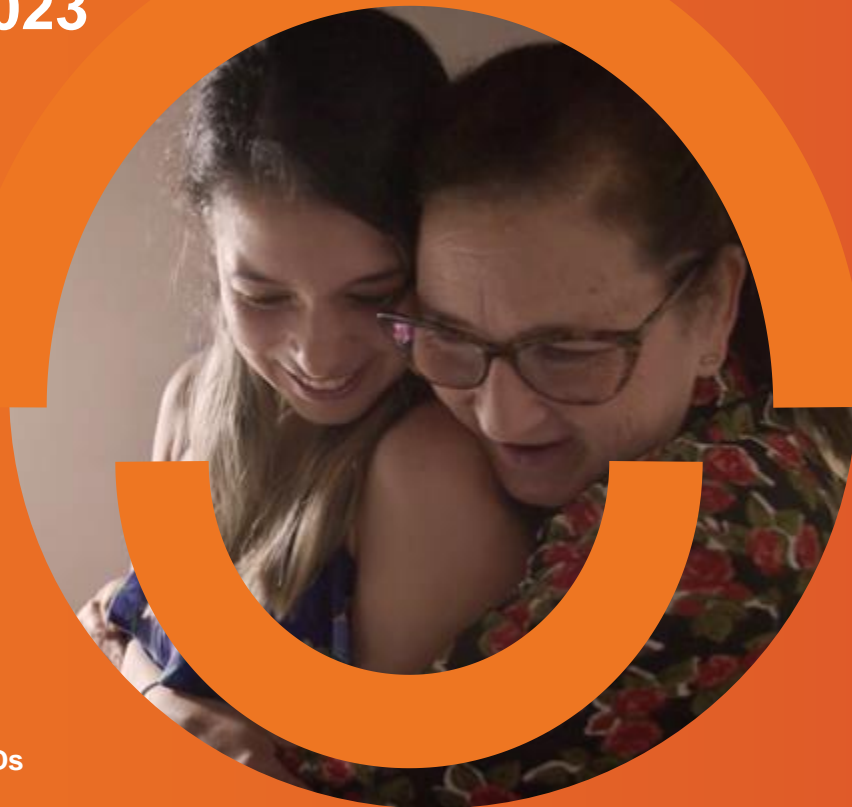
**Gina Sanchez – NCD Alliance Global Week for Action
Campaign Coordinator**



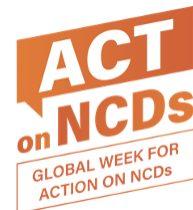
NCD Alliance

www.actonncds.org

#ActOnNCDs



Social media toolkit



- Go Social and share key messages with your network
- Create your [voices for care message](#) in a written format with a photo or as a short video
- Use the social media toolkit & resources

What you will find in this toolkit?

- Campaign theme
- Key messages
- Sample tweets
- Graphics
- Audio- and video materials
- Social media effects
- Co-creating campaigns

[Download the toolkit here.](#) Available in English, French and Spanish.

Take Action – Guide for NCD Alliance members

- Engage governments and decision makers
- Engage high level influencers to become NCD Champions
- Speak up and share with your network
- Subscribe to newsletter and keep in touch

Download [Guide](#) here. Available in English, French and Spanish.

ACT on NCDs

What can you do as a Civil Society Organisation and NCD Alliance member?

GLOBAL WEEK FOR ACTION ON NCDs
14 - 21 SEPTEMBER 2022
BRIDGING THE CARE GAP. THE MOMENT FOR CARING IS NOW!

TAKE ACTION
Engage with the campaign!

SPEAK UP!
Use the power of social media to call on your community, key stakeholders, organisations and governments to #ACTonNCDs. The reward for acting is now: Our social media toolkit can help you reach out.
Please use available campaign assets:
- Images for campaigns
- Logos in 7 languages & branding guidelines
- Hashtag #NCDs

KEEP NCDs POSTED!
Add events and activities to the list of events. Reach out to NCD Alliance to learn how you can be featured and included in the Global Week for Action on NCDs (GWAN) and share any country intelligence or your government's actions for NCD care and Universal Health Coverage (UHC) ahead of the High Level Meeting on UHC on 21 September 2022.

VISIT www.actonncds.org for more information. **NCD Alliance**

SUBSCRIBE TO our newsletter to stay up to date on the latest news, updates and opportunities to engage.

SEND US TO the NCD Alliance newsletter and social media for regular updates on the High Level Meeting process, as well as opportunities to engage.



KNOW HOW, WHAT, AND WHEN TO COMMUNICATE WITH THE INFLUENCERS

It is better to start with a "simple Ask" (although nothing is simpler for an influencer that lives from their online image) like sharing a message on social media.

Always be transparent

Make them feel part of the narrative

THANK THEM

Report back: If you want them to stick around, you need to let them know what you are achieving thanks to the influencer's support and provide them with ways to feel good about what they've done.

About influencers

An influencer should:

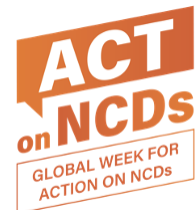
- Demonstrate an active commitment to promoting the power of people to advance the campaign theme and the mission of the organization.
- Have a good engagement rate, which is not the same as the number of followers they have. A good engagement rate is the percentage of the influencer's audience that responds to their content. The rate varies continuously depending on the landscape of the social media channels. Each channel has a different way of measuring response.
- Communicate effectively and passionately.
- Have credibility amongst their followers. An influencer's credibility is proportionate to their engagement rate.
- Commit to the core values of your organization.
- Have a genuine interest in issues such as poverty, inequality, health, healthcare, and NCDs and are willing to learn more through dialogue.
- Have a willingness to contribute to activities that further the Sustainable Development Goals as they pertain to NCDs such as community engagement, fundraising, promoting campaigns, and attending private or public events.
- Act with total transparency, informing the organization about any potential brand associations being entered which could negatively impact us for not sharing the same mission and ethical corporate policy.

High-level Influencer Outreach Guidelines

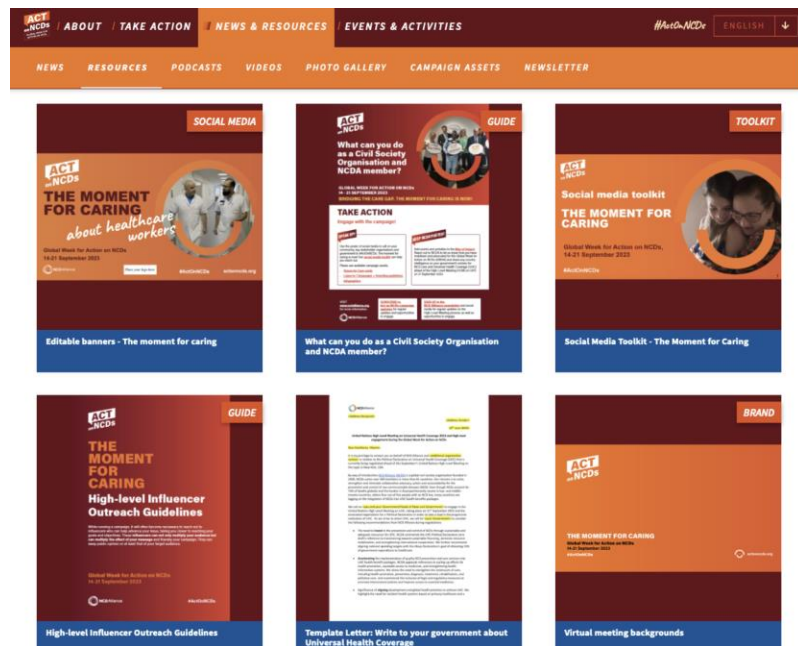
- Engage high level influencers
- Be strategic – do your research, consider timing
- Have simple and specific asks
- Report back

Download the [Guidelines](#) here. Available in English, French and Spanish.

Knowledge products, assets & resources – available & frequently updated



- Join a global community of advocates & doers
- Get social and share key messages
- Write a letter to your government officials, engage them
- Convene a meeting
- Host an event and add it to the Map of Impact
- Author a blog or grant an interview
- Subscribe to the campaign newsletter
- Get planning and keep in touch



★ Template press release for media outreach in EN, ES and FR to be shared with NCDa members this week.

Themes of the day

- **Cross-cutting Actions on NCDs – 14 September**
- **Caring: from prevention to palliation – 15 September**
- **Joining efforts for development and health priorities – 18 September**
- **Considerate caring: engaging people living with NCDs – 19 September**
- **Investing for Caring – 20 September**
- **NCD care in Universal Health Coverage – 21 September**

Voices for Care

Share your voice and tell the world why the moment for caring is now! Use **#NCDcaringVoices** in the description or in post for the possibility of being featured on our Voices for Care wall.



Map of Impact



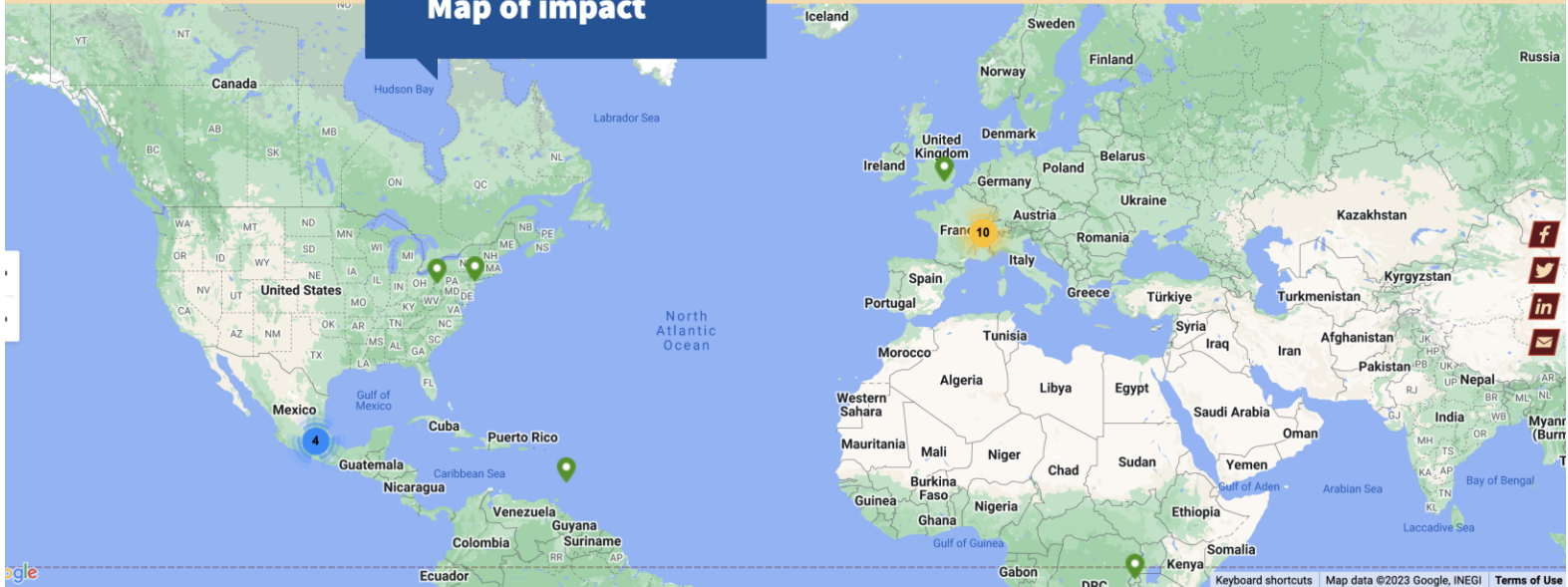
[ABOUT](#) | [TAKE ACTION](#) | [STORIES](#) | [RESOURCES](#) | [EVENTS & ACTIVITIES](#)

#ActOnNCDs

ENGLISH



Map of impact



22 EVENTS SUBMITTED

**ARE YOU ORGANISING AN
EVENT TO #ACTONNCDs?**

Opening Day of Global Week for Action 2023



UNGA78 | Towards Achieving Universal Health Coverage: Multistakeholder Gathering on Tackling Noncommunicable Diseases

Breaking boundaries, building bridges through sustainable multisectoral and multistakeholder collaboration

14 September 2023 | 13:00 – 15:00 CEST | Virtual Meeting

Registration & information: bit.ly/multistakeholder-gathering



ACT
on **NCDs**

The moment for caring

GLOBAL WEEK FOR ACTION ON NCDs

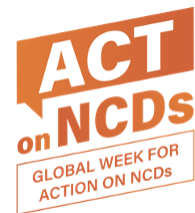
14-21 September 2023



#ActOnNCD
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www.actonncds.org

The logo consists of a vertical bar with five colored segments (red, yellow, green, blue, purple) on the left, followed by the text "Q&A" in a bold, orange, sans-serif font.



UNGA

Events and logistics for High-Level Week

Pandemic Prevention, Preparedness, and Response

Negotiations Update

- Bilateral consultations taking place 23-25 August
- Rev 3 to be circulated by 30 August
- Informal consultations to follow beginning of September with the intention to finalize all paragraphs

NCDs in the Mix – as of REV 1

- Addressing the needs and vulnerabilities of PLWNCDs
- Strengthen health systems to prevent NCDs and their impact on MH
- Increased efforts to address NCDs as part of PPPR

Happening at UNHQ

- 17-18 September – SDG Action Weekend ([Information](#) - registration opens 21/8)
- 19- 29 September – UN General Assembly High-Level Open Debate
- 19-20 September – SDG Summit ([Programme](#))
- 20 September – UN High-Level Dialogue on Financing for Development
- 20 September – UN High-Level Meeting on PPPR
- 21 September – UN High-Level Meeting on UHC
- 22 September – UN High-Level Meeting on TB

Registration for the three health-related HLMs closed **11 August**.



Provisional Speaking List

PROVISIONAL List of Speakers

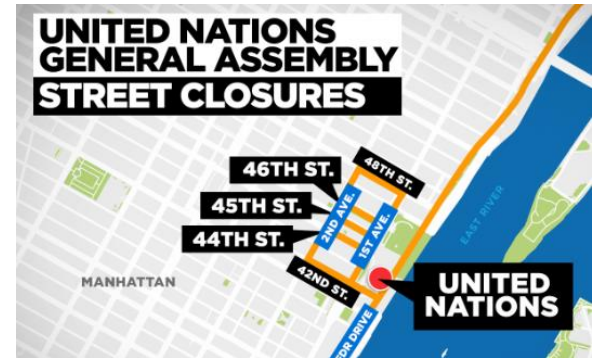
GENERAL ASSEMBLY – SEVENTY-EIGHTH SESSION
GENERAL DEBATE
19 to 23 and 26 September 2023

14 July 2023

| TUESDAY, 19 SEPTEMBER 2023 MORNING (9 am - 2:45 pm)* | WEDNESDAY, 20 SEPTEMBER 2023 MORNING (9 am - 2:45 pm) | THURSDAY, 21 SEPTEMBER 2023 MORNING (9 am - 2:45 pm) | FRIDAY, 22 SEPTEMBER 2023 MORNING (9 am - 2:45 pm) | SATURDAY, 23 SEPTEMBER 2023 MORNING (9 am - 2:45 pm) | TUESDAY, 26 SEPTEMBER 2023 MORNING (9 am - 2:45 pm) |
|--|--|--|---|--|--|
| <ol style="list-style-type: none"> BRAZIL (HS) UNITED STATES (HS) COLOMBIA (HS) JORDAN (HS) POLAND (HS) CUBA (HS) EGYPT (HS) PORTUGAL (HS) QATAR (HS) SOUTH AFRICA (HS) TURKMEENISTAN (HS) UKRAINE (HS) GUATEMALA (HS) HUNGARY (HS) SWITZERLAND (HS) TÜRKIYE (HS) KYRGYZSTAN (HS) | <ol style="list-style-type: none"> SEYCHELLES (HS) MADAGASCAR (HS) CYPRUS (HS) NAMIBIA (HS) ROMANIA (HS) SURINAME (HS) BOSNIA AND HERZEGOVINA (HS) GHANA (HS) LITHUANIA (HS) ECUADOR (HS) SLOVAKIA (HS) ZAMBIA (HS) BULGARIA (HS) NIGER (HS) CROATIA (HS) COTE D'IVOIRE (HS) LATVIA (HS) SOMALIA (HS) MONGOLIA (HS) HONDURAS (HS) | <ol style="list-style-type: none"> YEMEN (HS) CENTRAL AFRICAN REPUBLIC (HS) MALAWI (HS) KIRIBATI (HS) TUNISIA (HS) ZIMBABWE (HS) TIMOR-LESTE (HS) GHANA (HS) CAMEROON (HS) GUINEA (HS) REPUBLIC OF KOREA (HS) BURUNDI (HS) TOGO (HS) SEBELA (HS) RWANDA (HS) DOMINICA (HS) SRI LANKA (HS) LIBYA (HS) SOMALIA (HS) CONGO (HS) GABON (HS) | <ol style="list-style-type: none"> NORTH MACEDONIA (HS) SWEDEN (HG) MAURITIUS (HG) ARMENIA (HG) GERMANY (HG) NEPAL (HG) MALTA (HG) GREECE (HG) PAKISTAN (HG) BARBADOS (HG) CANADA (HG) THAILAND (HG) JAMAICA (HG) ANDORRA (HG) KUWAIT (HG) SAINT LUCIA (HG) FIJI (HG) LUXEMBOURG (HG) BHUTAN (HG) | <ol style="list-style-type: none"> BANGLADESH (HG) DENMARK (HG) UNITED KINGDOM (HG) SAINT VINCENT AND THE GRENADINES (HG) SAMOA (HG) SAINT KITTS AND NEVIS (HG) MALI (HG) CABO VERDE (HG) CHINA (DPM) LAO PEOPLE'S DEMOCRATIC REPUBLIC (DPM) ETHIOPIA (DPM) AZERBAIJAN (M) RUSSIAN FEDERATION (M) INDONESIA (M) MEXICO (M) LIECHTENSTEIN (M) PHILIPPINES (M) NEW ZEALAND (M) MALDIVES (M) SAN MARINO (M) | <ol style="list-style-type: none"> SYRIAN ARAB REPUBLIC (M) BAHRAIN (M) HOLY SEE (M) DEMOCRATIC REPUBLIC OF KOREA (CD) BENIN (CD) MYANMAR (CD) |
| AFTERNOON (2 - 9 pm) | AFTERNOON (2 - 9 pm) | AFTERNOON (2 - 9 pm) | AFTERNOON (2 - 9 pm) | AFTERNOON (2 - 7 pm) | |
| <ol style="list-style-type: none"> UZBEKISTAN (HS) BOLIVIA (PLURINATIONAL STATE OF) (HS) KAZAKHSTAN (HS) IRAN (ISLAMIC REPUBLIC OF) (HS) ALGERIA (HS) ARGENTINA (HS) FRANCE (HS) EL SALVADOR (HS) MOROCCO (HS) PARAGUAY (HS) SLOVENIA (HS) MOZAMBIQUE (HS) PANAMA (HS) NIGERIA (HS) URUGUAY (HS) CZECHIA (HS) COSTA RICA (HS) PALAU (HS) PERU (HS) UGANDA (HS) SENEGAL (HS) | <ol style="list-style-type: none"> ANGOLA (HS) ESTONIA (HS) UNITED REPUBLIC OF TANZANIA (HS) DOMINICAN REPUBLIC (HS) REPUBLIC OF MOLDOVA (HS) CHAD (HS) SIERRA LEONE (HS) MONACO (HS) CHILE (HS) FINLAND (HS) MAURITANIA (HS) LIBERIA (HS) VENEZUELA (BOLIVARIAN REPUBLIC OF) (HS) NIGERIA (HS) DEMOCRATIC REPUBLIC OF THE CONGO (HS) GUYANA (HS) ESWATINI (HS) GAMBIA (HS) MARSHALL ISLANDS (HS) UGANDA (HS) BOTSWANA (HS) | <ol style="list-style-type: none"> KENYA (HS) MICRONESIA (FEDERATED STATES OF) (HS) TONGA (HS) EQUATORIAL GUINEA (HS) MONTENEGRO (HS) GUINEA-BISSAU (HS) COMOROS (HS) NAURU (HS) ALBANIA (HS) SOUTH SUDAN (HS) STATE OF PALESTINE (HS) EUROPEAN UNION (HL) SUDAN (VF) TRINIDAD AND TOBAGO (HG) NETHERLANDS (KINGDOM OF THE) (HG) ISRAEL (HG) JAPAN (HG) NORWAY (HG) ITALY (HG) MALAYSIA (HG) | <ol style="list-style-type: none"> VIET NAM (HG) LEBANON (HG) SPAIN (HG) PAPUA NEW GUINEA (HG) LESOTHO (HG) CAMBODIA (HG) BEIJING (HG) GEORGIA (HG) VANUATU (HG) IRELAND (HG) GRENADA (HG) STATE OF PALESTINE (HS) ANTIGUA AND BARBUDA (HG) INDIA (HG) IRAQ (HG) HAITI (HG) SOLOMON ISLANDS (HG) BAHAMAS (HG) | <ol style="list-style-type: none"> SINGAPORE (M) AUSTRIA (M) SAUDI ARABIA (M) AUSTRALIA (M) DJIBOUTI (M) ICELAND (M) BELARUS (M) UNITED ARAB EMIRATES (M) NICARAGUA (M) OMAN (M) BELIZE (M) ERITREA (M) BURKINA FASO (M) TAJKISTAN (M) BRUNEI DARUSSALAM (M) | |

Logistics Note for Attendees and Event Planning

- Unless you have a special event pass, you will not be able to access UNHQ, even with an ECOSOC badge
- Events within the security zone will require an ID and invitation to enter
- An event pass will be needed to enter each meeting
- Plan ahead!
- WhatsApp Group for Members in NY during UNGA email mkremin@ncdalliance.org to receive join link



Open Events

- **Towards Achieving Universal Health Coverage: Multistakeholder Gathering on Tackling Noncommunicable Diseases**
14 Sept 7.00 - 9.00 ET/13.00 - 15.00 CET, virtual
- **Universal Health Coverage – A unified framework for global health priorities**
22 Sept 19.00 - 21.00 ET, Harvard Club of New York

Strategic Dialogues (limited participation)

- **Integrating Health Financing to Achieve NCD and UHC SDG Targets**
- **Global Workforce Strengthening Under UHC**
- **Ensuring access to quality, affordable medicines under UHC in LMICs**

NCD Events

NCD Alliance is compiling a list of NCD-related events, this is available [online](#) and will be updated regularly

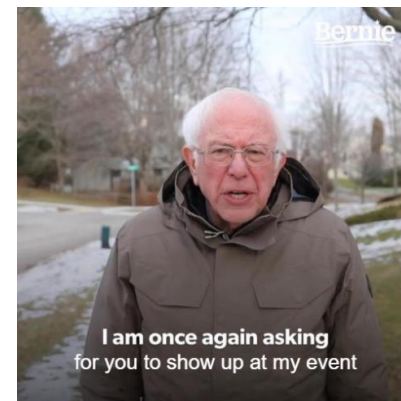


United Nations General Assembly 2023 – NCD Alliance calendar of events

This information is updated regularly.

Version: 21 August 2023

| Date | Time (ET) | Session/Event Title | Event Host | Location/RSVP |
|--|-------------|--|---|--|
| Sunday 17th September | 7:00 | UNGA Walk the Talk | WHO | Nuremburg Bandshell, Central Park, New York, NY |
| Sunday 17th September | 11:00-15:30 | Global Obesity Forum 2023 | World Obesity Federation | 601 Lexington Avenue, New York, NY, USA Register to attend here |
| Sunday 17th September | 13:00-16:00 | NYC March to End Fossil Fuels | Global Climate and Health Alliance (involved) | Register for updates here |
| Monday 18th September | 16:30-18:30 | UNGA78's Network Social | Pandemic Action Network | In-person, location TBD Register to attend here |
| Tuesday 19th September | 8:00-9:45 | What Leaders Must Do to Prevent the Next Pandemic Crisis | Pandemic Action Network, The Elders, Former Co-chairs and panel members of the Independent Panel for Pandemic Preparedness and Response | Hybrid, location TBD Register to attend here |
| Tuesday 19th September | 15:30-18:30 | Global Workforce Strengthening Under Universal Health Coverage | American College of Cardiology, NCD Alliance, Viatrix | Scandinavia House 58 Park Ave New York, NY 10016 |
| Wednesday 20th September | 10:00-12:00 | Mobilizing Universal Access to Medicines | Foreign Policy, Viatrix | Rockefeller Center New York, NY 10111 |



Holding an event? Want to flag one?

Email: info@ncdalliance.org

The logo consists of a vertical bar on the left with five colored segments: red, yellow, green, blue, and dark blue. To the right of this bar, the text "Q&A" is written in a bold, teal-colored sans-serif font.

Q&A



Looking Ahead

Looking beyond the 2023 HLMs and UNGA78

NCD Alliance upcoming activities:

- **1 September**: Deadline for feedback on NCDA's draft **labelling policy briefing paper** (via the Prevention PLAN)
- **3 October**: Debrief on UN HLM on UHC (via PLAN on inclusive NCD Agenda)
- Launching marketing and labelling policy publications at the **Global Forum for Adolescents** (11-12 October) & **Global Alcohol Policy Conference** (24-26 October) respectively
- Launching **report on the cost-effectiveness of NCD and HIV integrated services**, with a series of op-eds/blogs
- Preparations for EB154/WHA77 - **EB154 draft agenda out!** Potential resolutions on **social participation; climate and health; well-being economy; AMR; self-care & discussion on WHO's GPW14**

SAVE THE DATE! Next NCDA Advocacy Webinar: 28 November

Looking beyond the 2023 HLMs and UNGA78

2025 UN HLM on NCDs – 2024 preparatory plans to look at:

- High-level Technical Meeting on NCDs in emergencies (Copenhagen, 27–29 February 2024)
- 2nd WHO Global Dialogue on financing national NCD responses – **! NCDA launching a series of NCD financing case studies ahead of this from Q4 2023**
- Regional consultations
- MS informal consultations on recommendations to be included as Chapter 6 in the UN Secretary-General report
- 3rd WHO Global Ministerial Conference on NCD Prevention and Control



Closing



Thank you