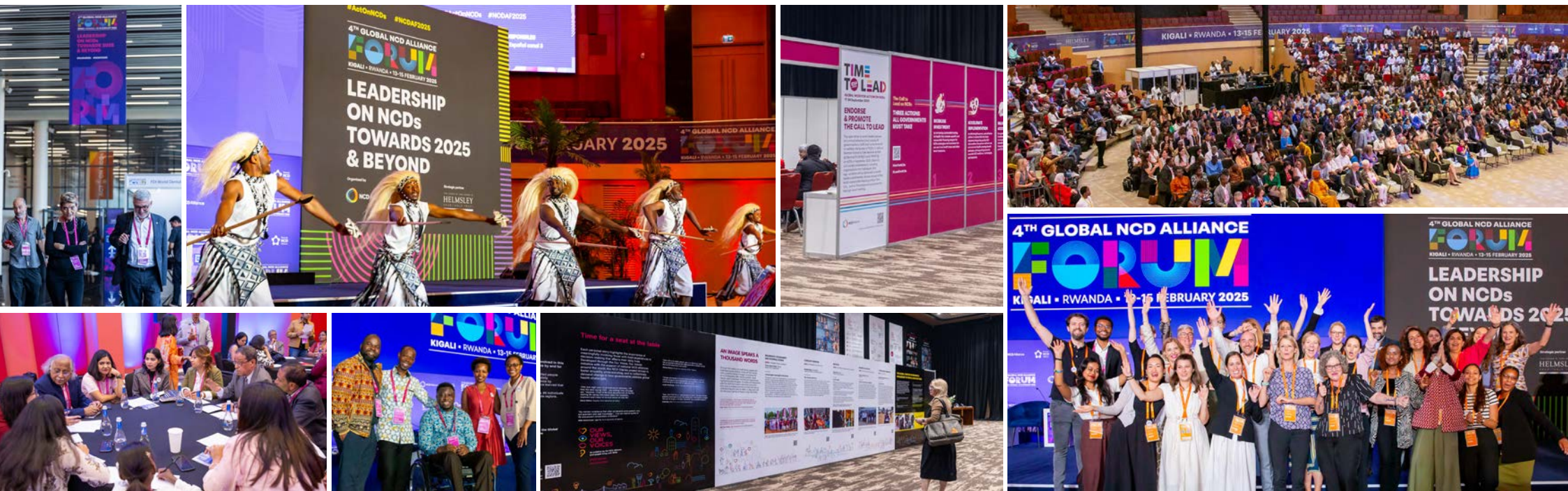


4TH GLOBAL NCD ALLIANCE
FORUM
KIGALI • RWANDA • 13-15 FEBRUARY 2025

Leadership on NCDs towards 2025 & beyond

FORUM SNAPSHOT



In collaboration with



Organised by




Strategic partner




Forum at a glance

700 DELEGATES from **90** COUNTRIES



99% of delegates would recommend the Forum to a colleague.



92% of delegates rated their overall Forum experience as *outstanding* or *very good*.

67 NATIONAL and REGIONAL ALLIANCES

60 YOUTH LEADERS

38 SPONSORS



More than **50** PEOPLE with lived experience of NCDs

More than **250** SPEAKERS across **5** PLENARIES

21 THEMATIC PARALLEL SESSIONS

18 SATELLITE SESSIONS

6 PRE-CONFERENCES

8 COMMUNITY STAGE SESSIONS



The Forum was convened by NCD Alliance in partnership with local host organisation, Rwanda NCD Alliance, in collaboration with the Rwanda Ministry of Health, Rwanda Biomedical Centre, and thanks to the strategic partnership with The Leona M. and Harry B. Helmsley Charitable Trust.

The 2025 Global NCD Alliance Forum was the first time that NCD Alliance co-hosted its flagship event with a **local NCD alliance**; the first time the Forum was hosted in partnership with a **national government**; and the first time that the Forum convened in **sub-Saharan Africa**.

The Forum marked the launch of **The Call to Lead on NCDs** as well as the **Kigali Youth Declaration**, important advocacy tools in the lead-up to the **4th UN High-Level Meeting on NCDs and Mental Health (HLM4)**. Of importance to the region, the East Africa Community unveiled its new **NCD Framework for Prevention and Control of NCDs 2024-2030** intended to guide the region's NCD response for the next five years.



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The primary Forum hashtag **#NCDAF2025** was used **1,788** times with an estimated reach of **+4.4 million** accounts. NCDAs permanent hashtag **#ActOnNCDs** had an impressive **+7.7 million** estimated social media reach.



8:29 PM · Feb 13, 2025 · 11.3K Views

Close to **40 media articles** were dedicated to or referenced the Global Forum, published by outlets such as The Guardian (UK), El País (Spain), Health Policy Watch (Switzerland), Devex (Kenya), The Lancet (UK), Bhekisisa (South Africa), and The New Times (Rwanda).



95% of delegates have greater knowledge of policy priorities on NCDs and how civil society can advocate for them.

91% of delegates are better equipped to effectively advocate for action on NCDs.

90% of delegates felt more confident in advocating towards the 4th UN High-Level Meeting on NCDs and Mental Health (HLM4).

88% of delegates were better connected with other advocates to collectively advocate towards the HLM4.

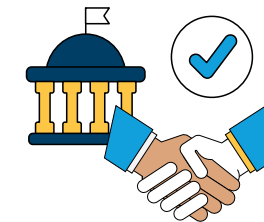
Overview

The 2025 Global NCD Alliance Forum was organised under the banner ‘Leadership on NCDs towards 2025 & beyond’ to bring together the NCD movement to strategise, coordinate, and unite ahead of the 4th UN High-Level Meeting on NCDs and Mental Health (HLM4) in New York.

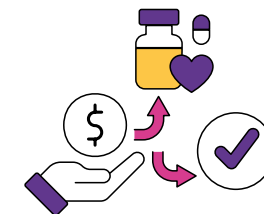
Hallmarks of the Forum programme were its focus on success stories and ‘what’s working’ in the NCD response, showcasing pioneering and innovative solutions from the community to the global level, and practical policy and advocacy strategies to respond to remaining challenges and barriers to progress. It emphasised people-centred and community-led approaches, with a strong focus on lived experience and the role played by civil society and youth.

The 2025 Global NCD Alliance Forum aimed to:

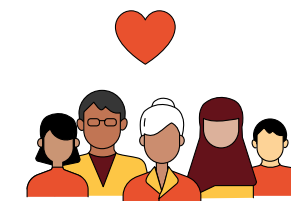
- **Convene the NCD movement** to accelerate collective multisectoral action on NCDs ahead of the HLM4 and within the context of the Sustainable Development Goals (SDGs).
- **Increase global and regional awareness** and commitment to NCDs as a health and sustainable development priority, promoting cost-effective solutions to prevent and treat NCDs.
- **Unite and mobilise NCD civil society** at national, regional, and global levels, building consensus on advocacy strategies and priorities, and sharing tools and resources to strengthen civil society capacity to advocate for action on NCDs.
- **Promote evidence and know-how on NCDs**, showcasing good practice in NCD policy, implementation and advocacy, and lessons learnt.
- **Increase the visibility and meaningful involvement of people living with NCDs** and youth as drivers of the NCD movement.



INSPIRE LEADERSHIP



MOBILISING SUSTAINABLE FINANCING



POWER UP COMMUNITIES



Three sub-themes helped focus plenaries, interactive sessions, and workshops: to encourage bold action to advance policies and solutions aimed at promoting health, saving lives, and protecting rights; to explore various aspects of financing, emphasising the need to invest adequate, predictable, and sustained resources for NCDs; and to strengthen communities to drive change in the NCD response.

Sponsors

The 2025 Global NCD Alliance Forum was only possible thanks to the financial support of our sponsors, which enabled us to achieve our ambition of convening a cross-section of the global community dedicated to advancing the prevention and control of NCDs.



We particularly would like to acknowledge the pivotal role of **The Leona M. and Harry B. Helmsley Charitable Trust**. The Trust aspires to improve lives by championing exceptional efforts in health and select place-based initiatives across the U.S. and worldwide. Their support and advice were vital to the realisation of the Forum. We would also like to recognise the following supporters, whose commitment made the 2025 Global NCD Alliance Forum a success:



“Philanthropy will always play an important part in global health. Regardless of the shifting environment, Helmsley remains committed to driving sustainable, life-changing progress for people living with NCDs around the world. Today, we are proud to support the Forum as a critical platform for community-driven impact.”

Dr Gina Agiostratidou, The Leona M. and Harry B. Helmsley Charitable Trust

CHAMPIONS



LEADERS



CHAMPION CO-SPONSORS



PRE-CONFERENCE SPONSORS



DIGITAL SUPPORTER

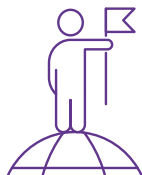


<https://forum.ncdalliance.org/supporters/>

Delegates

Over 700 delegates from 90 countries from all WHO regions and with a variety of backgrounds convened in Kigali for the 2025 Global NCD Alliance Forum.

700 DELEGATES
from **90**
COUNTRIES



67 NATIONAL
and REGIONAL
ALLIANCES

60
YOUTH LEADERS



More than

50 PEOPLE
with lived experience
of NCDs



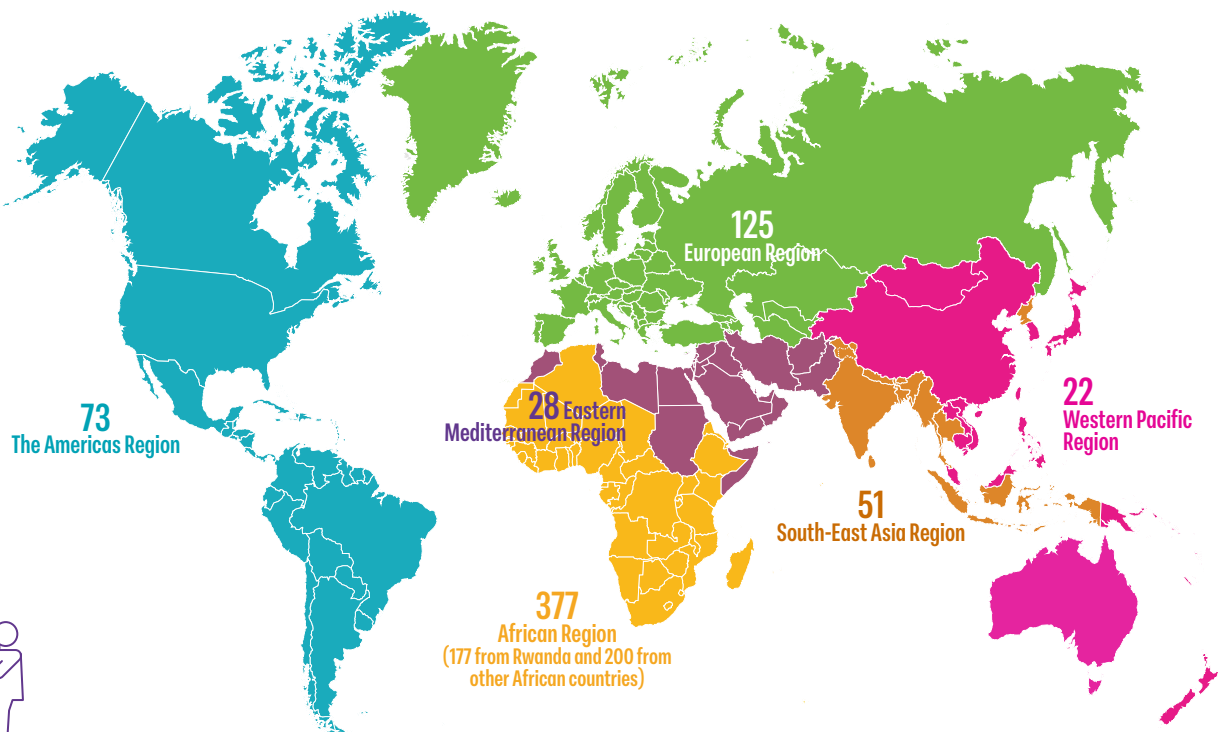
65
REPRESENTATIVES
of governments and
multilateral institutions



30
JOURNALISTS



Regional distribution of delegates according to WHO Regions



TOP 3 reasons delegates
attended the Forum

STRENGTHEN KNOWLEDGE
and skills for NCD advocacy

NETWORKING
OPPORTUNITIES

UN HIGH-LEVEL MEETING ON
NCDs coordination and planning

Forum Calls to Action

The Forum served as a platform for the launch of several advocacy tools, first and foremost **The Call to Lead**, an open letter to world leaders ahead of the HLM4 developed based on consultation with NCD Alliance members. It urges governments to fulfil their commitments to address the burden of NCDs and to take decisive action on NCDs and mental health, calling for leadership across three priorities – implementation, investment, and accountability. Open to civil society endorsement from both organisations and individuals, The Call to Lead was signed by many Forum delegates with the intention of delivering it to Member States at the UN Multistakeholder Hearing in New York on 2 May 2025.

A key outcome of the Forum's Youth Programme was the launch of the **Kigali Youth Declaration**, a call to action co-created by youth leaders and young people. The declaration supports **The Call to Lead** and highlights the urgency of acting on NCDs and addressing youth concerns in particular. With this, it calls for bold leadership that prioritises action on NCDs and mental health.

The Forum also saw the unveiling of the **East Africa Community Regional Strategic Framework for prevention and control of NCDs** by Dr Yvan Butera, Minister of State in the Ministry of Health of Rwanda. Intended to guide East Africa's response to addressing NCDs for the next five years, the framework is built around five objectives including improving public awareness and promoting community engagement. It recognises the central role played by civil society and aims to improve access to comprehensive NCD services and to strengthen data surveillance.



Rwanda NCD Alliance chairperson Professor Joseph Mucumbitsi (right in glasses) handing over a copy of the East Africa Community Regional Strategic Framework for prevention and control of NCDs to Minister of State for Health, Dr Yvan Butera. Looking on are officials from the World Diabetes Foundation, East Africa NCD Alliance, MOH Kenya, Danish NCD Alliance and East African Community Secretariat.



Delegate experience

Overall experience of the Global NCD Alliance Forum 2025

Delegates rated the Forum overwhelmingly positively, with 92% describing their experience as *outstanding* or *very good*. These responses highlight the Forum's success in delivering meaningful discussions, valuable networking opportunities, and facilitating coordination and planning ahead of the HLM4, reinforcing its role as a key platform for advancing the NCD agenda globally.

Overall, delegate feedback reflects a well-organised, relevant, and engaging event. Delegates highlighted in particular:

- **Forum programme:** rated as *outstanding* or *very good* by 95% of delegates.
- **Forum venue:** rated as *outstanding* or *very good* by 95% of delegates.
- **Networking opportunities:** considered *outstanding* or *very good* by 89% of participants.
- **Organisation of the Forum:** considered *outstanding* or *very good* by 89% of delegates.

While overall largely positive, delegates responses suggest that **logistical support** and **catering** are aspects of the Forum that can be improved in the future.

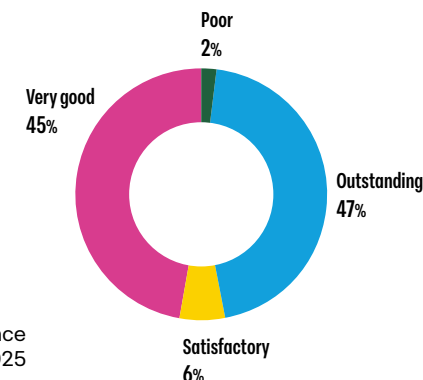


Figure 1. Delegate rating of overall experience at the Global NCD Alliance Forum 2025

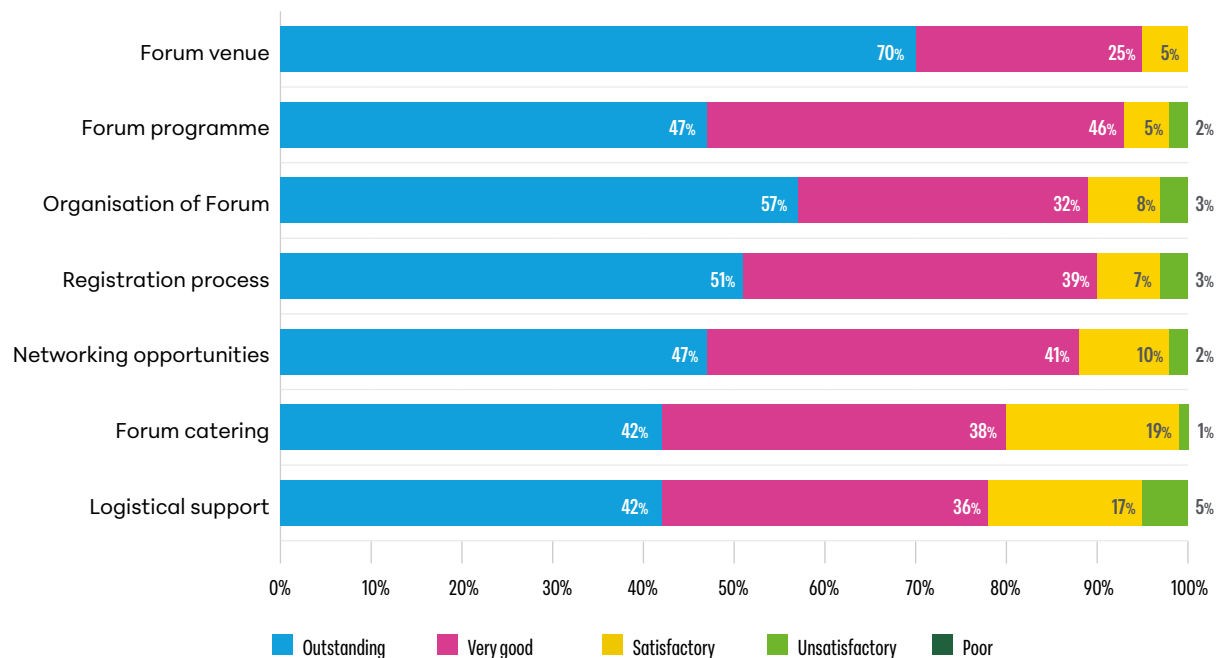


Figure 2. Delegate rating of aspects of the 2025 Global NCD Alliance Forum

Delegate rating of different Forum sessions

91% of delegates rated **plenary sessions** and **pre-conferences** as *outstanding* or *very good*, reflecting their relevance and usefulness in setting the tone for the discussions to follow. Similarly, the **civil society coordination session** was well received, with 87% of attendees rating it *outstanding* or *very good* and highlighting its value in terms of facilitating advocacy planning and enhancing collaboration among civil society delegates. Delegates highlighted the usefulness of regional consultation having been built into the format of this session.

A majority of delegates rated **satellite sessions**, **thematic parallel sessions**, and the newly established **Community Zone** as *outstanding* or *very good*. While many delegates appreciated that these sessions were smaller and included breakouts with room for their own contributions, responses suggest that a subset of delegates felt more neutral about these sessions.

Overall, quantitative and qualitative feedback suggests that Forum sessions succeeded in sharing lessons learnt and best practice, inspiring engagement, and rallying around key asks for the HLM4.

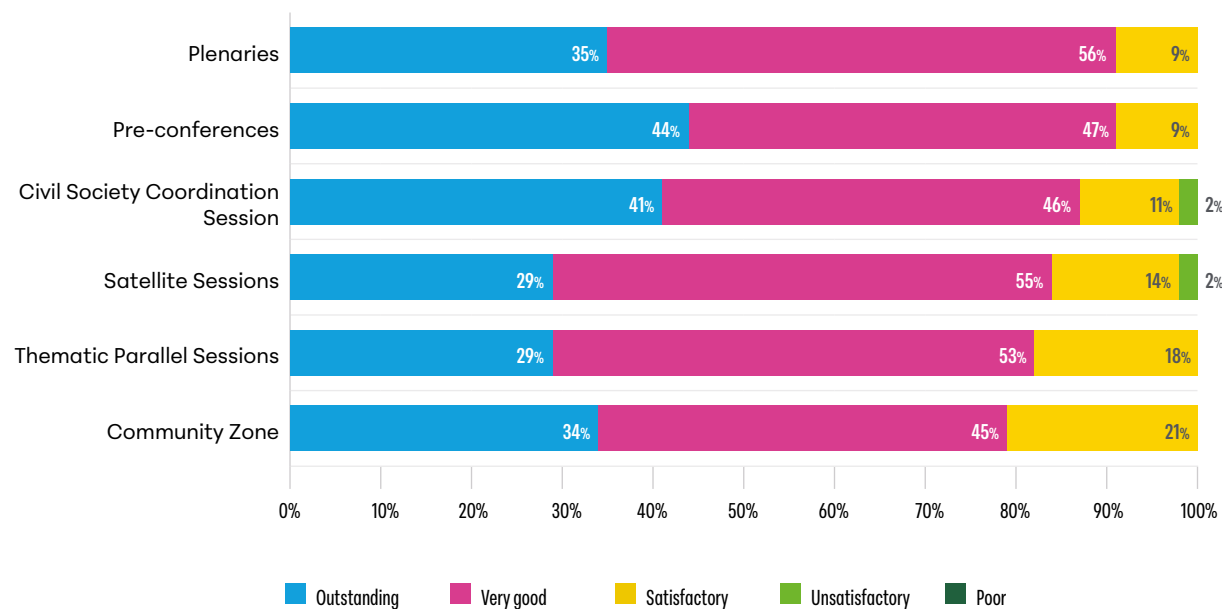


Figure 3. Delegate rating of different Forum sessions

Delegate rating of Forum communications

The Forum was a showcase for communications initiatives aimed at keeping delegates informed and engaged, including a dedicated website, mobile app, social media toolkit, and daily updates and blogs.

The Forum app was launched a month in advance to facilitate pre-event dialogue and exchange. It allowed delegates to connect with fellow attendees, access the full programme, speaker line-up and session details, receive real-time updates and announcements, bookmark must-attend sessions, and create a personalised schedule.

Reaction to the Forum website (93% rated it *outstanding* or *very good*) and app (90% rated it *outstanding* or *very good*) was overwhelmingly positive. Our data suggests, however, that some delegates saw room for improvement in social media activity and engagement, daily blogs and updates, commitment and blackboard walls and the social media toolkit.

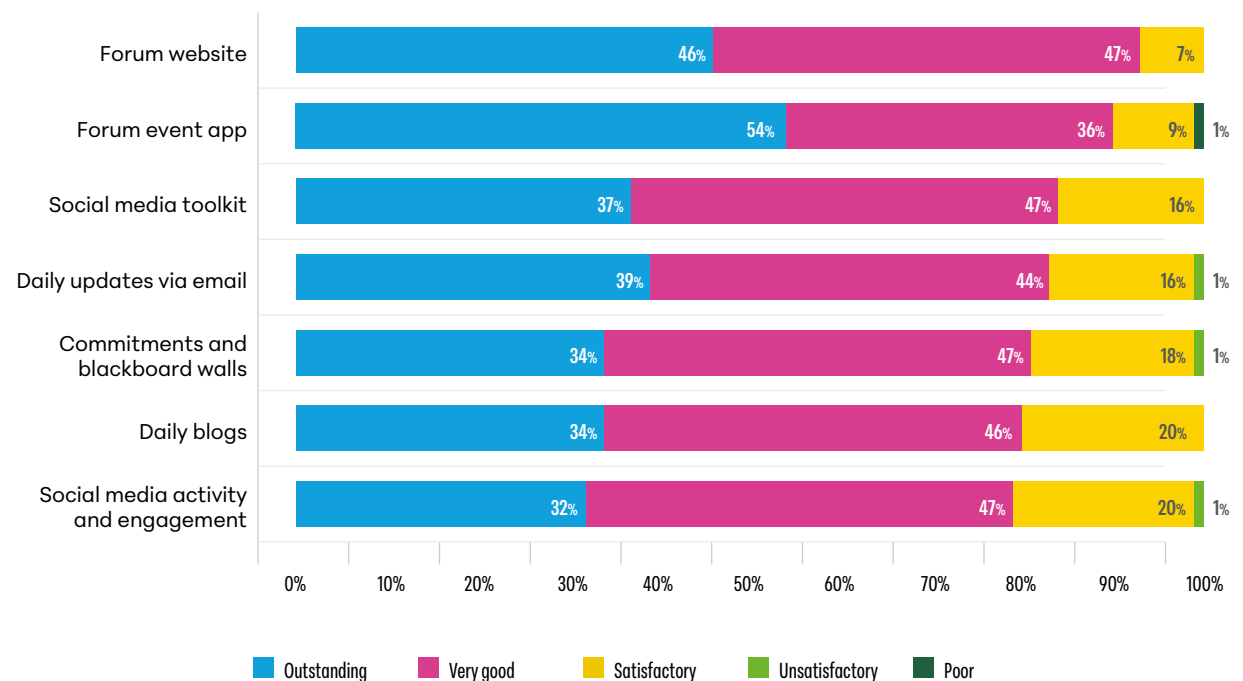
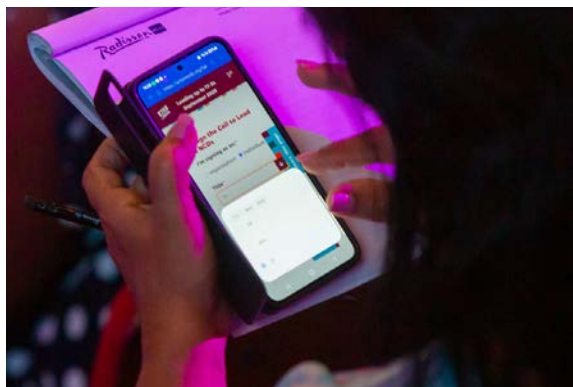


Figure 4. Delegate rating of communication aspects of the Global NCD Alliance Forum 2025

Empowering youth leaders

60 youth leaders from over 30 countries were supported to attend the Forum and several of them had speaking roles during the event. The Youth Programme was supported and organised by a consortium of partners comprising NCD Child, HRIDAY, UNICEF, American Heart Association, and NCDA.

- 95% of youth delegates felt well prepared and informed ahead of the Forum.
- 95% of youth delegates expressed that the Forum was valuable to their work or career.
- 89% of youth delegates felt meaningfully involved at the Forum.
- 95% of youth delegates felt supported and given opportunities to maximise participation and engagement at the Forum.

“As a youth delegate, I thought that the pre-conference and youth hub provided invaluable opportunities for youth to meaningfully connect, build relationships, and network with other delegates, which they may not have the opportunity to do otherwise given the limited access for youth in global health spaces.”

Youth delegate

A dedicated full day pre-conference, Youth Engagement and Leadership on NCDs, featured dynamic and interactive sessions where youth leaders shared their advocacy journeys and lived experience of NCDs. *See Pre-conferences (page 29 of the Post-Forum Report)*. The programme included discussions on regional NCD challenges, best practices, youth-led initiatives, meaningful youth engagement, and an intergenerational panel bringing together youth leaders and mentors. Participants also engaged in capacity-building sessions on advocacy skills and strategies for effective communication.

The Youth Programme led a session at the Community Stage. Importantly, youth attending the Forum came together to produce the **Kigali Youth Declaration**.

See below under Forum calls to action (page 13).



Putting lived experience at the centre

Participation and inclusion of people with lived experience of NCDs was central to the Forum. Lived experience advocates shared their insights as speakers in plenaries and sessions, including a dedicated WHO Global Coordination Mechanism-led parallel session entitled ‘Making meaningful involvement of people living with NCDs a reality’ and a lived experience-led **Community Stage session** (see p.22 of the *Post-Forum Report for more detail*). Lived experience was also the centrepiece of the **Our Views, Our Voices** exhibition (see p.22 of the *Post-Forum Report for more detail*).

→ 83% of lived experience delegates felt well prepared and informed ahead of the Forum.

→ 83% of lived experience delegates felt meaningfully involved at the Forum.

→ 92% of lived experience delegates felt supported and given opportunities to maximise their participation and engagement at the Forum.

→ 92% of lived experience delegates expressed that the Forum was valuable to their work or career.

“The most useful part of the Forum was how many of the discussions emphasised the importance of making NCD actions people-centred [...] This includes the integration of various healthcare services to ensure comprehensive care. Focusing on these integrated, people-centred approaches will make sure that patients’ needs and experiences are truly at the heart of NCD care and policy.”

Lived Experience Delegate

“The pre-conference sessions were the most useful for me. They provided an invaluable opportunity to engage with like-minded advocates and experts in a more focused setting.”

Lived Experience Delegate

More than 50 lived experience delegates participated in the pre-conference, ‘Power-up NCD advocacy: connecting and inspiring communities for change’, organised and led by the Our Views, Our Voices initiative and the Our Views, Our Voices Global Advisory Committee (see *Pre-conferences (page 29 of the Post-Forum Report)*). The pre-conference celebrated the community’s achievements in operationalising the meaningful involvement of people with lived experience in decision-making. It also saw active collaboration on tackling the challenges and barriers to progress and enabling integration with other sectors.

The agenda presented a variety of lived experience speakers, who shared their insights and learnings on meaningful involvement. To continuously strengthen meaningful involvement efforts for future Forums and in-person events, an NCD Alliance SoP on facilitating in-person participation of lived experience advocates is under development.



Forum impact & follow-up

When asked what they would do differently in the coming 12 months, delegates indicated that they were planning to share their learnings with their alliances and communities, refocusing and refining existing efforts, and implementing new approaches and ideas. The majority of responses can be grouped across three areas of follow-up:

1. Ramp up advocacy and awareness-raising efforts

Ramp up advocacy and awareness-raising efforts, including through government outreach and stakeholder mobilisation in the lead up to the HLM4. Delegates shared that they were planning to contact their Ministry of Health and UN Country Missions in New York to promote NCD Alliance messaging and involvement of civil society, people living with NCDs, and youth in the HLM4 process.

“I plan on collaborating with the Ghana NCD Alliance, other NCD advocates and CSOs to engage with the Ministry of Health as they prepare towards the HLM4 to ensure that our concerns are addressed and taken into serious consideration.”

Forum Delegate

“Disseminate the urgency of the upcoming HLM4 to other public health stakeholders, civil society and those with lived experience and communities to agree on advocacy outputs for engaging the government.”

Forum Delegate

“Engage with the Department of Health to promote the inclusion of NCD Alliance messages in the [UN High-Level Meeting] country statement.”

Forum Delegate

“Strategically support our regional CSOs and youth to be intimately involved in the HLM4 preparations - aligning with one unified voice. I also hope to support their engagement with their local technical officials and raising awareness and building support for this major stocktaking moment.”

Forum Delegate

“Engage and potentially collaborate with advocates and CSOs from other SIDS to inform SIDS-focused priorities for the HLM4.”

Forum Delegate



2. Increase collaboration and coordination

Increase collaboration and coordination at various levels and with a variety of stakeholders, including government, other NCD civil society actors, community groups, people living with NCDs, and youth. Some delegates indicated that they intended to engage new groups across the NCD spectrum: from non-health ministries, to civil society and specific disease groups within the NCD movement, local HIV and UHC communities, and 'less visible' groups such as older persons and people with disabilities. Some were motivated to establish new national and regional NCD alliances or NCD working groups with the organisations they are active in. Others planned to reactivate dormant NCD alliances.

“Elevate relationship building and collaboration particularly with groups that were not visible like gender, older people, and people with disability as well as important conversations [...] such as UHC and HIV/AIDS.”

Forum Delegate

“Strengthen partnerships with community-based organisations to ensure a more inclusive and holistic approach to addressing NCDs in the coming year.”

Forum Delegate

“I will actively participate with the NCDA in the country to work on inclusion of youth, advocate more for PEN-Plus, and healthy city.”

Forum Delegate

“Strengthen networking links between NGOs and associations involved in the fight against NCDs. Work to better facilitate collaboration between NGOs and public authorities in my country.”

Forum Delegate



3. Help mobilise and empower people living with NCDs, youth, and communities

Help mobilise and empower people living with NCDs, youth, and communities through capacity-building, resource mobilisation, community outreach, and inclusion in policy development, research and advocacy, and awareness-raising activities.

“Try and apply the lived experiences in advocacy and engage youth more effectively in my country.”

Forum Delegate

“Seek out opportunities to create awareness on the need for financial protection for People Living with NCDs and monitor government initiatives and programmes.”

Forum Delegate

“Focus more on amplifying the voices of patients in global health, especially within NCD discussions, ensuring their lived experiences drive policy and resource allocation decisions.”

Forum Delegate

Other planned activities included leveraging the power of story through social media and public broadcasting, fundraising, and advocacy for domestic resource mobilisation, as well as involvement in **NCD screening and prevention in their communities.**

“More focus on domestic funding for NCDs and country budget analysis in terms of government commitments towards NCDs.”

Forum Delegate



4TH GLOBAL NCD ALLIANCE



KIGALI ■ RWANDA ■ 13-15 FEBRUARY 2025

Edited by NCD Alliance, November 2025

Photos: All photos in this report are sourced from NCD Alliance, Rwanda NCD Alliance, Rwanda Biomedical Centre and the City of Kigali.

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