

NCD Alliance ANNUAL REPORT 2024



Accelerating action on noncommunicable diseases to
PROMOTE HEALTH, PROTECT RIGHTS AND SAVE LIVES

NCD Alliance Annual Report 2024

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PROMOTE HEALTH, PROTECT RIGHTS AND SAVE LIVES



Chikhu Ng'ombe
[Raise Your Voice micro-documentary](#)

Nupur Lalvani and Snehal Nandagawli
[Going Full Circle micro-documentary](#)



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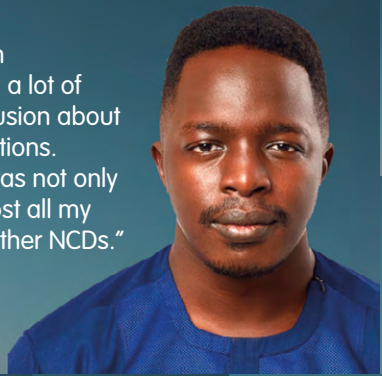




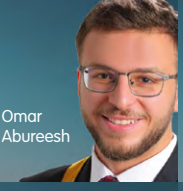




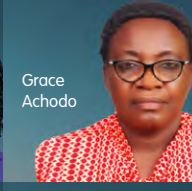
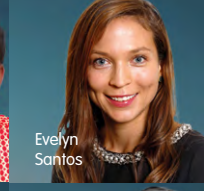


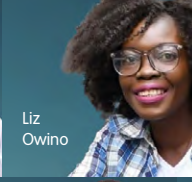

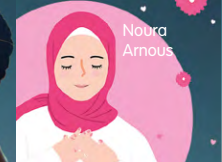

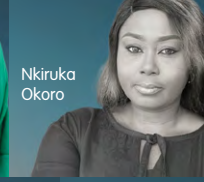




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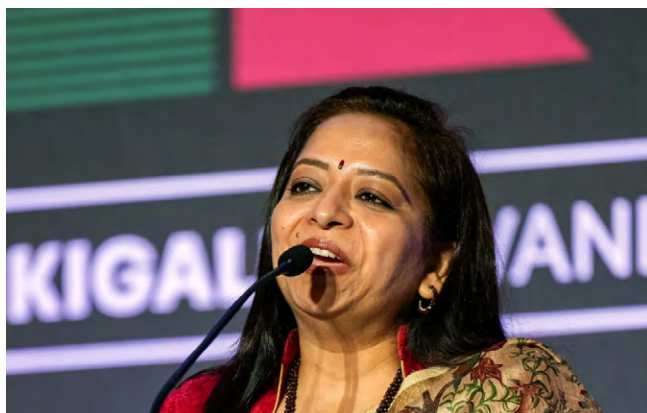
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The power of lived experience

 <p>Allison Ibrahim</p>	 <p>Seema Bali</p>	 <p>Shamim Talukder</p>	<p>"We need a health system with a 360-degree management arc. We need a health system that looks beyond the 'patient' and understands the needs of the 'person'."</p> <p>Jazz Sethi, India</p> 	 <p>Anita Sabidi</p>	 <p>Takwe Boniface</p>	 <p>Neema Mohamed</p>	<p>"The biggest challenge is the cost of treatment that most of us need to manage our conditions."</p> <p>Salome Agallo, Kenya</p> 
 <p>Michael Donohoe</p>	 <p>Vijayalakshmi Silvathurai</p>	 <p>Betsy Rodriguez</p>	<p>"As a young person living with multiple NCDs, I went through a lot of discrimination, fear, and confusion about how to co-exist with my conditions. However, looking back, this was not only happening to me, but to almost all my friends who were living with other NCDs."</p> <p>Stephen Ogweno, Kenya</p> 	 <p>Oduor Kevin</p>	 <p>Lucia Feito</p>	 <p>Chikhulupiro Stanley</p>	<p>"What is needed is a friendly, accommodating environment for people living with obesity. Medical professionals be trained to effectively and empathetically provide care for people living with NCDs."</p> <p>Wendy Reaser, Canada</p> 
 <p>Omar Abureesh</p>	 <p>Mirriam Wakanyi</p>	 <p>John Gikonyo</p>	<p>"I call on NGOs and development partners to guarantee the provision of specialised and emergency NCD care for refugees in the camp."</p> <p>Modina Khatun, Bangladesh</p> 	 <p>Maryanne Njuguna</p>	 <p>Grace Achodo</p>	 <p>Evelyn Santos</p>	<p>"We demand from the authorities a health system that puts people living with NCDs at the centre of everything and respects our dignity."</p> <p>Jaime Barba, Mexico</p> 
 <p>Samuel Kumwanje</p>	 <p>Mazeda Begum</p>	 <p>Liz Owino</p>	 <p>Adjo Rose Lankou</p>  <p>Edith Mukantwari</p>  <p>Noura Arnous</p>	 <p>Jotham Johnson</p>	 <p>Karmila Munadi</p>	 <p>Nkiruka Okoro</p>	 <p>Sabiha Khan</p>  <p>Nfotentem Aaron</p>  <p>Kenneth Ngwira</p>

Message from the President and CEO



Dr Monika Arora
President

2024 was marked by a mixture of longstanding challenges, and new opportunities. The world has undergone profound change. Escalating geopolitical tensions and conflicts, a worsening climate crisis, and funding cuts to the health sector are reshaping the global health and development landscape.

Against this crisis, noncommunicable diseases (NCDs), including mental health and neurological conditions, continue to inflict a heavy burden on people's health and well-being worldwide. NCDs alone threaten to overwhelm health systems everywhere, demanding urgent and sustained action. Despite policy progress and strong leadership in some countries, implementation remains woefully insufficient. We are dangerously behind on the 2025 and 2030 targets. The growing global burden of NCDs is unacceptable, inequitable, and rising.

As we move closer to the end of our 2021-2026 strategy, we are seeing results from our work across the four thematic goals – prevention, care, financing and community engagement – as NCDs climb higher on the global agenda and people living with NCDs take on a growing role in policy and programmes that affect their health. The Annual Report contains a sample of these results.

In 2024 we primed the NCD community for the next global milestone in addressing NCDs — the fourth High-Level Meeting of the UN General Assembly on the Prevention and Control of NCDs and the Promotion of

Mental Health and Well-being (HLM4), scheduled to take place in September 2025. The launch of the five NCDA advocacy priorities for the HLM4 marked the kick-off of our two-year Time to Lead campaign, calling for a strong Political Declaration to accelerate urgently needed action and implementation on NCDs and to set the pathway for the next phase of the NCD response.

As part of the preparations for HLM4, we successfully supported policy development and debate on key NCD topics including via the second WHO and World Bank International Dialogue on Sustainable Financing for NCDs and Mental Health, and the WHO Global high-level technical meeting on NCDs in humanitarian settings. We also scaled up our support to national and regional NCD alliances in low- and middle-income countries (LMICs) and people living with NCDs to drive critical action and policy change at the national level, share knowledge and best practices, and promote integrated approaches for NCDs and broader health and sustainable development.

Whilst we had to make the difficult decision of postponing the fourth Global NCD Alliance Forum from October 2024 to February 2025, due to the outbreak of the Marburg virus in Kigali, Rwanda, we stand ready to make the next Forum a meaningful convening on the road to HLM4. We greatly appreciate the leadership of the Rwandan Minister of Health and the Rwanda Biomedical Centre in responding to the virus so quickly and effectively.

As a global alliance at the forefront of driving change for NCDs in an increasingly complex world, our diverse membership and partners are more vital than ever to our achievements and work. In 2024, our membership continued to grow and thrive, shaping policy developments for NCDs, raising awareness of the issues in communities, delivering health services for people living with NCDs, and leading coalitions that demand change. We are deeply grateful to our partners for their unwavering support, and to the NCDA Board of Directors for their strategic guidance. We also recognise the dedication and professionalism of the NCDA team.

In a world facing compounding crises, one thing remains clear. People living with NCDs are among the most vulnerable in any health, climate or humanitarian emergency. Our resolve is unwavering: to drive progress towards a sustainable world that promotes health, protects rights, and saves lives.

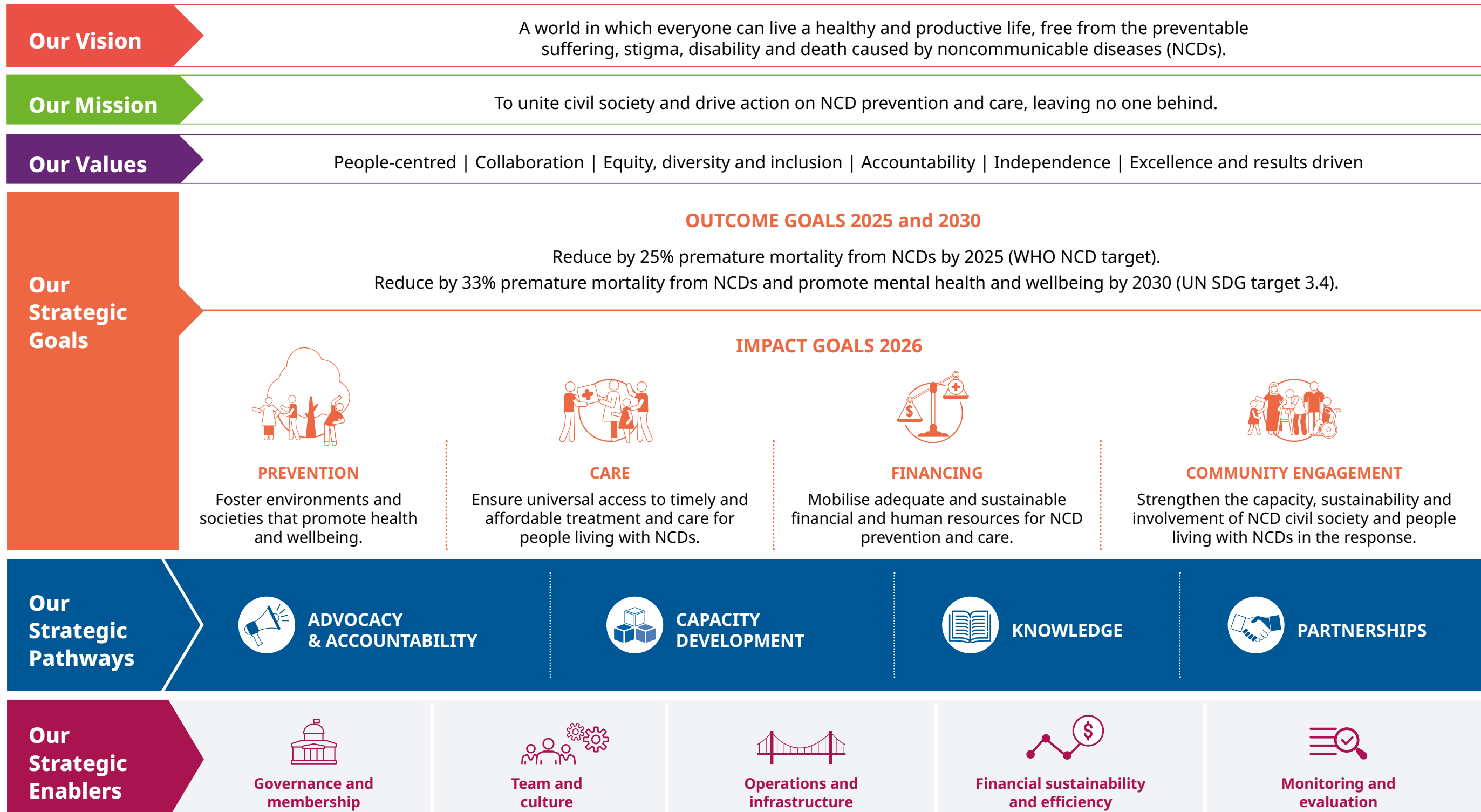
Dr Monika Arora, President
Katie Dain, CEO



Katie Dain
CEO

AT A GLANCE: NCDA strategy 2021-2026

NCDA launched a new five year strategy in 2021, which provides a bold agenda and ambitious goals, cascaded to four strategic pathways for action: **advocacy and accountability, capacity development, knowledge, and partnerships**. The Strategy presents a comprehensive roadmap to support civil society in driving progress on NCDs.



OUR IMPACT

NCDA's key achievements in 2024 against our four impact goals 2021-2026

To achieve its four impact goals, NCDA leverages four strategic pathways that underpin its work: Advocacy and accountability, capacity development, knowledge and partnerships.



PREVENTION



CARE



FINANCING



COMMUNITY ENGAGEMENT



Launch of "Time to Lead" Global campaign in the lead up to the 2025 UN High-Level Meeting on NCDs and Mental Health (HLM4)

The launch of NCDA's **five advocacy priorities for the HLM4** successfully initiated a two-year campaign that has unified and energised global efforts ahead of the HLM4 in September 2025. This campaign is driving momentum for a strong Political Declaration that dismantles policy silos and secures integrated, time-bound commitments to urgently tackle the NCD pandemic.

[READ MORE](#)



Global Week for Action on NCDs hit record numbers

The Global Week for Action has been a driving force in uniting civil society to demand urgent action on NCDs. Held from 15 to 22 October in 2024, the campaign saw 85 events organised —online and in person—across the globe. We recorded 1.5 million views of content on social media, where NCDA gained 2.5K new followers. The campaign achieved the highest level of engagement since 2018.

[READ MORE IN THE MID-POINT IMPACT REPORT.](#)



Preparations for the fourth Global NCD Alliance Forum The biggest in-person convening of the NCD community

The Forum is NCDA's flagship global convening event to align and mobilise the NCD community by fostering knowledge exchange, sharing good practice and strengthening capacity to advocate for the prevention and control of NCDs. Originally planned to take place in October 2024 in Kigali, it had to be postponed until February 2025 due to the Marburg virus outbreak in the city. Our strategic pivot included creating digital-first content during the month of October, ensuring engagement would remain robust. This approach proved successful, as seen in the unprecedented social media impressions, significant member participation, and video views that month.



A growing network of members and partners to drive change on NCDs



118
FULL MEMBERS



14
ASSOCIATE MEMBERS

354
NETWORK MEMBERS

In 2024, our global network of members continued to grow with seven new full members, two associate members, and 41 network members, reaching a total of 486, including: **118 full members, 14 associate members and 354 network members.** NCDA now has members in over 100 countries and we continue to receive excellent positive feedback on the value of membership.

NCDA's partners across international and national NGOs continued to thrive last year, spanning those leading on a wide range of specific NCD diseases and risk factors including obesity, CVD, diabetes, tobacco control, cancer, psoriasis, oral and lung health.

In 2024, NCDA continued to increase its number of supporters, with 27 supporters across all sectors, including governments, foundations, private sector actors, NGOs, and academia.



PREVENTION

Implementation of **WHO NCD Best Buys** and other recommended interventions:

- NCD Alliance's alcohol labelling session at the World Cancer Congress elevated global awareness of labelling as a critical tool to raise awareness about the link between alcohol and cancers and reduce alcohol-related harm.
- Colombia's comprehensive salt reduction strategy – combining mandatory limits, warning labels, taxation, and public procurement policies – gained international visibility and recognition through a [nano-video](#), a [blog](#) and a World Health Assembly side event.



Addressing the **commercial determinants of NCDs:**

- Contributed to shaping WHO Guidelines on fiscal policies for unhealthy foods, helping ensure stronger public health alignment and impact.
- Supporting the implementation phase of Mexico's ban on industrially produced trans fatty acids (ITFAs).



- NCD Alliance's first public position on alcohol harm clearly states that there are no safe levels of alcohol consumption, reinforcing global advocacy for stronger alcohol control policies.



CARE

Equitable access to NCD care:

- **Equity and NCDs framework** and **practical guide** supports NCD Alliance members in advancing equity in local contexts.
- **NCD Diaries series on equity** amplifies the realities of lived experience advocates facing lack of access to NCD services due to discriminatory practices in their countries of residence.
- As a result of equity grant work, National NCD Alliances in India and Kenya applied the **Practical Guide to assess NCD inequity**, applying a consultative and participatory approach to develop reports, including lived experience voices.

EQUITY IN ACTION ADDING AN EQUITY LENS TO NCD ADVOCACY



Access to care and UHC:

- Convened 18 organisations working on different areas of access to care and disease area-focused organisations, to focus on cross-cutting issues and with the aim of developing a consolidated agenda including medicines, diagnostics and medical devices for NCDs for advocacy ahead of HLM4.

Health workforce and NCDs:

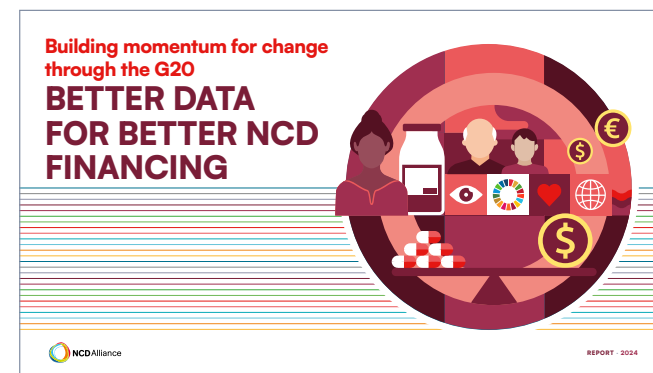
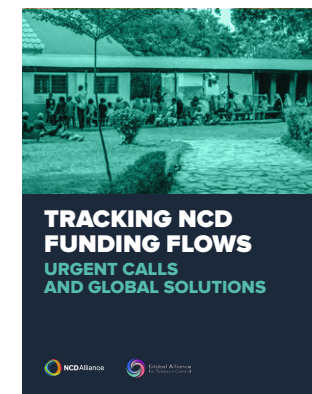
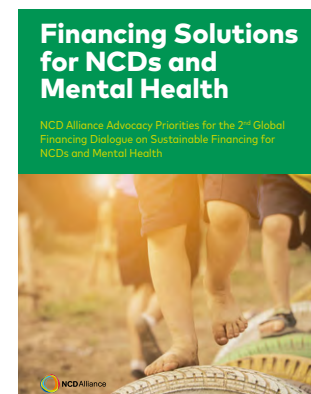
- Engaged a group of 29 civil society organisations on the topic of health workforce and NCDs to develop common messaging for a 2025 report in the lead up to HLM4.



FINANCING

Second WHO and World Bank International Dialogue on Sustainable Financing for NCDs and Mental Health:

- NCD Alliance recognised by WHO and World Bank as leading CSO in NCD financing.
- Produced a brief ahead of the event presenting a consolidated **NCD financing agenda**.
- To support the case for increased investment in NCDs, we produced evidence on available data in both domestic budgets, with a **G20 and NCDs policy report**, and official development assistance, with a **report that tracks and analyses DAH aid flows** for NCDs and NCD risk factors.
- We also submitted a **paper to the T20 Taskforce 01** on using NCD financing to increase equity and achieve UHC.



COMMUNITY ENGAGEMENT

Strong and sustainable **NCD civil society and national/regional NCD alliances through the Advocacy Institute, NCD Alliance's flagship capacity development programme:**

- Advocacy Institute 2024-2026 launched with Seed, Accelerator and new Regional tracks.
- Seed track supported newly-formed alliances, coalition-building and foundational advocacy in **eight priority** countries: Bhutan, Cambodia, Cameroon, Costa Rica, Georgia, Jordan, Nepal, and Zambia.
- Accelerator track supported established NCD alliances in priority policy issues linked to NCD Alliance impact goals in seven priority countries: Ghana, Kenya, Mexico, Rwanda, India, Malawi, Tanzania.
- New Regional track supported advocacy and mobilisation of existing regional coalitions in Africa, Caribbean, Eastern Mediterranean, Latin America and South East Asia, as well as coalition-building efforts in the Western Pacific.

Meaningful involvement of people living with NCDs through Our Views, Our Voices initiative:

- Influencing global policy and organisational practice — NCD Alliance produces its own organisational policy on meaningful involvement of people living with NCDs.
- Documenting examples of meaningful involvement in five countries: Ghana, India, Kenya, Malaysia and Vietnam.
- Lived experience advocate Chikhulupiliro Stanley Ng'ombe joins the NCD Alliance Board of Directors as an observer.





PREVENTION

Cross-risk factor approaches for NCDs:

- Strengthened the evidence base and advocacy for cross-cutting NCD prevention by publishing an influential report on fiscal policies, focusing on health-promoting taxes and subsidies.



- NCD Alliance knowledge products on marketing restrictions and warning labels are increasingly informing policy discussions and strengthening advocacy efforts at national and global levels.



Engaging in Codex Alimentarius for the first time:

- Supporting outreach efforts for the discussion on alcohol labelling and joining the Electronic Working Group on iTFA limits.

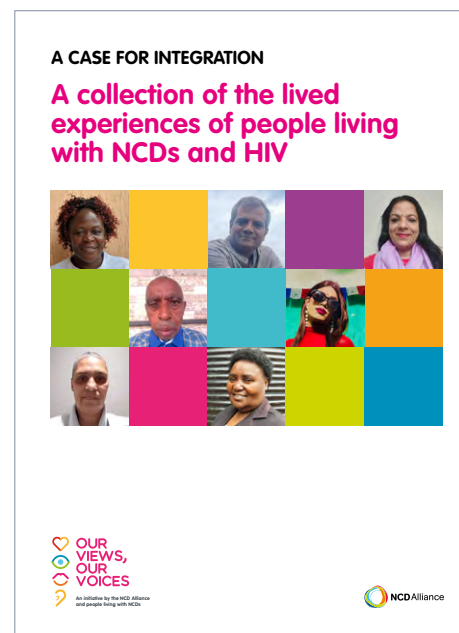


CARE

Integrated people-centred health services for people living with NCDs and co-morbidities:

- Strengthened national responses by supporting Malawi's alliance to engage HIV/AIDS groups and build joint advocacy agendas, and by enhancing Rwanda's capacity to deliver integrated NCD/HIV services through training of healthcare workers and civil society organisations.
- Through 10 personal stories, people living with NCDs and HIV shed light on the systemic barriers to managing multiple conditions – particularly in accessing care – while showcasing their strength, resilience and leadership.

[READ MORE HERE](#)



FINANCING

Catalytic ODA and domestic financing:

- Everybody's Business case studies: Two case studies from the series were published to add to the NCD financing evidence bank, one on the Australian Government's investment in cervical cancer elimination; and the other on the UN Health4Life Fund as an innovative opportunity to expand fiscal space for NCDs and mental health.
- Support to national alliance (Ghana) to increase government commitment and action towards sustainable and equitable NCD financing.

Bringing communities into NCD financing:

- Contribution of technical background paper on community engagement for the International Dialogue on Sustainable Financing for NCDs and Mental Health.

[READ PAPER 7 HERE](#)



COMMUNITY ENGAGEMENT

- The first and second WHO Symposium on Meaningful Engagement were held on 15-16 May 2024 and 5 December 2024.** NCD Alliance promoted the Symposia and supported speakers from the Our Views, Our Voices initiative, including Charity Muturi, Ratna Devi, Mohammed Seyam, Malik Abdul, and Chris Agebga, among others. This fed into the consultation on key advocacy messages for HLM4.
- Amplified the voices of people living with NCDs through storytelling: short films, global exhibition, advocate training, media relations opportunities, and multimedia content generation and promotion.



Significant global advance with the **WHA resolution on Social Participation**, a long-standing advocacy priority for NCD Alliance now recognised at the highest level.

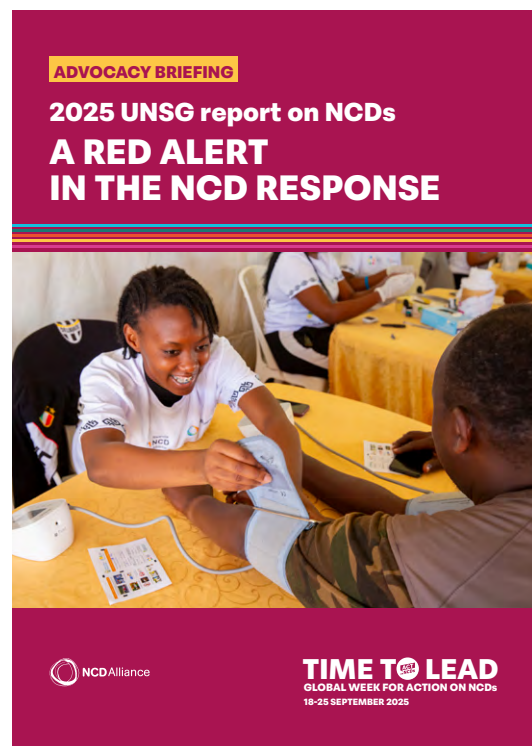


Integration of NCDs and other global health and development priorities

Integrating NCDs into Universal Health Coverage and broader global health and development agendas is essential to advance the NCD response. Our 2021-2026 strategy places strong focus on intersecting priorities – including pandemics, emergencies and humanitarian crises, HIV/AIDS, women's and children's health, and climate change – and the all-of-society solutions needed to address them.

Cross-cutting advocacy in the lead-up to HLM4

Advocacy is the foundation of NCD Alliance's work and is essential to deliver meaningful change at all levels. The 2024 launch of our five advocacy priorities for the fourth High-level Meeting on NCDs and Mental Health (HLM4) in September 2025 ensured strong and coordinated civil society action, while the Time to Lead campaign generated energy and enthusiasm to keep momentum high throughout HLM4 processes.



Our global advocacy efforts in 2024 focused on influencing key preparatory meetings ahead of HLM4 to ensure a concise, high-level Political Declaration that catalyses action, leadership, and ownership of the NCD response by Heads of Government and State through time-bound commitments and tangible targets. These meetings included the Global High Level Technical Meeting on NCDs in Humanitarian Settings in February (Copenhagen) the WHO/World Bank International Dialogue on Sustainable Funding for NCDs and Mental Health in June (Washington DC), and the WHO Global Oral Health Meeting in November (Bangkok).

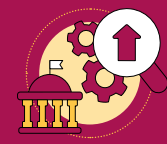
The HLM4, taking place on 25 September 2025, is a prime opportunity for Member States to review progress, renew political commitments to put the NCD response back on track, and reset the agenda to strengthen linkages between NCDs and the broader global health agenda and Sustainable Development Goals (SDGs). The global NCD response stands at an important inflection point. Progress on NCDs has been insufficient and has slowed since 2015, according to the [UN Secretary-General's Progress Report on NCDs](#), with only 19 states and territories on track to achieve the NCD mortality target outlined in SDG 3.4.

Since the 3rd HLM on NCDs in 2018, two high-level meetings on Universal Health Coverage (UHC) in 2019 and 2023 and the Political Declaration on Pandemic Prevention, Preparedness and Response (2023) have all emphasised the interconnectedness of global health agendas and the need for an integrated approach. Meanwhile, the profound health impacts of the intensifying climate crisis have become undisputably clear. NCD Alliance has worked to generate increased recognition of the need for joint action on shared drivers of climate and health — including air pollution, the leading environmental risk for NCDs, and the development of healthy, sustainable food systems.

In early 2024, we completed the membership consultation process to produce our HLM4 advocacy priorities and launched our agenda at the 77th session of the World Health Assembly (WHA77). We advocated and produced written inputs for the global and regional consultations that informed the [UN Secretary General Progress Report on NCDs](#), published in February 2025, and supported our members to do the same with

webinars and provision of materials. We also produced briefings and advocacy for the HLM4 [modalities resolution](#) seeking optimum involvement of civil society and lived experience advocates.

Equipped with [five advocacy priorities](#), the NCD community has kept the volume high, calling for world leaders to go beyond existing policy silos and address the urgency of the NCD pandemic. The 2024–2025 campaign is built on a simple but pressing need: **It's time to lead**. We have the commitments and solutions to create a healthier world for all. What we need now is for governments, policymakers, and institutions to take decisive action. **Leadership means delivering on the five NCD Alliance priorities:**



ACCELERATE IMPLEMENTATION

It's time for governments to spark change. Fast-tracking national implementation of NCD policy recommendations will drive progress towards universal health and well-being for all, ensuring no one is left behind. It's time to lead.



BREAK DOWN SILOS

Together, we can dismantle the silos that hinder cooperation in advancing global health and development priorities to achieve stronger, cross-cutting outcomes. Leaders can achieve more through integrated action.



MOBILISE INVESTMENT

Unleash vital funding for NCD prevention and care to align resources with the magnitude of the challenge. With a toolbox of policy solutions at hand, world leaders can choose to mobilise sustainable investment for healthier societies.



DELIVER ACCOUNTABILITY

Keep tabs, measure progress, and honour commitments to NCD prevention and care for the long haul. Leadership is about staying true to promises, owning responsibilities, and delivering on commitments to better health for all.



ENGAGE COMMUNITIES

Activate community leadership and put people living with NCDs at the heart of a collaborative global NCD response.

Uniting agendas: NCDs at the centre of global health at the 77th World Health Assembly

The importance of integrating NCDs into primary health care and UHC health benefit packages was stressed by many Member States. There was a strong call to enhance data systems and surveillance of NCDs to track progress, identify gaps, and inform policy decisions, alongside allocating adequate resources for NCD financing.

Mental health gained significant attention, underscored by a **joint statement** led by the Dominican Republic. The statement highlighted the global mental health crisis affecting nearly one billion people, including one in seven young people. Urgent calls were made for improved access, coverage, and financial support for mental health care. Many Member States backed the proposal to include mental health as a specific agenda item at future World Health Assemblies.



[READ NCD Alliance's ANALYSIS OF WHA77 IN THIS BLOG](#)



Mobilising civil society to demand action

The **Global Week for Action on NCDs (GW4A)** was launched in May under the theme of leadership, which was exceptionally extended across two years (2024-2025) in order to leverage momentum generated in preparation of HLM4. Civil society united behind the campaign and the Call to Lead on NCDs, which was developed in 2024 and now represents 2.7 million voices from 115 countries. It shares the main GW4A message that **it's time to lead** with bold action on NCDs, which rang loud and clear thanks to the efforts of hundreds of thousands from the NCD community.

Building on the successes and lessons of previous years, this edition achieved the greatest level of engagement in the history of the Global Week campaign, as the **midpoint impact report** shows. The NCD community expanded its online reach like never before during the 2024 edition of GW4A. We recorded **1.5 million views of our campaign content on social media**, where **NCD Alliance gained 2.5K new followers**. The 2024 campaign also featured 85 activities worldwide. From virtual and in-person events to the launch of two inspiring short films, **Raise Your Voice** from Malawi and **Going Full Circle** from India, advocates came together to spotlight the urgent need for leadership on NCDs. The films were produced with the support of NCD Alliance partner The Leona M. and Harry B. Helmsley Charitable Trust. NCD Alliance also collaborated with **13 global champions**, published nine member-authored blog posts, and recorded six podcast episodes.



Short Films

To kick-off the week, the NCD Alliance launched two short films spotlighting the impactful stories of local leaders advocating for better NCD care in their communities.

"Going Full Circle" gives a view into life for women living with diabetes in India, and the myriad of social, emotional and economic challenges that go beyond managing blood sugar.

[Go to video](#)

"Raise Your Voice" is filmed in Malawi, where NCDs such as cancer and diabetes are still relatively new as a major health burden. Limited access, low investment and long distances to medical clinics contrast dramatically with the healthcare provided in high-income countries.

[Go to video](#)

[ACT ON NCDs](#) #ActOnNCDs | [actonncds.org](#) Global Week for Action on NCDs | **TIME TO LEAD** | 16-22 October 2024



[READ THE MIDPOINT IMPACT REPORT HERE](#)



Global NCD Alliance Forum – Leadership on NCDs towards 2025 and beyond

The Forum is NCD Alliance's flagship global convening event, held every three years to bring together and mobilise the NCD community, foster knowledge exchange, highlight good practices, and build advocacy capacity for NCD prevention and control. The fourth edition, themed **“Leadership on NCDs towards 2025 and beyond”** welcomed 700 delegates from 90 countries, serving as a key platform to align strategies ahead of HLM4. Originally planned to take place in October 2024 in Kigali (Rwanda), the event was re-scheduled to February 2025 due to the Marburg virus outbreak. We greatly appreciate the leadership of the Rwandan Minister of Health (MoH) and the Rwanda Biomedical Centre (RBC) in responding to the virus so quickly and effectively. The Forum was co-hosted by the Rwanda NCD Alliance, in collaboration with the Rwanda MoH and RBC, and with the strategic partnership of The Leona M. and Harry B. Helmsley Charitable Trust.

 **VISIT THE FORUM WEBSITE** to access video recordings of the plenary sessions, check out the full programme, and more!

700 DELEGATES
from

90 COUNTRIES



Strengthening member alliances to advance accountability ahead of HLM4

NCD Alliance conducted a scoping research report on the available monitoring data and evidence on action on NCDs collected by WHO and other organisations. This was used to plan and develop an accountability toolkit and training that was provided to regional NCD alliances as part of a grant-funded programme to support their engagement with the **regional consultations for the WHO DG's NCD Progress Report** and develop advocacy capacity for improved accountability in the lead-up to HLM4.

Regional NCD alliances engaged in the regional consultations on the UNSG report in African and Eastern Mediterranean regions. In other regions these consultations were Member State only, however the South East Asia Regional alliance provided written input, and in the Americas the regional alliance, Coalition for Americas Health, was able to provide informal input.

Apart from regional consultations, alliances in different regions leveraged the findings to develop a report to engage government and other stakeholders on the NCD burden as part of their HLM4 advocacy campaigns. In AMRO and the Caribbean, findings informed regional advocacy strategies and messages towards HLM4 dialogue, while the Eastern Mediterranean NCD Alliance developed a series of publicly faced score cards that were published on their website.



PREVENTION

Progress in improving the environments people live in remains too slow, but positive change is happening thanks to relentless efforts by civil society and trailblazing leaders and decision-makers who have put population health first. The majority of NCDs can be prevented or delayed, or their severity reduced, through high impact, cost-effective policies that target their systemic drivers, making this a key focus area for NCDA.

In 2024, NCDA's advocacy efforts were primarily focused on key opportunities presented by the meetings of WHO's governing bodies, including the 154th session of the Executive Board (EB154) and the WHA77, as well as the preparatory process for HLM4. Some key outcomes of this work, highlighted on this page, made important contributions to NCD prevention.

Driving progress in NCD prevention: Key outcomes from 2024

For EB154 and WHA77, NCDA organised mission briefings, developed written briefings ([EB154](#), [WHA77](#)), delivered statements (see [repository](#)), met with Member States prior to and during the sessions to gather intelligence and share our key messages, and published follow-up blogs ([EB154](#), [WHA77](#)) to influence and strengthen the following outcomes, which contribute to advancing NCD prevention.

The [resolution on the economics of health for all](#), which calls upon Member States to transition towards sustainable economic models that integrate health, environmental, and social priorities. It mandates WHO to develop a strategy on this topic by 2026, supporting countries in viewing health spending as a long-term investment rather than a short-term cost.

The [resolution on climate change and health](#), which expands the role of the health sector in addressing the impacts of climate change. Despite strong advocacy efforts — in coordination with the Global Climate and Health Alliance — the resolution did not include a commitment to reduce fossil fuel use as a health imperative. However, it mandates WHO to develop a global plan of action on this topic by 2025.

The [resolution on strengthening health and well-being through sport events](#), which recognises sport events as platforms for promoting NCD prevention. Building on existing WHO guidance and frameworks, it calls on governments to implement effective, evidence-based health promotion measures at sport events and to limit the marketing of unhealthy products — a recommendation NCDA advocated for, drawing on its 2023 report [Selling a Sick Future](#). This was featured in a [blog](#) authored by NCDA's Senior Policy and Advocacy Officer.

The [resolution on social participation for universal health coverage, health, and well-being](#), which underscores the importance of inclusive engagement and meaningful participation of individuals and communities in health decision-making and implementation processes, including for health promotion.

The [Fourteenth General Programme of Work, 2025–2028 \(GPW14\)](#), which outlines WHO's core objectives for the coming years, including an increased focus on the determinants of health and climate change. NCDA contributed to its development, including through consultations with non-State actors, submitting written comments and sharing these with Member States.

During discussions, Member States emphasised several **priorities for preventing NCDs**, including the importance of health taxes and tighter regulation of digital marketing of breast-milk substitutes. There were also strong calls to hold transnational corporations accountable more broadly for their marketing practices. The discussions further recognised the mental health benefits of physical activity.




NCD Alliance releases a new position on alcohol harm

NCD Alliance's policy position on alcohol harm clearly states there are no safe levels of alcohol consumption, including low levels, and emphasises the need for comprehensive strategies to address the marketing and branding of no- and low alcohol (NoLo) products, reduce alcohol-related health inequalities, and counter industry interference in policymaking. Our position also calls for distinct labelling and marketing standards for NoLo products to prevent exploitation by the alcohol industry.

The statement underscores the disproportionate burden of alcohol harm on socioeconomically deprived communities and advocates for inclusive, evidence-based policies that impact the affordability, labelling, marketing and availability of these products to protect vulnerable populations, such as children, women, and those in recovery. By calling for robust conflict-of-interest safeguards and the meaningful involvement of people living with NCDs in policy development, NCD Alliance urges governments to adopt integrated solutions that prioritise public health, social equity, and sustainable development.

NCD Alliance organised two events on alcohol harm at the World Cancer Congress in September 2024 to raise further awareness of the close link between alcohol and cancer. The first event, co-hosted with WHO and the European Union (EU) Evidence into Action Alcohol Project (EVID-ACTION), aimed to build collaboration between stakeholders for high-impact advocacy around alcohol and cancer control. The second event made the case for alcohol labelling, including warnings about increased cancer risk, as an essential step in reducing harm from this major NCD risk factor.

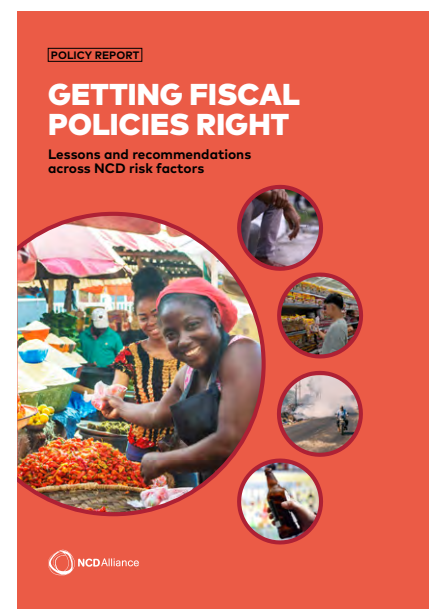


 READ THE STATEMENT HERE.

SPOTLIGHT

Getting fiscal policies right

In 2024, NCD Alliance launched the third report in a series on cross-cutting approaches to NCD prevention. [Getting fiscal policies right – lessons and recommendations across NCD risk factors](#) advances our HLM4 priority on investment and includes a call to action and key recommendations for governments to ensure fiscal policy coherence and align tax policies and subsidy reforms with NCD prevention goals. The report focuses on health taxes, as one of the most cost-effective measures available to policymakers, given the role they play in reducing the enormous burden of NCDs on populations and health systems, while promoting equity and raising revenue that can be invested in health. It builds on two reports launched in 2023 on the need for labelling of health-harming products and for restrictions on harmful marketing towards children.



 READ MORE

SPOTLIGHT

How to counter corporate tactics?

While much is known about the strategies corporate actors use to influence government policy and regulation and to increase their sales and profits, less attention has been given to how to counter these tactics. We collaborated to produce an infographic that provides an overview of strategies used by NGOs to target government and commercial actors to influence policy and governance for health and health equity. Explore [the framework of NGO inside and outside strategies in the commercial determinants of health](#).

 READ MORE

SPOTLIGHT

Engaging in Codex Alimentarius

In 2024, NCD Alliance started engaging as an official observer with Codex Alimentarius, providing the opportunity for us to participate in key global discussions on food and alcohol labelling and iTFA limits. This milestone expands civil society's voice in shaping the international standards that influence global food systems and consumer protection.





CARE

The NCD burden may be universal but access to NCD care is not. NCDA advocates for adequate, accessible and affordable diagnosis, treatment, care, rehabilitation and palliative services for all people living with NCDs. In 2024, our efforts focused on strengthening health systems in low- and middle-income countries (LMICs), with a focus on primary health care (PHC) and advancing a person-centred integrated and comprehensive response. We also worked to ensure NCDs are prioritised within global health and Universal Health Coverage (UHC) responses and policies.

In 2024, NCDA's advocacy efforts on care were focused on key opportunities presented by the meetings of WHO's governing bodies, including the EB154 and WHA77, as well as the preparatory process for HLM4. Some key outcomes of this work, highlighted below, made important contributions to NCD care.

Driving progress in NCD care: Key outcomes from 2024

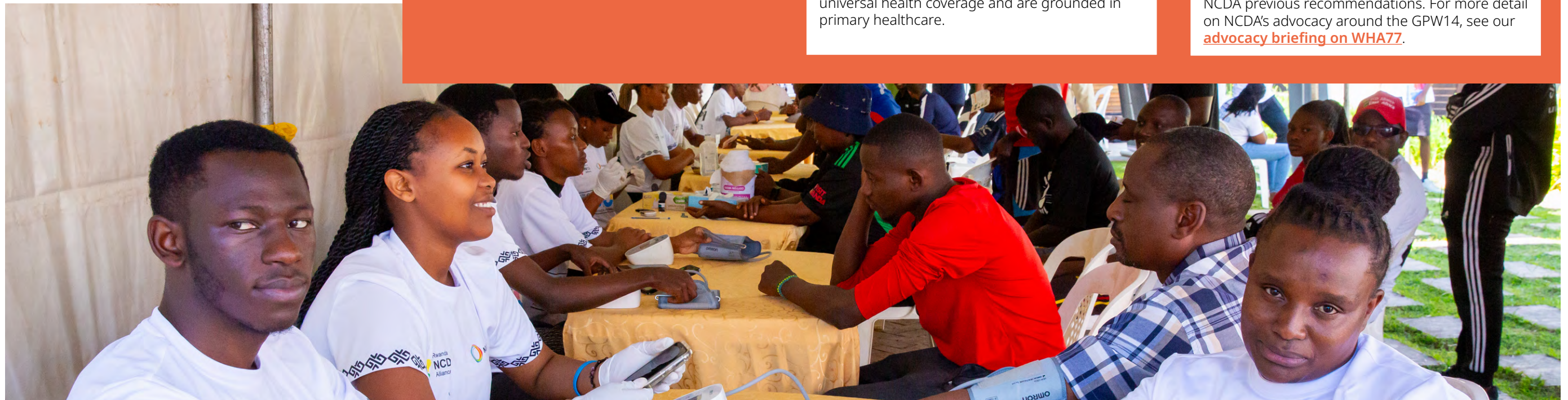
For EB154 and WHA77, NCDA organised mission briefings, developed written briefings ([EB154](#), [WHA77](#)), delivered statements (see [repository](#)), met with Member States prior to and during the sessions to gather intelligence and share our key messages, and published follow-up blogs ([EB154](#), [WHA77](#)) to influence and strengthen the following outcomes which contribute to advancing NCD care.

The resolution on [Strengthening mental health and psychosocial support before, during and after armed conflicts, natural and human-caused disasters and health and other emergencies](#), which urges Member States to integrate mental health and psychosocial support into emergency responses and to invest in community-based services, the protection of vulnerable groups, and support for health and humanitarian workers. It also requests that WHO provide technical guidance and report annually on implementation of the resolution as well as the Comprehensive Mental Health Action Plan 2013–2030, which complements the existing request to include mental health in the consolidated reporting on NCDs.

The resolution on [antimicrobial resistance](#), which urges Member States to fully engage in the preparations for the 2024 High-Level Meeting on Antimicrobial Resistance and for WHO to provide technical support for strengthening Member States' capacities on the application of the WHO strategic and operational priorities to address drug-resistant bacterial infections in the human health sector.

The resolution on strengthening health emergency preparedness for disasters [resulting from natural hazards](#), which recognises the longer-term health impacts of interrupted essential health services during emergencies on the prevention and control of NCDs, and highlights the need for health emergency preparedness and response efforts grounded in risk reduction, risk mitigation, and health system resilience-building approaches that advance universal health coverage and are grounded in primary healthcare.

The [Fourteenth General Programme of Work, 2025–2028 \(GPW14\)](#), which outlines WHO's core objectives for the coming years, with new outcome indicators related to NCD care in the delivery of UHC, addressing factors such as essential public health functions, access to care, access to health products, and out-of-pocket health spending. The GPW14 also officially recognises people living with NCDs as vulnerable populations during emergencies, in line with NCDA previous recommendations. For more detail on NCDA's advocacy around the GPW14, see our [advocacy briefing on WHA77](#).





NCDs in humanitarian settings

In February 2024, WHO organised the [Second Global High-Level Technical Meeting on NCDs in Humanitarian Settings](#) in Copenhagen. NCDA was part of the Scientific Committee organising this meeting, and developed with the help of our membership a [policy brief](#) complemented by three case studies illustrating the realities of NCD care in humanitarian contexts from the [North Africa and Middle East Region \(MENA\)](#), [Ukraine](#) and [Kenya](#). In Copenhagen, Ibtihal Fadhil, Chair of the Eastern Mediterranean NCD Alliance, joined the multistakeholder forum as a panellist and led a side event on community resilience, and NCDA's Director of Policy and Advocacy, Alison Cox, facilitated a breakout session on strengthening local responses. The meeting [outcome report](#) was used for the [UN Secretary General's report on NCDs](#), published in early 2025.

“All refugees worldwide should have equal access to cancer treatment regardless of their financial situation. No refugee should be left behind.”

Noura Arnous, Syrian refugee.

[READ NOURA'S NCD DIARY HERE](#)

CASE STUDY

THE MENA REGION RESEARCH INTO MULTISTAKEHOLDER APPROACHES

January 2024

With thanks to: Jytte Roswall and Rima Kighro Naimi (Danish Red Cross), Eimhin Ansbro (London School of Hygiene and Tropical Medicine) and Sigirya Aebischer Perone (International Committee of the Red Cross)

NCDAlliance



AIDS2024 conference: Better care, better outcomes, better lives

People living with HIV are at an increased risk of NCD comorbidities, including cardiovascular diseases, hypertension, depression, diabetes, cervical cancer, and several other cancers and NCDs. Given that the global population of people living with HIV is living longer thanks to increased access and uptake of antiretroviral treatment, the risk of NCDs will only increase. Integration of prevention, diagnosis, and care of NCDs with HIV services is increasingly important for achieving UHC. In the 2021 Political Declaration on HIV and AIDS, United Nations Member States pledged to ensure that 90% of people living with, at risk of and affected by HIV have access to NCD prevention and care services, including for mental health, by 2025. NCDA led a series of actions in connection with AIDS 2024, the 25th International AIDS conference, to raise awareness of the benefits of integrating HIV and NCD prevention, diagnosis and care services:

1. Publication of a [collection of ten stories](#) by people living with HIV and one or more NCD to highlight the first-hand experience of the barriers in managing conditions and accessing care, as well as resilience in the face of such challenges.
2. Joining forces with PATH, GNP+, STOPAIDS, Frontline AIDS, PATH, WHO and the International AIDS Society to run a satellite session at AIDS 2024, titled "Reaching the 4th "90" target: Accelerating the integration of HIV and Noncommunicable Disease responses to improve quality of life".
3. Publication of a [joint open letter](#) calling for urgent leadership on integrated, people-centred HIV-NCD services signed by STOPAIDS, GNP+, the International AIDS Society, PATH, Frontline AIDS and the Alliance for Public Health, and endorsed by the HIV community of the Call to Lead on NCDs, showing that these organisations have continued their work to advocate for an integrated agenda ahead of HLM4.

Access to medicines: fundamental for NCD care

Many people—particularly in low- and middle-income countries—struggle to access the medicines and treatment they need for NCDs, due to high costs and other systemic barriers. In 2024, improving access was identified as a priority by both the NCDA Strategy Review and NCDA members. It is essential to achieving UHC, advancing health equity, improving outcomes, and reducing the global NCD burden. In 2024, a group of organisations working on access to medicines and health technologies collaborated on an [advocacy brief for the UN HLM](#), launched during a dedicated webinar in early 2025. Ongoing efforts include developing a roadmap to guide key stakeholder actions beyond 2025.



Access to essential medicines, diagnostics and medical devices for NCDs

PRIORITIES FOR THE 4TH UN HIGH-LEVEL MEETING ON NCDs

“Health is a fundamental human right, we are survivors of hardship, and we yearn for a better future. It’s time for a collective action to ensure that this right is upheld for refugees living with NCDs in Bangladesh and beyond.”

Modina Khatun, Rohingya refugee in Bangladesh.

[READ MODINA'S NCD DIARY HERE](#)



SPOTLIGHT

Accelerating the NCD response through a health equity lens

NCD Alliance Kenya and the Healthy India Alliance, both Accelerator Track alliances, were the first grantee alliances supported by NCDA to conduct NCD equity assessments in selected geographies, applying the [practical guide](#) and [conceptual framework](#) on health equity launched in 2024. Both alliances leveraged their work via the Our Views, Our Voices Initiative and the Advocacy Institute, and formed diverse national expert advisory groups to provide guidance on the methodology and data collection process. In both countries, data was collected from marginalised and under-represented populations (i.e., refugees, prisoners, ethnic minorities, people living in informal settlements, LGBTQIA+, etc.) through surveys, community conversations and key informant interviews.

The findings and policy recommendations informed by the equity assessments have shaped objectives for the second year of the grant, which is 2025 and focuses on strategic advocacy and campaigning. Anticipated activities include in-person advocacy and NCD equity training for lived experience champions, the development of local NCD equity advocacy plans, and NCD equity social media campaigns.

One interviewee from Kenya shared, **“I avoided going to the clinic because I was afraid of being judged for who I am. By the time I sought help, my condition had worsened.”**

One mother recounted, **“Caring for my child with diabetes is a 24/7 job. The costs are overwhelming, and there’s little support. It’s like we’re fighting this battle alone.”**

“Gender is one thing – **women are often unable to access NCD services.** No matter which state you are in, somebody needs to be there to take you to a hospital, like a male family member or someone needs to be there. And women particularly are not aware how the system works in the hospital. So even if they go alone, they’re unable to avail the service because they don’t speak out. They don’t understand what to say, where to say it, and how to, you know, express themselves. That becomes a huge issue,” said a CSO representative in New Delhi (India).

SPOTLIGHT

Going Full Circle

[This short film](#) offers a glimpse into life for women living with diabetes in India, highlighting the myriad of social, emotional and economic challenges that go beyond blood sugar management. Diagnosed with type 1 diabetes in their childhoods, Nupur Lalvani and Snehal Nandagawli dedicate their lives to supporting women living with diabetes across India through the Pune-based, patient-led Blue Circle Diabetes Foundation. The circles of care created by peer support groups play a crucial role in educating communities, advocating for insulin for all, and delivering practical and emotional support. Nupur and Snehal show us how their circle helps to break down stigma, support underserved communities, empower women, and advocate for equity in care.



Raise Your Voice

Chikhu Ng’ombe and Samuel Kumwanje, two powerful advocates living with NCDs, are raising their voices to help others gain access to the diagnosis, treatment and care they need. This short film documents their daily struggles and resilience in accessing care, while standing up for their right to health and helping change the lives of thousands. Through advocacy rooted in personal experience, Chikhu and Samuel are helping to reshape health care access in their communities. This [micro-documentary](#) serves as a compelling call to action: every voice matters in driving progress on health equity.



SPOTLIGHT

Supporting lived experience inclusion in HLM4 process

In 2024, NCDA had the opportunity to maximise engagement and participation of lived experience advocates in the 2nd WHO Symposium on the Meaningful Engagement of People Living with NCDs, Mental Health Conditions, and Neurological Conditions, held by the WHO Global Coordination Mechanism on NCDs. The symposium took place in December 2024, aiming to refine priority advocacy messages of people with lived experience and develop an advocacy action plan in the lead up to HLM4.

The Symposium featured participation from members of the Our Views, Our Voices Global Advisory Committee and lived experience advocates from the Our Views, Our Voices network. It was preceded by a consultation on its advocacy messages ([the WHO draft key messages can be found here](#)), seeking feedback on whether the messages addressed the needs of individuals and organisations and identifying any gaps, and aligned with the Symposium’s strategic directions for HLM4. Anchored in its UN HLM advocacy priorities on community engagement, NCDA submitted a collective response with inputs from the Global Advisory Committee.

The Symposium plays a critical role within the UN system in mobilising the lived experience community and ensuring that people living with NCDs are meaningfully included in the HLM4 preparatory process. This marks the first time that lived experience has been integrated into the official process ahead of a UN HLM on NCDs.

SPOTLIGHT

Celebrating health system successes in Rwanda

In early 2024, NCDA announced that it would convene the fourth Global NCD Alliance Forum in Rwanda, co-hosted by the Rwanda NCD Alliance, in partnership with the Rwanda Ministry of Health and the Rwanda Biomedical Center. The decision was made on one hand to spotlight the African continent as one of the global epicentres of the NCD epidemic, but on the other to celebrate Rwanda as a beacon of progress on health, including NCDs. Rwanda is a trailblazer in delivering UHC, implementing its NCD strategy 2020-2025 with a strong multi-stakeholder approach, decentralising integrated NCD care to health facilities and involving communities. The country now boasts over 90% population coverage through its health insurance scheme.

SPOTLIGHT

Ensuring care for oral disease

It is estimated that oral diseases affect 3.7 billion people – nearly half of the global population – yet this NCD group is often left out of UHC benefit packages. NCDA was present at the first-ever global oral health meeting, convened in Bangkok, Thailand by WHO in preparation for HLM4. NCDA staff spoke at various programme sessions and side events on topics including financing for oral health and integrated health policies. We also provided feedback on the Bangkok Declaration: No Health Without Oral Health, which was incorporated. The declaration was adopted by Member States as the main outcome of the meeting, in an important step for the prevention and control of oral diseases.



FINANCING

For decades, NCDs have remained one of the most underfunded areas in global health, despite affecting billions of lives. Shockingly, only about 2% of total development assistance for health has been dedicated to NCDs in the past 20 years. NCDA is working to close this persistent resource gap by driving smart, strategic investment in NCD prevention and care, at global and national levels. We focus on tried-and-tested financing solutions, such as developing investment cases, improving domestic resources and fiscal policies for NCDs, targeting development assistance, enabling co-funding for related health and developmental challenges, mobilising appropriate and impactful public-private partnerships, and integrating NCDs into existing global health and development financing mechanisms to unlock sustainable, long-term funding.

We kept NCD financing at the forefront of the policy discussions, as reflected in the WHO and World Bank [International Dialogue on Sustainable Financing for NCDs and Mental Health](#) that took place in Washington DC in June 2024, where NCDA was recognised as a leading CSO in this field. Stakeholders from the Ministries of Health, Ministries of Finance, civil society, academia, philanthropies, and advocates with lived experience joined co-hosts WHO and the World Bank for the Dialogue.

In preparation for the Dialogue, NCDA was a member of the External Technical Expert Group convened to inform the planning of the agenda and co-authored, with United for Global Mental Health, a technical input paper on civil society's advocacy role in resource mobilisation. NCDA also produced its own policy briefing for the Dialogue, [Financing Solutions for NCDs and Mental Health](#). Policy and Advocacy Director, Alison Cox spoke at the Multi-stakeholder Briefing (March) and at the Dialogue itself in an opening panel session.

NCDA emphasised that for this meeting, “the medium is the message”: the World Bank's decision to co-host the Dialogue and hold it at their offices in Washington DC was an opportunity to show not just the prioritisation the Bank will place on NCDs, but it also sent a powerful signal to other financing and development actors to take the NCD agenda seriously. As the Bank aims to reach 1.5 billion people by 2030 through its UHC initiative—announced by World Bank President Ajay Banga at the Spring Meetings—many discussions during the Dialogue appeared aligned with shaping the Bank's initial roadmap for elevating NCDs across its programming.

It was also noteworthy that voices of lived experience resonated so powerfully throughout the event. Our Views, Our Voices Advisory Committee member, the late Charity Muturi, and NCDA ally, Pierre Cooke both delivered impactful testimonies and made valuable contributions to the open discussions. Numerous NCDA members and partners ensured strong civil society representation. These voices helped reinforce a central message: while the “how” of financing and policy is crucial, the “who” must remain at the heart of every decision.

NCD financing to increase equity and achieve UHC

NCDA, in collaboration with the Center for Global Health, Department of Neurology, School of Medicine and Health at the Technical University of Munich, Germany, was selected to author a [policy brief](#) for the Think20 (T20), an official engagement group of the G20, on NCD financing to advance equity and achieve UHC.

The 2024 NCDA report, [Better Data for Better NCD Financing](#), analyses publicly available information on public spending for NCDs in G20 countries, summarises existing data, and pinpoints critical gaps to help policymakers better understand NCD funding flows. The report, made possible with funding support by Merck Sharp & Dohme (MSD), identifies a lack of NCD financing data in all the G20 countries, and the absence of benchmark data for tracking increased investment. It also outlines practical recommendations for enhancing data availability, standardising and accelerating reporting, and using financing data to improve resource allocation efficiency and adequacy.

NCDA published a [second financing case study](#) in April 2024, spotlighting the Health4Life Fund as an example of an innovative financing mechanism. The Fund presents a timely opportunity to help bridge the resource gap for NCDs and mental health as governments begin to undertake broader health system reforms and strengthening initiatives. Using a reverse co-financing model, the Fund promotes national ownership by collectively identifying and reducing bottlenecks, leveraging existing domestic resources, and improving policy coherence. As more governments adopt horizontal, system-wide approaches to health, focusing on UHC and health systems strengthening, the Health4Life Fund is uniquely positioned to ensure that NCD prevention and treatment are adequately prioritised and funded.



READ NCDA'S ANALYSIS OF THE DIALOGUE
IN THIS BLOG.



COMMUNITY ENGAGEMENT

We work to strengthen the capacity, sustainability and involvement of NCD civil society and people living with NCDs in the response. In 2024, NCDA brought a broad and diverse set of actors together across diseases, risk factors, people living with NCDs and key constituencies, emerging as a force multiplier to advance a shared agenda on NCDs.

In May 2024, WHO Member States adopted the resolution on Social Participation for Universal Health Coverage (UHC), Health and Well-being to implement, strengthen and sustain the regular and meaningful participation of civil society and communities in decision-making processes for health. Social participation provides a strong framework for advocating for the meaningful involvement of people living with NCDs, and the resolution is a critical global commitment for making sustainable progress towards an NCD response where solutions are person-centred, inclusive and equitable.

NCDA welcomed this milestone as a powerful outcome of years of sustained advocacy for the meaningful engagement of people living with NCDs in shaping health policies and programmes. Through initiatives such as Our Views, Our Voices and the Global Charter on Meaningful Engagement, NCDA has championed the recognition of lived experience as essential to effective health governance. In this context, the strong support from numerous Member States for the draft resolution on social participation was a particularly encouraging sign of progress. NCDA also joined forces with UHC2030 Civil Society Engagement Mechanism (CSEM) to support the achievement of this resolution.

Expansion of the Advocacy Institute: supporting alliances, strengthening civil society

2024 also saw the launch of the third phase of the Advocacy Institute. NCDA's flagship capacity development initiative, the Advocacy Institute is a multi-year programme designed to strengthen NCD civil society to ensure a more effective NCD response. Building on the successes of the first (2017-2019) and second (2020-2023) phases of the programme, NCDA proudly announced the third phase (2024-2026) which includes the following tracks:

SEED TRACK:

Supports newly forming national NCD alliances with the foundations of coalition building, organisational development, and advocacy.

ACCELERATOR TRACK:

Supports established national NCD alliances in leading locally-led advocacy campaigns on priority policy issues, aligned with NCDA's 2021-2026 impact goals—NCD prevention, care, financing and community engagement.

REGIONAL TRACK:

A new component working with existing regional NCDA alliances to improve NCDA's response to capacity development needs specific to regional contexts and ensure stronger linkages between global, national and regional levels of advocacy.

Each of the tracks includes a combination of grant support, technical assistance, training, peer-to-peer learning, and the building linkages between global and national advocacy with a key focus on engaging alliances in global advocacy.





New Seed Track Advocacy Institute's Third Phase (2024-2026)

Alliances from Bhutan, Cambodia, Cameroon, Costa Rica, Georgia, Jordan, Nepal and Zambia were invited to join the third phase of the Seed Track, focusing on organisational capacity-building and support to lay the foundations for effective NCD advocacy. The Seed Track aims to establish functional NCD alliances with effective and sustainable organisational design and governance, and basic strategic, advocacy and communications plans. The goal is to support NCD alliances that understand national policy gaps and advocacy opportunities, can build effective advocacy coalitions, and engage people living with NCDs in their activities.



SPOTLIGHT

Nepal NCD Alliance coalition-building and advocacy efforts

Thanks to NCDA's partnership with the Swedish International Development Cooperation Agency (Sida) the Nepal NCD Alliance was supported with a grant as part of the Seed Track of the Advocacy Institute. The alliance has strengthened its governance by developing key organisation documents and policies (e.g. financial management policy, program implementation manual). Underpinned by an advocacy plan on junk food regulation, the alliance led successful engagement with Kathmandu and Bhaktapur municipalities, resulting in a formal agreement to collaborate in implementing pilot projects in schools to improve access to healthy food. A five-year MoU is currently being finalised with the Kathmandu municipality to improve food security and nutrition programmes, support effective implementation of NCD-related policies and laws, regulate unhealthy food consumption and promote healthy diets in community schools. This represents a valuable opportunity for the alliance to position itself as technical expert, influence policymaking and consolidate its impact at the municipal level.

SPOTLIGHT

Dozens of advocates trained on coalition building and strategic planning

As part of the Advocacy Institute Seed Track, 61 advocates from 26 national and regional NCD alliances were trained on coalition building to achieve advocacy goals and objectives. The training promoted peer learning discussions among participants and leveraged existing Advocacy Institute resources on building effective alliances and strategic advocacy planning.

67% of participants in the January 2024 training session strongly agreed that they felt more confident in their understanding of coalition-building and its key steps, considerations and characteristics, compared to 20% before the training. Advocacy Institute pocket guides on [Situational Analysis for Advocacy Planning](#) and [Building Support for your Advocacy](#) were also launched in January 2024 to support the growing network of NCD alliances in their advocacy efforts.

In July 2024, NCDA trained 40 advocates on strategic planning for successful NCD advocacy at the national level. The training leveraged a key Advocacy Institute resource, the [Practical Guide to Strategic Advocacy Planning](#). 100% of participants reported feeling confident in their ability to perform a stakeholder mapping. Similarly, the training boosted participant's confidence in situational analysis, with 90% reporting improved capability. In the second session, 100% of participants reported improved confidence in developing advocacy messages and engaging stakeholders effectively, up from 81% before the training. Additionally, 100% of participants expressed a strong understanding of monitoring and evaluation challenges and strategies, compared to 78% pre-training





Accelerator Track

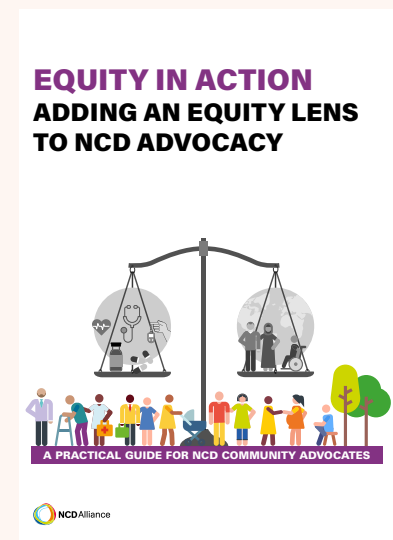
The Accelerator Track aims to achieve advocacy successes and early policy wins, including increased visibility of NCDs, constructive relationships with policymakers, and incremental progress in policy development. In 2024, NCDA continued to support selected national alliances to drive high-impact advocacy efforts aligned with national priorities and global goals.



SPOTLIGHT

Accelerating the NCD response through a health equity lens

From ideas to action: Accelerating the NCD response through health equity is a conceptual framework that was launched in March 2024. This publication aims to provide community advocates with an introduction to what health equity means in the context of NCDs. The framework can be used alongside the practical guide, **Equity in action: Adding an equity lens to NCD advocacy**. These resources are being used in Kenya and India, where member alliances have conducted work on equity with grant support from the Accelerator Track of the Advocacy Institute.



NCD HEALTH EQUITY FRAMEWORK

Achieving health equity for NCDs requires reaching those left furthest behind, putting people and communities at the centre, and tailoring solutions to each context and unique needs and priorities.



PEOPLE AND COMMUNITIES

Every person and community lives with a unique set of determinants and circumstances, which interact to shape their experience of health and NCDs across the care continuum.



EIGHT PRIORITY AREAS TO ADVANCE HEALTH EQUITY FOR NCDs

- 1 ENSURE** the meaningful involvement of people living with NCDs.
- 2 ENSURE ACCESS** to people centred NCD care.
- 3 CREATE** health enabling environments.
- 4 PROVIDE** integrated care for NCDs.
- 5 MOBILISE** financial and human resources.
- 6 PRIORITISE** health literacy.
- 7 IDENTIFY** and eliminate stigma and discrimination.
- 8 MONITOR,** evaluate and use data for effective decision making.

SPOTLIGHT

Ghana NCD Alliance added to Advocacy Institute Accelerator Track

Thanks to NCDA's partnership with The Leona M. and Harry B. Helmsley Charitable Trust, Ghana NCD Alliance was invited to join the Advocacy Institute Accelerator Track. One of the Track's shortlisted countries, the alliance has a proven record of advocating on the care agenda, is well-positioned, and has strong community networks to mobilise. The alliance contributed to the development and launch of the National NCD Policy and Strategy (2022-2026) and supported the planning of the National Strategic Dialogue on NCDs. As advocated for by the alliance, the National NCD Policy incorporates plans to expand the National Health Insurance Scheme (NHIS) benefits package. This presents a key advocacy opportunity for the alliance to push for more comprehensive NCD services at the primary care level as part of broader NHIS reforms. Through strategic advocacy targeting policymakers and leveraging media and communities, the alliance is also calling for government commitment and action towards sustainable and equitable NCD financing. This includes the analysis of the NHIS and the dissemination of recommendations to improve its funding framework, media campaigns to promote evidence-based financing solutions like taxation of health-harming products to improve NCD healthcare, and the meaningful involvement of people living with NCDs in decision-making spaces.





New Regional Track

The new Regional Track of the Advocacy Institute was launched in May 2024 to strengthen regional NCD civil society in coalition building and advocacy efforts with a strong focus on leading mobilisation and accountability efforts ahead of HLM4.

The Track includes member regional alliances: Africa NCDs Network, East Africa NCD Alliance, Eastern Mediterranean NCD Alliance, South-East Asia Regional Alliance, Healthy Latin America Coalition and Healthy Caribbean Coalition. Following a competitive call, Healthy Philippines Alliance has received support to spearhead regional coalition building and engagement in the Western Pacific. Participation included active grant support, access to networking and training opportunities, and technical assistance.

As part of the Regional Track, activities focused on coalition building and regional advocacy and mobilisation, implementation of the NCDA Accountability Toolkit, and engagement with key advocacy milestones, including consultations for the UN Secretary-General's Report on NCDs, the International Dialogue on Sustainable Financing for NCDs and Mental Health, and WHO Regional Committee Meetings. The regional alliances also held a series of virtual regional advocacy planning meetings in November, which helped to initiate advocacy planning for 2025. These meetings mobilised and activated regional networks by reviewing regional progress, identifying champion countries for political advocacy towards HLM4, exploring opportunities for regional engagement, and refining HLM4 advocacy asks and priorities. The outcomes of the regional meetings laid the foundation for the development of regional advocacy plans for HLM4, which were further refined at the Global NCD Alliance Forum held in February 2025.

SPOTLIGHT

WHO Regional Committee Meetings – A strategic moment for NCD advocacy

The 2024 WHO Regional Committee Meetings (RCMs) held between August and October served as a pivotal opportunity for advancing regional advocacy on NCDs. These meetings are more than technical forums—they are platforms for regional advocacy, providing an entry point for civil society advocates to engage with key stakeholders, strengthen partnerships, gather intelligence and strategically influence regional health agendas ahead of HLM4.

At the AFRO RCM held from 26-30 August in Brazzaville, Congo, NCDA was represented by three delegates from the Africa NCDs Network and East Africa NCD Alliance. The delegation submitted three statements focused on diabetes, climate-resilient health systems, and the Global Diabetes Compact. The PAHO Regional Committee Meeting took place in Washington DC from 30 September to 4 October and was attended by two representatives from the Coalition for America's Health and the Healthy Caribbean Coalition. Statements were submitted by both CLAS and HCC on tobacco control strategy, health system transformation, and health-related law strategy agenda items.



[READ NCDA'S ANALYSIS OF THE RCM IN THIS BLOG.](#)





Our Views, Our Voices

Since 2017, the Our Views, Our Voices initiative has promoted the meaningful involvement of people living with NCDs by supporting people with lived experience of NCDs to share their views, take action and drive change.

It is a joint initiative between NCDA and people living with NCDs, and is guided by a Global Advisory Committee of leading NCD advocates with lived experience. The initiative equips advocates with additional skills and provides opportunities for effective participation. It builds a public narrative that puts people first, documents and promotes good practice, and works with governments, multilateral agencies and key stakeholders on advancing environments that support community engagement.

NCDA is committed to the sustained participation and meaningful involvement of people living with NCDs and in 2024 developed a policy on meaningful involvement. The policy was drafted with input from the Global Advisory Committee to further strengthen the enabling environment for meaningful involvement. In February 2024, Chikhulupiliro Stanley Ng'ombe, a lived experience advocate from Malawi and a member of the Our Views, Our Voices [Global Advisory Committee](#), joined the NCD Alliance Board of Directors as an observer, enriching the main governing body of the NCDA with important NCD lived experience insights.



SPOTLIGHT

NCD Diaries series focuses on care and equity

[The fifth series of the NCD Diaries project](#) centres on the themes of equity and UHC. Advocates with lived experience share the challenges they have faced in accessing NCD services due to discriminatory practices around coverage or financial support in their country of residence. These personal accounts call on decision makers to take bold, inclusive action to ensure that UHC benefit packages leave no one behind.

Series 5 features three written diaries, two visual diaries, and one audio diary, from six countries: Cameroon, Ghana, Malawi, India, Bangladesh, and Jordan. The Diaries vividly illustrate the human impact of health system gaps, helping to personalise advocacy efforts. They were prominently featured during the Global Week for Action on NCDs and have been leveraged throughout advocacy efforts for HLM4.

SPOTLIGHT

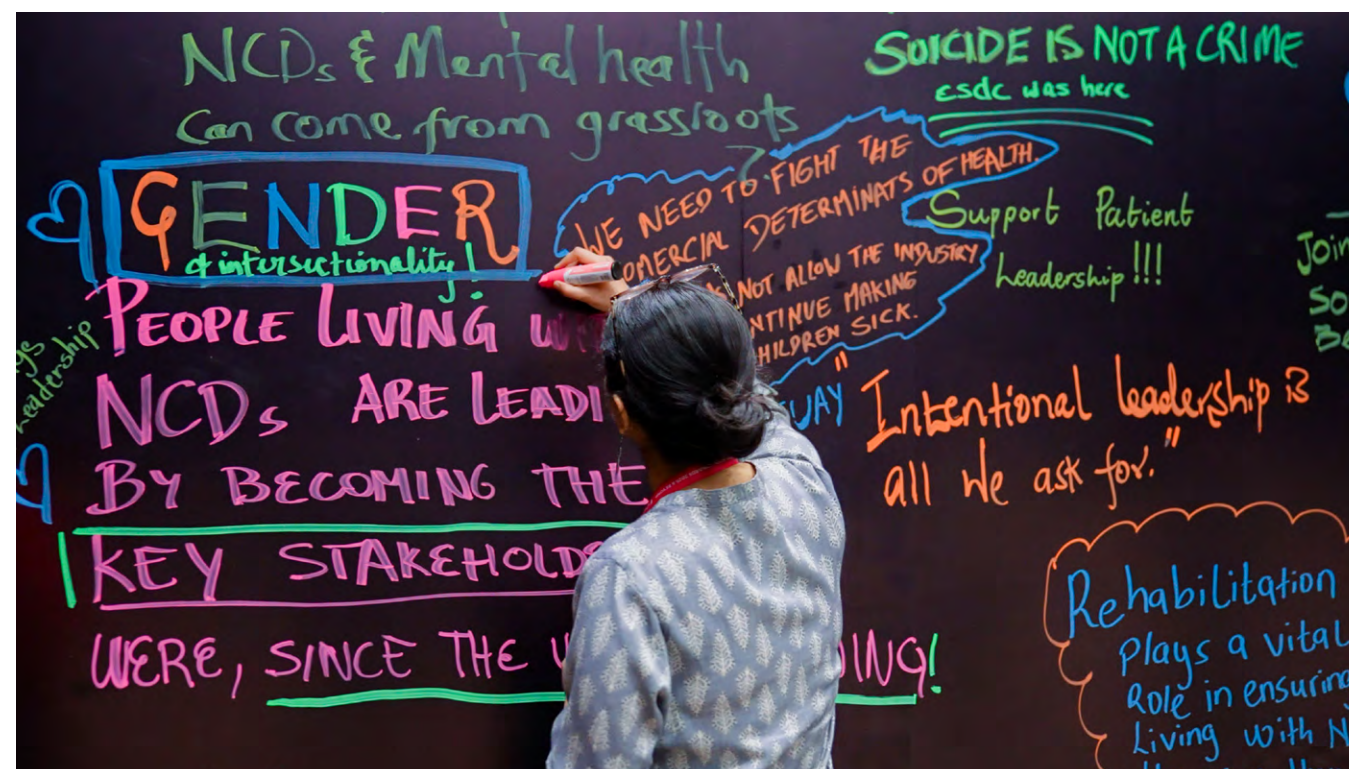
Meaningful involvement – What does it mean in practice?

The 2024 resource [Five countries, five stories: Lessons learned for advancing a people-centred NCD response](#) provides guidance for systematically engaging people with lived experience. This publication spotlights five national alliances: Ghana, India, Kenya, Malaysia, and Vietnam, all of whom have been supported by NCDA to promote meaningful involvement of people living with NCDs. It seeks support the implementation of the [Global Charter on Meaningful Involvement of People Living with NCDs](#), contributing to a growing body of knowledge on people-centred advocacy and offering actionable lessons for other organisations to deepen lived experience engagement in their work.

SPOTLIGHT

Support for the 4th cycle of the WHO NCD Lab on Meaningful Involvement of People Living with NCDs

The Our Views, Our Voices initiative supported the WHO Global Coordination Mechanism with its fourth cycle of submissions for the NCD Lab. The WHO NCD Lab supports promising grassroots innovations to achieve scale by building knowledge and forging strategic partnerships. The fourth cycle sought innovative solutions that transform how NCD and mental health services are delivered by leveraging a primary health care approach. NCDA co-chairs the Lab on Meaningful Engagement of People Living with NCDs and Mental Health Conditions and facilitated the Steering Committee's review process of submissions under this Lab. Selected projects were announced in September: 'There is no health without mental health' by Kids Haven and In2Position NPC, in South Africa, which empowers young people and communities to address mental health challenges by integrating mental health information and support into existing community programmes and leisure activities; and, 'Meaningful Action and Involvement for Sustainable Health Advocacy (MAISHA)' in Kenya, which implements youth-friendly mental health care and awareness through training community health workers, training young people to be lay counsellors and leveraging new technologies to implement accessible and confidential counselling and referrals.



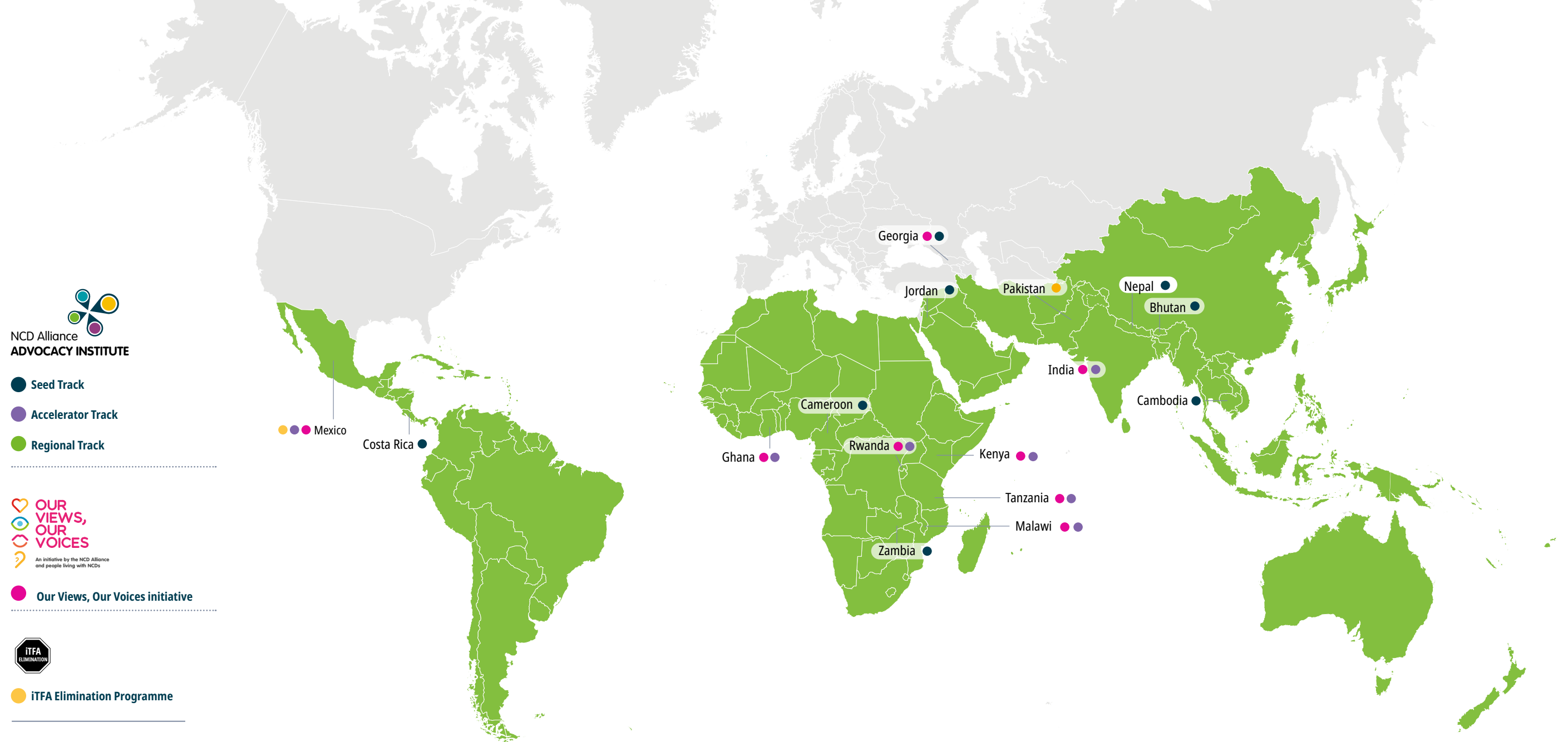
A GROWING NETWORK OF ALLIANCES

Our unique network of national and regional alliances continues to grow, with three new alliances in 2024 – Eswatini NCD Alliance, Fiji NCD Alliance and Timor-Leste NCD Alliance – bringing the total to 75 alliances. These alliances unite NCD civil society and provide a platform for national advocacy, contributing to important policy wins for NCD prevention, care and financing.

1 Consortium for NCDs Prevention & Control in sub-Saharan Africa (CNCD-Africa)	23 The Danish NCD Alliance	51 Rwanda NCD Alliance
2 Africa NCD Network (ANN)	24 Egyptian NCD Alliance	52 Arabia Saudi Noncommunicable Disease Alliance
3 East Africa NCD Alliance (EA NCDA)	25 NCD Alliance of Ethiopia	53 NCD Alliance Scotland
4 South East Asia Regional NCD Alliance (SEAR NCD Alliance)	26 Finnish NCD Alliance	54 Sierra Leone NCD Alliance
5 Healthy Caribbean Coalition (HCC)	27 Gambia NCD Alliance	55 Alliance nationale de lutte contre les Maladies Non Transmissibles au Sénégal
6 Eastern Mediterranean NCD Alliance	28 Georgia NCD Alliance	56 Slovenian NCD Alliance
7 European Chronic Disease Alliance (ECDA)	29 German NCD Alliance (DANK)	57 South Africa NCD Alliance (SANCDA)
8 Healthy Latin America Coalition (CLAS)	30 Healthy India Alliance	58 Spain RedENT
9 Australian Chronic Disease Prevention Alliance	31 NCD Alliance Indonesia	59 NCD Alliance Sri Lanka
10 Afghanistan NCD Alliance	32 Iran NCD Alliance	60 St. Kitts and Nevis NCD Alliance
11 Bangladesh Non-Communicable Diseases Forum (NCD-F)	33 Coalition MNT-Côte d'Ivoire	61 Svenska NCD-nätverket
12 Bangladesh Network for NCD Control and Prevention	34 Japan NCD Alliance Website	62 Coalition des ONG et Association contre les Maladies Non Transmissibles au Togo
13 Alliance Maladies Non Transmissibles au Bénin	35 NCD Alliance Jordan	63 Trinidad & Tobago NCD Alliance
14 Brasil ACT+	36 NCD Alliance Kenya (NCDAK)	43 Thai NCD Alliance (TNCDA)
15 Burundi NCD Alliance	37 Mali - Plateforme Palladise	65 Uganda NCD Alliance (UNCDA)
16 Cambodian NCD Alliance Twitter	38 Malawi NCD Alliance	66 United Kingdom Working Group on NCDs
17 Cameroon Civil Society NCD Alliance	39 Malaysian NCD Alliance	67 Tanzania NCD Alliance (TANCDA)
18 Chronic Disease Prevention Alliance of Canada	40 Maldives NCD Alliance	68 USA NCD Roundtable (NCDRT)
19 Frente por un Chile Saludable	41 Mexico Salud-Hable	69 Uruguay - National Alliance for the Control of NCDs
20 Chile - Alianza Chilena de Enfermedades No Transmisibles	42 Mozambican NCD Alliance (Aliança moçambicana de luta contra doenças não transmissíveis)	70 Vietnam Noncommunicable Diseases Prevention and Control Alliance (NCDs-VN)
21 Colombia - Mesa Nacional por las Enfermedades Crónicas No Transmisibles	43 Myanmar NCD Alliance	71 Zambia NCD Alliance
22 Costa Rica Saludable	44 NCD Alliance-Nepal	72 Zanzibar National NCD Alliance (Z-NCDA)
	45 Coalition contre les MNT au Niger	73 Eswatini NCD Alliance
	46 NCD Alliance Nigeria	74 Fiji NCD Alliance
	47 The Norwegian NCD Alliance	75 Timor-Leste NCD Alliance
	48 Pakistan NCD Alliance	
	49 National NCD Alliance of Peru	
	50 Healthy Philippines Alliance	

Map of programmes

In 2024, NCDA advanced towards our goal of strengthening a well-equipped global NCD community, where civil society organisations and people living with NCDs are meaningfully involved at all stages of the NCD response. Our efforts focused on building the capacity of the network of national and regional NCD alliances, particularly in low- and middle-income countries, to drive action. This global network grew in 2024 with three new alliances, bringing the total to 75 alliances. We also collaborated with multilateral agencies and technical institutions to foster enabling environments that support civil society leadership and meaningful involvement of people living with NCDs.



Highlighted 2024 events

NCD Alliance is a thought leader on NCD policy and practice, particularly focused on addressing systemic transformation and bridging implementation gaps in the NCD response. At the global level, we foster collaboration with our members, and with academia and research institutions to drive and co-create policy research, knowledge products and high-impact events, ensuring that evidence and best practice reach governments and decision-makers. At the national and regional levels, we support our members and alliances in advancing tried-and-tested solutions.

JANUARY

EB154: NCD Alliance actively participated in preparations and developments during the 154th session of the WHO Executive Board. EB154 started the countdown towards HLM4. Many discussions revolved around NCD financing, the need for NCD targets and monitoring beyond 2025, social participation, integration of NCDs into Universal Health Coverage (UHC), and preparedness and response to both humanitarian settings and pandemics.

 [READ NCD ALLIANCE'S ANALYSIS OF EB154 IN THIS BLOG.](#)

NCDs in humanitarian settings: NCD Alliance published a [policy brief](#) accompanied by a collection of three written case studies from the [North Africa and Middle East Region](#) (MENA), [Ukraine](#) and [Kenya](#).

Advocacy Institute, Seed Track: 61 advocates were trained in coalition building.

FEBRUARY

NCD Alliance participated in the **Global High-Level Technical Meeting on NCDs in Humanitarian Settings**, in Copenhagen.

COP10: NCD Alliance supported the participation of Board Member, Beatriz Champagne, in the WHO Framework Convention on Tobacco Control (FCTC) COP10 in Panama, where NCD Alliance and CLAS were granted observer status.



THE MENA REGION RESEARCH INTO MULTISTAKEHOLDER APPROACHES
January 2024



UKRAINE CIVIL SOCIETY ACTION
January 2024



KENYA ONE COUNTRY, MULTIPLE APPROACHES
January 2024

APRIL

NCD Alliance participated in the **1st International Conference on PEN-Plus in Africa (ICPPA 2024)** in April, joining a panel on building an advocacy coalition and taking part in a workshop on advocacy run by the NCDI Poverty Network.



MAY

Launch of the **Time to Lead** campaign.

A **new Advocacy Institute regional track** was launched to strengthen NCD civil society in coalition building and advocacy efforts.

WHA2024

Main side event (26 May): **"Time to Lead. Charting the Course to 2025: Priorities for the HLM4"** in collaboration with WHF as a final session of the World Heart Summit.

Roundtable (27 May): **"Sustainable Resourcing for NCDs: Paving a way forward by learning from progress at country level"**, an invitation-only event in collaboration with Access Accelerated and World Diabetes Foundation, moderated by Richard Horton.

NCD Alliance supported Resolve to Save Lives' event **"Salt reduction: The missing ingredient for effective food policy"**.

NCD Alliance organised an in-person briefing for **Geneva Permanent Missions** with the Geneva NCD advocates.

NCD Alliance Advocacy Institute organised a workshop for alliances part of the Accelerator track entitled **"Connecting the dots between global and national advocacy to advance NCD response in the lead up to 2025"**.

NCD Alliance Advocacy Institute organised a meeting for 11 representatives from six regional alliances as part of the **Regional track**.

JUNE

International Dialogue on Sustainable Financing for NCDs and Mental Health, Washington D.C.

World Public Health Nutrition Congress, London.



TIME TO LEAD
GLOBAL WEEK FOR ACTION ON NCDs - 15-22 October 2024



Highlighted 2024 events

JULY

NCD Alliance organised the satellite session **“Reaching the 4th 90” target: Accelerating the integration of HIV and Noncommunicable Disease responses to improve quality of life for people living with and affected by HIV** at the AIDS2024 conference held in Munich 22-26 July, in collaboration with GNP+, STOPAIDS, Frontline AIDS, PATH, WHO, and International AIDS Society (IAS).

NCD Alliance publishes **The Call To Lead open letter** which serves as a crucial advocacy tool, urging all governments to fulfil their commitments to address the burden of NCDs. It calls on Member States to take decisive action at HLM4.

The **HIV community backs The Call to Lead open letter**.



NCD Alliance convened a virtual **Peer Learning Advocacy Network (PLAN)** workshop on prevention to discuss the latest developments on commercial determinants of health policy and the next steps for the NCD community.

SEPTEMBER

The UNGA event: **“Leading and linking: Bold actions to tackle NCDs for Sustainable Development”** was organised by NCD Alliance in collaboration with the Healthy Caribbean Coalition.



NCD Alliance joined the **“Third Global NCD Compact Multistakeholder Gathering on Tackling Inequities in Noncommunicable Diseases”**, in collaboration with the WHO GCM for NCDs. This partner event to the Global NCD Compact Heads of State/Government Gathering featured speakers from WHO, civil society, academia, and the private sector.



Katie Dain (CEO of NCD Alliance) attended the **“NCD Global Compact’s Annual Gathering of HoS/G”** hosted by WHO.

NCD Alliance held a session on the link between **alcohol and cancer at the World Cancer Congress, in Geneva. “Alcohol and cancer. Inspiring collaborations for the future”** laid the foundations for a network of partners dedicated to fostering environments conducive to combating alcohol-related cancers.

Alison Cox (NCD Alliance Policy & Advocacy Director) spoke at **“Harnessing digital technologies for noncommunicable diseases: Catalysing country action with integrated solutions for health”** hosted by the UN Interagency Task Force on NCDs.



OCTOBER

The seventh edition of the **Global Week for Action on NCDs** hit record numbers, according to the midpoint impact report.



Reaching ‘the 4th 90’ target: Accelerating the integration of HIV and noncommunicable disease responses to improve quality of life for people living with HIV

Satellite session report
The 25th International AIDS Society Conference (AIDS 2024)
Munich, Germany
July 2024



NCD Alliance attended the **ISPAH Congress** and an interactive side event on Bridging the Implementation Gap for Physical Activity for Children and Adolescents.

AIDS 2024 Event Report – “Reaching ‘the 4th 90 target” released.

DECEMBER

NCD Alliance participated at the **WHO Global Oral Health Meeting** in Bangkok, a preparatory meeting for HLM4.



Advocacy Institute regional live session.



COLLECTIVE ACTION FROM A GLOBAL MOVEMENT

Members and supporters are at the heart of the NCD Alliance's work, playing a vital role in driving our mission forward.

Our members drive advocacy and policy efforts at national, regional, and global levels, helping to elevate the voice of NCD civil society worldwide. Members help shape NCD Alliance's priorities and initiatives in alignment with our 2021–2026 strategy, reinforcing a collective and coordinated response to NCDs. Depending on their membership category, they also contribute directly to NCD Alliance's governance, ensuring diverse representation and accountability.

Meanwhile, NCD Alliance supporters are vital to our multisectoral approach to issues. We forge strategic partnerships within the broad global health and development community to deliver cross-cutting solutions and advance progress on NCDs and towards the Sustainable Development Goals (SDGs).

Ongoing growth and diversification

In 2024, our global network of members continued to grow with seven new full members, two associate members, and **41 network members**, reaching a total of 486, including:

118 FULL MEMBERS

14 ASSOCIATE MEMBERS

354 NETWORK MEMBERS

"We greatly appreciate the global network, knowledge sharing, and capacity-building efforts that empower us to address noncommunicable diseases more effectively at both national and international levels".

Slovenian NCD Alliance.

NCD Alliance now has members in over 100 countries, and we continue to receive excellent positive feedback on the value of membership.

NCD Alliance's supporters spanned a range of sectors in 2024, including 10 NGOs, 10 private sector, two foundations, and one government. This diversity of expertise and knowledge contributes significantly to NCD Alliance's work. In 2024, we were pleased to welcome Bristol Myers Squibb, Roche and Boehringer Ingelheim as new corporate supporters. Our NGO supporters continued to thrive last year, leading on a wide range of NCD diseases and risk factors, including obesity, tobacco control, CVD, diabetes, cancer, psoriasis, oral and lung health.



SPOTLIGHT:

Staffed, Skilled, Supported and Sustainable Financed

This research report, commissioned by Roche, provides an overview of global developments, challenges and opportunities associated with optimising the health workforce to accelerate efforts to address NCDs. Throughout the report, we provide evidence that a multidisciplinary, team-based primary health care system with strong referral linkages is the most effective approach to tackling the burden of NCDs.



STAFFED, SKILLED, SUPPORTED AND SUSTAINABLY FINANCED

Charting the course for an optimised health workforce for NCDs



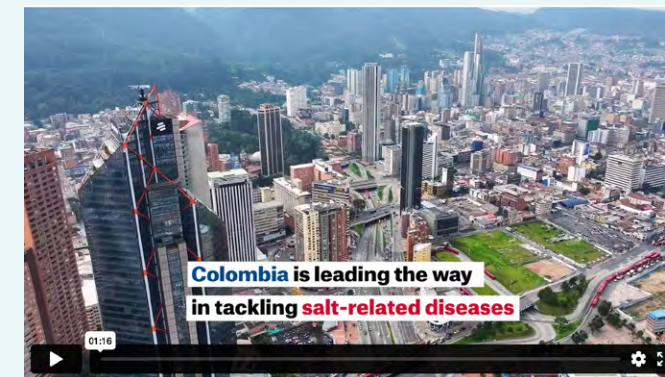
NCD Alliance

REPORT 2024

SPOTLIGHT:

Colombia leads the way to tackle salt-related diseases

Colombia is tackling excessive salt consumption head-on through policy initiatives that aim to protect population health. [This video](#), highlighting how the country is reshaping its dietary landscape through its national salt reduction strategy, was made possible thanks to the support of Resolve to Save Lives. It showcases a host of comprehensive policy initiatives that target ultra-processed food products, including a health tax on high salt and sugar products and mandatory limits on salt content.



SPOTLIGHT:

Neglected and in Crisis: NCDs as a Priority in Humanitarian Settings

Humanitarian emergencies have diverse causes, like natural disasters, public health emergencies, and armed conflict – but they all threaten the health, safety and well-being of large communities of people, and they are occurring with increasing frequency and severity. A [policy brief](#) and three case studies on NCD care in humanitarian settings were published in 2024, thanks to the support of The Leona M. And Harry B. Helmsley Charitable Trust. The brief highlights the need for people-centred care in any humanitarian setting, supported by case studies from the [North Africa and Middle East region](#), [Ukraine](#) and [Kenya](#).

Building momentum: Deeper engagement, broader collaboration

Members

In 2024 NCD Alliance continued to strengthen engagement and collaboration with our members. The Peer Learning Advocacy Networks (PLANs) are interactive platforms facilitated by NCD Alliance to allow strategic exchanges across our membership on priority policy and advocacy issues, creating a safe space for sharing advocacy strategies, tactics and lessons learnt, as well as consulting on NCD Alliance policy positions. We have two PLANs — one on prevention and one on care — and representatives from at least 85 member organisations are involved in at least one PLAN.

“The NCD Alliance is a reliable partner for any organisation working to advance NCD prevention and control anywhere in the world.”

Africa NCDs Network.



Supporters

Supporters Group and Leadership Sessions, held in-person at WHA and UNGA as well as online, received excellent feedback from supporters on the content and formats. We were particularly pleased to include increased representation from our national alliances and people living with NCDs in these sessions and will continue this approach in 2025.



“For NCD Alliance Malawi, the most valuable aspect of NCD Alliance membership lies in the invaluable sense of global solidarity and collective action. This network amplifies our voice, fosters crucial partnerships, and provides access to vital knowledge and resources, ultimately strengthening our capacity to address NCD challenges in Malawi and contribute to global efforts for improved NCD outcomes.”

NCD Alliance Malawi.

SPOTLIGHT:

Collaborative efforts shape the fourth Global NCD Alliance Forum

Throughout 2024, NCD Alliance members and supporters were actively engaged in the preparatory process for the 4th NCD Alliance Global Forum. This sustained involvement fostered a strong sense of ownership and demonstrated NCD Alliance's commitment to inclusivity across its diverse network and disease areas. By contributing a wide range of topics and perspectives, members and supporters helped shape a relevant and comprehensive agenda that reflects the priorities of the global NCD community. This collaborative approach further strengthened alignment and shared purpose. In September 2024, the Forum was postponed to February 2025, and we are deeply grateful to all the Forum sponsors for their commitment and flexibility as we went through the difficult process of rescheduling. The understanding of Forum sponsors ensured this was done with minimal disruption and we ended the year with a clear plan for the Forum in 2025. We will report in detail on the Forum, and the vital role that our sponsors played in making that event a success, in our 2025 Annual Report.



SPOTLIGHT:

Amplifying impact through a growing global network

NCD Alliance's growing base of members and supporters plays an essential role in all our communication actions, multiplying the audiences we reach through their extensive networks. We ignite positive change through influential communications, including webinars, telebriefings, videos, publications, and social media, across a range of digital platforms. We bring key NCD voices from around the world together to share knowledge, identify problems and solutions, and strategise on how to tackle the NCD burden.

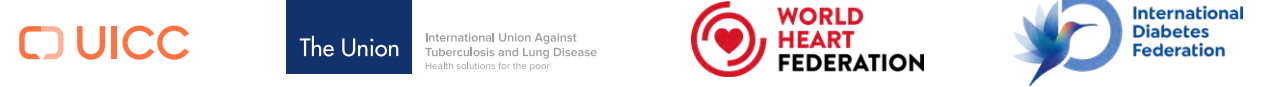
In 2024, combined website traffic across our three platforms—ncdalliance.org, actonncds.org, and ourviewsourvoices.org—increased by 15% compared to 2023, surpassing one million total views and engaging over 569,000 users. NCD Alliance videos, including short films and Time to Lead promotional material, were remarkably high, surpassing 1.2 million views and 491K minutes watched. NCD Alliance's total social media following reached 63,969 last year—a 17.88% increase (or 10,928 new followers) from the previous year. Our newsletters continued to outperform industry averages, with an average open rate of 37.3% across all campaigns.



“The NCD Alliance is a highly knowledgeable and well-connected organisation deeply involved in the global NCD and health agenda and with a diverse membership.”

List of supporters

Founding federations



Development agency partners



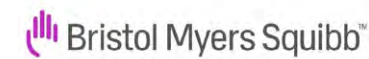
Foundations partners



NGO partners



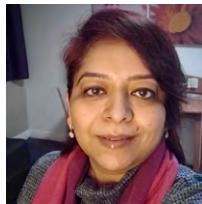
Corporate partners



GOVERNANCE & FINANCE

NCDA Board 2023-2025

NCDA PRESIDENT



Monika Arora
Executive Director, HRIDAY
India

NCDA PRESIDENT ELECT



Leslie Rae Ferat
Executive Director, Global Alliance
for Tobacco Control (GATC, formerly
Framework Convention Alliance)
Canada

NCDA BOARD MEMBERS



Pubudu Amarajith Sumanasekara
Executive Director and President, NCD
Alliance Lanka, Sri Lanka; Consultant
for RESET Alcohol Initiative, Vital
Strategies
Sri Lanka



Beatriz Champagne
Executive Director, Coalition
for Americas' Health/Coalición
Latinoamérica Saludable (CLAS)
Argentina



Marie Hauerslev
Past-Chair, NCD Child
Denmark



Ishu Kataria
Senior Public Health Researcher,
Center for Global NCDs, RTI
International
India



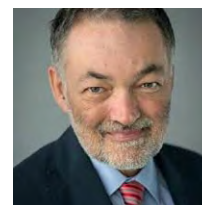
Bo Norrving
Senior Professor in Neurology,
Lund University and Past President
and Past-President, World Stroke
Organization (WSO)
Sweden



Kaushik L Ramaiya
Honorable Secretary and CEO,
Tanzania NCD Alliance (TANCDAA)
Tanzania



Peter Schwarz
President-Elect, International Diabetes
Federation (IDF) and Head of the
Division of Prevention and Care of
Diabetes at Universitätsklinikum Carl
Gustav Carus
Germany



Guy Marks
President and Executive Director, The
International Union Against TB and
Lung Disease
Australia



Saunthari Somasundaram
Former Union for International Cancer
Control Board Member and President
and Medical Director, The National
Cancer Society of Malaysia
Malaysia



Laura Tucker-Longsworth
Board Member, Healthy Caribbean
Coalition; President, Belize Cancer
Society
Belize



Liesl Zühlke
World Heart Federation Board
Member and Vice President, South
African Medical Research Council.
South Africa



Eva Njenga
Founder Director, NCD Alliance Kenya
(NCDAK); Consultant Physician/
Endocrinologist, DIAMED Centre,
Kenya Diabetes Study Group
Kenya



FINANCIALS

NCDAs 2024 financial accounts were audited by PricewaterhouseCoopers (PwC) in April 2025 and the NCDAs Board approved the audit report at its meeting in May 2025. PwC performed an ordinary audit of the financial statements (balance sheet, income statement and notes) in accordance with Swiss law and Swiss Standards On Auditing (SA-CH). Part of their full audit, PwC conducted the examination of an internal control system by including a validated risk assessment model. The audit confirmed that NCDAs financial management processes and controls are effective and are in line with Swiss standards.

Our total income in 2024 was \$5.7 million and our total expenditure was \$6 million, an increase of \$2,061,084 million and of \$776,796 respectively on the previous years. 67% of NCDAs total income was unrestricted funding in 2024, and 33% was restricted funding for specific programmes. In 2024 our income came from a range of sectors; 35% from foundations, 41% from private sector, 8% from development agencies and 13% from NGOs.

Through a combination of close monitoring of NCDAs financial performance by the Senior Management Team, the Finance and Audit Committee and the Board, our risk management process ensures the major risks facing NCDAs are managed appropriately and regularly reviewed. In the face of challenging economic times, we're extremely grateful to all our supporters for their continued partnership.

NCDAs ended 2024 with an operating surplus of \$10,702 and remains in a strong financial position and in line with the budget, due to a combination of measures outlined above and careful financial management. The restricted programmatic budgets were run diligently and NCDAs received outstanding support from its partners. They have given NCDAs the ability to strengthen capacity development programmes for its members and scale up advocacy and communications work for the NCD community in line with our strategy. The restricted negative balance of \$358,818 is related to our current programmatic budgets and expenditure related to funds received in 2023.

NCDAs has a reserve policy to ensure we hold an appropriate level of accessible funds to mitigate against identified financial risk, while ensuring we are making timely and strategic use of our funds. In line with our reserve target range of six months of operating costs, and in view of NCDAs plans in 2025, the reserve position is in line with our financial policies.

Income and expenditure on 31 December 2024

INCOME	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
Members	153.442		153.442	197.437		197.437
NGO partners	351.000	214.700	565.700	322.440	154.800	477.240
Corporate partners	1.779.000	537.600	2.316.600	1.300.000	731.500	2.031.500
Foundation partners	104.000	1.911.525	2.015.525	150.000	25.000	175.000
Development agencies	437.684		437.684	571.843		571.843
Other	218.677		218.677	193.525		193.525
Recoveries	791.886	-791.886	-	981.750	-981.750	-
TOTAL INCOME	3.835.690	1.871.939	5.707.629	3.716.995	-70.450	3.646.545
EXPENDITURE	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
Operating	1.302.181	51.850	1.354.031	1.186.860	11.748	1.198.608
Advocacy and Accountability	841.650	722.526	1.564.176	841.903	372.242	1.214.146
Capacity Development	830.583	1.045.657	1.876.240	758.813	974.583	1.733.396
Knowledge	850.574	410.724	1.261.298	795.597	337.202	1.132.799
TOTAL EXPENDITURE	3.824.988	2.230.757	6.055.745	3.583.173	1.695.775	5.278.949
EXCESS (DEFICIT) REVENUES OVER EXPENDITURES						
	10.702	-358.818	-348.116	133.823	-1.766.225	-1.632.402

Balance sheet on 31 December 2024

ASSETS	2024	2023
	USD	USD
CURRENT ASSETS		
Cash equivalents		
Current accounts	628.317,83	527.794,54
Deposits & short term investments	3.000.000,00	2.700.000,00
Accounts receivable	4.279,95	226.424,83
Other current assets	153.732,23	90.189,72
Prepaid expenses	82.871,79	35.535,53
FIXED ASSETS		
Tangible fixed assets	48.645,86	31.835,67
TOTAL ASSETS	3.917.847,66	3.611.780,29
LIABILITIES	2024	2023
	USD	USD
CURRENT LIABILITIES		
Account payables	51.156,44	54.045,11
Accrued liabilities	714.645,13	151.468,37
Other liabilities	236.749,36	146.252,10
Provisions	49.371,60	45.973,50
TOTAL LIABILITIES	1.051.922,53	397.739,08
FUND BALANCES		
Fund balances		
Unrestricted	2.631.218,88	2.620.516,49
Restricted	234.706,25	593.524,72
TOTAL FUND BALANCES	2.865.925,13	3.214.041,21
TOTAL LIABILITIES AND FUND BALANCES	3.917.847,66	3.611.780,29

Statement of revenues and expenses at 31 December 2024

	2024		2023	
	USD Unrestricted	USD Restricted	USD Unrestricted	USD Restricted
Members and partners				
Members	153.442,00		197.437,39	
Corporates	1.779.000,00	537.600,00	1.538.750,00	622.550,00
NGO Partners	351.000,00	179.700,00	322.439,83	25.000,00
Development Agencies	437.684,38		571.842,57	
Foundations	104.000,00	1.911.525,00	150.000,00	25.000,00
Miscellaneous income				
Other incomes	30.005,24	35.000,00	9.933,14	
TOTAL INCOME	2.855.131,62	2.663.825,00	2.790.402,93	672.550,00
Salaries Costs				
Salaries & employee benefits	2.354.672,51	115.717,07	1.887.685,14	63.236,44
Operating Costs				
Outside services	518.357,22	831.956,24	646.075,46	692.491,07
Travel, representation & meetings	91.782,11	446.306,87	146.330,75	210.346,91
Various operating costs	513.630,49	77.953,99	547.073,37	65.395,29
Depreciation	27.571,71		30.827,29	
Project activities & strategic collaborations	228.369,68	758.823,30	207.809,38	664.305,72
OPERATIONAL RESULT	-879.252,10	433.067,53	-675.398,46	-1.023.225,43
Financial income	-188.672,21		-183.591,66	
Financial costs	18.354,81		18.013,07	
Currency exchange fluctuation	70.308,29		96.623,24	
Financial result (gain) or loss	100.009,11		68.955,35	
Non recurring (gain) or loss	1.940,62		2.735,71	
NET RESULT BEFORE ALLOCATIONS	-781.183,61	433.067,53	-609.178,82	-1.023.225,43
Fund reallocation	791.886,00	-791.886,00	743.000,00	-743.000,00
Allocations to / (use from) unrestricted funds	-10.702,39		-133.821,18	
Allocations to / (use from) restricted funds		358.818,47		1.766.225,43
NET RESULT AFTER ALLOCATIONS	-	-	-	-

Grants overview*

NCD Alliance works in partnership with many organisations and during the year we provided grants to the value of \$681k, the vast majority of which supports member national and regional NCD alliances in low- and middle-income countries. NCD Alliance grants are awarded primarily as part of our Capacity Development strategic pathway and related programmes. In 2024 these included the Advocacy Institute programmes, the Our Views, Our Voices initiative, and the iTFA elimination programme. NCD Alliance follows an established grant management process and set of principles, which includes transparent and rigorous selection processes, due diligence of grantees, grant application process, and specific agreements with grantees which set out the conditions of the grant, including disbursement arrangements and reporting requirements to monitor spend. The map on page 24 shows active Capacity Development programmes by geography in 2024.

* NCD Alliance board members Monika Arora, Eva Njenga, Kaushik Ramaiya, Laura Tucker-Longworth, Beatriz Champagne and Saunthari Somasundaram have roles with Healthy India Alliance, NCD Alliance Kenya, Tanzania NCD Alliance, East Africa NCD Alliance and Africa NCDs Network, Healthy Caribbean Coalition, Healthy Latin America Coalition, and Malaysia NCD Alliance respectively. As NCD Alliance Board Members they are not involved in decision making relating to the grants awarded to these alliances as part of the different tracks of the Advocacy Institute programme, and the Our Views, Our Voices initiative.

2024

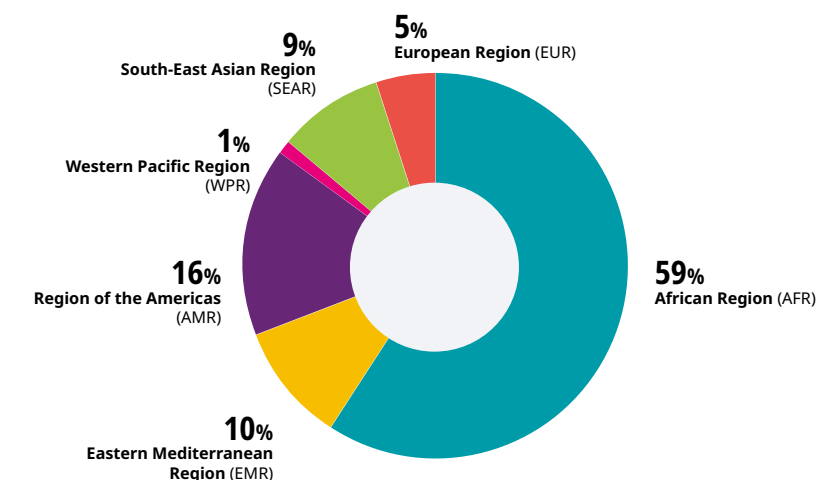
GRANTEES	Total grant funds awarded (USD)	GRANTEES	Total grant funds awarded (USD)
African Region (AFR)		European Region (EUR)	
Africa NCDs Network *	40.000	Georgia NCD Alliance	35.000
Cameroon NCD Alliance	10.000	Region of the Americas (AMR)	
East Africa NCD Alliance *	10.000	Healthy Caribbean Coalition *	10.000
Ghana NCD Alliance	82.550	Healthy Latin America Coalition *	20.000
Kenya NCD Alliance *	30.000	Mexico Salud-Hable Coalition	78.782
Malawi NCD Alliance	52.000	Western Pacific Region (WPR)	
Rwanda NCD Alliance	107.000	Healthy Philippines Alliance	4.000
Tanzania NCD Alliance *	71.673	South-East Asian Region (SEAR)	
Eastern Mediterranean Region (EMR)		Bangladesh NCD Forum	20.000
Eastern Mediterranean NCD Alliance	20.000	Healthy India Alliance*	30.000
HeartFile	50.000	Nepal NCD Alliance	10.000
Total Grants US\$		681.005	

2023

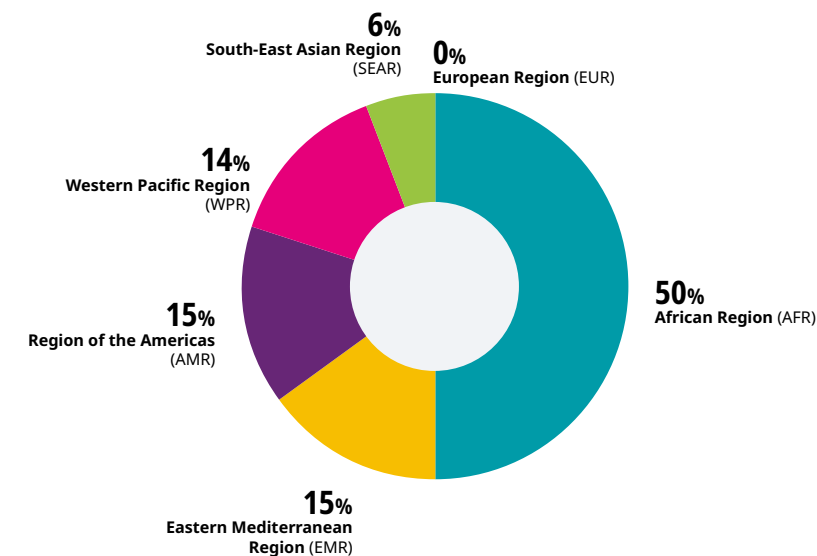
GRANTEES	Total grant funds awarded (USD)	GRANTEES	Total grant funds awarded (USD)
African Region (AFR)		Region of the Americas (AMR)	
African NCDs Network	40.000,00	Mexico Salud-Hable Coalition	72.475
Ghana NCD Alliance	19.160,00	Western Pacific Region (WPR)	
Kenya NCD Alliance *	45.000,00	Healthy Philippines Alliance	25.000
Malawi NCD Alliance	52.000,00	Malaysia NCD Alliance *	44.160
Rwanda NCD Alliance	52.000,00	South-East Asian Region (SEAR)	
Tanzania NCD Alliance *	32.077,00	Healthy India Alliance *	29.160
Eastern Mediterranean Region (EMR)		South-East Asian Region (SEAR)	
Egypt NCD Alliance	20.000,00	South-East Asian Region (SEAR)	
HeartFile Pakistan	50.000,00	South-East Asian Region (SEAR)	
Total Grants US\$		481.032	

Grants overview per regions (organised as per WHO classification)

2024



2023



NCDA Team

Our team of highly enthusiastic and talented professionals work together towards achieving the goals set out in the strategic plan, under the leadership of Chief Executive Officer, Katie Dain. NCDA is proud to have such a fantastic team and highly values its commitment. The staff list includes all members of NCDA who worked at any time between 1 January and 31 December 2024.



Chief Executive Officer
Katie Dain (London)



Operations

Marion Ovide
Director (Geneva)

Nathan Kinnear
Finance Officer (Geneva)

Jacqueline Romoff
Senior Executive Assistant and Operations Manager (London)

Erica Mercier
Human Resources Officer (Geneva)



Capacity Development

Cristina Parsons Perez
Director (London)

Lorena Allemandi
Senior Capacity Development Manager (La Pampa)

Charlotte Aberdein
Capacity Development Manager (London)

Linda Senk Markova
Capacity Development Manager (London)

Jessica Amegee Quach
Senior Capacity Development Officer (Liverpool)

Nyla Miah
Capacity Development Officer (London)

Isabele Koeul
Capacity Development Officer (London)



Policy, Advocacy and Accountability

Alison Cox
Director (Geneva)

Joanna Laurson-Doube
Policy and Advocacy Manager (Geneva)

Liz Arnanz
Policy and Advocacy Manager (Geneva)

Marijke Kremin
Policy and Advocacy Manager (New York)

Miranda Wang
Policy and Advocacy Specialist (Geneva)

Toyyib Abdulkareem
Senior Policy and Campaigns Officer (Liverpool)



Partnerships and Membership

James Bramble
Director (Geneva)

Vanessa Uriarte
Partnerships and Business Development Manager (Washington)

Sara Fasoli
Partnerships and Membership Manager (Geneva)

Rosie Murton
Senior Partnerships and Membership Officer (London)

Grace Shamlian
Partnerships and Membership Officer (London)



Communications

Jimena Márquez
Director (Barcelona)

Caitlin Mahon
Senior Communications Manager (London)

Jennifer Bajdan
Editorial Specialist (Tenerife)

Nataliia Shkvarok
Digital Communications Officer (London)



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