



NCD Alliance
ADVOCACY INSTITUTE

Seed Track Virtual Training 2023

Building and sustaining civil society coalitions for effective NCD advocacy

Tuesday 16th January 2024



Objectives of the session

- Strengthening participants understanding of coalition-building and its key steps, considerations and characteristics.
- Provide insights on the importance of working in partnerships towards common advocacy goals and objectives.
- Provide examples of successful establishment of civil society coalitions, and outline challenges, lessons learned and key practical recommendations for NCD civil society actors.
- Provide a space to discuss the importance and experience from all participants to maintaining effective coalitions within the NCD community.



Please take our pre-evaluation introductory poll now!

Agenda of the session (9:00-10:30am GMT)

9:00 - 9:05am	Welcome and introduction	Jessica A. Quach, Senior Capacity Development Officer, NCDA
9:05 - 9:12am	Presentation 1: Key elements for building effective NCD alliances	Linda S. Markova, Senior Capacity Development Officer, NCDA
9:12 - 9:19am	Presentation 2: Allies and partnerships for advocacy	Jessica A. Quach
9:19 - 9:25am	Q&A	Jessica A. Quach
9:25 - 9:40am	Talk show with representatives from alliances in Mexico and Malawi.	Linda S. Markova
9:40 - 9:45am	Q&A/Reflections	Linda S. Markova
9:45 - 10:15am	Break-out group discussions	Jessica A. Quach
10:15 - 10:25am	Break-out group feedback	Group rapporteurs
10:25 - 10:30am	Closing	Linda S. Markova

Key elements for building effective NCD Alliances

Linda S. Markova, Senior Capacity Development Officer, NCDA



What is an alliance

Group of people or organisations that has a goal to pursue common policies while each organisation maintains its autonomy



NCD Alliances



Mobilise its members to collectively act on specific policies for the prevention & control of NCDs

Steps to building alliances

1. **Assess and define** the need for an alliance
2. **Scope** the landscape and identify potential partners
3. **Make** the case for partnership
4. **Develop** a shared agenda through strategic planning
5. **Determine** organisational design and governance

For further information visit: [Practical guide on how to build effective national and regional NCD alliances | NCD Alliance](#)



Steps to building alliances: Assess and Define the need for building and alliance



Steps to building alliances: Identify potential members

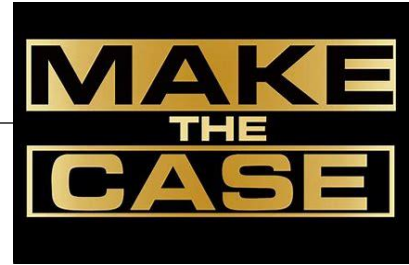
STAKEHOLDERS



It is strategic to partner with civil society actors addressing relevant issues



Steps to building alliances: Making the case



- Develop the vision, mission & branding of your Alliance
- Develop its added value
- Build relationships and trust
- Clarify roles & responsibilities

Steps to building alliances: Develop a shared agenda

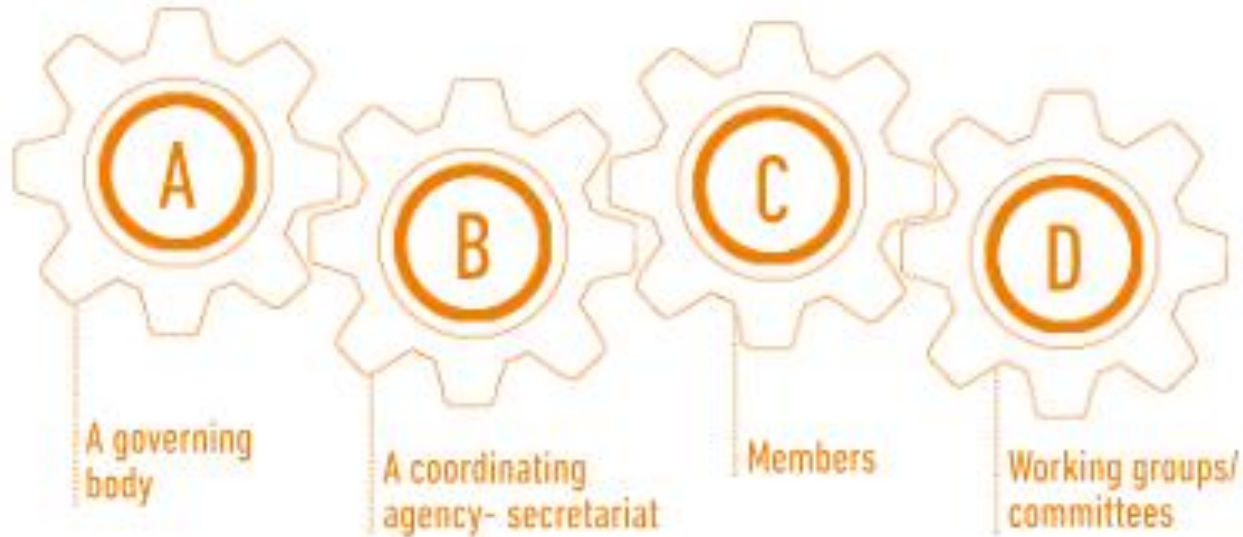


- Agree on common goals
- Engage a broad range of actors
- Create space for consultative processes
- Set clear timelines
- Develop a realistic plan

Strategic Planning Framework



Steps to building alliances: Determine organisational design & governance



Some final thoughts ...

1. A strong CS is crucial to accelerate action on NCDs and **coalition-building** is an **integral part of mobilizing CS**
2. There are **key steps** for building effective alliances that are important to follow in order to achieve change
3. Members with **different profiles & expertise** will add value to your alliance **same values**
4. Strategic planning, transparency, clear communication, addressing conflicts of interest, governance mechanisms in place



For further information visit: [Practical guide on how to build effective national and regional NCD alliances | NCD Alliance](#)

Presentation 2: Allies and partnerships for advocacy



Jessica A. Quach, Capacity Development Officer, NCDA

Benefits of working in partnerships

- **Share** complementary information, advocacy intelligence, ideas, credibility, opportunities, skills, contacts, and resources
- **Develop** new ideas and ways of thinking about your issue
- **Access** greater knowledge, experience, and resources
- **Build a community base**, reaching people living with NCDs, youth, and other communities
- **Augment** the power and efficacy of your NCD advocacy campaign by broadening your base of support
- **Coordinate** a platform for unified NCD advocacy and action



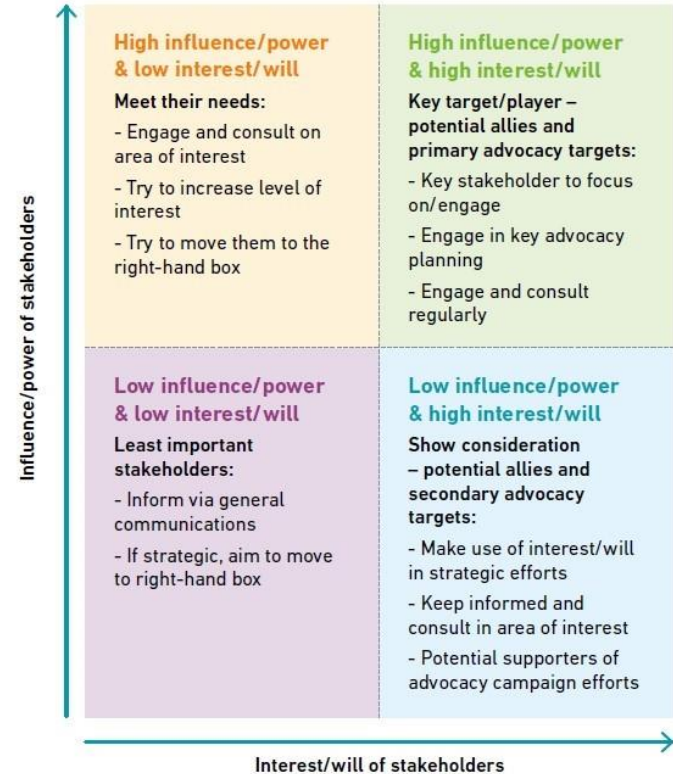
Identify your political champions and opponents – stakeholder mapping

Potential partners:

- Communities affected by NCDs,
- CSOs or coalitions working on NCDs and related health or development issues,
- Public health experts, etc.

Key questions to consider:

- Who are the key players, their power, influence and interest in NCDs and beyond?
- What is their profile and main activities/area of expertise?
- Can you identify their strengths and weaknesses?
- Could they become part of your advocacy work?



Building support ...

Windows of opportunities

- Discussions at UN and WHO levels (e.g., Regional Consultations on UNSG NCD Progress Report, Global Financing Dialogue, UN High-Level Meetings on NCDs; WHO Regional Committee Meetings, etc.)



Key information to gather:

- Relationships with organisations working on NCDs, beyond the NCDs and health sector
- Shared interests
- Connections with key decision-makers
- Relationships with communities including vulnerable population groups (e.g. people living with NCDs)

Be alert of conflict of interest

- When forming a partnership, ensuring the integrity and transparency of the partnership is essential.
- You should make sure that members have no involvement
 - with industries harmful to health or increasing the risk of NCDs (including tobacco and nicotine, alcohol, ultra-processed foods and beverages, fossil fuel extraction).
 - with CSOs funded or formed by unhealthy commodity industries or acting as their fronts groups.
- Different ways to prevent Col to discuss during breakout group discussions



Time for Q&A



Talk show with Rwanda NCDA & Bangladesh NCD Forum



Alphonse Boman Mbarushimana, Rwanda NCD Alliance



Farihin Sultana, Bangladesh NCD Forum

Moderated by Linda S. Markova, Senior Capacity Development Officer



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Time for reflections!



Breakout groups (30 mins)

You will be divided in 3 groups with 30 mins to discuss the following questions using the Miro platform [here](#):

1. Identify 2 key challenges to build a civil society coalition and a partnership and an associated solution to overcome them
2. Identify 2 strategies to maintain the strength and good governance of a coalition over time in a context of limited resources
3. Identify 2 ways to ensure that your coalition and partnership are free of conflict of interest

Each group will choose a representative to report back in the plenary
(2-3 mins per group)

Report back in plenary

Closing & Next Steps



Please complete the post-evaluation form before you leave the call!

Feel free to use the Practical Guides available to further advance your coalition building and advocacy efforts

Look out for updates on next training opportunities and other activities this year



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THANK YOU



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