

# PROGRAMME

Second Global NCD Alliance Forum 2017

# Stepping up the pace on NCDs: making 2018 count



أصدقاء مرضى السرطان  
Friends Of Cancer Patients  
نحن معكم  
We're With You  
الإمارات العربية المتحدة  
United Arab Emirates

**9-11 DECEMBER 2017**  
Sharjah, United Arab Emirates (UAE)

**7-8 DECEMBER 2017**

**PRE-FORUM YOUTH MEET**



*By Invitation Only, Centro Sharjah Hotel*

LEAD

**NCD Child**

## FORUM DAY 1

**SATURDAY, 9 December 2017**

9:30 – 10:30 **Pre-Forum Advocacy Planning Meetings**  
*(civil society delegates only)*



10:30 – 11:00 **Health Break**  
Fairouz Foyer

11:00 – 13:00 **Pre-Forum Advocacy Planning Meetings**  
*(civil society delegates only)*





13:00 – 14:00

**Lunch Break**

Almas Hall

14:00 – 15:00

**Pre-Forum Advocacy Planning Meetings***(civil society delegates only)*

16:00 – 17:00

**OPENING CEREMONY**

Almas Hall

**HH Sheikh Dr. Sultan bin Muhammad Al Qasimi***Member of the Supreme Council and Ruler of Sharjah, United Arab Emirates***HE Maithripala Sirisena***President of Sri Lanka***HE Mrs. Sawsan Jafar***Chairman of the Board of Directors, Friends of Cancer Patients (FoCP), United Arab Emirates***Mr. Jose Luis Castro***Executive Director, International Union Against Tuberculosis and Lung Disease and President, NCD Alliance, France*

17:00 – 18:15

**OPENING PLENARY**

Almas Hall

**The Global NCD Response: Taking Stock, Reviewing Progress, and Looking Ahead to the 2018 UN High-level Meeting**

Invoking the Sharjah Declaration on NCDs, the Opening Plenary will provide an overview of the global NCD response to date. It will take stock of global and national progress made, identifying barriers, good practice and opportunities to improve NCD prevention and control. It will explore the opportunity afforded by the inclusion of NCDs in the 2030 Agenda for Sustainable Development and the implications for NCD civil society. It will highlight the advocacy opportunity presented by the 2018 UN High-level Meeting on NCDs and outline the urgent action needed to meet NCD global targets.

VIDEO MESSAGE

**Mr. Michael Bloomberg,***WHO Global Ambassador for Noncommunicable Diseases*

CHAIR

**Sir George Alleyne,***Director Emeritus, PAHO, and Board member, NCD Alliance, United States*

KEYNOTE SPEAKER

**Dr. Sania Nishtar,***President, Heartfile, and Chair, WHO High-level Commission on NCDs, Pakistan*

Taking Stock of the Global NCD Response to date and preparing for future action

PANELLISTS

**Dr. Colin Tukuitonga,***Director General, Secretariat of the Pacific Community, New Caledonia***Dr. Kibachio Joseph Mwangi,***Head of Division on NCDs, Ministry of Health, Kenya***Ms. Abish Romero,***National Advisor on Health Systems and Services, PAHO and Global Advisory Committee Member, Our Views, Our Voices initiative, Mexico***Princess Dina Mired,***President-Elect, Union for International Cancer Control, Jordan***Dr. Jacob Gayle,***President, Medtronic Foundation, United States*

18:15 – onwards

**Gala Reception**

## FORUM DAY 2

SUNDAY, 10 December 2017



09:00 – 10:15

### PLENARY ONE



Almas Hall

#### Uniting the NCD Movement for 2018: Framing the Narrative, Advocating for Action and Amplifying Voices

This plenary will present the NCD Alliance's strategic campaign priorities towards the 2018 UN High-level Meeting on NCDs, making the case in support of these priorities for action, exploring bottlenecks and barriers to progress as well as the evidence based solutions and strategies for driving change. The plenary will launch the Advocacy Agenda of People Living with NCDs and promote the meaningful involvement of people living with NCDs and of youth in the NCD movement.

#### CHAIR

**Ms. Paula Johns,**  
*Executive Director, ACT Health Promotion and Board Member, NCD Alliance, Brazil*

#### KEYNOTE SPEAKERS

**Ms. Anne Lise Ryel,**  
*Secretary General, Norwegian Cancer Society and Global Advisory Committee Member, Our Views, Our Voices initiative, Norway*

Unleashing the Human Potential of the NCD Movement: The Advocacy Agenda of People Living with NCDs

**Ms. Katie Dain,**  
*Chief Executive Officer, NCD Alliance, United Kingdom*

Presenting the NCD Alliance's Campaign Priorities for the 2018 UN High-level Meeting on NCDs

#### PANELLISTS

**Dr. Kent Buse,**  
*Chief, Strategic Policy Directions, UNAIDS, Switzerland*

**Sir Trevor Hassell,**  
*President, Healthy Caribbean Coalition (HCC), Barbados*

**Dr. Mellany Murgor,**  
*African Director, Young Professionals – Chronic Disease Network (YP-CDN), Kenya*



10:15 – 10:45

### Health Break



Fairouz Foyer



10:45 – 12:30

Yaquot Hall

**STREAM 1****Advocating for NCD Prevention and Control****WORKSHOP 1.1****Making a Case for Investment and Financing for NCD Prevention and Control****CO-LEADS****RTI International, United Nations Interagency Task Force on NCDs (UNIATF)**

Civil society organizations have a critical role in advocating for the allocation of resources to NCD programming and holding governments accountable for their commitments to NCD prevention and control. Both require a level of financial and economic literacy, specifically the ability to understand and effectively communicate financial and economic information. In advocating for increased resource allocation during participatory budget and planning processes, civil society organizations/alliances must understand and communicate the value of cost effectiveness and other economic data. Effectively delivering this message requires that advocates communicate in a manner that resonates not only with decision-makers in national and sub-national health departments but also those within the finance department. Once commitments have been made, advocates must then have the capacity to use resource tracking and budget data to hold the government accountable. This workshop delves into the urgent need for elevating the issue on NCD financing among decision-makers and closing the resource gap for NCDs.

**MODERATOR****Dr. Rachel Nugent,***Vice President, Global Noncommunicable Diseases, RTI International, United States***SPEAKERS****Dr. Alexey Kulikov,***External Relations Officer, UNIATF, Switzerland*

NCD Investment cases

**Mr. Labram Massawudu Musah,***Programmes Director, Vision for Alternative Development (VALD), Ghana*

Country case: Advocating for tobacco and alcohol taxes for NCD prevention

**Ms. Elizabeth Ohadi,***Health Systems and Finance Specialist RTI International, United States*

How to communicate financial and economic data

**Dr. Ishu Kataria,***Public Health Researcher, Noncommunicable disease Team, RTI International and Global Coordinator, Young Professionals Chronic Disease Network (YP-CDN), India*

Communicating effectively: different audiences, different medium, different needs

**WORKSHOP 1.2****Improving NCD Access and Achieving Universal Health Coverage for All****CO-LEADS****World Heart Federation, PATH**

This workshop will focus on achieving the global target of 80 percent availability of affordable technologies and essential medicines for NCDs. It will share the effort of the Coalition for Access to NCD medicines to bring together governments, the private sector, philanthropic and academic institutions, and civil-society organizations to tackle barriers countries face in procuring, supplying, and distributing essential medicines and technologies. The workshop will share country examples of what works, ongoing advocacy campaign efforts and opportunities to integrate NCDs into existing health systems and universal health coverage.

**MODERATORS****Professor David Wood,***President, World Heart Federation and Garfield Weston Professor of Cardiovascular Medicine, Imperial College, London, United Kingdom***Ms. Helen McGuire,***Programme Leader, Noncommunicable Diseases, PATH, United States*

## SPEAKERS

**Dr. James Pfitzer,**  
*Director, Access Accelerated, Switzerland*

Overview of the 80% target and how well we are doing – key moments for advocacy on access in next year

**Dr. Andrew Twineamatsiko,**  
*Youth advocate, Caring & Living As Neighbour (CLAN) and Uganda NCD Alliance, Uganda*  
Priority access issues facing people living with NCDs

**Ms. Amy Israel,**  
*Global Health Thought Leadership & Policy Director, Eli Lilly, Switzerland*  
Example of a successful initiative to improve access to essential medicines for CVD and Diabetes

**Dr. Eva Njenga,**  
*Acting Chair, Kenya NCD Alliance, Kenya*  
Priority access issues from a country perspective

TRADUCIDO  
AL ESPAÑOL

## WORKSHOP 1.3

## Joining Forces to Tackle the Determinants of NCDs

## CO-LEADS

## Vital Strategies, Healthy Latin America Coalition (CLAS)

The workshop will provide participants with evidence-based rationales and understanding about the pitfalls of engaging or working with industries that drive NCDs, in particular international corporations that control, sell and market tobacco, alcohol, processed food and sugar-sweetened beverages. It will use adult-learning strategies and first-hand lessons from international, regional and national work on social and commercial determinant to engage others and look for synergies across drivers. Participants will gain knowledge and tools to go back to their work with newfound ideas for tackling commercial determinants in their own context. This workshop also looks to focus on accelerating action on such determinants by proactively working beyond the health sector, such as in the domain of trade and food security and urban health. Speakers, including experts from Latin America and global experts, bring decades of experience on WHO best buys, effective policy, advocacy; and tools that can help shape and protect critical legislation that in turn protect people from NCDs and encourage SDG goals.

## MODERATORS

**Ms. Rebecca Perl,**  
*Vice President, Partnerships and Initiatives Policy, Advocacy, Communication, Vital Strategies, United States*

## SPEAKERS

**Dr. Kent Buse,**  
*Chief, Strategic Policy Directions, UNAIDS, United Kingdom*

The bird's eye perspective: governance for commercial determinants of NCDs in the SDG era, rights-based accountability and the role of civil society

**Professor Jeff Collin,**  
*Global Public Health Unit, School of Social and Political Science, University of Edinburgh, United Kingdom*

Evidence-based recommendations on engagement with the unhealthy commodities industries and the need for a more coherent approach across NCD risk factors

**Dr. Beatriz Champagne,**  
*President, CLAS and Executive Director, InterAmerican Heart Foundation, United States*

Practical tools and case studies from the front lines in Latin America – emerging trends and good practice

**Dr. Nandita Murukutla,**  
*Vice President, Global Policy and Research, Policy, Advocacy and Communication, Vital Strategies, India*

Obesity in South Africa and sustainable development: food policy, food security, air pollution and urban development

## WORKSHOP 1.4

## Promoting the Meaningful Involvement of People Living With NCDs

## CO-LEADS

**Alzheimer's Disease International (ADI), NCD Alliance, Mexico Salud-Hable**

People living with NCDs are powerful agents of change that stand to make the NCD response more urgent, more accountable, more robust and more effective. This workshop will discuss the meaningful involvement of people living with NCDs in the NCD response and share case studies, challenges, and explore the opportunities ahead. It will discuss how key stakeholders can meaningfully involve people living with NCDs in their work and how the Advocacy Agenda of People Living with NCDs can be used in civil society advocacy efforts ahead of the 2018 UN High-level Meeting and beyond.

## MODERATOR

**Dr. Cristina Parsons Perez,**  
*Capacity Development Director, NCD Alliance, United Kingdom*

## SPEAKERS

**Ms. Rakiya Kilgore,**  
*Global Advisory Committee member, Our Views, Our Voices initiative, Nigeria*  
An advocate's view of NCD prevention

**Ms. Abish Romero,**  
*National Advisor on Health Systems and Services, PAHO and Global Advisory Committee member, Our Views, Our Voices initiative, Mexico*  
An advocate's view of NCD treatment, care and support

**Ms. Kate Swaffer,**  
*Chair, Dementia Alliance International and Global Advisory Committee member, Our Views, Our Voices initiative, Australia*  
An advocate's view of human rights and social justice

**Mr. Alex Silverstein,**  
*Lead for Collaboration, NHS and Global Advisory Committee member, Our Views, Our Voices initiative, NCD Alliance, United Kingdom*  
An advocate's view of meaningful involvement of people living with NCDs

**Ms. Louise Agersnap,**  
*Technical Officer, WHO Global Coordination Mechanism on Noncommunicable Diseases (WHO GCM/NCD), World Health Organization, Switzerland*  
WHO resources for leveraging the lived experience

**Ms. Jessica Daly,**  
*Senior Portfolio Lead, Medtronic Philanthropy, United States*  
Meaningful involvement of people living with NCDs - the private sector perspective

**Mr. Juan Nuñez,**  
*Coordinator, Mexico Saludable, Mexico*  
Meaningful involvement of people living with NCDs – a national NCD alliance perspective

## WORKSHOP 1.5

## Driving National Planning on NCDs

## LEAD

**Workshop Session led by Local Host Organisation Friends of Cancer Patients**

The session will explore fostering a 'whole of society' approach to mitigate the burden of NCDs and propelling country-level action towards regional and global NCD targets. It will discuss grounding a national NCD response in solid research and developing research capacity at the country-level. It will also discuss the governance needed for an effective NCD response and it will explore national NCD planning, importance of target setting and share examples of fostering 'whole of government' and 'whole of society' involvement. It will explore challenges faced and share examples of successful case studies. It will shine a light on the Eastern Mediterranean region, teasing out the opportunities afforded by regional policy on NCDs.

## MODERATOR

**Dr. Sawsan Al Madhi,**  
*Director General, Friends of Cancer Patients, United Arab Emirates*

SPEAKERS	<b>Dr. Alexander Lyon,</b> <i>Senior Lecturer in Cardiology, Imperial College London and Consultant Cardiologist, Royal Brompton Hospital, United Kingdom</i> Developing research capacity for an effective NCD response
	<b>Dr. Buthaina Bin Belaila,</b> <i>Head of NCD Section, Ministry of Health &amp; Prevention, United Arab Emirates</i> Ensuring concerted action on NCDs, the UAE experience
	<b>Dr. Ibtihal Fadhil,</b> <i>President, EMR NCD Alliance and Board Member, NCD Alliance, United Arab Emirates</i> Opportunities for civil society mobilization across countries - the EMR NCD Alliance



12:30 – 13:30

**Lunch Break**

Almas Hall



13:30 – 14:45

**PLENARY TWO**

Almas Hall

### Breaking Down Silos, Building Synergies: Accelerating NCDs in the 2030 Sustainable Development Agenda

This plenary will provide an overview of progress on NCDs within the 2030 Agenda on Sustainable Development and highlight avenues to seek co-benefits with other areas impacted by NCDs in the sustainable development domain. This plenary session will highlight success stories in forging non-traditional civil society partnerships to catalyse NCD prevention and control and share experiences from other health and development movements for framing NCDs in the larger development discourse. The session will emphasize civil society-led solutions to drive political action on NCDs at all levels.

CHAIR	<b>Dr. Rachel Nugent,</b> <i>Vice President, Global Noncommunicable Diseases, RTI International, United States</i>
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KEYNOTE SPEAKER	<b>Dr. Anders Nordström,</b> <i>Ambassador for Global Health, UN Policy Department, Ministry for Foreign Affairs, Sweden</i> The 2030 Agenda for Sustainable Development: Opportunities and Implications for NCD Prevention and Control
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PANELLISTS	<b>Dr. Monika Arora,</b> <i>Governing Board Member, Healthy India Alliance and Executive Director, HRIDAY, India</i>
	<b>Professor Corinna Hawkes,</b> <i>Director, Centre for Food Policy at City, University of London, United Kingdom</i>
	<b>Ms. Ariella Rojhani,</b> <i>Director of Partnership for Healthy Cities, Vital Strategies, United States</i>
	<b>Professor Mark Hanson,</b> <i>UK Chair of Working Group on Adolescent, Pre-conception and Maternal Nutrition, FIGO, and President, DOHaD Centre, University of Southampton, United Kingdom</i>



14:45 – 15:15

**Health Break**

Fairouz Foyer



15:15 – 17:00

Yaquot Hall

**STREAM 2****Breaking Down Silos and Building Synergies in the SDG Era****WORKSHOP 2.1****Integrating Efforts for NCDs and Women's and Children's Health****CO-LEADS****NCD Child, Women Deliver, FIGO**

This workshop provides an overview of the burden of NCDs across the reproductive, maternal, newborn, child, and adolescent health continuum and will discuss opportunities to develop and strengthen an integrated approach to promote the health and wellbeing of women and children. The session will explore how civil society can identify key entry points to engage these communities in prevention and treatment, and will also explore opportunities to promote greater youth involvement in the NCD response.

**MODERATOR****Ms. Masha DeVoe,***Senior Associate of Policy and Advocacy, NCD Focal Point, Women Deliver, United States***SPEAKERS****Dr. Kibachio Joseph Mwangi,***Head of the Division of NCDs, Ministry of Health, Kenya*

Kenya's national plan on integrating NCD interventions for Women and Children

**Dr. Mychelle Farmer,***Governing Council, NCD Child, United States*

Inclusion of young people and the NCD agenda for child and adolescent health prevention and treatment

**Professor Mark Hanson,***UK Chair of Working Group on Adolescent, Pre-conception and Maternal Nutrition, FIGO, and President, DOHaD Centre, University of Southampton, United Kingdom*

FIGO's work on prevention of NCDs within the adolescent and maternal health continuum of care

**Mr. Andrew Twineamatsiko,***Youth advocate, Caring & Living As Neighbour (CLAN) and Uganda NCD Alliance, Uganda*

The youth and patient advocate perspective

**Ms. Rikke Fabienke,***Senior Project Manager, Novo Nordisk, Denmark*

Novo Nordisk's work on gestational diabetes

**WORKSHOP 2.2****Addressing NCDs as a Barrier to Poverty Reduction and Development****CO-LEADS****Lancet NCDI Poverty Commission, Consortium of Ethiopian NCD Associations**

NCDs are both a cause and consequence of poverty – illness, death, and disability from NCDs can be an economic catastrophe for the poor and near poor. In order to save the lives and reduce suffering of millions of people living with NCDs from partially preventable and treatable NCDs and injuries, we need concrete action and commitments to provide the necessary human and financial resources to challenge the growing NCDI burden in low- and middle-income countries. NCDs must also be a critical component of development strategies to promote poverty eradication and universal health coverage (UHC). This workshop will frame discussion on poverty reduction and development and explore data on impact of NCDIs related costs, present broader context around the financial and social impact of NCDIs and discuss strategies to address NCDIs as an avenue to achieve universal health coverage and poverty reduction in low- and middle-income countries.

**MODERATOR****Ms. Maia Olsen,***Programme Manager, NCD Synergies, Partners in Health, United States***SPEAKERS****Dr. Gene Bukhman,***Assistant Professor, Harvard Medical School, Senior Health and Policy Adviser, Partners In Health, Co-chair, Lancet NCDI Poverty Commission, United States*

Introductory remarks: NCDs, poverty reduction, and development and the approach of the Lancet NCDIs and Poverty Commission



**Dr. Rachel Nugent,**

*Vice President, Global Noncommunicable Diseases, RTI International, United States*

Perspectives from the global stakeholder community – building sustainable, integrated NCD investments to achieve UHC and poverty reduction in LMICs

**Mr. Wondu Bekele Woldemariam,**

*Executive Director, Mathiws Wondu – YeEthiopia Cancer Society, Consortium of Ethiopian NCD Associations, Ethiopia*

Perspectives from Ethiopia – national planning, financing, and civil society advocacy around NCDs and poverty

**Mr. Erneste Simpunga,**

*Rheumatic Heart Disease advocate and member of Global Advisory Committee, Our Views, Our Voices initiative, Rwanda*

Perspectives from Rwanda – personal experience and financial impact of RHD, call to action from community of PLWNCDs

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### WORKSHOP 2.3

## Using the Law to Safeguard Health and Reduce NCDs

LEAD

**McCabe Centre for Law and Cancer**

International, regional and domestic laws and legal frameworks powerfully influence all aspects of NCD prevention and control – exposure to risk factors, the availability and accessibility of health services, treatments and technologies, the use of health information, the conduct of health research, and the experiences and outcomes of people affected by NCDs. 'Law and NCDs' is not a simple, discrete area. It covers a wide range of legal fields. The high-profile – and unsuccessful – WTO and investment treaty challenges to Australia's and Uruguay's tobacco packaging laws have demonstrated the importance of understanding the relationships between health, trade and investment, and affirmed that governments do have regulatory space to protect public health. At the same time, uncertainty and concern about the implications of trade and investment agreements can dissuade governments from introducing regulatory measures that they can and should introduce, and be exploited by industry to sow fear and create 'regulatory chill'.

This session will focus on sharing experiences and identifying practical lessons that can be learned and applied to meet these challenges.

MODERATORS

**Mr. Jonathan Liberman,**

*Director, McCabe Centre for Law and Cancer, Australia*

SPEAKERS

**Dr. Esperanza Cerón Villaquirán,**

*Secretariat, Mesa Colombiana de Incidencia por las Enfermedades No Transmisibles, Colombia*

SSBs tax advocacy, legal challenges in the face of industry interference

**Mr. Ralph Degollacion,**

*Project coordinator, HealthJustice Philippines*

Legal challenges to tobacco control measures

**Dr. Edgardo Palma,**

*ALIANZA ENT-PERÚ, Peru*

Litigation and public mobilization efforts for healthy food regulation in Peru

### WORKSHOP 2.4

## Human and Planetary Health: At the Intersection of NCDs, Urbanisation and Climate Change

CO-LEADS

**Global Climate and Health Alliance, HealthBridge, Vietnam NCDs Prevention Alliance**

This workshop investigates the global political landscape and linkages between these universal themes of health and environmental development, and identifies key interventions across four areas: air pollution, energy, transport and food systems, and their respective benefits for NCD prevention, sustainable urbanisation, and climate change mitigation.

MODERATOR

**Dr. Jeni Miller,**

*Executive Director, Global Climate and Health Alliance, United States*

SPEAKERS	<b>Professor Dean Schraufnagel,</b> <i>Executive Director, Forum of International Respiratory Societies (FIRS), United States</i> Prevention strategies to reduce the global burden of respiratory diseases, including clean urban air, sustainable energy, reducing tobacco use
	<b>Dr. Nandita Murukutla,</b> <i>Vice President, Global Policy and Research, Policy, Advocacy and Communication, Vital Strategies, India</i> Partnership for Healthy Cities initiative
	<b>Dr. Joseph Mucumbitsi,</b> <i>Rwanda NCD Alliance, Rwanda</i> Experience from the Kigali Car-free Day initiative

**WORKSHOP 2.5****Ensuring Sustainable Healthy Diets for All**

CO-LEADS **World Cancer Research Fund International, NCD Alliance**

This session aims to strengthen civil society advocacy efforts towards governments to address links between food, nutrition, the environment and NCDs leveraging data, good practice, and innovative approaches to Ensuring Sustainable Healthy Diets for All within the UN Decade of Action on Nutrition. The session will equip advocates with tools and ideas to affect policy change at the country level, strategies for building advocacy coalitions spanning different sectors, and explore priority setting for healthier diets within the context of the 2018 High-Level Meeting on NCDs.

MODERATOR **Ms. Bryony Sinclair,**  
*Senior Policy and Public Affairs Manager, World Cancer Research Fund International, United Kingdom*

SPEAKERS **Ms. Paula Johns,**  
*Executive Director, ACT Health Promotion and Board Member, NCD Alliance, Brazil*  
 Leveraging obesity/NCD advocacy for broader food systems change

**Professor Corinna Hawkes,**  
*Director, Centre for Food Policy at City, University of London, United Kingdom*  
 Using data to make your case: evidence-based advocacy for healthier, sustainable diets

**Dr. Sudhvir Singh,**  
*Director of Policy, EAT Foundation, Norway*  
 Food can fix it: creating positive narratives for healthier diets and food systems change

**Ms. Zuhura Amour,**  
*Manager, Zanzibar NCD Alliance, Zanzibar*  
 Collaborating with parliamentarians to improve healthy eating in Zanzibar



17:00

**FREE EVENING**

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## FORUM DAY 3

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**MONDAY, 11 December 2017**

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07:00 - 08:30

### BREAKFAST SESSION



By Invitation Only, Centro Sharjah Hotel

**Strengthening Health Systems for NCD Co-morbidities: Exploring Solutions for Integrated Care**



09:00 – 10:30

### PLENARY THREE



Almas Hall

#### **Growing the Movement: Equipping Civil Society to Fulfill its Roles in the NCD Response**

This plenary session will discuss the growth and sustainability of a unified NCD civil society movement, drawing upon lessons learnt from other global health networks for impact. It will highlight the importance of evidence, clarity of policy asks and interventions, diversity of voices (including people living with NCDs and youth), and partnerships across sectors (UN, governments, private sector, academia) for NCD advocacy and coalition building. It will promote and share good practice across the NCD civil society movement to date, including launching the NCD Civil Society Atlas: National and Regional NCD Alliances in Action, which shares examples of the work conducted by national and regional NCD alliances.

CHAIR

**Dr. Cristina Parsons Perez,**

*Capacity Development Director, NCD Alliance, United Kingdom*

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KEYNOTE SPEAKER

**Professor Jeremy Shiffman,**

*Professor of Public Administration and Policy, American University, United States*

Seeing the Big Picture: How Can Civil Society make NCDs a Political Priority?

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**Dr. Tom Frieden,**

*President and Chief Executive Officer, Resolve, United States*

Strengthening the Resolve to Save Lives: What do We Need to do Together to Achieve the NCD targets?

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PANELLISTS

**Mr. Tih Ntiabang,**

*Regional Coordinator, Framework Convention Alliance, Cameroon*

**Ms. Cajsa Lindberg,**

*President, Ung Diabetes, Sweden*

**Mrs. Nisreen Qatamish,**

*Director General, King Hussein Cancer Foundation, Jordan*

**Professor Jeff Collin,**

*Global Public Health Unit, School of Social and Political Science, University of Edinburgh, United Kingdom*



10:30 – 11:00

### Health Break



Fairouz Foyer



11:00 – 12:45

Yaquot Hall

**STREAM 3****Sharing Tools and Strategies for NCD Advocacy and Mobilisation****WORKSHOP 3.1****Through the Magnifying Glass: Leveraging Accountability Efforts in NCDs****CO-LEADS****Framework Convention Alliance, NCD Alliance**

Civil society is committed to increasing accountability and monitoring progress in the Sharjah Declaration on NCDs. This workshop focuses on successful NCD-related accountability approaches undertaken by civil society at the global, regional and national levels to measure progress on achieving NCD mandates and targets. The session will use concrete examples including the NCD Alliance's civil society status reports and benchmarking tool along with initiatives by other civil society actors relating to specific NCDs and risk factors to share lessons learnt from such accountability efforts. This session will seek to understand the role of successful advocacy in ensuring global commitments for NCDs, and thus the need for accountability to ensure targets and goals are subsequently achieved. It will offer an opportunity to participants to review examples of existing accountability mechanisms from global to national level and identify strengths and challenges and establish how participants from the session can play an increased role in supporting national and global accountability efforts for NCDs.

**MODERATOR**

**Ms. Jessica Beagley,**  
*Policy Research Officer, NCD Alliance, United Kingdom*

**SPEAKERS**

**Sir George Alleyne,**  
*Director Emeritus, PAHO, and Board Member, NCD Alliance, United States*  
No progress without action: accountability in the NCD response

**Mr. Francis Thompson,**  
*Executive Director, Framework Convention Alliance, Canada*  
Lessons from Tobacco Control: Shadow Reporting and the FCTC

**Dr. Vicki Pinkney-Atkinson,**  
*Director, South Africa NCD Alliance (SANCA), South Africa*  
Completing NCD Alliance Benchmarking Exercise: Experiences from South Africa

**WORKSHOP 3.2****Using Research to Advance Evidence-based Advocacy and Policymaking****CO-LEADS****Global Alliance for Chronic Disease, Cancer Research UK**

This workshop aims to explore how operational and implementation research can help decision-making and policy prioritisation. It will offer examples from civil society, the private sector, and academia in the translation of research into advocacy and policy and actual implementation of large-scale interventions. It will also explore how research can support advocacy efforts.

**MODERATOR**

**Professor Michael Brainin,**  
*President Elect, World Stroke Organisation and Chair, Department Neurosciences and Preventive Medicine, Danube University Krems, Austria*

**SPEAKERS**

**Professor Gerald Yonga,**  
*Chair, NCD Alliance Kenya; Head of NCDs Research to Policy Unit at Aga Khan University and Board Member, NCD Alliance Kenya (TBC)*

**Dr. Jeff Sturchio,**  
*President & CEO, Rabin Martin, United States*  
How can NCD advocates utilize evidence generated by companies?

**Professor Anushka Patel,**  
*Chief Scientist, George Institute of Global Health, Australia*  
What are the key factors to consider in developing research for scale-up in the community setting?



TRADUCIDO  
AL ESPAÑOL

## WORKSHOP 3.3

## Promoting the Best Buys for NCDs: Making the Case

## LEAD NCD Alliance

This workshop will provide civil society advocates with a solid basis upon which to call upon policy makers to address NCD prevention and control using 'best buys'. It will explore the updated Appendix 3 of the Global Action Plan for the Prevention and Control of NCDs 2013–2020, with its different policy options across the four NCD risk factors and four disease areas. It will discuss how the Appendix 3 reflects the results of cost effectiveness analysis as well as the latest WHO policy and scientific evidence.

**MODERATOR** **Ms. Deborah Chen,**  
*Executive Director, Heart Foundation of Jamaica, Board Member, NCD Alliance, Jamaica (TBC)*

**SPEAKERS** **Ms. Louise Agersnap,**  
*Technical Officer, WHO Global Coordination Mechanism on NCDs, Switzerland*

Advocacy and knowledge dissemination to achieve the implementation of the global action plan for the prevention and control of noncommunicable diseases 2013–2020

**Dr. Cherian Varghese,**  
*Coordinator, Management of NCDs, WHO, Switzerland*

The WHO Best Buys for NCDs

**Dr. Tom Frieden,**  
*President and Chief Executive Officer, Resolve, United States (TBC)*

Scaling up evidence-based NCD strategies that deliver life-saving changes

**Dr. Thomas Gaziano,**  
*WHF Partners Council Chair, American College Cardiology (TBC)*

Global Hearts Initiative – using technical packages to drive action

**Dr. Modi Mwatsama,**  
*Director, Policy & Global Health, UK Health Forum (TBC)*

Opposition to 'best buys': the UK experience

## WORKSHOP 3.4

## For the Long Haul: Ensuring the Sustainability of NCD Alliances

## CO-LEADS Management Sciences for Health (MSH), NCD Alliance

Civil society organizations and NCD alliances must be strong and sustainable to be able to deliver on their missions. This workshop addresses the different pillars of sustainability: organisational, programmatic and financial. It will explore the life cycle of a strategic plan, from inception to funding, and will tease out the distinction between indirect and direct funding requirements and sources, and the difference between self-sufficiency and sustainability. It will discuss successes and challenges in growth and fundraising, share case studies and explore different resource mobilization strategies.

**MODERATOR** **Ms. Judith Seltzer,**  
*Senior Director, Management Sciences for Health, United States*

**SPEAKERS** **Ms. Susanne Volqvartz,**  
*Director, Danish NCD Alliance, Denmark*

Applying for restricted funds, lessons learned as a grantee and as a donor

**Mr. Todd Harper,**  
*CEO, Cancer Council Victoria, Australia and Board Member, NCD Alliance*

Resource mobilization planning, lessons learned

**Dr. Monika Arora,**  
*Executive Director, HRIDAY; Governing Board Member, Healthy India Alliance, India*

Resource mobilization, successes and pitfalls

**Ms. Katie Dain,**  
*CEO, NCD Alliance, United Kingdom*

Sustainability, the NCD Alliance example

## WORKSHOP 3.5

## Promoting a Multisectoral Approach to NCDs through Workplace Wellness

## CO-LEADS

Healthy Caribbean Coalition (HCC), Union for International Cancer Control

The aim of this workshop is to share diverse experiences and lessons learned in promoting, prioritizing and implementing workplace wellness programmes (WWP). Private sector is a major potential partner in the national and global NCD response both as a partner in creating health workplaces and as an ally in the policy space encouraging peers to adopt pro-health practices, which do not undermine the health of entire generations. Pro-active corporations committed to creating healthy workplaces stand to gain tremendously from healthier more productive workforces. Despite this many workplaces have not prioritized wellness for a variety of reasons including leaderships buy-in and perceived or real lack of human and financial resources. As an NCD community we must do a better job of making the health and investment case for healthy workplace initiatives; this includes obtaining and packaging compelling data which clearly demonstrates health and cost benefits to employers. Experiences with WWP including engaging the private sector and implementing and sustaining wellness programmes vary considerably between HICs and LMICs; across small, medium and large enterprises; and across sectors. This workshop will explore these realities and seek to make concrete recommendations around the best strategies to engage the private sector; the best models for WWP across various settings; and the role of civil society in accelerating the multisectoral response through the promotion of healthy workplaces.

## MODERATORS

**Sir Trevor Hassell,**  
*President, HCC, Barbados*

**Mr. Cary Adams,**  
*CEO, UICC, Switzerland*

## SPEAKERS

**Ms. Diana Vaca McGhie,**  
*Global Advocacy Manager, American Heart Association, United States*

Promoting A Culture of Health Where We Work

**Ms. Katy Cooper,**  
*Independent Consultant, United Kingdom*

Findings and recommendations from a new practical guide to support workplace health programmes in low- and middle-income countries

**Ms. Helen McGuire,**  
*Program Leader, Noncommunicable Diseases, PATH, United States*

Workplace wellness: Realizing the potential for NCDs through partnerships



12:45 – 13:45



**Lunch Break**  
**Almas Hall**

14:15 – 15:15

**Session: National and Regional Advocacy to Maximise the UN 2018 HLM on NCDs**

15:30 – 16:15



**CLOSING CEREMONY**  
**Almas Hall**



16:15



**Refreshments**  
**Fairouz Foyer**



17:00

**Delegates depart**

**SHARE. DISCUSS. ENGAGE. AMPLIFY.**



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