

**PEER
LEARNING
ADVOCACY
NETWORK**



NCD Alliance
ADVOCACY INSTITUTE

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



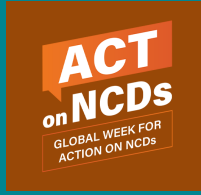
The moment for caring: How can NCD Alliance members build momentum ahead of the Global Week for Action?

Joint Peer Learning Advocacy Network (PLAN)-Advocacy Institute Training workshop for NCD Alliance members

Tuesday 13 June 2023
15:00-16:30 CEST



Please re-name yourself on Zoom to 'Name + Organisation' and take the pre-session poll



SECTION 1: INTRODUCTION

WELCOME, AGENDA AND PRE-WORKSHOP POLL

Linda Senk Markova (Senior Capacity Development Officer, NCD Alliance)

Welcome and introduction

Peer Learning Advocacy Networks



PLAN x 3: Prevention, Inclusive Agenda, Investment. Knowledge and advocacy experience exchanges. Opt-in for all full/associate members.

Advocacy Institute



Seed and Accelerator programmes to strengthen civil society for a more effective NCD response through training opportunities. Offered to selected national/regional alliances and the wider set of alliances for selected topics.

Workshop Objectives

- *To provide NCD Alliance members with an overview of the 2023 global week for action campaign theme and the universal health coverage advocacy landscape.*
- *To explore members' current advocacy efforts towards closing the NCD care gap and achieving UHC and how they are adapting GW4A UHC Advocacy Priorities and Asks to support their work in country and as a complement to their organisations specific UHC messaging.*
- *To provide guidance from NCD Alliance members on ways to successfully carry out advocacy campaigning and activities adapted to local contexts.*
- *To build momentum ahead of the GW4A between members and to encourage further participation in the lead up to the campaign.*



Agenda

Section 1: Introduction

- Welcome and pre-workshop poll – *Linda Senk Markova, Senior Capacity Development Officer, NCD Alliance*
- NCD Care and Universal Health Coverage landscape – *Grace Dubois, Senior Policy and Advocacy Manager, NCD Alliance*
- Q&A

Section 2: Peer Learning: Members' advocacy efforts on advancing NCD Care and UHC and how global UHC advocacy asks are adapted to local contexts

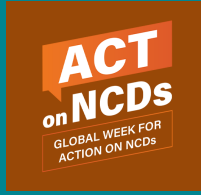
- National investment in the prevention and control of NCDs through UHC resources – *Samuel Kumwanje, NCD Alliance Malawi*
- Q&A

Section 3: Practical guidance on translating advocacy into action: how to campaign and engage key stakeholders effectively?

- Overview of GW4A campaign resources – *Toyyib Abdulkareem, Senior Policy and Campaigns Officer, NCD Alliance*
- Simultaneous breakout room discussions co-facilitated by member alliances and NCDA team
 - #1: How to engage with high level influencers during 2023 GW4A campaigning – *Co-facilitated by Radhika Shrivastav, Healthy India Alliance*
 - #2: How to engage with your government during 2023 GW4A campaigning – *Co-facilitated by Labram Musah, Ghana NCD Alliance*
 - #3: How to engage with your community during 2023 GW4A campaigning – *Co-facilitated by Harrison Andeko, Kenya NCD Alliance*
- Report back from breakout rooms

Section 4: Close

- Next steps on checking progress during GW4A campaigning, what to expect when, post-evaluation poll – *Rosie Murton, Partnerships and Membership Officer, NCD Alliance*



SECTION 1: INTRODUCTION

NCD CARE AND UNIVERSAL HEALTH COVERAGE LANDSCAPE

Grace Dubois (Senior Policy and Advocacy Manager, NCD Alliance)



2023 UNHLM on UHC outlook

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



**READ THE
POLICY BRIEF!**



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

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

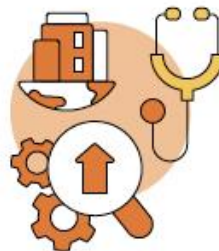
1 INVEST

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



2 ACCELERATE

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



3 ALIGN

Align development and global health priorities to achieve UHC.



4 ENGAGE

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



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THE MOMENT FOR CARING

GLOBAL WEEK FOR ACTION ON NCDs

14-21 SEPTEMBER 2023

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June 2023

May '23							July '23						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6								1
7	8	9	10	11	12	13	2	3	4	5	6	7	8
14	15	16	17	18	19	20	9	10	11	12	13	14	15
21	22	23	24	25	26	27	16	17	18	19	20	21	22
28	29	30	31				23	24	25	26	27	28	29
							30	31					

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1 UHC: First Reading	2 UHC: 1st Reading	3
4	5 IB: 3rd Reading PPPR: Zero Draft	6	7 PPPR: Presentation Zero Draft	8 UHC: Working Text	9	10
11	12 PPPR: 1st Reading	13 PPPR: 1st Reading	14 IB: 3rd Reading	15 UHC: 2nd Reading	16 UHC: 2nd Reading	17
18	19	20 IB: Final Reading	21 PPPR: Completion 1	22 UHC: Rev1	23	24
25	26 PPPR: 2nd Reading	27 PPPR: 2nd Reading	28	29 UHC: 3rd Reading	30 UHC: 3rd Reading PPPR: Rev1	1
2	3	Notes AM				
		PM				

July 2023

June '23							August '23						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
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18	19	20	21	22	23	24	20	21	22	23	24	25	26
25	26	27	28	29	30		27	28	29	30	31		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3	4	5 PPPR: 3rd Reading	6 PPPR: 3rd Reading	7 UHC: 3rd Reading (cont)	8
9	10	11	12	13	14	15
16	17 UHC: Rev 2	18 PPPR: Rev 2	19	20	21	22
23	24 PPPR: Final Reading	25 PPPR: Final Reading	26 UHC: Final Reading PPPR: Silence Procedure	27 UHC: Final Reading	28 UHC: Final Reading (if needed)	29
30	31 UHC: Silence Procedure	Notes AM PM				

updated as of 30 March 2023

NCDA "Advocacy Pack" to support reactions to the zero draft

Zero draft 22 May 2023

Zero Draft Political Declaration of the High-level Meeting on Universal Health Coverage

We, Heads of State and Government and representatives of States and Governments, are assembled at the United Nations on 21 September 2023 to undertake a comprehensive review on the implementation of the political declaration of the high-level meeting on universal health coverage, entitled "Universal health coverage: moving together to build a healthier world", of 2019, and to identify gaps and solutions to accelerate progress towards the achievement of universal health coverage by 2030, with a view to scaling up the global effort to build a healthier world for all, and in this regard we: *(Source: Based on A/RES/74/2 Paragraph 83)*

- PP1. Reaffirm the right of every human being, without distinction of any kind, to the enjoyment of the highest attainable standard of physical and mental health; *(Source: A/RES/74/2 Paragraph 1 verbatim)*
- PP2. Reaffirm and renew our political commitment to accelerate the implementation of the 2019 political declaration of the High-level Meeting of the General Assembly on universal health coverage, which acknowledges that health is a precondition for and an outcome and indicator of the social, economic and environmental dimensions of sustainable development and the implementation of the 2030 Agenda for Sustainable Development and continues to inspire our action and catalyse our efforts, to achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all; *(Source: Structure based on A/RES/73/2; content based on SDG3.8)*
- PP3. Reaffirm General Assembly resolution 70/1 of 25 September 2015, entitled "Transforming our world: the 2030 Agenda for Sustainable Development", stressing the need for a comprehensive and people-centred approach, with a view to leaving no one behind, reaching the furthest behind first, and the importance of health across all the goals and targets of the 2030 Agenda for Sustainable Development, which are integrated and indivisible; *(Source: A/RES/74/2 Paragraph 2 verbatim)*
- PP4. Reaffirm General Assembly resolution 69/313 of 27 July 2015 on the Addis Ababa Action Agenda of the Third International Conference on Financing for Development, which reaffirmed strong political commitment to address the challenge of financing and creating an enabling environment at all levels for sustainable development in the spirit of global partnership and solidarity; *(Source: A/RES/74/2 Paragraph 3 verbatim)*
- PP5. Reaffirm the strong commitments made through the political declarations adopted at the high-level meetings of the General Assembly on HIV/AIDS, on tackling antimicrobial resistance, on ending tuberculosis, on the prevention and control of non-communicable diseases, and on improving road safety; *(Source: Based on A/RES/74/2 Paragraph 4)*
- PP6. Recall World Health Assembly resolution 76.X of XX May 2023, entitled "Preparation for the high-level meeting of the United Nations General Assembly on universal health coverage"; *(Source: Based on A/RES/74/2 Paragraph 7, updated)*
- PP7. Recognize that universal health coverage is fundamental for achieving the Sustainable Development Goals related not only to health and well-being, but also to eradicating poverty in all its forms and



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"Advocacy Special" explainer for Members/Partners

Draft letter for country/regional alliances to use to engage governments

NCDA key messages on zero draft of Political Declaration

"Bespoke" support on wording via Marijke Kremin

How to Engage



- Write a letter to share NCD advocacy messaging with your MoH, MFA and UN Mission
- Strengthen your working relationships with your MoH and MFA – and encourage them to talk to each other! Set up a meeting to talk about NCD messaging during UN High Level Meetings in September.
- Engage with GW4A resources to reach new audiences



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



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



Align development and global health priorities to achieve UHC

Promote a resilient population by integrating NCD prevention and care services into primary health care and existing health service structures, including in humanitarian crises, to achieve the aims of both UHC and health security.



Engage people living with NCDs to keep UHC person-centered

Don't forget to request Special Accreditation for your organization for the HLMs if you do not have ECOSOC status and plan to be in New York by 19th June! Apply for UHC, PPPR, and TB

NCD Alliance reacts to the Zero Draft

Invest

We applaud reference to the transition towards sustainable financing through domestic public resource mobilization, investments in public health that prioritise primary health care, and utilising tax measures as a potential revenue stream with an emphasis on transparent public financial management; calls to strengthen international cooperation regarding development assistance.

We recommend that national spending targets are consistent with the Abuja Declaration goal of 15% government expenditure on health and that domestic resource mobilisation for universal health coverage draws on the Appendix; enhanced official development assistance is aligned with universal health coverage and supports integrated health care systems

Accelerate

We applaud reference to scale up efforts across the continuum of care, promote equitable distribution of and increased access to quality and affordable essential medicines, and strengthening health information systems via timely and reliable data collection.

We recommend considerations about scaling-up efforts across the continuum of care can be further strengthened by including legal and regulatory measures to promote intersectoral policies, such as national costed health benefits packages including access to rehabilitative and palliative care and access to quality essential medicines, diagnostics, and products. Calling for data disaggregation on chronic conditions will also further strengthen implementation and accountability measures.

NCD Alliance reacts to the Zero Draft

Align

We applaud the recognition of health system resilience and universal health coverage for effective and sustainable preparedness, prevention and response to pandemics and other public health emergencies as well as the need to ensure that no one is left behind by empowering those in vulnerable situations.

We recommend aligning universal health coverage with health security efforts to ensure resilient health systems are based on strong primary health care, adopting a people-centred approach.

Engage

We applaud the mention of the promotion of inclusive health governance for universal health coverage that institutionalises mechanisms for a meaningful whole-of-society participatory approach in the design, implementation, and monitoring of policies and programmes that better respond to individual and community health needs while fostering trust and improving health system accountability and resilience.

We recommend this to be further strengthened by explicit reference to the engagement of patients and people living with chronic conditions such as NCDs, as well as considerations for managing and dressing conflicts of interest, power imbalances, and undue influence from health-harming industries.

What to expect from negotiations

Sticking points:

- Sexual and Reproductive Health and Rights (SRHR)
- Social and commercial determinants of health
- Financing targets, especially around tax and fiscal policies – such a wide range of domestic contexts makes it hard to drive consensus
- Mental health inclusion in NCDs or as a standalone issue

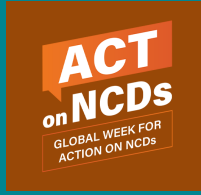
What's next:

- Working draft: will reflect inputs from MS on content that should/n't be included in the final draft
- REV1: will have more of the language we expect MS to negotiate on



SECTION 1: INTRODUCTION

Q&A



SECTION 2: PEER LEARNING

MEMBERS' ADVOCACY EFFORTS ON ADVANCING NCD CARE AND UHC: NATIONAL INVESTMENT IN THE PREVENTION AND CONTROL OF NCDs THROUGH UHC RESOURCES

Samuel Kumwanje, NCD Alliance Malawi



National Investment in the Prevention and Control of NCDs through UHC Resources

SAMUEL KUMWANJE, NCD ALLIANCE MALAWI

Advocacy Efforts

- ▶ Disseminated a policy brief on the financing landscape for NCDs in the country which included amount of budget allocated, opportunities, gaps and policy recommendations
- ▶ Conducted an orientation training meeting with the media house editors and reporters on NCD financing and other NCDs issues
- ▶ Conducted a one-day national meeting with health-related NGOs such as Universal Health Coverage Coalition (UHCC), Malawi Health Equity Network (MHEN), with shared agendas which will help alliance's advocacy effort
- ▶ Conducted a meeting with MoH officials & selected donor partners to share the Malawi NCD Alliance's advocacy priorities and the policy brief on financing

Advocacy Efforts

- ▶ Conducted a meeting with MoH officials & selected donor partners to share the Malawi NCD Alliance's advocacy priorities and the policy brief on financing.
- ▶ Developed and released a press statement in the print media around and after the Global Week for Action related to activities conducted
- ▶ Conducted press briefing/issue press statement on the outcome of the meeting on discussions on NCD financing and investment to disseminate to the People living with NCDs, the media, CSOs, Alliance members and other stakeholders

Advocacy Efforts

- ▶ Conducted 3 Focus Group discussions supported by CSEM for UHC2030 on the State of the UHC Commitment (SoUHCC) whereby the results will serve as broader advocacy for UHC ahead of the 2023 United Nations High-Level Meeting on UHC.
- ▶ Conducted a meeting with a total of 24 members of Parliamentary Health and Finance Committee with 12 people living with NCDs sharing their lived experiences on the need to strengthen investment on NCDs in Malawi
- ▶ Developed a report on the integration of NCDs into the cascade of HIV prevention diagnosis and care services which is increasingly important for achieving UHC

Successes

- ▶ Established a working relationship with government through the Ministry of Health which has grown from strength to strength.
- ▶ Strengthened partnership with the media and other various strategic stakeholders such as the NGOs and media to help in sensitizing the general public through different channels and NGOs to address NCDs.
- ▶ Built alliances with umbrella NGOs on the shared agenda of NCD financing promote government adoption of policies and investment decisions in the health sector that are coherent with the Universal Health Coverage (UHC) goal and its other needs.
- ▶ Engaged the parliamentarians and have established a connection for a continued relationship

Challenges

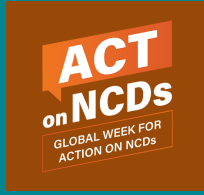
- ▶ Inaction of prompt national investment is resulting in high out of pocket payments for NCD care pushing the poor into poverty
- ▶ Political commitment was seen as a major challenge to health policy, as leaders like advocating more than implementing
- ▶ There is very minimal awareness of what NCDs are among policymakers
- ▶ The health sector is heavily dependent on donor funding
- ▶ Delay in implementing national health insurance

Key Messages on the “Invest” Ask

- ▶ Support the development of equitable and inclusive health insurance schemes that can provide cover for rural communities and also ensure adequate resources for health expenditure across the board
- ▶ Increase local resources investment into the health sector support and reduce donor dependency
- ▶ Increase support for costs of affordable medical equipment and medicine across all health categories
- ▶ Advocate for more country-level monitoring mechanisms specifically targeting UHC in Malawi

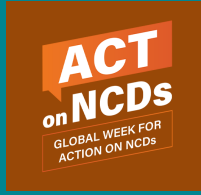
End of Presentation





SECTION 2: PEER LEARNING

Q&A



SECTION 3: PRACTICAL GUIDANCE ON TRANSLATING ADVOCACY TO ACTION

OVERVIEW OF CAMPAIGN RESOURCES FOR MEMBERS

Toyib Abdulkareem (Senior Policy and Campaigns Officer, NCD Alliance)

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Global Week for Action on NCDs
14-21 September 2023

Campaign Update

Toyyib O. Abdulkareem
Senior Policy and Campaigns Officer



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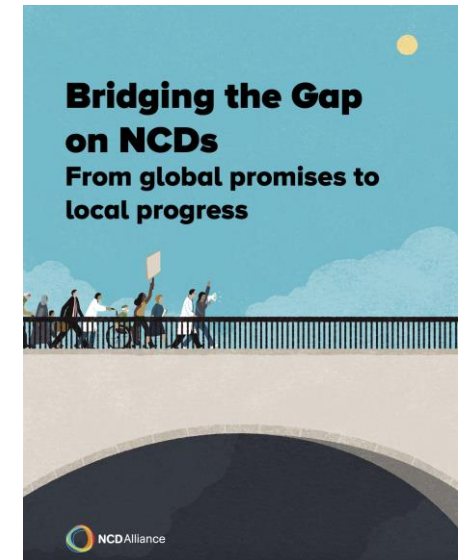
A multiyear campaign 2020-2025



The Global Week for Action is a multi-year advocacy and communications campaign structured around the five NCD gaps identified by the NCD movement in 2020.

First full week in September each year

- ✓ 2020: 7-13 September (accountability + COVID-19)
- ✓ 2021: 6-12 September (community engagement)
- ✓ 2022: 5-11 September (NCD investment)
- 2023: 14-21 September (care – HLM on UHC)
- 2024: 2-8 September (leadership)
- 2025: 1-7 September (HLM4 on NCDs)



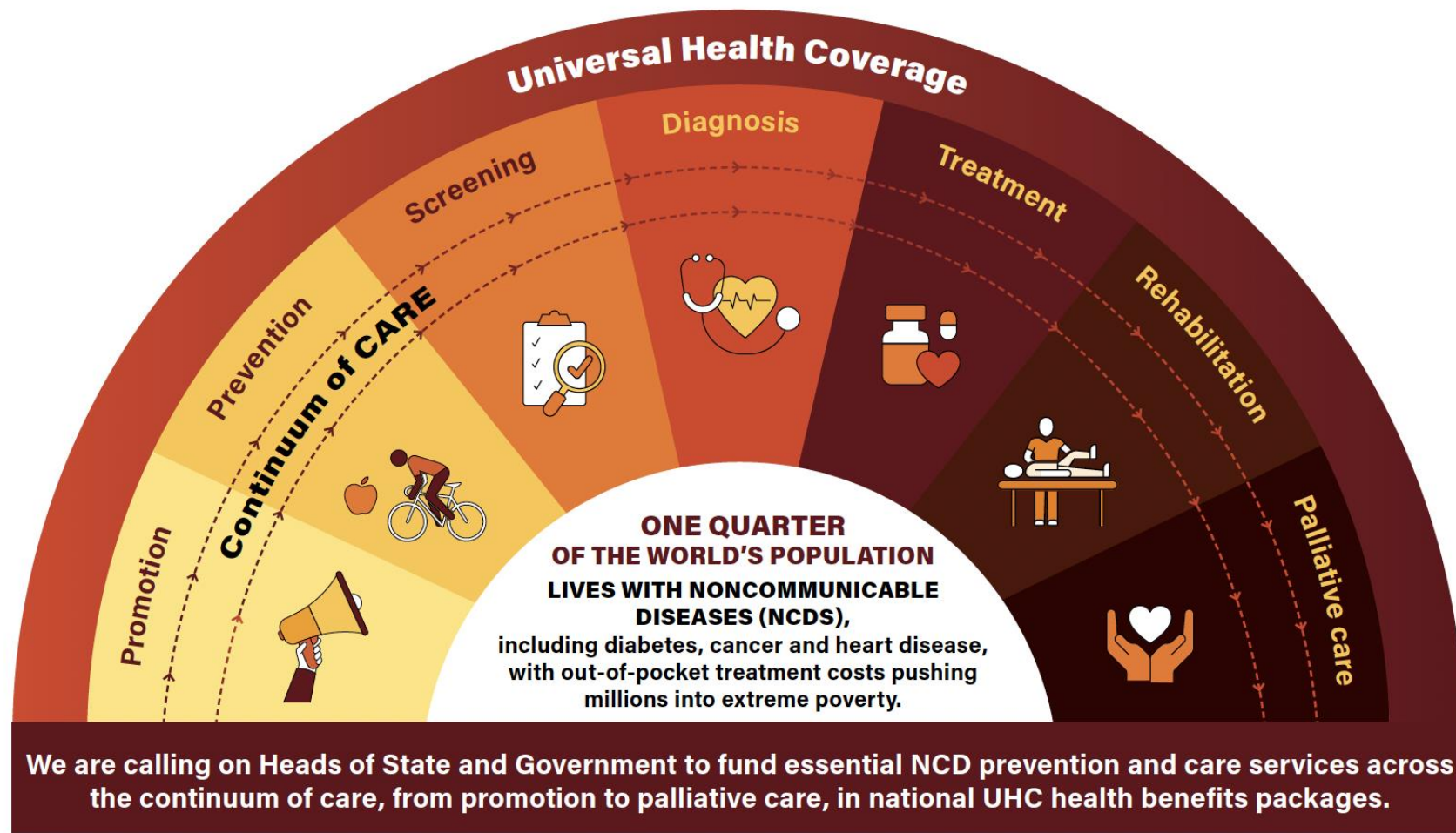
Global Week for Action on NCDs - 14-21 September 2023



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

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

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



Please visit www.actonncds.org for more details

Take Action - Guide

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

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

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ACTION ON NCDs



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

GLOBAL WEEK FOR ACTION ON NCDs
14 - 21 SEPTEMBER 2023
BRIDGING THE CARE GAP. THE MOMENT FOR CARING IS NOW!

TAKE ACTION
Engage with the campaign!

SPEAK UP!

Use the power of social media to call on your community, key stakeholder organisations and government to #ActOnNCDs. The moment for caring is now! Our [social media toolkit](#) can help you reach out.

Please use available campaign assets:

- [Voices for Care cards](#)
- [Logos in 7 languages + branding guidelines](#)
- [Infographics](#)

KEEP NCD POSTED!

Add events and activities to the [Map of Impact](#). Reach out to NCD to let us know how you have mobilised and advocated for this Global Week for Action on NCDs (GW4A) and share any country intelligence on your government's actions for NCD care and Universal Health Coverage (UHC) ahead of the High-Level Meeting (HLM) on UHC on 21 September 2023.

VISIT www.ncdalliance.org for more information.

SUBSCRIBE to [Act on NCDs campaign updates](#) for regular updates and opportunities to engage.

SIGN UP to the [NCD Alliance newsletter](#) and social media for regular updates on the High-Level Meeting process, as well as opportunities to engage.

 NCD Alliance

Template Letter: Write to your government



- Write your government officials
- Share our key messages
- Ask them to engage in UHC processes and prioritise NCDs
- Ask them to engage in the Global Week as NCD champions

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



<Address Recipient>

<Address Sender>

<6th June 2023>

United Nations High-Level Meeting on Universal Health Coverage 2023 and High-level engagement during the Global Week for Action on NCDs

Your Excellency <Name>

It is my privilege to contact you on behalf of NCD Alliance and <additional organisation names> in relation to the Political Declaration on Universal Health Coverage (UHC) that is currently being negotiated ahead of this September's United Nations High-Level Meeting on the topic in New York, USA.

By way of introduction [NCD Alliance \(NCDA\)](#) is a global civil society organisation founded in 2009, NCDA unites over 300 members in more than 81 countries. Our mission is to unite, strengthen and stimulate collaborative advocacy, action and accountability for the prevention and control of non-communicable diseases (NCD). Even though NCDs account for 74% of deaths globally and the burden is disproportionately severe in low- and middle-income countries, where four out of five people with an NCD live, many countries are lagging on the integration of NCDs into UHC health benefits packages.

We call on <you and your Government/Heads of State and Government> to engage in the United Nations High-Level Meeting on UHC, taking place on 21st September 2023 and the associated negotiations for a Political Declaration in order to take a lead in the progressive realisation of UHC. As we strive to attain UHC, we call for <your Government> to consider the following recommendations from NCD Alliance during negotiations:

- The need to **invest** in the prevention and control of NCDs through sustainable and adequate resources for UHC. NCDA commends the UHC Political Declaration zero draft's reference to transitioning toward sustainable financing, domestic resource mobilization, and strengthening international cooperation. We further recommend aligning national spending targets with the Abuja Declaration's goal of allocating 15% of government expenditure to healthcare.
- **Accelerating** the implementation of quality NCD prevention and care services into UHC health benefit packages. NCDA applauds references to scaling up efforts for health promotion, equitable access to medicines, and strengthening health information systems. We stress the need to strengthen the continuum of care, including health promotion, prevention, diagnosis, treatment, rehabilitation, and palliative care, and recommend the inclusion of legal and regulatory measures to promote intersectoral policies and improve access to essential medicines.
- Significance of **aligning** development and global health priorities to achieve UHC. We highlight the need for resilient health systems based on primary healthcare and a

High-level Influencer Outreach Guidelines

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

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

THE MOMENT FOR CARING
High-level Influencer Outreach Guidelines

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

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

Always be transparent

Make them feel part of the narrative

THANK THEM

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

About influencers

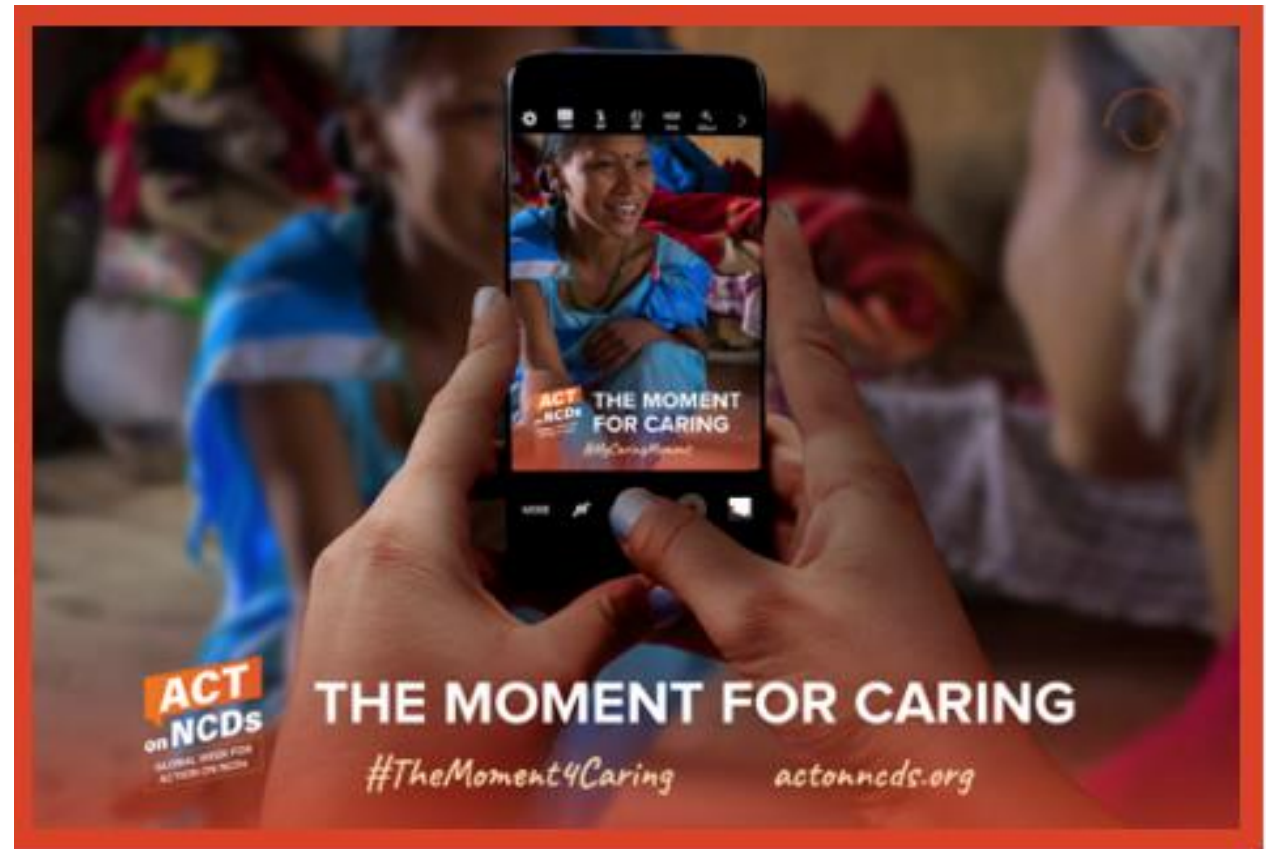
An influencer should:

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

Social media toolkit

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

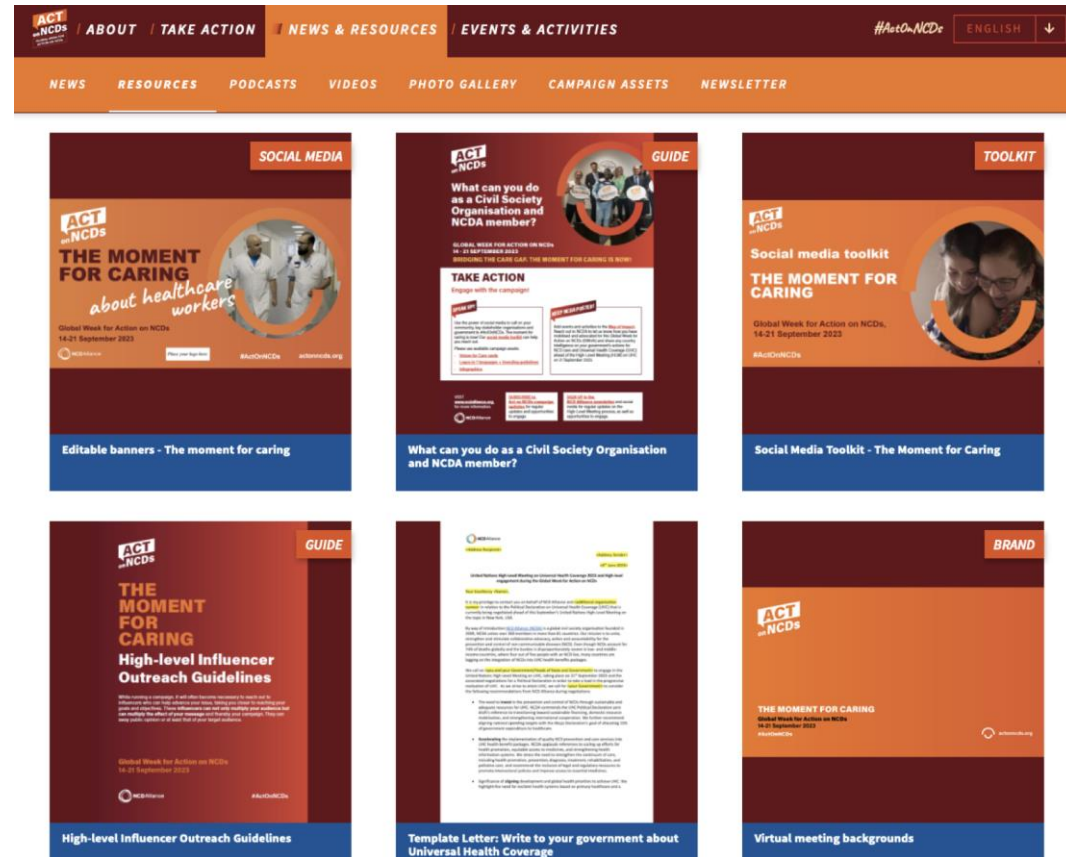
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Knowledge products, assets & resources – available & frequently updated



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



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The moment for caring

GLOBAL WEEK FOR ACTION ON NCDS

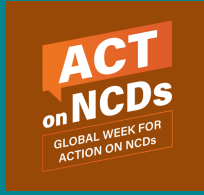
14-21 September 2023



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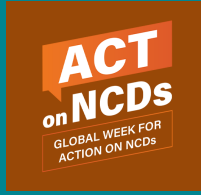


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SECTION 3: PRACTICAL GUIDANCE ON TRANSLATING ADVOCACY TO ACTION

Q&A



SECTION 3: PRACTICAL GUIDANCE ON TRANSLATING ADVOCACY TO ACTION

HOW TO ENGAGE KEY STAKEHOLDERS EFFECTIVELY?

Breakout rooms co-facilitated by member alliances and NCDA team

Discussion in breakout groups (20 mins)

FORMAT

- Short presentation from member alliance co-facilitator
- Guided discussion with breakout room participants
- Breakout lead to report back to plenary

TOPICS

1. How to engage with high level influencers during GW4A campaigning co-facilitated by *Radhika Shrivastav, Healthy India Alliance*
2. How to engage with your government during GW4A campaigning co-facilitated by *Labram Musah, Ghana NCD Alliance*
3. How to engage with your community during GW4A campaigning co-facilitated by *Harrison Andeko, Kenya NCD Alliance*

Group #1: Engaging with high level influencers during advocacy campaigning

Co-facilitated by Radhika Shrivastav (Healthy India Alliance) and Toyyib Abdulkareem (NCD Alliance)

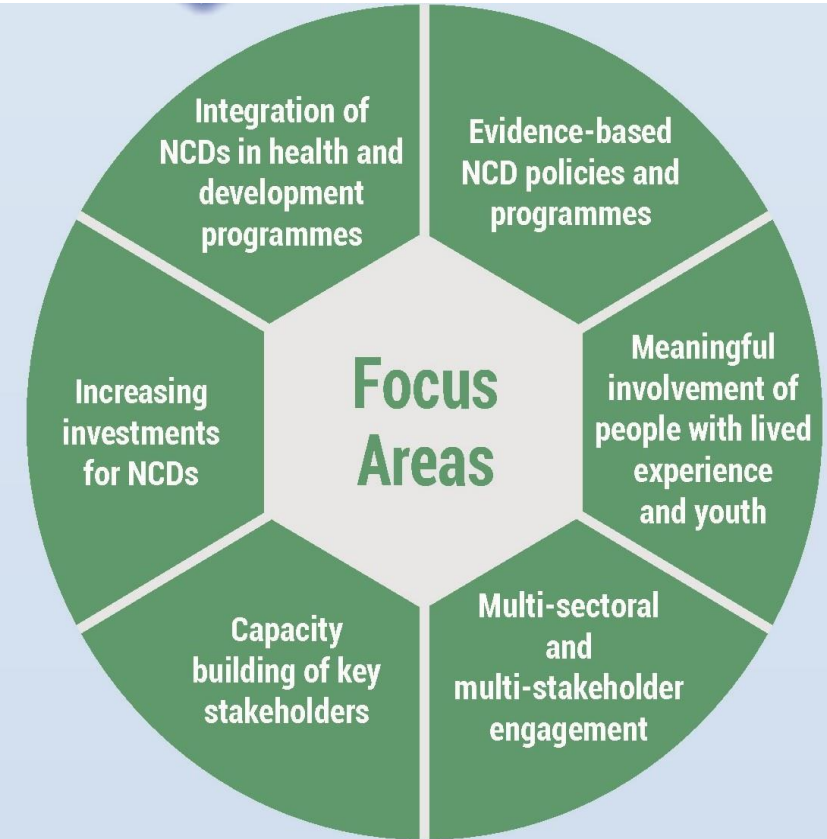
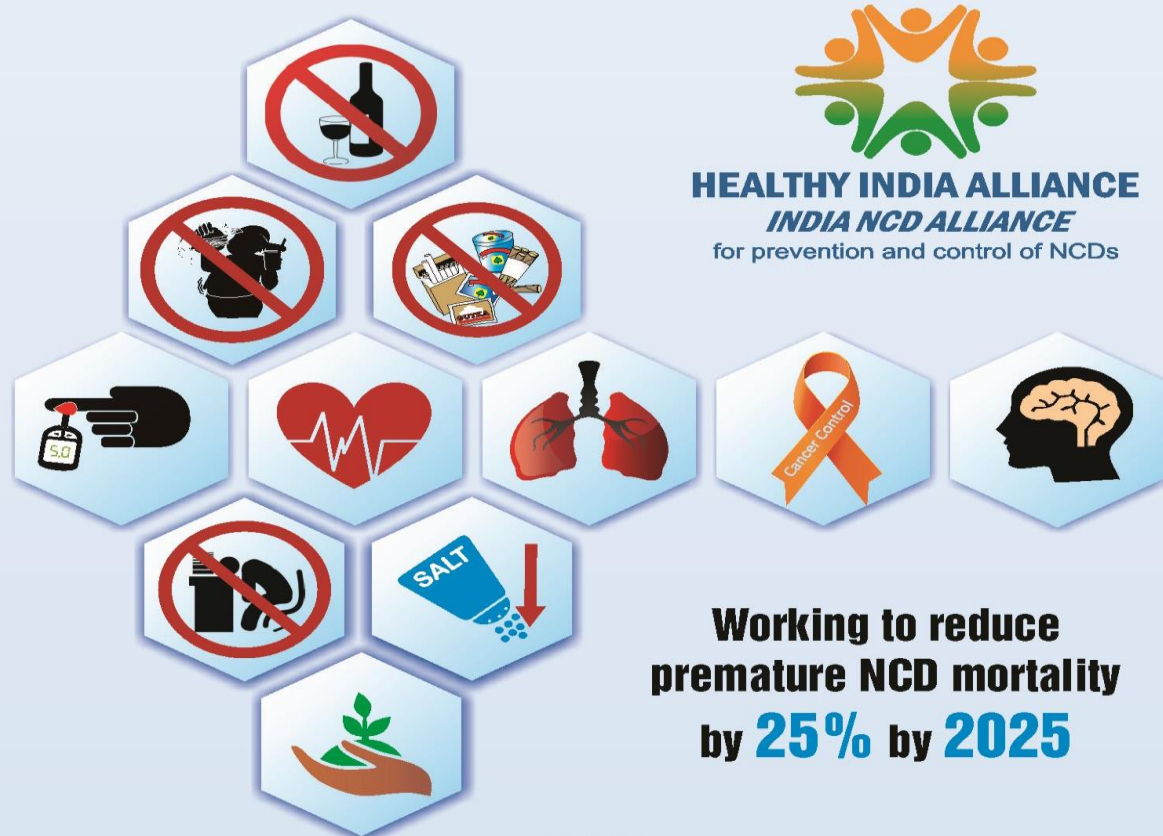
FORMAT – 20 minute breakout

- Short presentation from member alliance co-facilitator – 5 minutes
- Guided discussion with breakout room participants – 15 minutes

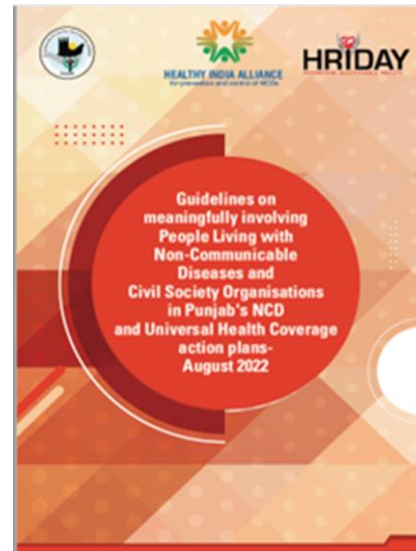
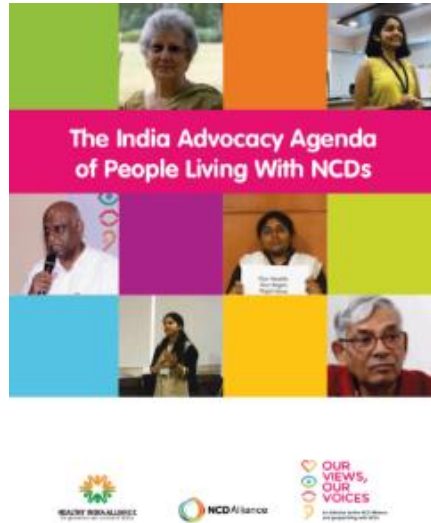
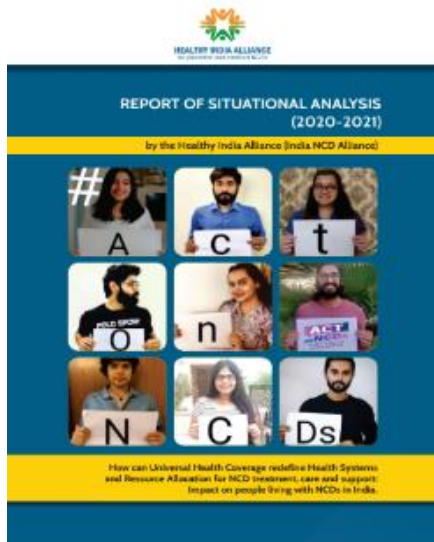
- Breakout lead to report back to plenary

How to engage with high level influencers during 2023 GW4A campaigning?

Experiences from the Healthy India Alliance/India NCD Alliance



Advocating for a people-centered and people-led approach to NCD prevention, treatment and care in India



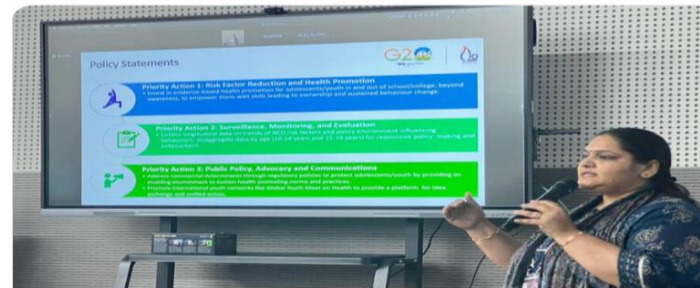
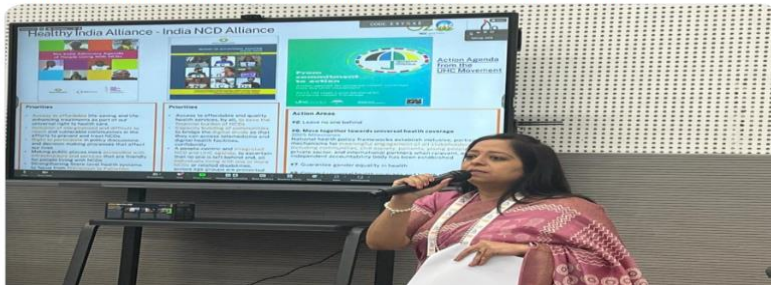
Engaging with high level influencers

WHO framework for meaningful engagement of people living with noncommunicable diseases, and mental health and neurological conditions



HRIDAY @Hriday_Org · Apr 9
 @DrMonikaArora emphasising the significance of #meaningfulengagement of people with lived experience for robust NCD prevention and control. At NCD policy dialogues during the Integrated Holistic Health Summit for @C2OEG and @g2oOrg.
 @WHO @WHOSEARO @ncdalliance @HIA_NCD @NcdSear

HRIDAY @Hriday_Org · Apr 9
 Ms. Radhika Shrivastav, Senior Director HRIDAY makes a strong case for youth-led action on prevention of NCD risk factors through key policy recommendations at the Integrated Holistic Health Summit of @C2OEG under @g2oOrg.
 @WHO @WHOSEARO @ncdalliance @HIA_NCD @NcdSear @UHC2030



**OPERATIONAL GUIDELINES
 NATIONAL PROGRAMME FOR PREVENTION AND CONTROL OF
 NON-COMMUNICABLE DISEASES
 (2023-2030)**

Ministry of Health & Family Welfare
 Government of India

2023

AIR POLLUTION

Sensitisation Brief

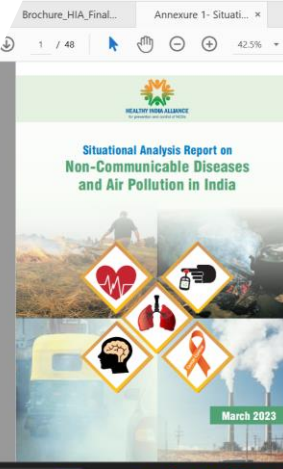


Pollution Mitigation:
Essential for effective
prevention and control of
Non-Communicable Diseases
in India

Summary

This brief explains the health and economic burden of air pollution in India and its linkages with major non-communicable diseases (NCDs) such as cardiovascular diseases (CVDs), chronic respiratory

Linkage
NCDs



#ActOnNCDsAndAirPollution

Air Pollution mitigation – An imperative for non-communicable diseases prevention and control in India



HEALTHY INDIA ALLIANCE
INDIA NCD ALLIANCE

Working to reduce premature NCD mortality by 25% by 2025

- Co-based policies and programmes
- Maximise investment in people with sound experience and youth
- Multi-sectoral and stakeholder engagement
- Multi-disciplinary approach using NCD prevention, management and palliative care.

#ActOnNCDsAndAirPollution

Successes and Challenges





HEALTHY INDIA ALLIANCE
for prevention and control of NCDs

Website: www.healthyindiaalliance.org
Facebook: @HealthyIndiaAlliance
Twitter: @HIA_NCD

Email: radhika@hriday-shan.org



Guiding questions for discussion – Group #1 notes

1. What are your experiences of engaging with high level influencers during advocacy campaigning and what were the successes/challenges faced? FR: // ESP: Quelles sont vos expériences d'engagement avec des influenceurs de haut niveau pendant la campagne de plaidoyer et quels ont été les succès/défis rencontrés ? // ¿Cuáles son sus experiencias al relacionarse con personas influyentes de alto nivel durante las campañas de promoción y cuáles fueron los éxitos/desafíos que enfrentó?

- *Kenya:* Challenges faced include government leaders at high level offices don't understand NCDs – prevalence and basic info. More awareness needed to raise their health literacy. Lack of data of people living with NCDs. Lack of budget/financial support.
- *Mexico:* Mexico SaludHable works with people living with NCDs and has established important relationships with law makers, Secretaries and high-level influencers involved in health. Success: Leveraged relationship to work with and inform influencers on impact/burden of NCDs in Mexico. Mexican Alliance work regularly with Secretary of Health on prevention and treatment of diseases.
- *Uganda:* National Physical Activity Day launched by President. Challenge: Conflict of Interest with political climate and party interests. Knowledge of high-level influencers around NCDs can be limited; when stakeholders go into communities, they need to engage local NCD groups.
- *Malawi:* High level influencer will be political. The Influencer with the info and interest might not be in the leading party. High level influencers don't really care – can afford foreign medical trips.

2. What are your initial reactions to ['High-level Influencer Outreach Guidelines'](#) and [template letters](#) how can you adapt to your own context? FR: //

ESP: *Quelles sont vos premières réactions aux « Directives de sensibilisation des influenceurs de haut niveau » et aux modèles de lettres, comment pouvez-vous vous adapter à votre propre contexte ? // ¿Cuáles son sus reacciones iniciales a las 'Pautas de alcance de personas influyentes de alto nivel' y las cartas modelo, cómo puede adaptarse a su propio contexto?*

- *Ivory Coast:* 30% of deaths in the country are caused by NCDs. Success: Involved parliamentarians in national advocacy, Didier Drogba created the Didier Drogba foundation which focuses on health including cardiovascular diseases and prevention. There was also a famous singer who had their foot removed due to diabetes and was involved during world diabetes day, being a voice and joining activities. Colleagues in Ivory Coast are using this experience and available resources to prepare for September and engagement in the GW4A.

3. How do you plan to engage high level influencers during your 2023 GW4A campaigning? FR: // ESP: Comment prévoyez-vous d'engager des influenceurs de haut niveau lors de votre campagne GW4A 2023 ? // ¿Cómo planea involucrar a personas influyentes de alto nivel durante su campaña GW4A 2023?

Group #2: Engaging with government during advocacy campaigning

Co-facilitated by Labram Musah (Ghana NCD Alliance) and Jessica Amegee Quach (NCD Alliance)

FORMAT – 20 minute breakout

- Short presentation from member alliance co-facilitator – 5 minutes
- Guided discussion with breakout room participants – 15 minutes

- Breakout lead to report back to plenary

HOW TO ENGAGE WITH YOUR GOVERNMENT DURING 2023 **GW4A** CAMPAIGNING



LABRAM M. MUSAH

NATIONAL COORDINATOR, GHANA NCD ALLIANCE

13/06/2023

CONTEXT- EXPECTATION FROM CSOS ACTORS

- GW4A on NCDs has made significant strides—nationally & globally
- In Ghana, the GW4A on NCDs has elevated/increased govt attention
- To achieve advocacy wins on NCDs during GW4A: health advocates including people living with NCDs must **understand and equip** themselves with the **skills/knowledge** to effectively engage their governments.
- Connect with the media and mobilized communities including children
- This will instigate political will at all level local, National and global and at the decision making levels in favor of your advocacy



CHALLENGE

- Low level of government/policy makers understanding of the global discourse/declarations/agenda items due to lack of technical expertise
- Lack of intentional follow-up with international bodies for clarity and proper understanding and monitoring mechanisms to measure progress
- Access to the leadership of the Ministry due to the bureaucratic nature
- Industry lobby/influence- through front groups including CSOs actors

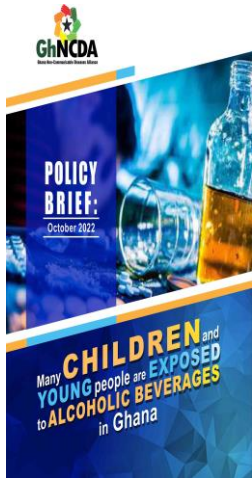
THESE CHALLENGES EXIST... BUT YOU MUST FORGE ON!



- Lack of proper coordination sector ministries and its agencies – **MoH for health promotion, MoF for taxation**
- Lack of resources: the government (MoH and its agencies) needs funds to implement programs, engaging without funds is very limiting

However, with sustained and well-informed evidence-based advocacy,
the GhNCDA has become a household name.

THIS IS HOW WE DO IT...



Press release: 6th August, 2020

GhNCD Alliance
Ghana Non-Communicable Disease Alliance

People living with non-communicable diseases face disruptions in health delivery services in Covid-19 era in Ghana

People Living with Non-Communicable Diseases in the era of Covid-19 are the most affected in regards access to healthcare. The majority of people living with NCDs (PLWNCs) have had disruptions in their healthcare services due to focused on Covid-19 cases leaving them to their fate. Meanwhile NCDs are the leading cause of deaths in the world today, killing 41million people each year, yet governments and global leaders have paid little attention to it.

The Ghana NCD Alliance by this release seeks to highlight the challenges faced by people living with NCDs in a recent survey it conducted and its implication for healthcare services and the attainment of Ghana's Universal Health Coverage (UHC) by 2030 and the need for government to pay undivided attention to NCDs and PLWNCs even beyond Covid-19.

Whilst the world is struggling to address the emerging threats of NCDs, such as hypertension, diabetes, liver disorder, cancer, chronic respiratory diseases, stroke, etc. another pandemic (corona virus) emerges having massive negative health impact. The health systems in many countries have been overstretched and not able to respond appropriately to the challenges imposed by the deadly pandemic. Ghana and many other countries including the developed economies have not adequately serviced and prioritized NCDs as a national and global pandemic, hence the devastating effects on people living with NCDs and other chronic health conditions. The introduction of measures such as social distancing, transport lockdowns, mandatory face mask, and closure of outpatient services among others, resulted in the disruption of course NCD and other chronic service delivery. "COVID19 significantly impacts health services for cancer, cardiovascular disease & diabetes - a survey run by WHO with responses from 155 countries has shown; <https://bit.ly/2UeABPV>. It's vital that countries find innovative ways to continue essential services to *beatNCDs' Teles. Adnanom. Ghebreyesus*

Globally, it is reported that people living with NCDs experienced a multitude of challenges, however in the Ghanaian context, little information exists on NCDs and Covid-19, and the experiences of people living with NCDs amidst the global pandemic. There have however been concerns from the government that the majority of the Covid-19 cases and mortalities recorded in Ghana are as a result of NCDs.

The Ghana NCD Alliance as part of efforts in contributing to national NCDs response and ensuring people living with NCDs needs and priorities are enhanced, conducted a rapid qualitative survey aimed to understand the challenges faced by people living with NCDs in the Covid-19 era in Ghana. The evidence-based survey also draws recommendations to inform the national Covid-19 response in the context of the country's multiple disease burdens, particularly NCDs, other chronic diseases, and the need for health system strengthening.

Data was collected from 127 persons living with stroke, diabetes, hypertension, sickle cell, chronic heart disease, asthma, cancer, and breast cancer from Greater Accra, Ashanti, Eastern, and Northern regions. The study revealed that a significant number of persons living with NCDs were hugely affected in different ways following the Covid-19 pandemic, especially during the three weeks lockdown.

The numerous challenges faced by people living with NCDs on daily basis attest to a fall in achieving the Universal Health Coverage, by 2030.

"I run out of medication and had to rely on a co-tenant to share his diabetes drugs because I could not access the prescribed drugs from the community pharmacy as they had none." *Exist Francis Cudjoe, a person living with diabetes*



WE ARE WINNING... AND SO CAN YOU!



- Member of the National NCD Steering Committee
- An authority on NCDs prevention and control in Ghana
- Regular recommendations to other partners by the government
- Collaborative research with notable public Universities



THANK YOU



Guiding questions for discussion – Group #2 notes

1. What are your experiences of engaging with high level influencers during advocacy campaigning and what were the successes/challenges faced? **FR:** // **ESP:** *Quelles sont vos expériences d'engagement avec des influenceurs de haut niveau pendant la campagne de plaidoyer et quels ont été les succès/défis rencontrés ? // ¿Cuáles son sus experiencias al relacionarse con personas influyentes de alto nivel durante las campañas de promoción y cuáles fueron los éxitos/desafíos que enfrentó?*

- *Zambia:* Growing political will towards NCD and UHC in Zambia but limited knowledge of the gvt to scale up interventions + growing willingness to integrate CSOs in all health matters including UHC – MoH and its NCD unit created a TWG to coordinate actions like tobacco control; key role of CSOs to make noise, push for integration and a holistic approach
- *Philippines:* importance of having and using local data to engage gvt; importance to engage with technical experts within govt not necessarily the hierarchy at the onset of CS engagement

2. What are your initial reactions to ['High-level Influencer Outreach Guidelines'](#) and [template letters](#) how can you adapt to your own context? **FR:** // **ESP:** *Quelles sont vos premières réactions aux « Directives de sensibilisation des influenceurs de haut niveau » et aux modèles de lettres, comment pouvez-vous vous adapter à votre propre contexte ? // ¿Cuáles son sus reacciones iniciales a las 'Pautas de alcance de personas influyentes de alto nivel' y las cartas modelo, cómo puede adaptarse a su propio contexto?*

- *USA and Caribbean:* Appreciation of all NCD Alliance materials shared to the network, very timely and helpful for national level advocacy. Need to read the letter asap and adapt it, get it in time to MoH, MoFA, etc.. And be coherent in messages towards national stakeholders and missions.

3. How do you plan to engage high level influencers during your 2023 GW4A campaigning? **FR:** // **ESP:** *Comment prévoyez-vous d'engager des influenceurs de haut niveau lors de votre campagne GW4A 2023 ? // ¿Cómo planea involucrar a personas influyentes de alto nivel durante su campaña GW4A 2023?*

- Leverage all TWGs/ national commissions where alliances are involved in, campaigning on TV, radio and other media platforms

Group #3: Engaging with communities during advocacy campaigning

Co-facilitated by Harrison Andeko (NCD Alliance Kenya) and Rosie Murton (NCD Alliance)

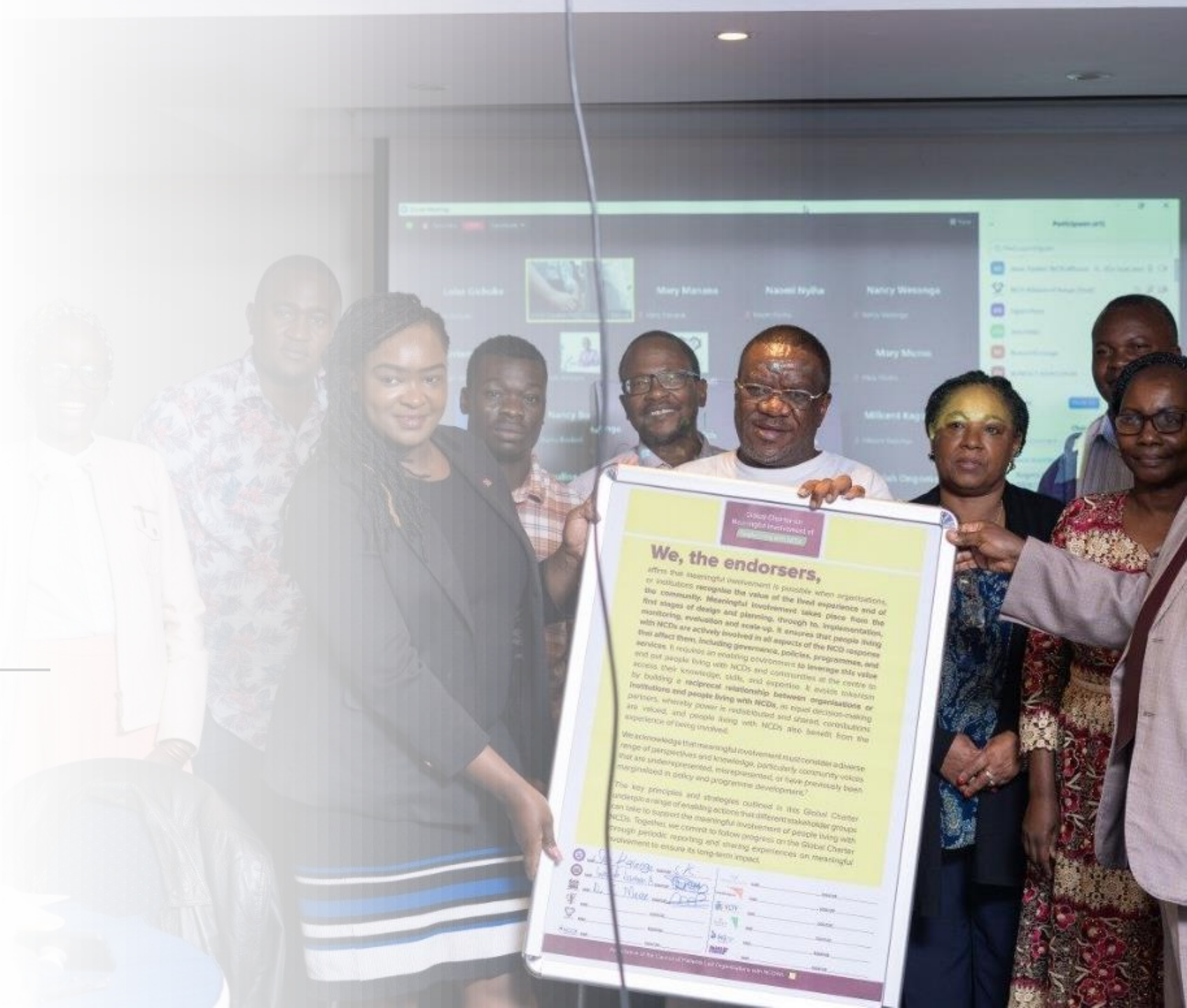
FORMAT – 20 minute breakout

- Short presentation from member alliance co-facilitator – 5 minutes
- Guided discussion with breakout room participants – 15 minutes

- Breakout lead to report back to plenary

Engaging with communities during 2023 GW4A campaigning

By Harrison Andeko
Program Officer
NCD Alliance Kenya
harrison.andeko@ncdak.org





Success

- Signed Global Charter on Meaningful Involvement of Persons Living with NCDs
- Prioritisation of Persons Living with NCDs during Covid19 Pandemic
- Follow up on commitments made by Government
- Working together for a common purpose



Challenges

- Covid19 – Change of Strategy
- Finances for coordination
- Action on the commitment is slow – Long Term agenda
- Burn out from the advocates
- Getting all stakeholders



NCD Alliance Kenya
Twitter @ncdak
Website: www.ncda.org

Guiding questions for discussion – Group #3 notes

1. What are your experiences of engaging with high level influencers during advocacy campaigning and what were the successes/challenges faced? *FR: // ESP: Quelles sont vos expériences d'engagement avec des influenceurs de haut niveau pendant la campagne de plaidoyer et quels ont été les succès/défis rencontrés ? // ¿Cuáles son sus experiencias al relacionarse con personas influyentes de alto nivel durante las campañas de promoción y cuáles fueron los éxitos/desafíos que enfrentó?*

- *India: 2022 campaigning narrative of those living with NCDs and comorbid conditions (HIV-NCDs), challenges of navigating the healthcare system, member organisations use of cards to disseminate voices and messages on type 1 diabetes experience, air pollution effects, engaging with youth and linkages between NCDs and RFs, posting on map of impact – challenges: stigma and discrimination, challenge for advocates to be vocal about their conditions, leverage experience and expertise*
- *Zambia: Engaging People living with NCDs during campaigning, which included engaging the media, financial challenges are a massive barrier, organised women groups to speak about their experiences – need to engage with high level reps*
- *Japan- In terms of collaborating with patients, we used to collect voices and narratives of those who live with NCDs through patient groups. One of the challenges we face recently is that patient groups in Japan have started shrinking, because of social changes including ICT infrastructure, SNS which allows individual posting to the public etc. , new mechanism needed to collect voices through the internet.*
- *Kenya: persons in high level positions avoid speaking about their experience with NCDs - this propagates stigma associated with NCDs. May be living NCDs perceived to be a weakness, makes them vulnerable?*

2. What are your initial reactions to ['High-level Influencer Outreach Guidelines'](#) and [template letters](#) how can you adapt to your own context? *FR: //*

ESP: Quelles sont vos premières réactions aux « Directives de sensibilisation des influenceurs de haut niveau » et aux modèles de lettres, comment pouvez-vous vous adapter à votre propre contexte ? // ¿Cuáles son sus reacciones iniciales a las 'Pautas de alcance de personas influyentes de alto nivel' y las cartas modelo, cómo puede adaptarse a su propio contexto?

- *India: Challenges using resources include language barriers – most of messages are disseminated in English, which is challenging for people who are speaking and understanding their countries native language, HIA plan to take a few specific messages/points from the resources, translate to native language and to increase the reach*

3. How do you plan to engage high level influencers during your 2023 GW4A campaigning? *FR: // ESP: Comment prévoyez-vous d'engager des influenceurs de haut niveau lors de votre campagne GW4A 2023 ? // ¿Cómo planea involucrar a personas influyentes de alto nivel durante su campaña GW4A 2023?*

- *USA: Use GW4A to elevate the cuts on global health programs, how can we garner the community at the national level? Community level much easier*



SECTION 3: PRACTICAL GUIDANCE ON TRANSLATING ADVOCACY TO ACTION

REPORT BACK

Breakout rooms co-facilitated by member alliances and NCDA team



SECTION 4: CLOSE

NEXT STEPS, WHAT TO EXPECT, POST-EVALUATION POLL

Rosie Murton (Partnerships and Membership Officer, NCD Alliance)

Close

- Post-evaluation poll – please answer
- Stay tuned on UHC political declaration
- Recordings, slides and resources from this workshop will be shared
- GW4A campaigning suggestions
 - Commit to at least one high level influencer
 - Commit to writing letter to one government representative
 - Commit to one campaign event to engage your community
- Keep us posted – check the follow up/next steps email.

THANKS

PEER LEARNING ADVOCACY NETWORK

Contact

Mail: info@actonnchs.org

www.ncdalliance.org

www.actonnchs.org

