Sharjah was named World Book Capital for the year 2019 by UNESCO.

9-11 FEBRUARY 2020
Sharjah, United Arab Emirates (UAE)
Global NCD Alliance Forum 2020

Bridging the Gap

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Welcome to the Global NCD Alliance Forum 2020

Dear Participants,

It is my pleasure to welcome you all to the third edition of the Global NCD Alliance Forum taking place in the Emirate of Sharjah, February 9 – 11, 2020.

Non-communicable diseases (NCDs) affect us all. We all know someone whose life came to an early end by heart disease or cancer. We all have parents, relatives or friends who live with diabetes. We might have felt terribly helpless seeing a loved one's memory being slowly robbed by Alzheimer's disease, or may have stayed up night after night trying to comfort our children as they gasped for breath due to their asthma. These conditions are among the greatest health threats of our time.

Non-communicable diseases account for 7 of the top 10 causes of death globally and are responsible for 70 percent of all deaths worldwide. Each such premature death deprives a family of a loved one, and a nation of a productive, contributing citizen. And not just adults, NCD incidences in children are on the rise worldwide, at an alarming rate. To help secure the future of our world by safeguarding the health and wellbeing of children and adolescents, we organised the first-ever Childhood NCDs Forum here in Sharjah in 2015.

This reality drives our motivation as we gather here two years after the second Forum, to send a determined message to the world – that we are resolute in honouring our collective commitment to reduce the incidence of NCDs globally.

As we gather here from all around the world to take stock of the progress we have made in the fight against lifestyle diseases since our last meeting here in Sharjah in 2017, and we do so by building on the 2018 UN High-Level Meeting (HLM) outcomes with a call to action loud enough to Bridge the Gap in the implementation of global pledges five years ahead of the next UN HLM in 2025 to achieve globally agreed NCD targets.

The 2017, first edition of Sharjah Awards for Excellence in NCD Civil Society Action was launched at this Forum to recognise the work being carried out by NCD member alliances worldwide to implement the Sharjah Declaration. In the two years since the last event, nations worldwide have also reiterated their pledge to reduce premature NCD deaths by one-third by 2030, as part of the Sustainable Development Goals.

Needless to say, our global effort requires sustained political will to achieve our goals. The SDGs have provided the political mandate. But the clock is ticking faster than the progress being made. A lot more needs to be done.

We trust that this Forum, will continue to catalyze our collective efforts to achieve this global target. Let us all maximise this three-day opportunity to share experiences and experimental results, discuss challenges and provide solutions with fellow members of the NCD civil society at the Forum, and capitalize on the opportunity to explore new collaborations to accelerate the response to NCDs as a priority.

I am certain that your expert inputs at this Forum will serve as an impetus to scale up our collective efforts on NCDs, initiating evidence collection and country-level surveillance to implement effective responses, as well as ensure that the issue is high on the political agenda worldwide.

I wish you all a very constructive and productive Forum.

Thank you.

Jawaher Bint Mohammed Al Qasimi
Wife of the Ruler of Sharjah,
Founder and Royal Patron of Friends Of Cancer Patients
International Ambassador for the World Cancer Declaration of the Union for International Cancer Control (UICC)
International Ambassador for Childhood Cancer for UICC
Patron of the Global NCD Alliance Forum

Dear Colleagues,

As Noncommunicable diseases (NCDs) continue to rise and impact societies and communities, disproportionately affecting low- and middle-income countries and vulnerable populations, impacting economies and forcing people into poverty, they threaten progress towards the 2030 Agenda for Sustainable Development.

The third Global NCD Alliance Forum (Forum) is strategically timed to take place in 2020, to reflect an global progress achieved and discuss what is needed to accelerate action five years away from the 2025 date for globally agreed upon NCD targets, and ten years away from the date to reach the targets of the Sustainable Development Goals, which include a target to reduce premature deaths from NCDs by one third. The World Health Organization's data shows that progress on NCDs has been insufficient and highly uneven, and that globally, countries are off-track in implementing national commitments to achieve these targets.

In response to the concerning lack of progress, the Forum is organised under the banner theme of 'Bridging the Gap’. The Forum will seek to accelerate global efforts to translate political commitments and rhetoric into needed action and implementation at local and national levels. The programme will focus on three sub-themes:

- Saving lives through transformative policies and solutions
- Building demand for action through transformative social movements and voices of change
- Enhancing accountability through transformative and inclusive governance

The Forum offers a unique opportunity for NCD civil society globally to unite and mobilise for stronger action on NCDs. It will encourage networking, stimulate knowledge exchange and offer a space for civil society coordination and planning, the latter framed by the NCD Civil Society Compass, outlining potential actions for civil society to bridge the major gaps to the NCD response.

Through this global convening, we look to celebrate and invigorate your efforts and passion for improving the lives of people at risk of or living with NCDs. We thank you in advance for your participation and contribution to making the third Global NCD Alliance Forum a success.

The NCD Alliance wishes to sincerely thank Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, UAE, for her commitment to NCDs and as Patron of the Global NCD Alliance Forum, and Friends of Cancer Patients for their partnership, leadership, support and continued generosity that have been instrumental in realising this global event.

Todd Harper
President, NCD Alliance
CEO, Cancer Council Victoria

Katie Dain
CEO, NCD Alliance

Global NCD Alliance Forum 2020
Planning Committee

HE Mrs Sawsan Jafar
Chairman of the Board of Directors, Friends of Cancer Patients, United Arab Emirates

Mr Todd Harper
Chief Executive Officer, Cancer Council Victoria, Australia; President, NCD Alliance

Dr Jean Luc Eisele
Chief Executive Officer, World Heart Federation, Switzerland; Board member, NCD Alliance

Ms Maisha Hutton
Executive Director, Healthy Caribbean Coalition, Barbados

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

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

Dr Douglas Webb
Team Leader, Health and Innovative Financing at the HIV, Health and Development Group, United Nations Development Programme, United States

Ms Maisha Hutton
Executive Director, Healthy Caribbean Coalition, Barbados

Mr Stefan Islandi
Director of Development, Danish NCD Alliance, Denmark

Dr Ibtihal Fadhil
President, Eastern Mediterranean NCD Alliance, Bahrain; Board member, NCD Alliance

Ms Ana Larrañaga
Director, Salud Critica, Mexico

Ms Marie Hauerslev
Chair, NCD Child, Denmark

Dr Marie Hauerslev
Chair, NCD Child, Denmark

Dr Ibtihal Fadhil
President, Eastern Mediterranean NCD Alliance, Bahrain; Board member, NCD Alliance

Ms Cajsa Lindberg
President of Swedish Diabetes Association, Sweden; Member of Our Views, Our Voices Global Advisory Committee

Ms Helen Seibel
Global Head, Community Investment & Philanthropy, AstraZeneca, Canada; Member of the NCD Alliance Supporters Group

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

Ms Maisha Hutton
Executive Director, Healthy Caribbean Coalition, Barbados

Mr Stefan Islandi
Director of Development, Danish NCD Alliance, Denmark

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Global Head, Community Investment & Philanthropy, AstraZeneca, Canada; Member of the NCD Alliance Supporters Group

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Director, Salud Critica, Mexico

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Ms Ana Larrañaga
Director, Salud Critica, Mexico

Mr Stefan Islandi
Director of Development, Danish NCD Alliance, Denmark
Global NCD Alliance Forum 2020

Bridging the Gap

WHAT

The Global NCD Alliance Forum is the only biennial global noncommunicable disease (NCD) meeting. The Forum convenes, unites and mobilises NCD civil society.

The Forum is organised by the NCD Alliance in partnership with local host organisation, Friends of Cancer Patients (FoCP), in Sharjah, United Arab Emirates (UAE), under the patronage of Her Highness Sheikha Jawaher Bint Mohammed Al-Qasimi, wife of the Ruler of Sharjah, Founder and Royal Patron of FoCP, International Ambassador of the World Cancer Declaration for the Union for International Cancer Control (UICC), International Ambassador for Childhood Cancer for UICC.

WHEN & WHERE

9-11 February 2020, Sharjah (UAE)

THEME

The Forum is organised under the theme of “Bridging the Gap” with a view to accelerating global efforts to translate political commitments and rhetoric into action and implementation at national and local levels. It will focus on action enablers and what works in local and national contexts. It will offer a civil society perspective and take a political economy lens on the key catalysts for change that can bridge the major gaps in the NCD response.

WHO

The Forum will bring together representatives from national and regional NCD alliances, civil society from cross cutting areas relating to NCDs, youth, people living with NCDs, global NCD stakeholders and recognised champions.

In 2017, 94% of delegates rated their overall experience at the Forum as outstanding or very good.

The Forum is organised around three sub-themes:

1. SAVING LIVES through transformative policies and solutions
2. BUILDING DEMAND FOR ACTION through transformative social movements and voices of change
3. ENHANCING ACCOUNTABILITY through transformative and inclusive governance

SAVING LIVES

FORUM DAY 1
SUNDAY, 9 FEBRUARY 2020

08:00 – 10:00 Room D
Elevating the youth NCD agenda to high-level stakeholders (convened by NCD Child and NCD Alliance, sponsored by AstraZeneca) (by invitation only)

08:00 – 10:00 Room F
Our Views, Our Voices event ImPatient for Change: The power of lived experiences in Bridging the Gap for NCDs (sponsored by Access Accelerated, Leona M. and Harry B. Helmsley Charitable Trust, Upjohn-Pfizer) (by invitation only)

10:00 - 10:10 Health Break

10:10 – 12:00 Yaqout Hall
Civil Society Coordination Session: national, regional and global action (civil society delegates only)

12:00 – 13:30 Lunch Break

12:00 – 13:30 Room A
Protecting Populations, Preserving Futures: Empowering the Health Workforce to Tackle the Greatest Global Health Challenge of Our Time (sponsored by Upjohn-Pfizer) (by invitation only)

Room B
Delivering and financing quality care for NCDs: leaving no-one behind (sponsored by Leona M. and Harry B. Helmsley Charitable Trust) (by invitation only)

Room C
Building the Case for National Plans to Tackle NCD: Heart Failure (sponsored by AstraZeneca) (by invitation only)

13:30 – 15:15 Yaqout Hall
Civil Society Coordination Session: national, regional and global action (civil society delegates only)

15:15 – 16:00 Health Break

16:00 – 17:00 Almas Hall
OPENING CEREMONY

17:00 – 18:30 Almas Hall
OPENING PLENARY
Bridging the gaps, seizing the moment for NCD prevention and control

18:30 – 19:00 Almas Hall
Group Photo

19:00 – onwards Reception Dinner
## FORUM DAY 2

### MONDAY, 10 FEBRUARY 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 09:00 – 10:15 | **PLENARY ONE**  
Saving lives and protecting communities through transformative NCD policies and solutions |
| 10:15 – 10:45 | Health Break |
| 10:45 – 12:30 | **STREAM ONE**  
**WORKSHOP 1.1**  
Room E  
Catalysing action on NCD 'best buys': challenges and enablers for policy progress |
|            | **WORKSHOP 1.2**  
Room B  
Engaging with law and lawmakers to accelerate action on NCDs |
|            | **WORKSHOP 1.3**  
Room A  
A people-powered movement: Unleashing the untapped potential of people living with NCDs to turbocharge the response |
|            | **WORKSHOP 1.4**  
Room C  
Transforming the narrative of childhood obesity |
|            | **WORKSHOP 1.5**  
Room D  
Promoting whole of government and whole of society action on NCDs |
|            | **WORKSHOP 1.6**  
Room F  
The power of data to fuel systems reform for NCDs: Leveraging evidence to achieve planetary and human health |
| 12:30 – 13:30 | Lunch Break |
| 13:30 – 14:45 | **PLENARY TWO**  
Building the demand for collective action on NCDs through transformative social movements and voices for change |
| 14:45 – 15:15 | Health Break |
| 15:15 – 17:00 | **STREAM TWO**  
**WORKSHOP 2.1**  
Room E  
Beyond the declaration: Maximising political momentum on UHC for NCDs and mental health |
|            | **WORKSHOP 2.2**  
Room A  
Win-win interventions: Leveraging policy to address NCDs and reduce gender inequities in health |
|            | **WORKSHOP 2.3**  
Room C  
Planetary Health Action Dialogue: Connecting the climate and NCD movements to take on global emergencies |
|            | **WORKSHOP 2.4**  
Room D  
Building coalitions and social movements to address NCD multi-morbidities: Health systems for people, not siloes for diseases |
|            | **WORKSHOP 2.5**  
Room F  
Global governance and binding frameworks: Necessary instruments for tackling NCD drivers and determinants? |
|            | **WORKSHOP 2.6**  
Room B  
Accountability in the Era of the E-Cigarette Epidemic |
| 19:00     | Social Event |

### FORUM DAY 3

### TUESDAY, 11 FEBRUARY 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
</table>
| 09:00 – 10:15 | **PLENARY THREE**  
Enhancing accountability for all people with NCDs everywhere through transformative and inclusive governance |
| 10:15 – 10:45 | Health Break |
| 10:45 – 12:30 | **STREAM THREE**  
**WORKSHOP 3.1**  
Room A  
Sustainable investment, smarter financing for NCDs: The power of civil society in driving change |
|            | **WORKSHOP 3.2**  
Room C  
Partnering for impact in the SDG era: Saving lives through equitable access to essential NCD medicines and technologies |
|            | **WORKSHOP 3.3**  
Room D  
Think like a broadcaster: How to create compelling stories and increase media attention for NCDs |
|            | **WORKSHOP 3.4**  
Room E  
Bridging sectors: Broadening coalitions for NCDs |
|            | **WORKSHOP 3.5**  
Room B  
David versus Goliath: Strategies for managing conflict of interest and countering industry interference in public health policy |
|            | **WORKSHOP 3.6**  
Room F  
Taking the pulse of NCD progress: How to hold governments to account |
| 12:30 – 13:45 | Lunch Break |
| 13:45 – 14:15 | Regional Showcase |
| 14:15 – 15:15 | **CLOSING PLENARY**  
Accelerating overdue progress with ambitious action: the fast track to 2030 |
| 15:15 – 16:15 | Health Break |
| 16:15 – 17:00 | **CLOSING CEREMONY** |

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**The Global NCD Alliance Forum unites us further and allows for some critical reflection as to what we’re doing well and where we can improve. It provides a participatory programme that helps share lessons.**

*2017 Forum participant*
FORUM DAY 1
SUNDAY, 9 FEBRUARY 2020

08:00 – 10:00
Room D
Elevating the youth NCD agenda to high-level stakeholders (convened by NCD Child and NCD Alliance, sponsored by AstraZeneca) (by invitation only)

Young people offer a unique and highly valuable perspective to scale up the NCD response, hence the importance of leveraging youth voices on NCD policy and practice to help bridge the gap between global NCD commitments and local action. This invitation-only session convened by NCD Child and NCD Alliance will help young participants discuss specific advocacy and policy needs of children, adolescents, and young people to prevent and control NCDs, in order to construct concise, evidence-based policy messages promoting actionable solutions that address NCD policy gaps affecting young people. This session will also help identify youth peers working in related fields for stronger action during and after the Forum, enriching and strengthening networks of youth NCD advocates around the world.

Moderator
Mr Pierre Cooke Jnr
Youth Technical Adviser, Healthy Caribbean Coalition; Barbados National Youth Parliament, Barbados

Confirmed speakers
Dr George Msengi
Executive Committee Member, Youth Leader, NCD Child, Tanzania

Dr Marie Hauerslev
Chair, NCD Child, Denmark

Ms Nicola Gray
Member of the Governing Council, NCD Child, United Kingdom

Mr Luis Manuel Encarnacion Cruz
Senior Capacity Development Officer, NCD Alliance; Member of the Governing Council, NCD Child, Mexico

08:00 – 10:00
Room F
Our Views, Our Voices event
ImPatient for Change: The power of lived experiences in Bridging the Gap for NCDs (sponsored by Access Accelerated, Leona M. and Harry B. Helmsley Charitable Trust, Upjohn-Pfizer) (by invitation only)

The Our Views Our Voices event will highlight the leadership of people living with NCDs in bridging the gaps in the NCD response. It will discuss leveraging lived experiences for advocacy, strengthening access to health and tackling stigma and discrimination. This invitation-only event will take stock of progress on meaningful involvement of people living with NCDs and how to power a movement that puts people first.

Chair
Ms Anne Lise Ryel
Secretary General, Norwegian Cancer Society; Board member, NCD Alliance, Norway

Keynote
Ms Zoleka Mandela
Child Health Initiative Global Ambassador, FIA Foundation, South Africa

Moderator
Ms Johanna Raossil
Chief Executive Officer, World Obesity Federation, United Kingdom

Confirmed speakers
Ms Jyotsna Govil
Our Views, Our Voices advocate, Healthy India Alliance & Indian Cancer Society, India

Ms Charity Muturi
Our Views, Our Voices advocate, NCD Alliance of Kenya, Kenya

Mr Christopher Adegbe
Our Views, Our Voices advocate, Ghana NCD Alliance, Ghana

Ms Kwanle Asante
Global Advisory Committee Member; Our Views, Our Voices, NCD Alliance, South Africa

Mr Bruno Helman
Our Views, Our Voices advocate, Brazil
## Programme: Bridging the Gap

### Room A

**Protecting Populations, Preserving Futures: Empowering the Health Workforce to Tackle the Greatest Global Health Challenge of Our Time** (sponsored by Upjohn-Pfizer) *(by invitation only)*

- **Moderator**
  - Mr. Neal Kovach
  - Division Vice President, Global Market Strategy, American College of Cardiology, United States

- **Confirmed Speakers**
  - Professor Kaushik Rameigs
    - General Secretary, Tanzania NCD Alliance, Tanzania
  - Ms. Johanna Ralston
    - Chief Executive Officer, World Obesity Federation, United Kingdom
  - Mr. Enzo Bondioni
    - Executive Director, FDI World Dental Federation, Board Member of World Health Professions Alliance, Switzerland
  - Ms. Jennifer Bax
    - Managing Director of Innovation, American College of Cardiology, United States
  - Professor Adel El Sayed Selim
    - Emeritus Professor of Internal Medicine and Diabetes, Sohag University, Egypt; President of the Egyptian NCD Alliance, Egypt
  - Dr. Lobna Salem
    - Chief Medical Officer Developed Markets, Upjohn - Pfizer, United States
  - Dr. Maryam Mohamed Fatma Motor
    - Founder and Chairperson of UAE Genetic Diseases Association, United Arab Emirates

### Room B

**Delivering and financing quality care for NCDs: leaving no-one behind** *(sponsored by Leona M. and Harry B. Helmsley Charitable Trust) *(by invitation only)*

- **Master of Ceremonies**
  - Ms. Megan Deichler
    - Associate Program Officer for the Type 1 Diabetes Program (T1D), Leona M. and Harry B. Helmsley Charitable Trust, United States

- **Moderators**
  - Dr. Gina Agiostratidou
    - Director, Type 1 Diabetes program, Leona M. and Harry B. Helmsley Charitable Trust, United States
  - Ms. Estefania Palomino
    - Program Officer, Type 1 Diabetes program, Leona M. and Harry B. Helmsley Charitable Trust, United States

- **Confirmed Speakers**
  - Ms. Emily Wroe
    - Associate Director of NCD Policy & Implementation, Partners in Health, United States
  - Ms. Lea Kilenga
    - Our Views, Our Voices advisory committee member, NCD Alliance Kenya, Kenya
  - Ms. Happy Nchimbi
    - Project Manager, Tanzania NCD Alliance, Tanzania
  - Dr. Louaj Barjoud
    - Special Assistant to the CEO, Defeat-NCDs, Switzerland
  - Ms. Maia Olsen
    - Programme Manager, NCD Synergies, Partners In Health, United States
  - Ms. Aigerim Zhaparova
    - Patient Advocate, Kyrgyzstan
  - Dr. Mamiko Anyona
    - Health Specialist, Noncommunicable diseases, United Nations Children’s Fund (UNICEF), United States

### Day 1

- **10:00 – 10:10**
  - Health Break

- **10:10 – 12:00**
  - Civil Society Coordination Session: national, regional and global action *(civil society delegates only)*

- **12:00 – 13:30**
  - Lunch Break

- **12:00 – 13:30**
  - Satellite sessions *(by invitation only)*

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**Programme**

**Bridging the Gap**

**Dr. Karen Sealey**

*Founder, Trinidad and Tobago NCD Alliance*

**Dr. Guy Fones**

*Advisor, Global NCD Platform; Team Lead, Secretariat of the Global Coordination Mechanism on NCDs (GCM/NCD), Switzerland*

**Ms. Lea Kilenga**

*Our Views, Our Voices Global Advisory Committee, NCD Alliance of Kenya, Kenya*
Heart failure (HF) is a life-threatening and prevalent disease that affects ~64 million people worldwide.1 One in five people will develop the condition during the course of their life.2 People with T2D have a 2-to-5 times greater risk of HF plus increased risk of a heart attack or stroke.3 HF causes between ~10%-28% of deaths in adults with cardiovascular disease, worldwide.4 In 2012 cost for HF management was estimated at $108 billion per annum.5 The staggering prevalence and economic burden of HF necessitates utilization of cost-effective treatment options and preventive strategies. Currently, many countries do not have National Plans to tackle HF, owing to lack of understanding of humanistic and economic costs of HF at the national level, and lack of advocacy with policy decision makers. This session will discuss the importance of generating data and the need for patient voice to drive national policies to effectively address these gaps.

**Moderator**
Dr Waleed Al Habeeb
Consultant Cardiologist, President of Saudi Heart Failure Society, Saudi Arabia

**Confirmed Speakers**

- **Professor John McMurray**
  Professor of Cardiology, University of Glasgow, United Kingdom

- **Dr Hussein Heshmat Kassem**
  Consultant Cardiologist, Fujairah Hospital, United Arab Emirates; Associate Professor of Cardiovascular Medicine, Department of Cardiology, Cairo University, Egypt

- **Dr Buthaina Abdulia Bin Belaila**
  Head, Supreme National Committee for the Control of NCD, UAE Ministry of Health and Prevention, United Arab Emirates

- **Dr Monika Arora**
  Executive Director, HRIDAY (Secretariat of Healthy India Alliance); Director, Health Promotion Division and Professor, Public Health Foundation of India, Board member, NCD Alliance, India

5:30 PM – 6:00 PM
**Civil Society Coordination Session: national, regional and global action**
(civil society delegates only)

**Chair**
Sir Trevor Hassell
President, Healthy Caribbean Coalition; Board Member, NCD Alliance, Barbados

**Fireside Chat**
**Dr Apoorva Gomber**
Community Manager/Co-founder, Diabetes India Youth in Action; Member of Young Leaders in Diabetes, International Diabetes Federation, India

**Ms Grace Gatera**
Communications Coordinator, Partners In Health Rwanda/Inshuti Mu Buzima; Young Leader, My Mind Our Humanity, The Lancet Commission on Global Mental Health and Sustainable Development, Rwanda

**Keynote**
**Dr Colin Tukuitonga**
Former Director-General, Secretariat of the Pacific Community, New Caledonia

**Confirmed Panellists**

- **Dr Githinji Gitahi, MBS**
  Group Chief Executive Officer, Amref Health Africa; Co-chair, UHC2030, Kenya

- **Dr Apoorva Gomber**
  Community Manager/Co-founder, Diabetes India Youth in Action; Member of Young Leaders in Diabetes, International Diabetes Federation, India

- **Dr Ren Minghui**
  Assistant Director General for UHC/Communicable & Noncommunicable Diseases, World Health Organization, Switzerland

- **Ms Zoleka Mandela**
  Child Health Initiative Global Ambassador, FIA Foundation, South Africa

- **Ms Florence Bulte**
  Group Head of Sustainability, Chalhoub Group, United Arab Emirates

18:30 PM – 19:00 PM
**Group Photo**

19:00 PM – onwards
**Reception Dinner**
PLENARY ONE
Saving lives and protecting communities through transformative NCD policies and solutions

This plenary will shine a light on the work of the NCD community and how collective civil society power can be harnessed to help bridge the gaps, accelerate progress and save lives. It will explore how to accelerate the adoption and implementation of WHO ‘Best Buys’ and other cost-effective interventions. It will look at how the UN High-Level Meeting on Universal Health Coverage (UHC) can be followed up to ensure country leadership on UHC that addresses NCDs and the continuum of care throughout the life course. It will discuss priority-setting and address financing and imperatives for resourcing the NCD response.

CHAIR
Ambassador Sally Cowal
Senior Vice President, Global Cancer Control, American Cancer Society, United States

KEYNOTE
Dr Ren Minghui
Assistant Director General for UHC/Communicable & Noncommunicable Diseases, World Health Organization, Switzerland

CONFIRMED PANELISTS
Dr Mamko Anjona
Health Specialist, Noncommunicable diseases, United Nations Children’s Fund (UNICEF), United States

Senator Guido Girardi
Physician and Chilean Senator, Chile

Dr Nooshin Mohamad Bazargani
Consultant cardiologist, Dubai Health Authority; Vice President, World Heart Federation; Chair, CVD prevention working group of Emirates Cardiac Society, United Arab Emirates

Dr Batool Al-wahdani
Medical doctor; President 2018-2019, International Federation of Medical Students’ Associations (IFMSA), Jordan

Mr Tara Singh Bam
Deputy Regional Director, International Union Against Tuberculosis and Lung Disease (The Union), Asia Pacific, Singapore

Ms Kristina Sperkova
International President, Movendi International, Sweden

Ms Suzanna Zhou
Legal Policy Advisor, McCabe Centre for Law & Cancer, Australia

Dr Nandita Murukutla
Senior Vice President, Global Cancer Control, American Cancer Society, United States

Ms Lucy Westerman
Dr Nandita Murukutla
Senior Vice President, Global Cancer Control, American Cancer Society, United States

Ms Kate Oldridge-Turner
Health Specialist, Noncommunicable diseases, United Nations Children’s Fund (UNICEF), Organization, Switzerland

Ms Kristina Sperkova
Vice President, Global Policy and Research, Vital Strategies, United States

Ms Anna Larrañaga
Nutrition Chapter Coordinator, Mexico Salud-Hable; General Director, Salud Crítica, Mexico

Ms Anna Larrañaga
Nutrition Chapter Coordinator, Mexico Salud-Hable; General Director, Salud Crítica, Mexico

Ms Lucy Westerman
Policy & Campaigns Manager, NCD Alliance, United Kingdom

CONFIRMED SPEAKERS
Dr Nandito Murukutla
Vice President, Global Policy and Research, Vital Strategies, United States

Ms Kristina Sperkova
International President, Movendi International, Sweden

Mr Tara Singh Bam
Deputy Regional Director, International Union Against Tuberculosis and Lung Disease (The Union), Asia Pacific, Singapore

Ms Suzanna Zhou
Legal Policy Advisor, McCabe Centre for Law & Cancer, Australia

Dr Nandita Murukutla
Senior Vice President, Global Cancer Control, American Cancer Society, United States

Ms Anna Larrañaga
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Ms Lucy Westerman
Policy & Campaigns Manager, NCD Alliance, United Kingdom

Ms Anna Larrañaga
Nutrition Chapter Coordinator, Mexico Salud-Hable; General Director, Salud Crítica, Mexico
**WORKSHOP 1.3**
**Room A**

**Collabos**
Eastern Mediterranean NCD Alliance, UNAIDS, Ghana NCD Alliance, Humanity & Inclusion

**Co-leads**
No amount of scientific or medical knowledge can replace the insights of lived experiences. People living with and affected by NCDs are important agents of change, demand creators, mobilisers and experts in their own right. However, currently their knowledge and insight are undermined by governments, and in general people living with NCDs are largely silent in decision-making processes. This workshop will showcase examples of how meaningful involvement of people living with NCDs has helped to build a public narrative on NCDs and resulted in improved services, policies, programmes, and systems. Drawing from other health and social movements, the workshop will discuss concrete/institutionalised mechanisms of involvement and address barriers to meaningful involvement, with particular focus on tackling stigma and discrimination, particularly among vulnerable populations.

**Moderator**
Ms Cajsa Lindberg
President of Swedish Diabetes Association; Member of Our Views, Our Voices Global Advisory Committee, Sweden

**Co-leads**
Mr Christopher Agbega
Our Views, Our Voices Advocate, Ghana NCD Alliance, Ghana

Dr Davide Olchini
Director of Global Health Unit, Humanity & Inclusion, France

Dr Noor Younes
Medical Doctor, International Rescue Committee, Our Views, Our Voices advocate, Eastern Mediterranean NCD Alliance, Jordan

Ms Manjusha Chatterjee
Capacity Development Consultant, NCD Alliance, United Kingdom

Dr Apoorjita Gogoi
Executive Director, Centre for Catalyzing Change, Co-Chair, What Women Want steering committee, India

**SUB-Theme 2**
Building demand for action through transformative social movements and voices of change

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**WORKSHOP 1.5**
**Room D**

**Lead**
Friends of Cancer Patients

**Co-leads**
Promoting whole of government and whole of society action on NCDs

**Moderator**
Dr Beatriz Champagne
Senior Vice President, Global Cancer Control, American Cancer Society, United States

**Co-leads**
Ms Bekki Field
Senior Programme Lead, International Cancer Prevention Programme, Cancer Research UK, United Kingdom

Ms Florence Butte
Head of Sustainable Engagement, Chalhoub Group, United Arab Emirates

Dr Adel Al Shammari
Cardiac Surgery Consultant, United Arab Emirates

Dr Elifoth Abdulehame
Team Leader for HIV, Health and Development - Arab States, UNDP - Istanbul Regional Hub, Turkey

**WORKSHOP 1.6**
**Room F**

**Lead**
NCD Alliance Supporters Group

**Co-leads**
The power of data to fuel systems reform for NCDs: Leveraging evidence to achieve planetary and human health

**Moderator**
Dr Beatriz Champagne
Director of Advocacy, InterAmerican Heart Foundation; Coordinator, Healthy Latin America Coalition; Chair, Advocacy Committee, World Heart Federation, United States

**Co-leads**
Ms Johanna Ralston
Chief Executive Officer, World Obesity Federation, United Kingdom

Ms Maisha Hutton
Executive Director, The George Institute for Global Health, Australia

Ms Hannah Brinsden
Head of Policy, World Obesity Federation, United Kingdom

Ms Allison Ibrahim
Global Educational Consultant; Advocate for Women and Children; Motivational Speaker, Kuwait

Mr Fole Andrew Lesa
Youth Programme Advisor, NCD Child; Policy Consultant, Asia Development Bank Aotearoa Representative; UNESCO Asia Pacific Youth Advisory Board, New Zealand

**SUB-Theme 3**
Enhancing accountability through transformative and inclusive governance
### Day 2: Conference Programme

#### Lunch Break

12:30 – 13:30

**PLENARY TWO**

Building the demand for collective action on NCDs through transformative social movements and voices for change

This plenary will offer a dynamic dialogue on growing and humanising the NCD movement, including the need to amplify societal demand for action, the challenges, as well as strategies fit for the 2020s. It will explore raising awareness of NCDs, challenging perceptions and encouraging policy makers, civil society and the private sector to take action.

**Chair:** Ms Kwanie Asante  
Secretary General, African Organization for Research and Training in Cancer (AORTIC); Global Advisory Committee Member, Our Views, Our Voices, NCD Alliance, South Africa

**Keynote:**

Dr Aideeba Kamarulzaman  
International AIDS Society President-Elect, Dean of the Faculty of Medicine and Professor of Medicine and Infectious Diseases at the University of Malaya, Malaysia

**Confirmed Panelists:**

- Dr Aparajito Gogoi  
  Executive Director, Centre for Catalyzing Change; Co-Chair, What Women Want steering committee, India
- Mr Fale Andrew Lesa  
  Youth Programme Advisor, NCD Child, Policy Consultant, Asia Development Bank Aotearoa Representative; UNESCO Asia Pacific Youth Advisory Board, New Zealand
- Dr Esperanza Cerón Vlasuquirín  
  Director, Educar Consumidores; Coordinator, Mesa Colombiana de Incidencia por las Enfermedades Crónicas (MECIEC), Colombia
- Mr Joshua Makubu  
  Advocacy Committee Member, Ghana Society of the Physically Disabled; Our Views, Our Voices advocate, Ghana NCD Alliance, Ghana
- Dr Cristina Parsons Perez  
  Capacity Development Director, NCD Alliance, United Kingdom
- Dr Shible Sohboni  
  Regional Advisor on Reproductive Health, United Nations Population Fund (UNFPA), Arab States Regional Office, Egypt

#### Health Break

14:45 – 15:15

**STREAM TWO**

Beyond the declaration: Maximising political momentum on UHC for NCDs and mental health

Co-Leads:**

UHC2030, United for Global Mental Health, NCD Alliance Kenya

Following the UN High-Level Meeting on Universal Health Coverage (UHC) in 2019, governments are pursuing national UHC responses with the goal of health for all by 2030. But what are the implications of NCDs and mental health (MH) for UHC and what can the civil movement do to ensure people living with NCDs and MH are not left behind? The workshop will provide an overview of UHC, from improving access, equity and financial risk protection, and explore the implications of NCDs and MH. It will focus on advocacy strategies and solutions to ensure prevention is not forgotten within UHC responses, the challenge of the treatment gap for NCDs and MH in low- and middle-income countries (LMICs), the health system strengthening required to effectively treat multi-morbidities, and the optimal health workforce for chronic diseases.

**Chair:**

Ms Maia Olsen  
Programme Manager, NCD Synergies, Partners In Health, United States

**Confirmed Speakers:**

- Ambassador Sally Cowal  
  Senior Vice President, Global Cancer Control, United States
- Dr Florence Sibomana  
  Secretary, Rwanda NCD Alliance, Rwanda
- Ms Moisha Hutton  
  Executive Director, Health Caribbean Coalition, Barbados
- Ms Helen McGuire  
  Executive Director, Health Caribbean Coalition, Barbados
- Ms Maisha Hutton  
  Executive Director, Health Caribbean Coalition, Barbados
- Dr Athena Poppas  
  Vice President, American College of Cardiology, United States
**WORKSHOP 2.3**

**Room C**

**Global Climate & Health Alliance, International Federation of Medical Students’ Associations, Vietnam NCDs Prevention and Control Alliance, Welcome Trust**

**Co-leads**

Climate change and environmental degradation affect every aspect of sustainable development, including health. Air pollution, a recognised NCD risk factor, already the world’s largest environmental cause of disease, is increasing globally and with greater impact in low- and middle-income countries. In order to deliver on the vision of the 2030 Agenda for Sustainable Development, we need integrated initiatives that result in benefits for health, environment, and sustainable development. NCDs and climate change are global emergencies. The climate movement has mobilised millions of people to demand action on the climate crisis. This workshop will consider how to achieve integrated action, learning and building on the youth climate movement and broadening the call for action on NCDs.

**Moderator**

Dr Jeni Miller  
Executive Director, Global Climate and Health Alliance, United States

**Confirmed Speakers**

- Ms Omnia El Omrani  
  Liaison Officer for Public Health Issues, International Federation of Medical Students’ Associations, Egypt
- Ms Khanh Nguy Thi  
  Executive Director, Green Innovation and Development Centre, Vietnam
- Dr Modi Mwatsama (video presentation)  
  Senior Science Lead, Our Planet, Our Health programme, Welcome Trust, United Kingdom
- Mr José Luis Castro  
  President and Chief Executive Officer, Vital Strategies; Executive Director, The International Union Against Tuberculosis and Lung Disease; Board member, NCD Alliance, France
- Dr Ishu Kataria  
  Senior Public Health Researcher, RTI International; Global Coordinator, Young Professionals Chronic Disease Network, India

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**WORKSHOP 2.4**

**Room D**

**NCD Alliance Supporters Group**

**Lead**

With five years until the Next High-Level Meeting on NCDs, and one third of the way into the 2030 Agenda, the world is facing an uphill struggle to meet health and development commitments. The perception of NCDs as a prohibitively complex challenge has been a major barrier to progress. The recent recognition of mental health and air pollution as core components of the NCD response reflects the reorientation towards a ‘5 x 5′ approach and a signal towards a growing, more inclusive, NCD agenda.

Because of their inherent complexity, NCDs require support that extends into the communities in which people live their lives, with strategies that recognise the interactions between different diseases. People suffering from multiple diseases require complex, ongoing, holistic care, and yet health systems are ill-equipped to respond. Effective mobilisation of key stakeholders, such as people living with NCDs and youth, is needed to work towards a shared vision that requires a Universal Health Coverage approach, the application of the WHO “Best Buys”, and the addressing of the underlying social, commercial, and environmental determinants of NCDs.

**Moderator**

Ms Luisa Strani  
Advocacy Director, International Society of Nephrology, Italy

**Confirmed Speakers**

- Mr Brandon Ah Tong  
  Head of Public Policy and Advocacy, The Fred Hollows Foundation, Australia
- Dr Michael Bronin  
  President, World Stroke Organization, Austria
- Dr Giancarlo Francese  
  Teva Access Head, Social Impact and Responsibility, Teva, Switzerland
- Ms Helen Seibel  
  Global Lead, Community Investment & Philanthropy, AstraZeneca, Canada
- Ms Annie Bliss  
  Communications and Policy Manager, Alzheimer’s Disease International, United Kingdom
- Dr Gerald Yonga  
  Chair, East Africa NCD Alliance, Kenya
- Mr Josefino de Guzman  
  President, PsoaPhil/Psoriasis Association of Philippines; Treasurer, International Federation of Psoriasis Associations (IFPA), Philippines
**WORKSHOP 2.5**  
**Room F**  

**LEGALLY BINDING INSTRUMENTS**  
Co-leads: World Obesity Federation, Framework Convention Alliance, Global Alcohol Policy Alliance, McCabe Centre for Law & Cancer

Legally binding international agreements and treaties such as the WHO Framework Convention on Tobacco Control (FCTC) and UN Framework Convention on Climate Change (UNFCCC) and human rights treaties are often seen to strengthen accountability for robust and coherent responses to developmental challenges. They can address weaknesses in implementation of existing non-binding frameworks focused on drivers of preventable NCD burden such as alcohol, unhealthy diets and dysfunctional food systems, and business practices of transnational corporations whose products and practices harm health.

This workshop will hear from those involved in existing or calls for health-relevant treaties; explore how both existing and proposed legal instruments can be most effectively used to tackle NCD drivers and determinants; open dialogue on opportunities for collaboration across risk factors and determinants; and coordinate allies pursuing stronger, binding regulatory frameworks to improve health.

**Moderator**  
Ms Paula Johns  
Executive Director, ACT Promoção da Saúde; Board Member, NCD Alliance, Brazil

**Confirmed Speakers**  
Ms Suzanne Zhou  
Legal Policy Advisor, McCabe Centre for Law & Cancer, Australia

Ms Leslie Rae Ferat  
Managing Director, Framework Convention Alliance, Canada

Mr Øystein Bakke  
Secretary, Global Alcohol Policy Alliance, Sweden

Ms Hannah Brinsden  
Head of Policy, World Obesity Federation, United Kingdom

Ms Belen Rios  
Legal and Human Rights Adviser, Coalición Latinoamericana Saludable, Argentina

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**WORKSHOP 2.6**  
**Room B**  

**ACCOUNTABILITY IN THE ERA OF THE E-CIGARETTE EPIDEMIC**  
Co-leads: American Heart Association (AHA) / American Stroke Association, NCD Child, Vital Strategies

The international popularity of e-cigarettes, like Juul and similar devices, has resulted in rising rates of tobacco use among youth in many parts of the world. Now more than ever, civil society organizations have a window of opportunity to encourage governments to get ahead of this emerging epidemic and have them accelerate implementation of evidence-based tobacco control strategies that can significantly reduce tobacco use and initiation. Big tobacco should also be held responsible by government when it peddles dangerous products for profits. This session will equip advocates with the latest research on e-cigarettes and case studies/evidence associated with global campaigns addressing this new tobacco product. A greater understanding around what governments can be held accountable to and how existing tobacco policies and regulatory frameworks can be utilized to accelerate action will also be discussed.

**Moderator**  
Ms Diana Vaca McGhie  
Global Advocacy Lead, American Heart Association, United States

**Confirmed Speakers**  
Dr Jeff Willett  
Vice President, Integrated E-Cigarette Strategy, American Heart Association, United States

Mr Kaloi Garcia  
Communications Manager, Vital Strategies, Philippines

Dr Nandita Murukutla  
Vice President, Global Policy & Research, Vital Strategies, India

Mr Daniel Hunt  
Health Policy Consultant, NCD Child, United Kingdom

Mr Jaime Barba  
Representative of People Living With Non-Communicable Respiratory Diseases at Mexico SaludHable; Our Views, Our Voices Trainer, Mexico

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19:00 **Social Event**
## FORUM DAY 3
**TUESDAY, 11 FEBRUARY 2020**

### PLENARY THREE
**Enhancing accountability for all people with NCDs everywhere through transformative and inclusive governance**

Our 2030 vision will not be realised without the foundations of good governance and accountability. In this plenary, panelists will discuss the importance of inclusive, transparent, open governance and accountability frameworks and the interrelationship of the two. Concrete examples will be shared of advances being made in holding governments and private sector accountable.

**Chair**
Ms Paula Johns  
Executive Director, ACT Promoção da Saúde; Board Member, NCD Alliance, Brazil

**Keynote**
Ms Brenda Killen  
Member of the Independent Accountability Panel for Every Woman, Every Child, Every Adolescent (IAP); Director of the Scaling Up Nutrition (SUN) Movement Secretariat, Switzerland

**Confirmed Panelists**
- Dr Beatriz Champagne  
  Director of Advocacy, InterAmerican Heart Foundation; Coordinator, Healthy Latin America Coalition; Chair, Advocacy Committee, World Heart Federation, United States
- Professor Adnan Hyder  
  Senior Associate Dean for Research, Professor of Global Health, Milken Institute School of Public Health, George Washington University, United States
- Mr Pierre Cooke Jnr  
  Youth Technical Adviser, Healthy Caribbean Coalition; Barbados National Youth Parliament, Barbados
- Dr Jayasree K Iyer  
  Executive Director, Access to Medicines Foundation, Netherlands
- Dr Somaya Al Jowder  
  Former Member of Parliament, Bahrain; Member of Bahrain Women Development Society; Consultant family physician, Bahrain

**10:15 – 10:45**
Health Break

### STREAM THREE

#### WORKSHOP 3.1
**Room A**
**Sustainable investment, smarter financing for NCDs: The power of civil society in driving change**

Bridging the gap on NCDs will not be possible without addressing the resource gap and advancing on sustainable financing for national responses. As has been highlighted in other global health issues, such as HIV/AIDS, civil society can be an important driver for increasing resources and funding via advocacy, and ensuring resources are being spent efficiently via initiatives such as budget tracking. This workshop will review the current status of financing for NCDs and global health more broadly, share tools and success stories from advocates in mobilising resources for national and sub-national NCD responses, and explore new ideas and opportunities to scale up financing for NCDs, including within the context of UHC.

**Moderator**
Ms Bekki Field  
Senior Programme Lead, International Cancer Prevention Programme, Cancer Research UK, United Kingdom

**Confirmed Speakers**
- Dr Andrea Feigl  
  Executive Director, Health Finance Institute, United States
- Dr Eltish Abdulkareem  
  Team Leader for HIV, Health and Development - Arab States, United Nations Development Programme, Turkey
- Ms Leslie Roe Ferot  
  Managing Director, Framework Convention Alliance, Canada
- Ms Femke Smeets  
  Head of Business and Partnership Development, PharmAccess Group-Joep Lange Institute, Amsterdam
- Mr Joshua Makubu  
  Advocacy Committee Member, Ghana Society of the Physically Disabled; Our Views, Our Voices advocate, Ghana NCD Alliance, Ghana
- Ms Amy Ndao Fall  
  Global Health Medical Lead for Africa, China & Emerging Markets GH Medical Affairs, Sanofi, France

### SUB-THEME 1
**Saving lives through transformative policies and solutions**
**WORKSHOP 3.2**

**Room C**

**Lead**
NCD Alliance Supporters Group

**SUB-THEME 1**
Saving lives through transformative policies and solutions

**WORKSHOP 3.3**

**Room D**

**Lead**
BBC StoryWorks

**SUB-THEME 2**
Building demand for action through transformative social movements and voices of change

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The promise of Universal Health Care to ensure comprehensive access by all to affordable and high-quality medicines and technologies remains a distant reality in many countries, despite numerous political commitments and targets being set at the global level. Barriers to access to NCD care in LMICs are complex and multifaceted, including inadequate health system infrastructure, weak supply chains and inefficient procurement practices, inadequate human resources for health, challenges of affordability, and lack of patient education. As a result, multiple approaches to improve access to the products and technologies required to manage NCDs are required, as no one sector – government, private, or non-profit – can do this alone.

In response, an increasing number of stakeholders are developing new strategies to improve access to NCD medicines in the poorest and hardest to reach communities. If developed, piloted and evaluated effectively, such approaches have the potential to significantly improve access to essential medicines and technologies in LMICs. However, innovative models in the field of NCD access are still relatively new, as are the ways these models are being measured for outcomes and impact. It is essential to engage an inclusive dialogue on models that have proved successful for improving access to care for NCDs in LMICs, from a multi-stakeholders' vantage point to better understand changes in mindset required to shape the future of access to healthcare, in particular in low-resource settings.

**Moderator**
Dr Jayasree K Iyer
Executive Director, Access to Medicines Foundation, Netherlands

**Confirmed Speakers**
- Ms Rikke Fabienke
  Senior Global Access to Care Manager, Novo Nordisk, Denmark
- Mr Andrew Schroeder
  Vice President of Research and Analysis, Direct Relief, United States
- Dr Gina Agiotatidou
  Program Director, Type 1 Diabetes, Leana M. and Harry B. Helmsley Charitable Trust, United States
- Dr Susanne Weissbäcker
  Global Head of Access to Medicines, Takeda, Singapore
- Ms Helen McGuire
  Director, Noncommunicable Diseases Programme, PATH, United States
- Dr Catherine Levy
  Global NCD Lead, Global Health, Sanofi, France

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**WORKSHOP 3.3**

**Room D**

**Lead**
BBC StoryWorks

**SUB-THEME 2**
Building demand for action through transformative social movements and voices of change

Visual storytelling is a powerful tool. As humans, we’re hard-wired to absorb stories, particularly those which evoke emotions. For as long as we’ve existed as humans we’ve told stories to influence each other, and since the birth of film and television we’ve done that through video. What’s changed now is that we can access that video, those stories, anytime and anywhere via our mobile phones and the internet.

With an interactive format, this workshop will examine how we can craft impactful stories and give voice to the global burden of NCDs, to shift the dial on prevention and control. Delegates will explore how we can make content relevant to the audiences we should be reaching and how, in a crowded and constantly evolving digital environment, our content can have both resonance and reach. Focused around the NCDA BBC StoryWorks series and featuring an in depth exploration of some of the strongest films from the programme, it will include group exercises facilitated by experts and experienced advocates.

**Moderators**
- Mr Simon Shelley
  Global Director of Programme Partnerships, BBC Global News, United Kingdom
- Ms Gemma Jennings
  Partner Manager, Programme Partnerships, BBC Global News, United Kingdom

**Confirmed Speakers**
- Mr Charles Woodward
  Global Head of Programme Partnerships, BBC Global News, United Kingdom
- Dr Jean-Luc Eiselé
  Chief Executive Officer, World Heart Federation; Board member, NCD Alliance, Switzerland
- Mr Mbiydzenyuy Ferdinand Songuy
  Secretary General, Cameroon Civil Society NCD Alliance, Cameroon
- Ms Asha Samaroo
  First Vice President, Diabetes Association of Trinidad and Tobago; Our Views, Our Voices Advocate, Trinidad and Tobago NCD Alliance, Trinidad and Tobago
- Mr Josefine De Guzman
  Treasurer, International Federation of Psoriasis Associations (IFPA); President, PoorPvu/Psoriasis Association of Philippines, Philippines
- Dr James Pfitzer
  Director, Access Accelerated, Switzerland
- Ms Jimena Márquez Donahue
  Communications Director, NCD Alliance, Spain
### WORKSHOP 3.4  
**Bridging the Gap: Broadening coalitions for NCD advocacy**

**Room E**

**Co-Leads**  
ACT Promoção da Saúde, Global Health Advocacy Incubator

This workshop will focus on building coalitions for effective advocacy. Coalition-building is key to social change and the adoption of new laws. For policymakers to champion and fund government policies that address NCDs, they will need to know that there is public demand for action beyond the NCD space and that diverse constituencies will hold them accountable. This workshop will provide examples and practical tools for identifying and creating partnerships with other essential stakeholders. Participants will leave this workshop with a plan for building broad coalitions in their own countries.

**Moderator**  
Ms Mena El-Turky  
Associate Director, Advocacy, Global Health Advocacy Incubator, United States

**Confirmed Speakers**  
Ms Paula Johns  
Executive Director, ACT Promoção da Saúde; Board Member, NCD Alliance, Brazil

Ms Mena El-Turky  
Associate Director, Advocacy, Global Health Advocacy Incubator, United States

Mr Labram Musah  
National Coordinator, Ghana NCD Alliance, Ghana

Mr David Mulabi  
Chief Executive Officer, East Africa NCD Alliance, Uganda

### WORKSHOP 3.5  
**David versus Goliath: Strategies for managing conflict of interest and countering industry interference in public health policy**

**Room B**

**Co-Leads**  
Healthy Caribbean Coalition, University of Edinburgh, Coalición Latinoamericana Saludable/Healthy Latin America Coalition

There is widespread documentation of repeated interference in public health and environment policy at global and national levels by the “unhealthy commodity industries” — namely big tobacco, alcohol, unhealthy food and fossil fuels (linked to the key modifiable risk factors for NCDs) — repeatedly interfering in public health and environment policy at global and national levels. Improving governance in the multisectoral response to NCDs will require tools and guidance on detecting and exposing such interference and managing conflict of interest. Civil society organisations are increasingly aware of the need to develop appropriate frameworks to manage any interactions with such industries. The workshop will explore conflict of interest and industry interference from the perspective of civil society with the aim of equipping advocates with lessons learnt and resources for managing conflict of interest, countering industry tactics and interference in public health policy, and the challenges of incompatible partnerships for health and NCDs.

**Moderator**  
Professor Jeff Collin  
Professor of Global Health Policy, University of Edinburgh, United Kingdom

**Confirmed Speakers**  
Mr Øystein Bakke  
Secretary, Global Alcohol Policy Alliance, Sweden

Mr Jan Peloza  
Board Member at International Youth Health Organization; Monitoring Committee Member, No Excuse Slovenia, Slovenia

Ms Deborah Chen  
Executive Director, Heart Foundation of Jamaica, Board member, NCD Alliance, Jamaica

Dr Beatriz Champagne  
Director of Advocacy, InterAmerican Heart Foundation; Coordinator, Healthy Latin America Coalition; Chair, Advocacy Committee, World Heart Federation, United States

Dr Monika Arora  
Executive Director, HRIDAY (Secretariat of Healthy India Alliance), Director, Health Promotion Division and Professor, Public Health Foundation of India, Board member, NCD Alliance, India
Taking the pulse of NCD progress: How to hold governments to account

Most governments are off-track to meet global targets on NCD prevention and control. A key role of civil society is to ensure that governments fulfil their commitments, at the global, regional and national levels. Holding governments to account can include providing an analysis of what works and why, reporting what needs improving and highlighting what requires increased attention. This workshop seeks to highlight the importance of timely and reliable data to track, evaluate and advocate for government policies and programmes. It will explore civil society best practices and experiences of holding governments to account. The workshop will also introduce participants to skills and knowledge necessary for leveraging existing accountability tools including the NCD Alliance’s latest Accountability Toolkit, and WHO NCD Data Finder.

**Moderator**
Ms Nina Renshaw
Policy and Advocacy Director, NCD Alliance, Switzerland

**Confirmed Speakers**
Ms Melanie Cowan
Technical Officer, Surveillance, Monitoring and Reporting, Noncommunicable Diseases Department, World Health Organization, Switzerland

Dr Victoria Pinkney-Atkinson
Director, South African NCDs Alliance, South Africa

Ms Ana Larrañaga
Nutrition Chapter Coordinator, Mexico Salud-Hable; General Director, Salud Crítica, Mexico

Ms Manjusha Chatterjee
Capacity Development Consultant, NCD Alliance, United Kingdom

The Closing Plenary will reflect on the sessions, exchanges and discussions taken place at the Global NCD Alliance Forum 2020 and share key take-home messages and lessons learned regarding what can be done to accelerate action and bridge the gaps on NCDs. Panelists will explore how Forum momentum can be built upon and sustained to drive collective action, highlighting opportunities ahead and different stakeholder contributions to bridge these gaps. The Closing Plenary will champion ambitious action and a unified global movement to fast track action to 2030 in the NCD response, catalysing over promoting transformative policies and solutions, growing the NCD movement and enhancing accountability.

**Chair**
Ms Nina Renshaw
Policy and Advocacy Director, NCD Alliance, Switzerland

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

Dr Marie Hauerslev
Chair, NCD Child, Denmark

Dr Ibtihal Fadhil
Chair, Eastern Mediterranean NCD Alliance; Board member, NCD Alliance, Bahrain

Ms Jyotsna Govil
Our Views, Our Voices advocate, Healthy India Alliance & Indian Cancer Society, India

Ms Helen Seibel
Global Head, Community Investment & Philanthropy, AstraZeneca; Member of the NCD Alliance Supporters Group, Canada

Professor Sani Malami
Executive Director, NCD Alliance Nigeria, Nigeria

**FORUM DAY 3**

**12:30 – 13:45**
Lunch Break

**13:45 – 14:15**
Regional Showcase

**14:15 – 15:15**
Closing Plenary

Accelerating overdue progress with ambitious action: the fast track to 2030

**15:15 – 16:15**
Health Break

**16:15 – 17:00**
Closing Ceremony

17:00
Delegates depart
The inaugural Global NCD Alliance Forum Community in Action exhibition will share work being done by NCD Alliance members globally to bridge the gap on NCDs. The exhibition will feature digital posters of initiatives, projects or programmes that promote transformative policies and solutions, grow the NCD movement or enhance accountability. The exhibition will offer delegates a snapshot of NCD action around the world.

**COMMUNITY IN ACTION**

**Global NCD Alliance Forum 2020**

**Bridging the Gap**

**COMMUNITY IN ACTION**

**ACCORDELING POLICIES AND SOLUTIONS**

**BUILDING DEMAND**

**ENHANCING ACCOUNTABILITY**

**Date**
Sunday 9 – Tuesday 11 February

**Time**
ALL DAY

**Poster presentation sessions**

<table>
<thead>
<tr>
<th>Date</th>
<th>Sunday 9 – Tuesday 11 February</th>
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<tbody>
<tr>
<td>Time</td>
<td>ALL DAY</td>
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**Location**
Zumurrud Hall, Al Jawaher Reception & Convention Centre (JRCC)
## FORUM DAY 3
### TUESDAY 11 FEBRUARY 2020

**10:20 – 10:40**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Organisation(s)</th>
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<tbody>
<tr>
<td>10:20</td>
<td>From concept to reality - the creation of an Obesity Evidence Hub</td>
<td>Cancer Council Victoria</td>
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<td>Galvanising commitment for the fight against NCDs in Cameroon</td>
<td>Cameroon Civil Society NCD Alliance</td>
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<td>Optimising Civil Society Action on NCDs in the South-East Asia Region</td>
<td>Healthy India Alliance (India NCD Alliance)</td>
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<td>10:30</td>
<td>Beat NCDs in Salamat-yar schools</td>
<td>Iran Non-Communicable Disease Alliance</td>
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<td>Lifestyle Modification in the Prevention and Control of Non Communicable Diseases (NCDs) in Sri Lanka</td>
<td>Non Communicable Disease Alliance Lanka</td>
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<td>Engaging Togo's Media on NCDs and UHC through radio and press</td>
<td>Coalition des ONG et Associations Contre les Maladies Non Transmissibles au Togo (Coalition MNT-Togo)</td>
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**12:40 – 13:20**

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<tr>
<td>12:40</td>
<td>DYCA Interactive Social Cloud &quot;DISC&quot;</td>
<td>Diabetic Youth Care Association (DYCA)</td>
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<td>Integrating Non communicable Diseases (NCDs) services into existing community health services can bolster access</td>
<td>Uganda NCD Alliance</td>
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<td>Media and youth engagement in prevention and control of NCDs</td>
<td>Rwanda NCD Alliance</td>
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<td>Slovenian: how to challenge and change harmful alcohol norms and beliefs and save lives</td>
<td>Slovenian NCD Alliance</td>
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<td>Summit of the Americas 2018: Heads of State are accountable</td>
<td>Coalition Latinoamérica Saludable CLAS (Healthy Latin America Coalition)</td>
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<tr>
<td>13:00</td>
<td>Promoting Workplace Wellness for NCD prevention and management in Egypt during the Global Week for Action on NCDs</td>
<td>Egyptian NCD Alliance</td>
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<td>There is no health, without mental health</td>
<td>Burundi NCD Alliance</td>
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<td>Driving change in NCD policy through a multi-agency alliance</td>
<td>The Fred Hollows Foundation</td>
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<tr>
<td>13:10</td>
<td>Tipping the Scales - development of a consensus platform for obesity prevention in Australia</td>
<td>Cancer Council Victoria</td>
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<td></td>
<td>WOZANI: Working together Saving lives</td>
<td>South African NCD Alliance</td>
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Global NCD Alliance Forum 2020

Bridging the Gap

#NCDAF2020  #NCDs  #Sharjah

@focpuae  @ncdalliance