

NCD Alliance ANNUAL REPORT 2016



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ANNUAL
REPORT
2016

**MAKING NCD PREVENTION AND
CONTROL A PRIORITY, EVERYWHERE**



I am not just my disease. I like to play soccer. I have a family, friends, etc. Nobody would want to be reduced to a condition. We are here to work for people, not for a disease.

NCDA Community Conversation participant, World Congress of Cardiology & Cardiovascular Health, Mexico, June 2016

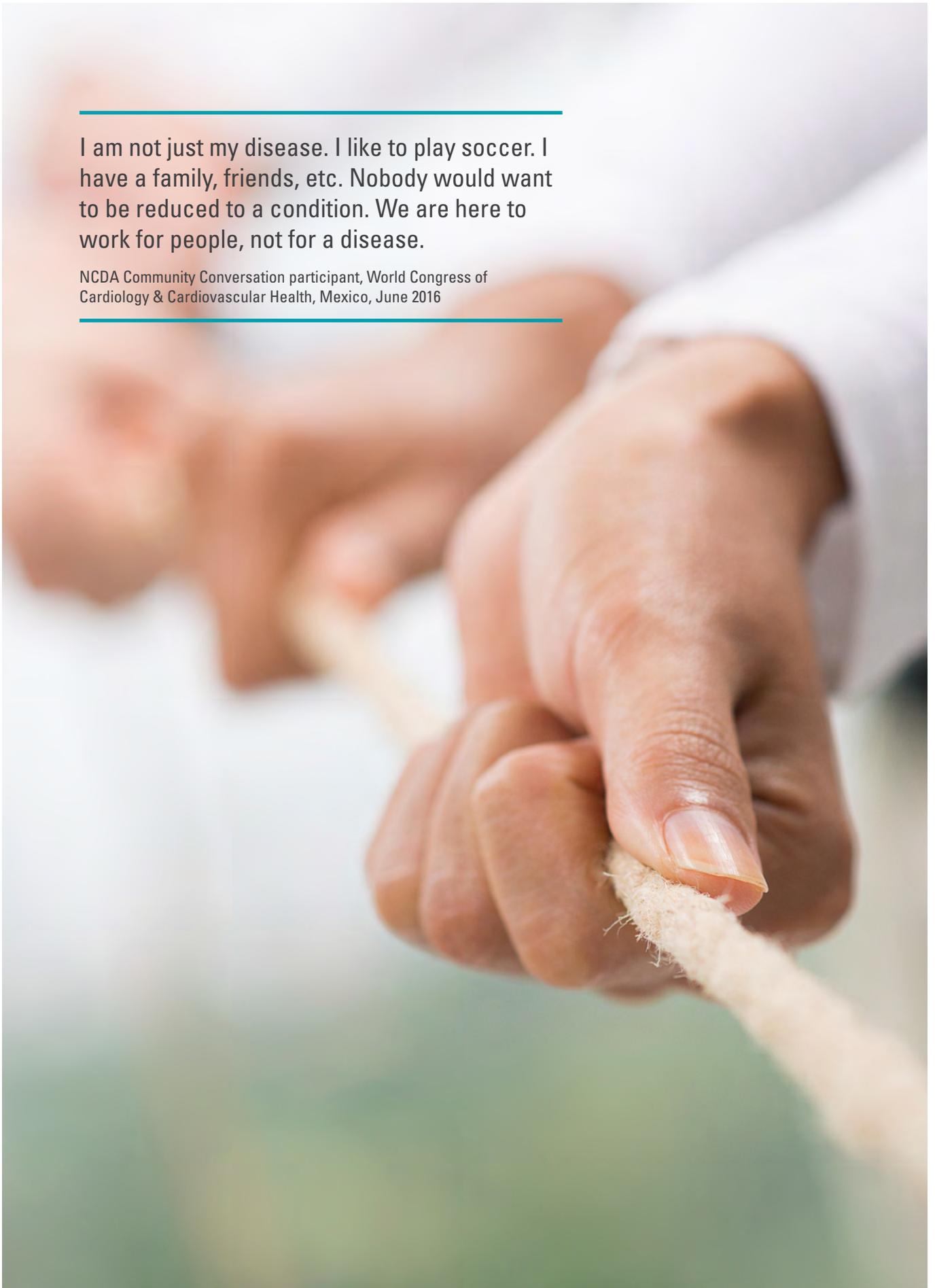


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Message from the Chair



José Luis Castro

2016 was a year of uncertainty and dramatically changing landscapes. The world witnessed the shifting geographies of poverty, growing inequality, changing political dynamics, escalating humanitarian emergencies, and environmental degradation. What remained a constant against this volatile backdrop was the growing burden of noncommunicable diseases (NCDs).

NCDs now account for more than 70% of all deaths worldwide and cause half of all global disability. Although the burden is universal, low- and middle-income countries (LMICs) bear the brunt, where deaths are occurring younger and at an increasing pace.

Despite this, the evidence and statistics are yet to sound the alarm and launch the impassioned political reaction that these diseases deserve. Instead, national and regional level responses are largely off-track, and the world's trajectory towards achieving WHO's "25 by 25" NCD mortality target is looking increasingly questionable.

During the same 12-month period, the international community embraced a new era of sustainable development, which brings new optimism and ambition for addressing global health and development challenges such as NCDs. Above all, the Sustainable Development Goals (SDGs) signalled a commitment by political leaders to "do things differently"; to address universal and intergenerational issues through synergies rather than silos.

The NCD Alliance has been at the forefront of these shifting paradigms, armed with a new strategic plan that positions us to scale up action on NCD prevention and control in the sustainable

development era. During this first year of our new plan, we have reinforced our comparative advantage as a unique civil society network and the leading voice for NCDs at global level. As Chair, I am very proud of our achievements.

This annual report highlights the important strides we have made across all four pillars of action: advocacy, accountability, capacity development, and knowledge exchange. Throughout, we have reinforced the instrumental role civil society plays in global health and NCDs, and demonstrated the power of alliances, at global, regional and national levels.

Our delivery and impact as an alliance is set to increase, as we continue to implement important governance changes in 2017. These changes are geared to make NCD Alliance more inclusive, strengthen its sustainability, and harness members' and partners' strengths and actions. By the middle of 2017, NCD Alliance will be a registered NGO in Switzerland, marking the start of a new chapter.

At the end of 2016, Johanna Ralston, who has been a Steering Group member since 2011 and more recently Vice Chair, stepped down from her role as CEO of the World Heart Federation. A committed advocate for heart health and putting people at the centre of NCD care, we wish Johanna well in her forthcoming endeavours.

The last word goes to our supporters and partners, to whom we say a heartfelt thank you: Your unwavering support reflects your belief in the work we do around the world to improve the lives of people at risk of, or living with NCDs.

Message from the Executive Director



Katie Dain

Welcome to the NCD Alliance's annual report for 2016. This report provides a snapshot of the activities and achievements of NCD Alliance and our extensive constituency – our network, supporters, volunteers, and staff. It highlights that together we are making progress towards our 2020 goals.

Our global advocacy has produced important wins in translating the SDGs into action for NCDs, unlocking new partnerships, capabilities and win-win solutions throughout the sustainable development community. By working across sectors as broad as nutrition, the environment, HIV/AIDS and women and children's health, we are breaking down the silos and advancing the message of integrated, co-benefit approaches. In parallel, we have maintained momentum in the lead-up to the 2018 UN High-Level Meeting on NCDs, and dedicated advocacy efforts to specific NCD risk factors, particularly alcohol and physical inactivity.

A highlight of 2016 has undoubtedly been the scaling up of our national and regional capacity development activities, and an increasing focus on patient engagement and empowerment throughout our work. Our belief that a vibrant and united NCD civil society movement is a key enabler for achieving the "25 x 25" targets underpins our growing capacity development programme. By working with local civil society partners, we are building expertise and supporting coalitions that are equipped to demand change for NCD prevention and control, influence the policy environment, and monitor progress.

Our series of regional NCD civil society meetings has also expanded in 2016. Through these gatherings, and our continuous efforts to build an evidence base and guidance library for civil society coalitions, we are seeing the numbers of national and regional

NCD alliances rise. In the last 12 months, more national and regional NCD alliances emerged, taking the total number to 52.

The newly relaunched NCD Alliance website has boosted our reach to all regions and constituencies across the NCD community, and beyond. Coupled with our increased social media engagement and translation of knowledge resources into multiple languages, our unique, global knowledge exchange capacity has been reinforced.

Our impact in 2016 has shown that NCD Alliance continues to grow stronger. With the second Global NCD Alliance Forum announced for 9-11 December 2017, and the 2018 High Level Meeting on NCDs on the horizon, we look forward to building on NCD Alliance's achievements in the year ahead.

NCD Alliance's success is dependent on collaboration with our global network, supporters, experts, federations, and partners, for which we are tremendously thankful. As long as NCDs continue to present challenges, we will continue to work together with determination, resourcefulness and ambition, in tireless pursuit of our common goal: to reduce their burden for people everywhere.

THE YEAR IN REVIEW

A Glance at Our Work During 2016

JANUARY

NCDA attends the **WHO 138th Executive Board**, and together with our members, makes six statements

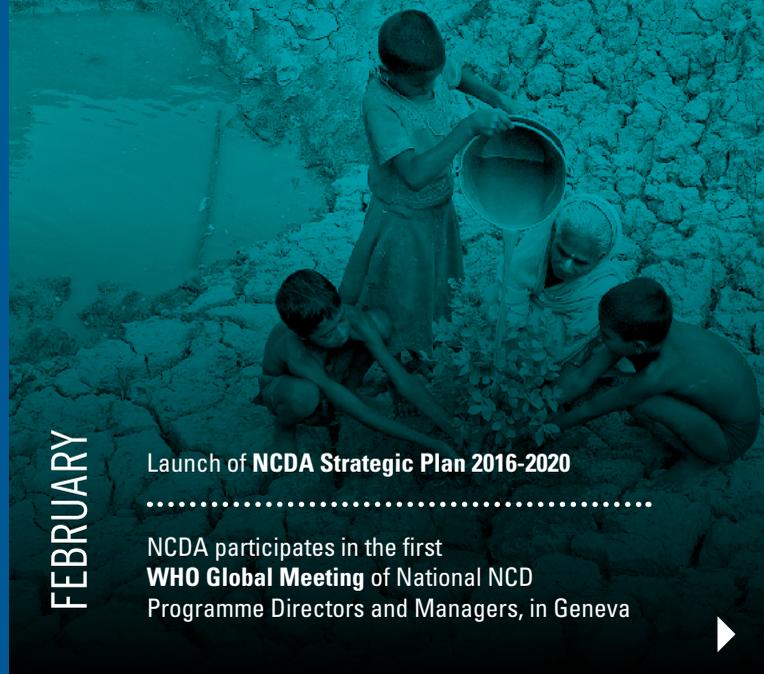
NCDA supports the launch of the **2015 Global Nutrition Report**



FEBRUARY

Launch of **NCDA Strategic Plan 2016-2020**

NCDA participates in the first **WHO Global Meeting** of National NCD Programme Directors and Managers, in Geneva



MAY

69th World Health Assembly; NCDA organises a civil society briefing, two high-level discussions on tackling child obesity and under-nutrition, and on financing for NCDs, in addition to a roundtable strategy meeting on alcohol use and NCDs. NCDA advocacy team, together with our members, makes nine statements

NCDA and Bupa launch a report on NCDs and workplace wellness



JUNE

Six sessions of the NCD Café are held during the **World Congress of Cardiology & Cardiovascular Health 2016**, in Mexico City

FDI World Dental Federation joins the **NCD Alliance Supporters Consultation Group**



SEPTEMBER

NCDA co-hosts events during the **71st United Nations General Assembly** on topics including access to healthcare for people living with NCDs, and on obesity and nutrition-related NCDs

Second Global NCD Alliance Forum dates are announced for December 2017

NCDA supports the launch of the **Rwandan Non-Communicable Disease Alliance (RNCDA)**



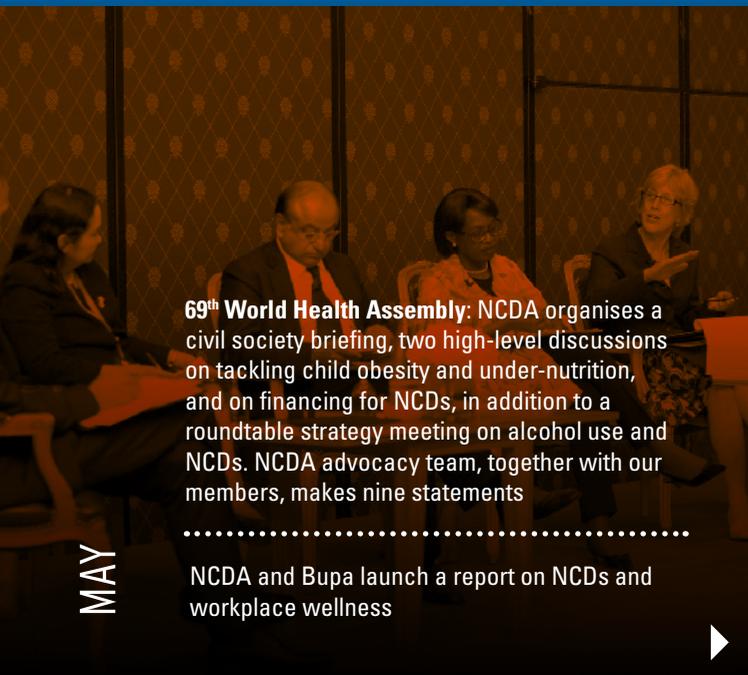
OCTOBER

NCDA and partners host an event on cross-sectoral collaboration to achieve health in sustainable cities during the **Habitat III Conference** (Quito, Ecuador)

NCDA supports new African CSOs' regional network to address NCDs

The **International Federation of Psoriasis Associations (IFPA)** becomes new NGO member of the NCD Alliance Supporters Consultation Group (SCG)

Submissions to WHO on childhood obesity, health promotion and registry of contributions of non-State Actors



MARCH

Launch of **NCDA's redeveloped website**

NCDA submits a contribution to the **UN Secretary General's High-Level Panel on Access to Medicines**

Launch of NCDA's policy brief on **NCDs and climate change**

APRIL

Two sessions of the NCD Dialogues are held at the **31st International Conference of Alzheimer's Disease International**, in Budapest, Hungary

NCDA, East Africa NCD Alliance and Danish NCD Alliance organise the second capacity building workshop of the **East Africa NCD Alliance**, in Nairobi, Kenya

JULY

NCDA joins forces with the Permanent Missions of the Caribbean Community to the UN (CARICOM), to host the event **NCDs Across the SDGs: A Call for Integrated Implementation at the High-Level Political Forum on Sustainable Development**

AIDS2016 Conference in Durban, South Africa: NCDA, Global Network of People Living with HIV, and the South Africa NCD Alliance host a community conversation with people living with HIV and noncommunicable diseases

AUGUST

NCDA supports the launch of the **Healthy India Alliance**

Priorities in a call by NCDA and partners for inclusion of health in the new **Urban Agenda** get reflected in the Surabaya Draft, including references to food, cycling, air quality and road safety

The Healthy Caribbean Coalition (HCC), supported by NCDA, launches the brief: **Implementation of Taxation on Sugar-Sweetened Beverages by the Government of Barbados**

NOVEMBER

Supporters of NCDA organise two sessions of the NCD Dialogues at the **47th Union World Conference on Lung Health** in Liverpool, UK

A comprehensive NCD programme is designed, to complement the overall 2016 World Cancer Congress (Paris, France) programme. For the second time, supporters of NCDA host NCD Café sessions

Launch of **Practical Guide on How to Build Effective National and Regional NCD Alliances**

DECEMBER

Launch of policy brief: **Addressing NCD Co-Morbidities: Shared Opportunities for Action**, with a spotlight on osteoporosis

NCDA and partners host an event on universal health care in urban settings in New York, USA

Launch of the **Handbook of Civil Society Case Studies: NCD Prevention and Control** in the Eastern Mediterranean Region



We're in the middle of a global health crisis. Right now, 41 million children under five are overweight, while another 159 million are too undernourished to grow properly. We're failing our children and future generations by not arming them with the right food and skills they need to grow healthily and happily.

Jamie Oliver,
Chef and Campaigner



GLOBAL ADVOCACY and ACCOUNTABILITY

Amplifying the Inclusion of NCDs in the SDGs

2016 marked the first year in which the international community operated within its new framework of the *2030 Agenda for Sustainable Development* (2030 Agenda) and the *Sustainable Development Goals* (SDGs). This year saw governments, donors, civil society, and other stakeholders realign their priorities to the 2030 Agenda in an effort to deliver on the promise of a global vision for sustainable development. NCD Alliance has embraced this spirit, strengthening and building partnerships, and drawing upon synergies between health and other areas of sustainable development that affect NCDs.

The inclusion of a standalone target in the SDGs, along with numerous targets related to the risk factors and socioeconomic determinants of NCDs, makes a strong case for multisectoral and multistakeholder action.

To focus our efforts, we concentrated on four areas where strong evidence supports integration of NCDs – **nutrition; HIV/AIDS; reproductive, maternal, newborn, child and adolescent health (RMNCAH); and environment**. Working in these sectors will have significant gains in improving the health and wellbeing of all populations.

Nutrition Action in the Era of the SDGs

Malnutrition in all its forms affects all countries, but low- and middle-income countries (LMICs) are hardest hit, facing both persistent undernutrition and

an epidemic of overweight & obesity & diet-related NCDs. In 2016, NCD Alliance built effective partnerships to put overweight & obesity on the agenda of governments, bi- and multilateral donors, and civil society organisations.

Together with World Cancer Research Fund International (WCRFI), NCD Alliance published a policy brief on how to make “**Ambitious, SMART commitments to address NCDs, overweight and obesity**”. This capitalised on the UN Decade of Action on Nutrition 2016-2025 to call on governments to implement the Framework for Action of the 2nd International Conference on Nutrition through multi-sectoral policies and increased policy coherence across agriculture, trade and commerce, education, health, and beyond. The brief helped to promote the concept of ‘*double-duty actions*’, which have the potential to impact undernutrition, obesity and NCDs, simultaneously.

Teaming Up with Jamie Oliver for Action to End Childhood Malnutrition

Together with the Government of Finland, the Jamie Oliver Food Foundation, Save the Children, and the support of 13 Member States and 10 civil society organisations, the NCD Alliance brought world famous chef Jamie Oliver to the World Health Assembly, to call on health ministers to make SMART commitments to tackle child obesity and undernutrition.

United by the common goal of improving nutrition for the youngest and most vulnerable, the event encouraged countries including Canada, Finland, Kenya, Namibia, the USA and the UK to make SMART commitments to tackle the global child malnutrition crisis.

HIV/AIDS and NCDs: Breaking Down Silos in Services

In June 2016, the United Nations adopted a new Political Declaration on HIV and AIDS, in which Member States recognised for the first time, the need to address NCDs and HIV with more comprehensive, integrated services. The Declaration also called upon Member States to strengthen people-centric health and social systems by addressing NCDs in tandem with many other health issues.

NCDA subsequently attended and was represented by Johanna Ralston (WHF CEO and Vice-Chair of NCDA) in a plenary session at the 21st International AIDS Conference in Durban in July, which highlighted the need for integrated service delivery for people living with HIV and NCDs. NCDA also hosted a patient engagement session for people living with HIV and NCDs, further consolidating our knowledge exchange and advocacy efforts.

Fast-tracking Action to Address Health Throughout the Lifecourse

Building on the connections between the RMNCAH and NCDs agendas, NCDA, Management Sciences for Health (MSH) and Novo Nordisk co-organised three sessions during the **4th Global Women Deliver Conference** in Copenhagen. For the first time, this conference featured a track on NCDs, in recognition of the need to address the health of women, children, and adolescents throughout the life course.

Recognising Health as an Outcome and an Indicator of Sustainable Urbanisation

Together with a wide coalition of partners, NCDA is ensuring health priorities are heard at environmental fora, including those on urbanisation and climate change. The principal focus of NCDA environmental health work throughout 2016 revolved around **promotion of health in the Habitat III United Nations Conference on Housing and Sustainable Urban Development process**. Unsustainable urbanisation poses a severe threat to human health linked to air pollution, healthy food availability, green space access and sedentary occupations. Risks are especially exacerbated for people living in slums. Despite these factors, little attention was paid to health in early preparations for Habitat III.



NCDA events bring together key voices from around the globe in constructive dialogue to spark debate surrounding NCDs and mobilise multiple stakeholders to take meaningful action. In the picture, participants of "*Sustainable Investments, Smarter Financing*" event held on the sidelines of the 69th World Health Assembly in May 2016, in Geneva.

In response to this, NCDA led development of a letter calling on Habitat III co-facilitators to strengthen language on health in the outcome document of the conference, The New Urban Agenda, which was co-signed by 48 civil society organisations. It also coordinated a side event at the Habitat III Conference in Quito. The final adopted version of The New Urban Agenda contained twice as many references to health as the original draft, together with increased references to a range of NCD and wider health priorities.

In addition, NCDA demonstrated the value of co-benefit solutions to mitigate climate change and address NCDs in tandem, in follow-up to the adoption of the Paris Agreement at COP21 in Paris, by launching a policy brief entitled '**NCDs and Climate Change: Shared Opportunities for Action**', in collaboration with the Global Climate and Health Alliance, noting the particular need and opportunities to implement solutions in urban areas.

Through this work, NCDA is building relationships with new partners who are leaders in a variety of environmental disciplines, to **collaboratively increase dialogue and catalyse action at scale**.



José Luis Castro, Chair of NCD Alliance, and Tabaré Vázquez, President of Uruguay, met in June 2016. Uruguay is a world leader in the fight against tobacco. In 2016, it reinforced its commitment to prevent and control NCDs.

Sustainable Investment, Smarter Financing

Financing remains the Achilles’ heel of the NCD response. Recent reporting shows an alarming lack of progress towards the 2025 and 2030 global NCD targets. Most countries are not on track, in terms of investment and response – both are disproportionate to the NCD burden.

In 2016, we called upon UN Member States to speed up resource mobilisation and to implement

innovative and bold actions that address and prevent NCDs, including the adoption of stringent measures such as the taxation of unhealthy products.

NCD financing is a priority in NCDA’s Strategic Plan 2016-2020. In 2016, our activities included hosting events at the World Health Assembly and sessions at NCD Cafés (see p. 22), which examined the challenges and opportunities for scaling up sustainable financing for health and NCDs, as well as providing technical assistance to national and regional NCD alliances on the topic.

A Holistic Approach to Workplace Wellness and NCDs

In partnership with Bupa, NCDA produced a report entitled *‘Realising the potential of workplaces to prevent and control NCDs’*, which specifically focuses on the role of public policy, and highlighted workplaces as a key setting for promoting prevention and treatment of NCDs.



Exploring Solutions to Improve Access to Healthcare for People Living with NCDs

For the millions of people living with NCDs, access to prevention and quality care is a fundamental right, regardless of financial situation or geography. Large disparities persist between and within countries, which underscores the need for integrated approaches in health policy development to achieve global NCD targets.

Amplifying the Voice of People Living with NCDs

NCDs started consulting with people living with NCDs about the challenges they face, what they would like to see change and how they would like to be meaningfully involved in the response.

As part of its 2016-2020 strategic direction to meaningfully involve people living with NCDs, NCDs is developing a **Global Advocacy Agenda of People Living with NCDs**. In 2016, NCDs piloted community conversations – group discussions with people living with NCDs, aimed at understanding common challenges faced, priority tasks and how people would like to be involved in helping shape the NCD response.

NCDs collaborated with the International Alliance of Patients Organizations, World Heart Federation, Union for International Cancer Control, Alzheimer’s Disease International, the Healthy Caribbean Coalition, Global Network of People Living with HIV, and the South Africa NCD Alliance, to hold community conversations in South Africa, Mexico, UK, Hungary, France and Trinidad & Tobago. These will all feed into a broader 2017 consultation process, which will result in the Global Advocacy Agenda, to be launched in December 2017, at the Second Global NCD Alliance Forum, taking place in Sharjah (United Arab Emirates).

In this regard, NCDs leveraged the opportunity to highlight the numerous factors and complexities that can limit access to NCD medicines and health technologies, feeding into the consultation process of the UN High-Level Panel on Access to Medicines.

To further these discussions, NCDs held a side event focused on ‘*Leveraging Solutions to Improve Access to Healthcare for People Living with NCDs*’ on the margins of the 71st United Nations General Assembly, in New York. Panellists agreed that engaging people living with NCDs is a critical element of care going forward if the trajectory of NCDs is to be reversed by 2030.

Together with International Society of Urban Health, NCDs hosted an event on the occasion of Universal Health Coverage Day 2016, with generous support from a UHC Day Grant. Panellists discussed the need and means to ensure that populations living in rapidly urbanising environments will have continued access to comprehensive UHC. In light of urban risk factors including air pollution and nutrition transitions, panellists discussed multisectoral solutions including school programmes, integrated care services, and effective partnerships.



Spotlighting NCD Risk Factors

Globally, policy action to address **harmful alcohol use** is disproportionate to its risk and challenges, with a number of Member States calling on WHO to provide support during WHA69. NCDA and Vital Strategies convened a stakeholder roundtable in May, which catalysed the formation of a working group including representatives from the Global Alcohol Policy Alliance and IOGT International. The group strengthened partnerships and established a platform for coordinated advocacy on alcohol control policies to reduce NCDs.

Physical inactivity is a leading risk factor for the development of NCDs. NCDA and the International Society for Physical Activity and Health (ISPAH) collaborated during 2016 to boost momentum around calls for countries to prioritise policies that promote physical activity and bring benefits in preventing and managing NCDs, and achieving the SDGs. NCDA shared advocacy and mobilisation lessons at ISPAH's Biennial Congress in Bangkok, in November.



The SDGs are an open door for us to rethink how we address NCDs and to see patients as a key component of this transformative process.

Abish Romero,
Cancer Patient Advocate

Driving Intersectoral Action on NCDs

Recognised as a vital partner to the WHO Global Coordination Mechanism on NCDs (GCM), NCDA helped organise two GCM/NCD events to foster multisectoral cooperation – the multistakeholder component of the first *WHO Meeting of National NCD Directors and Programme Managers* and the *Global Dialogue on the role of non-State actors in national NCD responses*.

An Interactive Stakeholder Networking Dinner and a Marketplace Breakfast, organised by the GCM/NCD, NCDA and the World Economic Forum on the sidelines of the *WHO Meeting of National NCD Directors and Programme Managers*, provided an opportunity for NCDA staff, federations and national / regional partners to present examples of collaborative approaches and strategies to tackle NCDs.

NCDA and a large number of national and regional alliances and partners participated in a Global Dialogue organised by the GCM / NCD in Balaclava, Mauritius, at the tail-end of the NCDA / WHO AFRO Regional Civil Society Meeting.

The Co-Chairs' Statement that resulted from the Dialogue finishes with a strong call for investment in NCD civil society: "[...] we call on international development donors to increase and sustain their investments in enhancing the capacity of relevant national NGOs to ensure their full and active participation in the development and implementation of national NCDs responses [...]"

Why can't the food industry do vigorous marketing to make healthy food attractive in same way they made junk food attractive #beatNCDs

H.R.H Princess Dina Mired (@dinamired)



CAPACITY DEVELOPMENT

A vibrant and united NCD civil society movement is fundamental to our strategy to fast-track progress. NCDA seeks to strengthen and support civil society to advocate for action and accountability. Today, NCDA coordinates a network of 52 national and regional NCD alliances, strengthening these vital platforms for unified NCD prevention and control. In 2016, new alliances were officially launched in Sri Lanka, Scotland and India.

Spurring the Development and Growth of NCD Alliances and Networks

NCDA is nurturing the network of NCD alliances and supporting the establishment of new NCD alliances.

NCD alliances from across the world are actively contributing to the NCD response at local, national, regional and global levels: advocating for improvements, holding decision makers accountable, raising awareness and improving access. Examples of NCD alliances and their work are highlighted below.

NCD Alliance Lanka was launched in September 2016 on the margins of the WHO SEARO Regional Committee Meeting in the presence of Sri Lanka's Minister of Health, the WHO Regional Director for South-East Asia and Sir George Alleyne, Director Emeritus of PAHO and Chair of NCDA's Expert Advisory Council. NCD Alliance Lanka's vision is

to create a healthy community through health promotion and advocacy aimed at adoption of healthy lifestyle practices to safeguard individuals from the stigma, morbidity and mortality caused by NCDs.

AFRO Regional NCD Civil Society Network: In follow-up to the WHO AFRO/NCDA regional meeting in Mauritius and CSOs' interest in coordinating actions, a Steering Committee for a pan-African Alliance was formed, gathering CSO representatives from the different African sub-regions.

ScotHealth2021 Coalition and Cross-Party Group: Alcohol Focus Scotland; ASH Scotland; Obesity Action Scotland, and Scottish Health Action On Alcohol Problems established the ScotHealth2021 Coalition in 2016, in recognition of commonalities in their agendas, in particular the importance of addressing environmental factors,

Practical guide on how to build effective national and regional NCD alliances

This practical guide was launched in November, to support the establishment of NCD alliances. It outlines the key steps involved, and offers practical tools and real-life sample resources collected from NCD alliances around the world.





Sir George Alleyne, Director Emeritus, Pan American Health Organization (PAHO), Dr Poonam Khetrpal Singh, WHO Regional Director for South-East Asia and Dr Rajitha Senaratne, Minister of Health, Sri Lanka, at the launch ceremony of NCD Alliance Lanka.

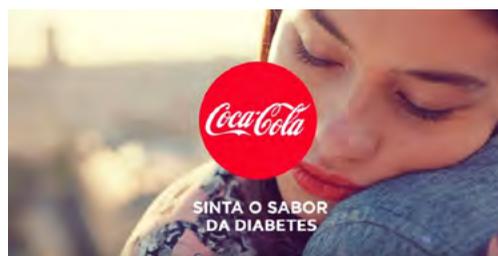
and of challenging personal choice arguments promoted by global industries. The Coalition sought to establish a Cross-Party Group in the Scottish Parliament, which has now been formally recognised. It brings together Members of the Scottish Parliament from across all five political parties, along with a wider range of public health advocacy organisations and researchers.

The Healthy Caribbean Coalition held the *first Annual Caribbean Alcohol Reduction Day: Misuse of alcohol is a bigger problem than you think*, an initiative aimed at sensitising the Caribbean public to the harmful effects of alcohol abuse with the message to *drink less and live better*. HCC is hopeful that in subsequent years this will become a major event in the annual calendar of health events in the region, supported and sponsored by national governments and the major public health institutions.

The South African NCD Alliance has been highly active in supporting the proposed sugary drinks tax in the country, responding to a national government consultation on the topic. SA NCD Alliance was the only civil society organisation invited to present at a hearing organised by the Treasury of SA, where it defended the introduction of a tax on sugary drinks and made the strong call for earmarking tax revenues as a way of addressing the underfunding of NCDs.

The **Healthy India Alliance** mobilised its 16 members to write a joint letter on behalf of the alliance to the Minister of Health, concerning the need to implement 85% pictorial warnings on tobacco packets. In April 2016, the MoH upheld the implementation of the 85% pictorial warnings despite intense lobbying from the tobacco industry.

ACT+ Brazil ran a social media campaign on NCDs, using humour and irony to highlight the marketing campaigns of unhealthy ultra processed foods. The public was invited to rethink the campaign's slogans. There was a doubling of ACT+'s social media following coinciding with the campaign.



Supporting Regional Collaboration

In 2016, the NCD Alliance continued promoting regional NCD civil society collaboration and coordination. NCDA played an active role regionally, convening NCD civil society organisations (CSOs) to share experiences and good practice, supporting regional networks, promoting civil society's active role in policy planning and implementation, and fostering civil society coalition building and collaboration with WHO regional offices.

To inform NCD civil society strengthening efforts, NCDA conducted regional mapping exercises of the status, strengths, and challenges of NCD civil society within Europe and Africa. These enhanced the civil society mappings previously conducted by NCDA for the EMR and SEAR, as well as at global level. Here are some highlights.

European Region Belgium, 12-13 December, 2016

NCDA and the European Chronic Disease Alliance co-organised a European NCD civil society meeting co-sponsored by WHO EURO. It convened representatives of 22 countries with a goal of sharing experiences and strengthening networks. The meeting resulted in a set of key recommendations to strengthen the action and contribution of NCD civil society within the framework of the 2016-2025 WHO European Action Plan for the Prevention and Control of NCDs.

Strengthening Civil Society in Latin America

Collaborating with the World Heart Federation, the Healthy Latin America Coalition (CLAS), and the Mexican NCD Alliance, NCDA held a Latin America CSO Strategy Meeting in Mexico City to facilitate regional and national advocacy planning. In follow-up, a seed grant from NCDA supported CLAS in working to coordinate regional communications and to develop a regional mapping in preparation for the UN 2018 High-Level Meeting.

Eastern Mediterranean Region Jordan, 14-15 August, 2016

NCDCA collaborated with WHO EMRO to deliver a capacity development workshop, attended by representatives of 15 countries, to increase the capacity of EMR NCD civil society to build effective alliances and engage in effective advocacy. Fruitful discussions were held regarding the creation of a regional EMR NCD Alliance and a commitment from WHO EMRO to support it going forward.

Supporting NCD Alliances in East Africa

NCDCA supported the East Africa NCD Alliance Initiative Meeting in Kenya in April 2016, which convened national NCD Alliances of Uganda, Tanzania, Zanzibar, Kenya, and Rwanda to increase collaboration and develop civil society advocacy capabilities to accelerate the political response to NCDs. As a result, the East Africa NCD Alliance wrote to the WHO Regional Director for Africa, calling for a regional NCD framework. In response, WHO AFRO joined forces with NCDCA to organise its first meeting targeting civil society. Together, NCDCA actively consulted civil society on the AFRO Regional Framework for Collaboration with CSOs in the Prevention and Control of NCDs in the African Region, which is earmarked for presentation to member states in 2017, for adoption.

African Region Mauritius, 17-18 October, 2016

Co-organised with WHO AFRO, this regional consultation of 45 CSOs representing 27 countries constituted the first time WHO AFRO convened NCD civil society. It resulted in the formation of an AFRO regional NCD civil society network and key recommendations on the AFRO Regional Framework for Collaboration with CSOs in the Prevention and Control of NCDs in the African Region.

Announcement of the 2017 Global NCD Alliance Forum

In September 2016, NCDA announced that the second Global NCD Alliance Forum will take place from 9-11 December 2017 in Sharjah, United Arab Emirates (UAE).

The **2017 Global NCD Alliance Forum** will convene civil society organisations working on the prevention and control of NCDs worldwide. It will be held under

the patronage of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Wife of the Ruler of Sharjah, and Founder and Patron of Friends of Cancer Patients (FoCP), and co-hosted by the NCD Alliance and Friends of Cancer Patients.

The **2017 Global NCD Alliance Forum** will offer capacity building, promote networking, and provide a prime opportunity for the NCD civil society community to mobilise and plan for the **2018 UN High-level Meeting on NCDs**.

Strengthening National Action

NCDA nurtures national alliances to effectively participate in the national NCD response and to ensure national progress.

During 2016, NCDA supported coalition building and advocacy efforts of alliances in Brazil, India, the Caribbean and South Africa as part of the '*Expanding Access to Care, Supporting Global, Regional and Country Level NCD Action*' programme in partnership with Medtronic Philanthropy. In addition to continuous monitoring of national/regional progress, the various alliances advocated on specific issues of national/regional relevance.

In its first year, the **Healthy India Alliance (HIA)** laid the groundwork for collective civil society advocacy on NCD-related action in India.

The HIA, constituted of 16 members, was officially launched in April at the first National NCD Civil Society Consultation organised in conjunction with the WHO Country Office for India, the NCDA and the American Cancer Society.

The consultation involved approximately 80 civil society organisations, deliberated on the functioning of the HIA and included capacity building workshops. This meeting marked the first time that the WHO (formally) and Ministry of Health (informally) partnered in a national level civil society meeting. HIA is fast establishing itself as the national civil society reference on NCDs. The alliance was invited to mobilise its partners and provide the civil society perspective at the June 2016 *National Consultation on NCDs*, organised by the WHO Country Office for India and Ministry of Health and Family Welfare.



Healthy India Alliance members at the National Civil Society Consultation on NCDs.

No one sector alone will reverse the NCD epidemic, but working together we have the tremendous opportunity to chart a new course toward health and sustainable human development for a more equitable and healthier future for all.

'Sharjah Declaration on NCDs, United Towards 2030: Accelerating Action and Accountability for NCDs.' Adopted on 15 November 2015, by delegates of the 1st Global NCD Alliance Forum, held in Sharjah (UAE)



KNOWLEDGE EXCHANGE

One of the major challenges for NCDs and public health more broadly, is closing the gap between knowledge and action. Working as an alliance provides unrivalled channels to promote and disseminate knowledge and good practice among policy-makers and advocates alike. Over the past year, we have convened a series of high-profile side events, exclusive roundtables, and civil society briefings at key global fora to maintain political momentum on NCDs. Our events are timed and tailored to have an impact.

Inform, Inspire, Involve

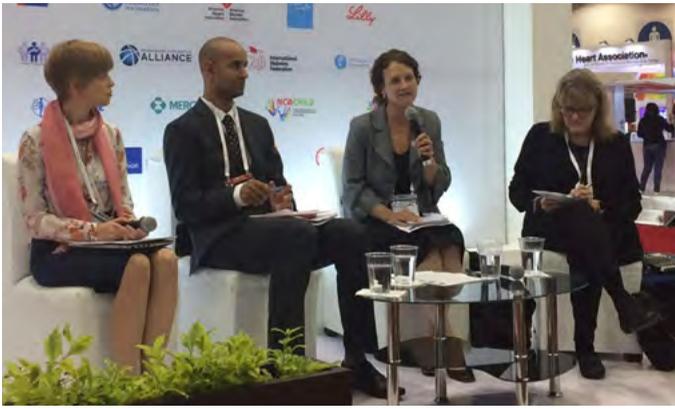
By creating a dynamic and participatory environment, the 2016 **Café and Dialogue series** served to draw together the expertise of speakers and participants alike, acting as a melting pot for **collaboration** and **good practice exchange** to shape the future of the NCD response.

2016 saw the highest number of NCD Cafés and Dialogues to date, hosted jointly by the NCD Alliance Supporters Consultation Group. The NCD Café travelled to the WHF Congress of Cardiology and Cardiovascular Health in Mexico City in June, and to the UICC World Cancer Congress in Paris in November.

NCD Dialogues took place at the 31st International Conference of Alzheimer’s Disease International in Budapest in April and The Union World Conference on Lung Health in Paris in October. Topics covered included prevention, access to care, addressing NCD co-morbidities and risk factors, strengthening civil society capacity, engaging people living with NCDs in global advocacy efforts, access to medicines, and financing for NCDs.



Panelists of an NCD Café session at World Cancer Congress in Paris, in November 2016. From left: Martin Bernhardt (Sanofi), Katie Dain (NCDA), Luis Encarnación (Mexico Salud-Hable), Bronwyn King (Tobacco Free Portfolios).



Selection of NCD Alliance sessions at international conferences throughout 2016.

Highlights of Side Events 2016

FEBRUARY



WHO NCD Focal Points Meeting, Geneva

Interactive Stakeholder Networking Dinner
and Marketplace Breakfast

Co-hosts: WHO GCM/NCD and the World
Economic Forum

APRIL



Habitat III Thematic Meeting on Public Space, Barcelona

Public Space: An Invaluable Resource to
Deliver Sustainable Urban Health
(Side event)

Co-hosts: HealthBridge Foundation of Canada,
Low Carbon City Forum, Smarter Than Car
and WHO



IAPO Global Patients Congress, London Community Conversation



31st International Conference of Alzheimer's Disease International, Budapest

NCD Dialogues Sessions

Co-hosts: NCD Alliance Supporters
Consultation Group

MAY



Women Deliver Conference, Copenhagen

Three Sessions on Women and NCDs

Co-hosts: Management Sciences for Health
and Novo Nordisk



69th World Health Assembly, Geneva

NCD Alliance Civil Society Pre-Briefing

Accelerating National Progress on Tackling Child
Obesity and Child Undernutrition in a Sustainable Way

Co-hosting Governments: Finland, Australia, Bangladesh, Brazil,
Canada, Chile, Kenya, Mexico, Netherlands, Nigeria, UK, USA
and Zambia

Co-hosting Organisations: IDF, Jamie Oliver Food Foundation,
Save the Children, WOF, SUN Civil Society Network, WaterAid,
Concern Worldwide, Generation Nutrition, WCRFI, ONE and
World Vision International

Making the Case for NCDs: Sustainable Investments,
Smarter Financing

Realising the potential of workplaces to prevent
and control NCDs: How public policy can stimulate
business and governments to work together
(Roundtable)

Co-hosts: Bupa

JUNE



World Congress of Cardiology and Cardiovascular Health, Mexico City

NCD Café, Community Conversation,
and Core Session

Co-hosts: NCD Alliance Supporters Consultation
Group (for NCD Café)

JULY



UN High-Level Political Forum, New York

NCDs and Sustainable Development: A Call
for Integrated Implementation (Roundtable)

Co-hosts: CARICOM

JULY



**International AIDS Conference,
Durban**

Community Conversation

Co-Hosts: GNP+ & SANCTA

OCTOBER



**Session at Habitat III,
Quito**

Collaborating Across Sectors to Achieve
Urban Health in Sustainable Cities

Co-Hosts: HealthBridge Foundation of Canada,
Low Carbon City Forum, World Health
Organization, International Society for Urban
Health, EAT Foundation, and Health Care
Without Harm

SEPTEMBER



**70th UN General Assembly,
New York**

Leveraging Solutions to Improve Access
to Healthcare for People Living with NCDs
(Side event)

Health in Post-2015 Civil Society Strategy
Meeting

Urban Food Systems; The Nutrition
Challenge (Side event)

Co-Hosts: EAT Foundation, Norway, Brazil,
Ecuador, Indonesia, Kenya, Malawi, Mexico,
Netherlands, Sweden, Palau, Bill & Melinda
Gates Foundation, C40, FAO, Jamie Oliver Food
Foundation, New York Academy of Sciences,
Scaling Up Nutrition (SUN) Business Network,
World Business Council for Sustainable
Development, WHO, UNEP, UNDP, World Bank

NOVEMBER



**IOF Regionals 6th Asia-Pacific
Osteoporosis Meeting, Singapore**

NCD Spotlight Session

Co-Hosts: International Osteoporosis Foundation



**2016 World Cancer Congress,
Paris**

NCD Café Sessions, Community
Conversation, Core Sessions and
Workshops

Co-Hosts: NCD Alliance Supporter Consultation
Group (NCD Café); International Atomic Energy
Agency, Danish NCD Alliance, Zanzibar NCD
Alliance, American Cancer Society and Healthy
Caribbean Coalition, and Young Professionals
Chronic Disease Network (Assorted core sessions)

OCTOBER



**47th Union World Conference on Lung
Health, Liverpool**

NCD Dialogues Sessions

Co-Hosts: NCD Alliance Supporters Consultation
Group

DECEMBER



**UHC Day Event,
New York**

Health for All: Sustainable Systems in an
Urbanizing World

Co-Hosts: International Society for Urban Health
and New York Academy of Medicine. Generously
funded by a UHC Day Grant.

Communications

Strengthening the NCD Alliance’s profile and brand is crucial to fulfil our global advocacy and movement-building mandate. Effective and tailored information and communication is essential to deliver results. During 2016, NCD Alliance significantly improved its online operations through the redevelopment of our website. What’s more, we created the necessary synergies with our social media channels, optimising our online content, and speaking to an increasingly diverse and empowered audience with one voice.

Refreshed Website

With a shift in the focus of our strategic priorities in the sustainable development era, the need to reorganise our website ncdalliance.org emerged. In March 2016, we launched NCD Alliance’s refreshed website. The new platform maximises usability and engagement from mobile devices through responsive design, and integrates with social media, subscribers and email outreach activities.

The redeveloped website promotes NCD Alliance’s national and regional alliances more prominently. Some features of note include our new and popular blog presenting compelling commentary on diverse topics relevant to NCD prevention and control, including insights into the activities of civil society tackling the NCD epidemic around the world.

The resource section comprises intuitive categories of publications, policy and advocacy tools, and multimedia, with a new section for videos, such as webinar recordings, promotions, and NCD themed playlists hosted on our new YouTube channel.

Finger on the Pulse

Engaging with the NCD, global health and development communities, as well as wider stakeholders, is crucial to strengthening relationships and keeping abreast of developments in global evidence, advocacy and policy relating to NCD prevention and control. Social media provides effective platforms to be globally connected, leverage relationships, share knowledge, support campaigns and amplify advocacy messages.

During 2016, we interacted with more people working on and living with NCDs globally through Twitter, Facebook, LinkedIn and a newly launched Instagram profile, with audience growth rates above NGO benchmarks. Our coordinated social media campaigns around selected key activities strengthened advocacy and positioning as a global thought and advocacy leader in NCD prevention and control. Our live presence, advocacy and coverage of the 69th World Health Assembly saw NCD Alliance rank among the top-5 Twitter influencers throughout the Assembly.



ncdalliance.org

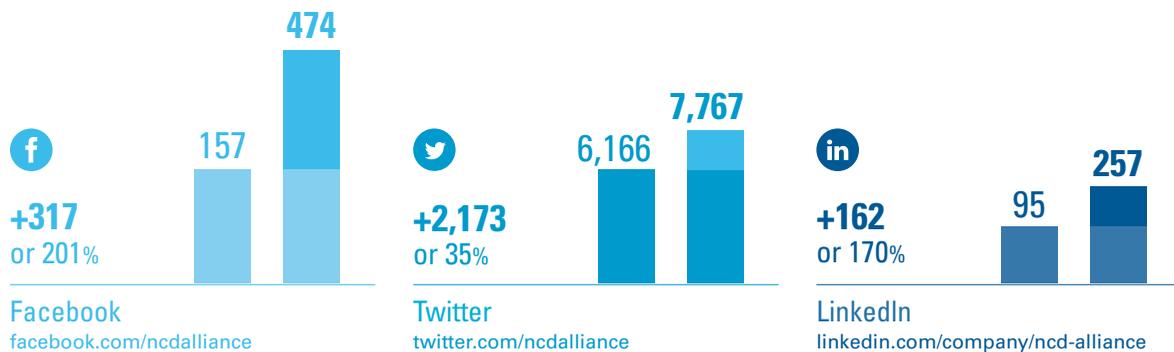
The image highlights some key figures of user’s engagement in 2016.

Strengthened Social Media

We have consistently aligned website content, events and knowledge products with publication and promotion in our weekly newsletter, which has grown to reach nearly 3000 individuals and demonstrated above industry average readership and engagement. Our tailored messaging campaigns strengthened by professional, relevant and eye-catching graphics and videos were used to promote publications, advocacy messaging, weekly blogs and webinars which generated greater user engagement with NCD Alliance content, and ensured that it was shared widely on social media.

Our new weekly blog, with authors consisting of NCD prevention and control experts and advocates, people living with NCDs, and individuals from non-health sectors, became a centrepiece of our digital activities. Promotion of the 35 high quality blogs on topical and thought provoking themes drove new traffic to the website and expanded audiences.

Our 2017 roll out of multilingual website functionality is expected to further expand the scope and engagement of non-English speaking audiences.



NCD Alliance's social media user engagement data for 2016.

Highlighted Publications

In 2016, NCD Alliance delivered high quality analysis and publications on priority policy issues, with a strong focus on showcasing good practice. Topics covered climate change, women's and NCDs, overweight, obesity and nutrition-related NCDs, workplace wellness and NCD co-morbidities. We worked with partner organisations to translate knowledge and policy into action, and help ensure that good practice in evidence-based policy and implementation is shared among international, regional and national fora through multistakeholder dialogues. Increasingly, we have sought to optimise the value and utility of our content through accessible digital and interactive publication formats to enhance reach and engagement.



ORGANISATIONAL DEVELOPMENT

Building on its consolidated track record, vision and expertise, the NCD Alliance continues to evolve and strengthen its position as a recognised global leader on NCD policy and practice, a convenor of the civil society movement, a partner to governments and UN agencies, and an advocate for people at risk of or living with NCDs.

Strategic Priorities and Governance for Delivering Impact in the SDG era

Following an independent review and extensive consultation with many partners over 2015, our ambitious new **Strategic Plan for 2016-2020** was launched in February last year. It comes at a critical moment in terms of the history and future of the NCD response, when the imperative for action has never been stronger.

The NCD Alliance, as a unique civil society network, remains dedicated to improving NCD prevention and control worldwide. Our updated strategic plan

sets out a vision and ambitious goals and targets that are in line with the 2030 Agenda.

For this next phase, we remain focused on what we, as global civil society alliance can do best, namely **advocacy, accountability, capacity development and knowledge exchange**. These four strategic pillars of action will guide our work and ensure we deliver impact for people at risk of, or living with NCDs worldwide.



Moving to a Legal Entity

In recognition of the growing number of partners and stakeholders in the NCD movement, the NCD Alliance further expanded its governance structure last year. NCDA's principal decision-making body, the Steering Group, was expanded to include a broader set of voices and representation from the global NCD community. In addition to the seven global federations, there was four new members of the Steering Group from 2016 onwards. Two seats were designated for national and regional NCD alliances to reflect our increased strategic focus on national and regional action, one for the Chair of the NCDA Expert Advisory Council, and one for a NGO representative of the NCDA Supporters Consultation Group.

Further evolution is planned for 2017. Following extensive consultation, NCDA will transition from an informal alliance to a formal legal entity registered in Switzerland. This move will allow NCDA to undergo a sensitive progression towards a non-governmental organisation (NGO), and will benefit both the sustainability of NCDA as an organisation and the delivery of its Strategic Plan 2016-2020.

The expansion of the Steering Group in 2016 has been viewed positively, resulting in a more inclusive, diverse and stronger alliance. This principle will be transferred under NCDA's new governance model.

Partnerships with Purpose

Given the magnitude of the NCD burden and the urgency of the need for a comprehensive response, forging inclusive partnerships with organisations committed to the fight against NCDs represents the foundation of how NCDA operates and can deliver on its mission.

In 2016, the Supporters Consultation Group (SCG) included 11 NGOs, 5 companies and 1 foundation. New members included: World Dental Federation (FDI) and the International Federation of Psoriasis Associations (IFPA). The SCG provides advice on multi-sectoral issues, monitors progress and proposes new initiatives to be undertaken by NCDA. NCDA's supporters share a common interest in improving the lives of people living with NCDs and tackling modifiable risk factors.

“Thanks to its broad network, the NCD Alliance is uniquely positioned to leverage the rich expertise and diverse roles of its partners, who are committed to integrating the fight against NCDs into the global health agenda. This furthers our shared aim of bringing about far reaching improvements for people living with NCDs globally.”

Martin Bernhardt, Head Global Public Affairs, General Medicines & Emerging Markets, Sanofi and Neal Kovach, Division Vice President, Global Market Strategy American College of Cardiology, Co-Chairs of the NCDA Supporters Consultation Group (SCG).

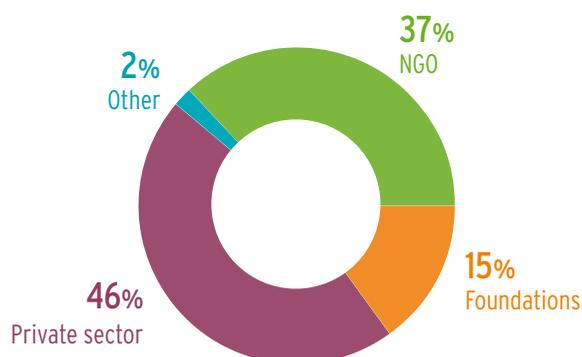
Financial Statement 2016

The NCD Alliance has improved its financial performance and sustainability. We maintained a sound financial position, and concluded the year with a financial surplus, which will be invested to support activities under the Strategic Plan 2016-2020. The NCD Alliance's total operating expenditure during 2016 amounted to 1,861,422 USD, which was fully covered by its revenues. The funds received by the NCD Alliance supported a larger portfolio of activities than in previous years, with capacity development programmes and global advocacy representing the largest share of the total expenditure.

INCOME

all figures in USD

NGO	\$796,105
Foundations	\$318,346
Private sector	\$1,000,000
Other	\$47,460

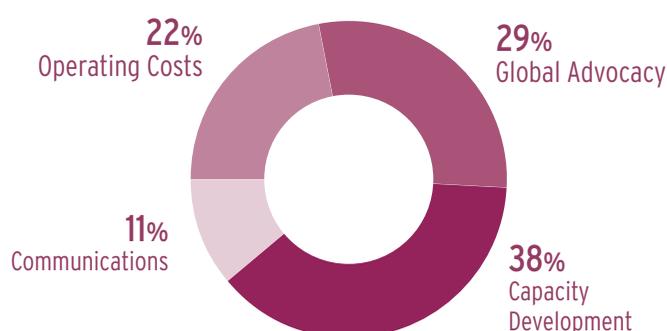


Income total **\$2,161,911**

EXPENDITURES

all figures in USD

Global Advocacy	\$542,032
Capacity Development	\$702,687
Communication	\$214,110
Operating Costs	\$402,594



Expenditures total **\$1,861,422**

Net balance as of 31 December 2016 **\$300,488**

Funds Carried Forward to support Strategic Plan 2017-2020 activities **\$2,087,909**

About the NCD Alliance

The NCD Alliance is a unique civil society network, uniting 2,000 organisations in more than 170 countries, dedicated to improving NCD prevention and control worldwide. It was founded in 2009 by three global federations: the International Diabetes Federation (IDF), the World Heart Federation (WHF), and the Union for International Cancer Control (UICC), which were joined the following year by the International Union Against Tuberculosis and Lung Disease. Together, these organisations represented the four main non-communicable diseases (NCDs) outlined in the World Health Organization's (WHO) 2008-2013 Action Plan for NCDs: cardiovascular diseases, diabetes, cancer, and chronic respiratory diseases. They came together in recognition that these conditions share common risk factors (including tobacco use, physical inactivity, harmful use of alcohol and unhealthy diets), and share common solutions. By working together as an alliance, they created a mutual platform for collaboration and joint advocacy. The mantra of NCD Alliance has always been 'together we are stronger'.

Acknowledging the complexity of the challenge and the acceptance of a broader definition of NCDs beyond the '4 x 4' approach, three new federations/organisations joined NCD Alliance in 2014: the Framework Convention Alliance (FCA), Alzheimer's Disease International (ADI) and Management Science for Health (MSH). These organisations bring important perspectives and competence on tobacco control, mental/neurological health and health systems to NCD Alliance's work.

Today, our network of 2,000 organisations includes over 1,000 member associations of our federations, joined with 1,000 global and national civil society organisations (CSOs), scientific and professional associations, academic and research institutions, and dedicated individuals. Together with strategic partners, including the WHO, the United Nations (UN) and governments, the NCD Alliance works at global, regional and national levels, to bring a united civil society voice to the global campaign on NCDs.

Steering Group



NGO Supporters



Private Sector Supporters



Steering Group

CHAIR

José Luis Castro

Executive Director, The International Union Against Tuberculosis and Lung Disease (The Union)

VICE-CHAIR

Johanna Ralston

Chief Executive Officer, World Heart Federation (WHF)

Cary Adams

Chief Executive Officer, Union for International Cancer Control (UICC)

Marc Wortmann

Chief Executive Officer, Alzheimer's Disease International (ADI)

Catharine Taylor

Vice President, Center for Health Services, Management Sciences for Health (MSH)

Dr. Luís Gardete Correia

Vice President, International Diabetes Federation (IDF)

Francis Thompson

Director, Framework Convention Alliance (FCA)

NON-EXECUTIVE MEMBERS

Sir George Alleyne

Director Emeritus, Pan American Health Organization

Paula Johns

Director, ACT+ Brazil

Gerald Yonga

Chair, East Africa NCD Alliance Initiative

Neal Kovach

Division Vice President, Global Market Strategy
American College of Cardiology

NCD Alliance Team

Katie Dain, Executive Director – London

Cristina Parsons Perez, Capacity Development Director – London

Josianne Galea, Capacity Development Officer – London

Jessica Beagley, Policy Research Officer – London

Lucinda Westerman, Communications and Policy Officer – London

Mathilde Chiesa, Administrative Assistant – London

Priya Kanayson, Advocacy Officer – New York

Alena Matzke, Advocacy Manager – Geneva

Tiphaine Lagarde, Partnerships Specialist – Geneva

Jimena Márquez, Communications Manager – Barcelona

Expert Advisory Council

Sir George Alleyne

Director Emeritus, PAHO (Chair)

Jeanette Vega

Director, FONASA

Robert Beaglehole

Chair, The Lancet NCD Action Group

Sania Nishtar

President, Heartfile

Precious Matsoso

Director General, National Department of Health, South Africa

Jeff Sturchio

President and CEO, Rabin Martin

James Hospedales

Executive Director, CARPHA

Brenda Killen

Head of Global Partnerships and Policy Division, OECD

Srinath Reddy

President, Public Health Foundation India

Rachel Nugent

Vice President, RTI International



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NCD Alliance, May 2017

Edited by the NCD Alliance

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NCD Alliance
62, route de Frontenex
1207 Geneva, Switzerland

www.ncdalliance.org



Our vision is a world where everyone has the opportunity
for a healthy life, free from preventable suffering,
stigma and death caused by NCDs

Visit us

ncdalliance.org

E-mail: info@ncdalliance.org

