NCD Alliance Webinar Wednesday, 31 July 2019



Agenda

➤ Preparations for UN HLM on UHC and UNGA

- What's up with Nutrition & Alcohol?
 o Forthcoming Consultations
- ➤ From the Network:
 - Vietnam NCD alliance (NCDs-VN) on recent alcohol law
- ➤ Looking Ahead:
 - Regional Committee Meetings Dates & Agendas
 - NCD Alliance Forum 2020





- > Chair: Nina Renshaw, Policy & Advocacy Director, NCD Alliance
- Priya Kanayson, Policy & Advocacy Manager
- > Lucy Westerman, Policy & Campaigns Manager
- > Dr Tran Tuan, Vietnam NCD Alliance (NCDs-VN)



Update on the UN High-Level Meeting on Universal Health Coverage

UN High-Level Meeting on Universal Health Coverage

• UN HLM on UHC on Monday 23 September

"Moving toward building a healthier world"

- One day meeting with opening & closing segments, plenary, and two multi-stakeholder panels (speakers tbc)
 - Panel 1: UHC as a driver of equity, inclusive development and prosperity for all
 - Panel 2: Accelerating multi-sectoral and multi-stakeholder action and investments for UHC
- Interactive multi-stakeholder hearing held 29 April at UN HQ in NY
 - Summary available <u>here</u>
- Registration for HLM open until 9 August
 - For organisations in <u>consultative status w/ECOSOC</u>
 - For organisations that <u>received special accreditation</u>
 - One representative per organisation is able to register - have to pick one segment to attend



Not sending someone from your organisation and have a free spot to register another advocate? Please let us know! CDAlliance

Update on the Political Declaration

- Final draft text was circulated under silence procedure from Thurs 25 July - 6pm Mon 29 July
- Several delegations broke silence
 UN High-Level Meeting on Universal Health Coverage, 23 September 2019, New York
 just before the deadline on paragraphs 29, 68, 69 on SRHR, and
 paragraphs 70 and 71 on migrants

MOVING TOGETHER TO BUILD A HEALTHIER WORLD

Next steps:

- Co-facilitators will hold consultations with delegations and aim to have revised final draft under silence procedure shortly
- Aim is still to have final declaration agreed by end of July, otherwise it may get pushed to September (like 2018 negotiations on TB & NCDs)



Update on the Political Declaration, cont.

- Overall takeaway is quite positive from an NCDs perspective
 - Balanced approach to prevention and treatment; continuum of care throughout the lifecourse
 - Promote healthy and active ageing
 - Community-based and people-centred health systems
 - Address the determinants of health (specifically mentions social, economic, and environmental)
 - Strengthen surveillance & data; improve routine immunization and vaccination capacities for CDs & NCDs
 - Recognition of addressing oral health and eye health [*though renal health is missing*], together with rare diseases and NTDs as part of UHC
 - Promote and improve mental health and well-being (linked to NCD burden)
 - Improve access to health services for persons w/disabilities
 - Promote healthier and safer workplaces
 - Eliminate financial barriers and ensure financial risk protection



Update on the Political Declaration, cont.

- Implement policy, legislative and regulatory measures, including fiscal measures (recognises dual benefit of these policies, which is more ambitious language than 2018 PD on NCDs)
- Optimize budgetary allocations on health; Improve effectiveness of finance
- Prioritize PHC as cornerstone of health systems & strengthen referral system between other levels of care
- Paras 50 & 51 on access to meds, increasing transparency of pricing
- Engage all stakeholders and give due regard to addressing and managing COI and undue influence
- Build effective, accountable, transparent and inclusive institutions
- Strengthen legislative and regulatory frameworks & promote policy coherence
- Mainstream gender perspective on a systems-wide basis
- Impacts of climate change & other environmental factors on health, food security, clean air, WASH, etc.
- Follow up: HLM on UHC in 2023 in NYC



Snapshot of side events during UNGA

- Friday 20 Sept: Global Climate Strike
- Sunday 22 Sept:
 - WHO Walk the Talk, Central Park
 - NCDA's Supporters meeting & Leadership session (by invitation)
- Monday 23 Sept:
 - Launch of EIU report on attitudes and beliefs of ministries of finance regarding fiscal policies (World Heart Federation)
- Tuesday 24 Sept:
 - Partnering for Impact: Innovative Solutions & Novel Business Models to Accelerate Access to NCD Care in LMICs (NCDA, Eli Lilly)
 - Turning the Tables: Patient Perspectives on UHC How we keep people at the center (Global Health Council and partners)
- Wednesday 25 Sept:
 - NCDA main event on planetary health (bridging the climate summit & HLM on UHC)

Is your organisation convening an event during UNGA? Please input details to this form so we can add it to our calendar of events! The calendar will be shared in August.



Risk Factor/Prevention Update: What's happening in nutrition and alcohol?



Alcohol - Consultation on 10 years of GAS

- Consultation to prepare report on first decade of <u>Global</u>
 <u>Strategy on Harmful Use of Alcohol</u> launched in June 2019
- **27-28 June:** Second WHO Forum on alcohol, drugs & addictive behaviours initial consultation.
- Consultation Timeline
 - August/September: WHO RCMs, NCDA outreach to members
 - October 21 November 4: WHO web consultation open with preceding discussion paper published on 21 October

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- November 12 : WHO will submit addenum for EB discussion
- December/January: Preparation of WHO Report

To prepare for EB146, 3-8 February 2020

• WHO report on NCDs with 4 important annexes (draft by Sept) incl - Report on Global Strategy on alcohol & way forward (by Nov) & possibly as a stand alone item



Alcohol - Consultation on 10 years of GAS

- NCDA Consultation
 - August / September: NCDA will commence outreach with members on aspects of alcohol policy including

A WORLD FREE FROM ALCOHOL-RELATED HA

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- Awareness of the Alcohol Best Buys, Global Alcohol Strategy, SAFER, reflections
- Country situation on alcohol strategy and policy landscape - extent of implementation off policy including Best Buys
- Enablers, barriers and needs to implementation at country level - eg technical support
- Role of different stakeholders in advancing progress on alcohol policy
- October: NCDA & others will feed into WHO web consultation reflecting on discussion paper



ICN2 Biennial Consultation



ICN2 biennial Consultation (2018-2019)

- On 2nd International Conference on Nutrition (2014) Rome Declaration on Nutrition and Framework for Action's 60 recommendations (<u>HERE</u>)
- 2nd Biennial Report on ICN2 of the Secretary-General, for 2018-2019 period
- Discussed at 2020 WHA and FAO's Conference, then presented to UNGA
- Short CS submissions invited on practical advancements during 2018-2019
 - Sustainable, resilient food systems for healthy diets
 - Aligned health systems providing universal coverage of essential nutrition actions
 - Social protection and nutrition education
 - Trade and investment for improved nutrition
 - Safe and supportive environments for nutrition at all ages
 - Strengthened governance and accountability for nutrition
 - Contributions by non-state actors (including civil society)

Consultation until end August, report to be finalised by WHO/FAO in September. Related NCDA/WCRFI brief **Ambitious SMART Commitments to end malnutrition in all its forms** <u>HERE</u>



Nutrition Decade Mid Term Review

Mid-term Review of the UN Decade of Action on Nutrition 2016-2025

- o Progress and <u>forward looking</u> report
- Open consultative process during 2019 & 2020, including dialogues during RCMs, and online, to inform revision of the DoA Work Programme

ED NATIONS DECADE OF

2016-2025

- o Background paper due by September to form basis of consultation
- Assess and evaluate the achievements of the first half of the DoA through the ICN2 Framework for Action from 2016-2020 - highlighting specific advances, initiatives and partnerships; and identify constraints.
- ** Identify expectations, priorities and actions required for the second half of the Nutrition Decade (2020-2025). **
- Possible convening in 2020 focused on the MTR

About the Decade of Action on Nutrition 2016-2025 <u>HERE</u> DoA Mid Term Review Concept Note: <u>HERE</u>



2020 Japan Nutrition Summit

- TOKYO 2020
- 2020 Nutrition Summit will be a Decade of Action and Agenda 2030 milestone
- Follows London 2013 Nutrition for Growth (N4G) Summit, coordinated by DFiD, coinciding with the London Olympics.
- London N4G commitments end in 2020, so Japan 2020 presents an opportunity for new and renewed SMART commitments for action and investment to be made..
- **5 thematic working groups** of stakeholders are supporting the Japanese Government developing the Summit agenda and goals, including proposing new commitments on
 - Making nutrition integral to **UHC** for sustainable development
 - Building **food systems** that promote healthy diets and nutrition, ensure livelihoods of producers and are climate-smart
 - Addressing malnutrition effectively in **fragile and conflict affected contexts**
 - Promoting data-driven **accountability**
 - Securing new investment and driving innovation in **nutrition financing**
- Private sector very relevant to improving nutrition, but complexities
- Future opportunities to review commitments, engage in associated campaign TBA
- Summit details likely to be announced in mid 2020 around the Tokyo Olympics, and the High Level Summit to take place late in 2020 in Tokyo.

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Other Consultations in 2019: Mental Health 'Best Buys'

Expert consultation on the development of a menu of policy options and costeffective interventions promote mental health and well-being:

- 20-21 Aug: Expert consultation on the development of policy menu;
- 2-20 Sept: Discussion paper to be published on WHO website; Web-based consultation on discussion paper open to MS, UN and other international organisations, NSAs. Feedback to be published on WHO website;
- 30 Sept 2019: WHO Secretariat to report to WHO Governing Bodies proposing a menu of policy options and cost-effective interventions
- 3-8 Feb 2020: The 146th session of the WHO EB will consider a menu of policy options and cost-effective interventions, and invited to provide guidance;
- 17-21 May 2020: Accounting for EB guidance, 73rd World Health Assembly will consider menu of policy options and cost-effective interventions.
- <u>https://www.who.int/mental_health/cost-effectiveness_consultation_2018</u>
- email: <u>mhgap@who.int</u>





Recent Publications & Resources

NCDA Annual Report 2018 (HERE)

2018 was a year of great political momentum and organisational growth for NCD Alliance. Our 2018 Annual Report reflects on a momentous year for NCDs and the NCD Alliance.

Realising the promise of digital health for NCDs and UHC (<u>HERE</u>)

French & English

This working document was developed on the basis of the report "The Promise of Digital Health: Addressing NCDs to Accelerate Universal Health Coverage in LMICs" developed by the Working Group on Digital Health of the Broadband Commission co-chaired by the Novartis Foundation and Intel. It is intended to inform a series of dialogues on the potential of digital health for NCDs on an international scale.

Sin Grasas Trans Para 2023 (HERE)

Trans Fat Free by 2023 Case Studies in Trans Fat Elimination report now available in Spanish (and English)







From the Network: Vietnam NCD Alliance (NCDs-VN)



Liên minh Phòng chống các bệnh Không lây nhiễm Việt Nam

VIETNAM NATIONAL ALCOHOL LAW DEVELOPMENT: NCDs-VN Advocacy 2018-2019 and Lessons learnt

Dr. Tran Tuan – Director of RTCCD, the Coordinating organization of Vietnam Non-Communicable Diseases Prevention Alliance (NCDs-VN)

Presented at NCD Alliance Webinar, 31th July 2019

TABLE OF CONTENTS

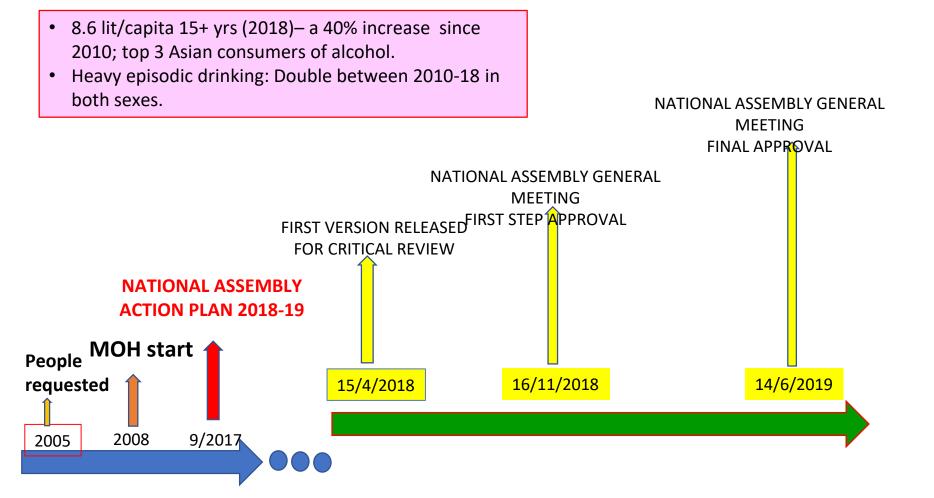
- 1. Summary
- 2. Alcohol law development Overview
- 3. Challenges
- 4. NCDs-VN involvement process
- 5. Advocacy Strategy
- 6. Outputs & Outcomes
- 7. Challenges/obstacles remained
- 8. Lessons learnt



1. SUMMARY

- 1. Vietnam's National Alcohol Act (NAA) has been in process since 2008 with the leadership of Ministry of Health (MOH)
- July 2017: National Assembly (NA) approved the MOH's proposal of NAA (1) Allowing the Government to develop "draft law on Preventing and Combating Harmful Effects of Alcohol and Beer"; (2) set deadline for NA approval through the 2-steps process 2018-19.
- 3. The alcohol industry attempted to intervene and influence the development and consultation process of this law, both directly and indirectly with 3-steps objective (1) Delayed process as long as possible (If have outputs); (2) No approval from any stage; (3) if approved: weaken as possible.
- 4. NCDs-VN has supported MOH since Sept 2017 and launched **advocacy campaign since May 2018** focused on (1) Highlighting WHO-best buys & public health interests at every process step; (2) Monitoring, informing public about alcohol industry interference; (3) Calling the state to block the industry intervenes; (4) raising public awareness on Alcohol Industry and country corruption.
- 5. NAA successfully passed and approved by NA but the has been weakened considerably compared to the first version released by MOH 15 April 2018;
- 6. Four lessons learnt from NCDs-VN advocacy process; action plan needed before the Act in effective fully 1 Jan 2020.
 NCDs-VN

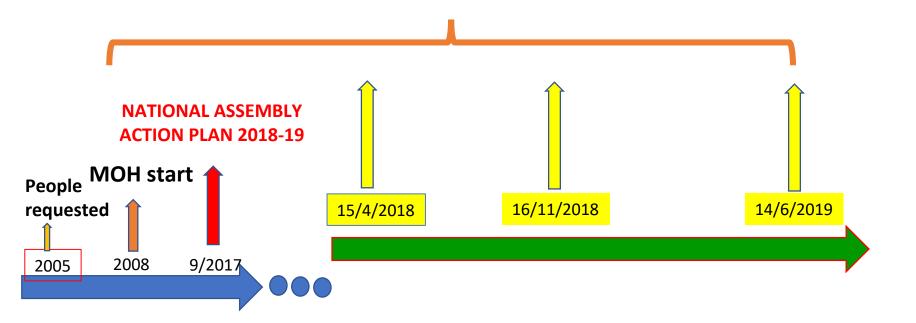
2. Alcohol law in Vietnam: 15 Years Overview



NCDs-VN

3. Challenges: Alcohol Industry & supporters within the Government system & National Assembly

NO LAW; REJECT AT EVERY STEP OF GOVT'S & NATIONAL ASSEMBLY'S APPROVAL
 IF APPROVED: WEAKEN CONTENT AS MUCH AS POSSIBLE
 PUBLIC CAMPAIGNS TO STOP LAW PROCESS & DEFEAT PUBLIC HEALTH SUPPORTERS.





3. Challenges (cont.): Who against alcohol law & their strategies?

1. EUROCHAM, HEINEKEN, Asahi Breweries, Asia Pacific International Wine and Spirits Alliance (APIWSA), Asia Pacific Business Association, The Wine maker federation of Australia (WFA), Japanese Sprits and Liquor Makers Associations (JSLMA), Euro-ASEAN Business Council (EU-ABC), International Association for Responsible Drinking (IARD), Vietnam Association of Alcohol and Breweries ...

- Submitted a letter of concern to country leaders (13 letters);
- Conducted media campaigns to **promote a positive image of the industry** and create more social acceptance of responsible drinking;
- **Discredited evidence published by MOH**, WHO, other Public Health science resources
- Prepared media messages for key supporters in Gov/ NA to voice at stakeholder meetings, public media

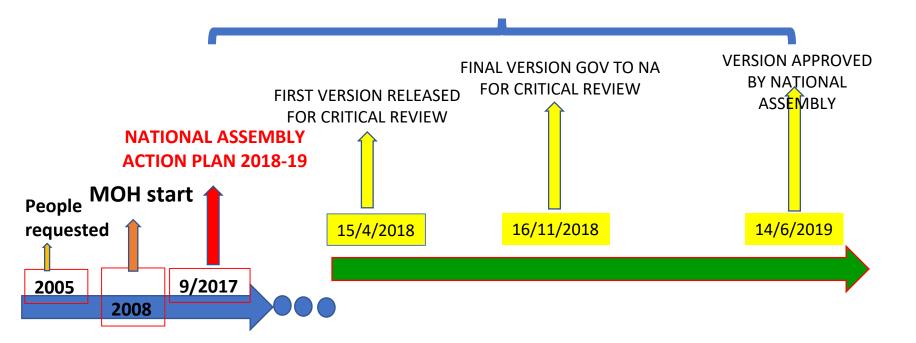
2. Key persons positioned in the Government & National Assembly System: (1) The Government (Ministries of: Finance, Industry & Commerce, Law and Justice, Information & Communication; National Committee for Transportation Safety, Prime Minister's office), (2) National Assembly (Commissions of Social Affairs, of Economics, of Finance & National Account, of foreign affairs, of Science, Technology & Environment, NA Newspaper, NA Television channel, Prominent NA members)

- to discredit the evidence published by MOH & WHO at stakeholders floor;
- to revise MoH's version towards AI's lobby strategies
- to discredit NCDs-VN and other local, international supporters to Public Health interests.

4. NCDs-VN advocacy process May 2018 - June 2019

(1) keeping the **proposed law in line with WHO's best buys** policy to control alcohol;

- (2) Working against alcohol industry-based forces in the government and national assembly
- (3)Raising public awareness on alcohol industry's involvement in law development





5. NCDs-VN's Strategy

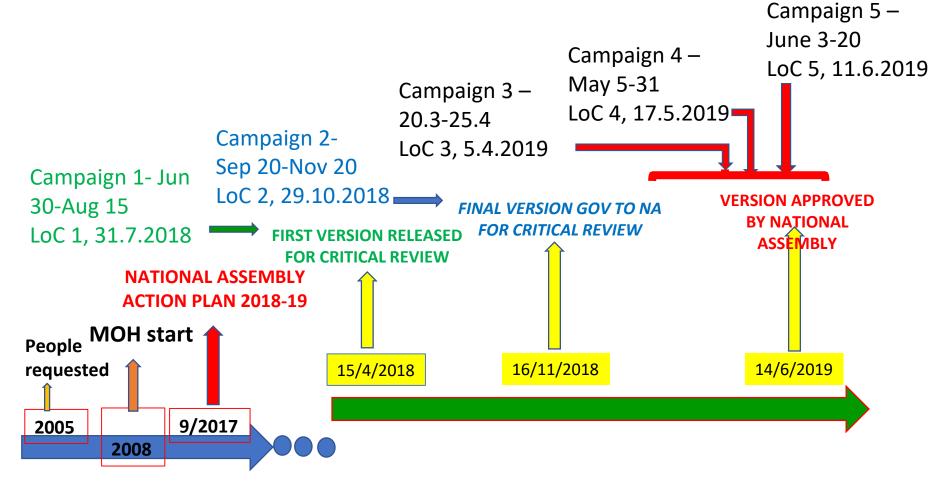
1) PARTNERSHIPS AND NETWORKING:

- 1) Government: Strong partnership with MOH.
- 2) National Assembly: Commission for Social Affairs
- 3) Ruling Party Commission for Education and Popularity, Commission for Ecomics
- 4) International: IOGT, NCDA, GAPA, WHO, HealthBridge Canada, UNICEF
- 2) HIGHLIGHTING CONFLICT OF INTEREST (e.g. ASBESTOS, TOBACCO)
 - 1) Alcohol industry's 4 D strategies in Alcohol Law intervention: DENY, DELAY, DIVIDE, DISCREDIT,
 - 2) Uncover their specific partnerships in the Government bodies and National Assembly through analyzing their communication messages

3) USING COUNTRY EVIDENCE ALIGNED WITH INTERNATIONAL RESOURCES:

- International: WHO best-buys for Alcohol control; UN political Declaration on NCDs control (2010, 2014, 2018); Documents from IOGT, GAPA NCDA (Esp. Our Views Our Voices – Meaningfully Involving PLWNCDs),
- 2) Country: MOH, WHO country office, Alcohol harms related stories (domestic violence, women's and children's sexual rape, traffic accidents..), alcohol as risk factors to 13/17 country's sustainable development indicators
- **4) ORGANIZING MEDIA CAMPAIGN** ALONG KEY STAKEHOLDER EVENTS (LETTERS TO COUNTRY LEADERS)
- 5) MASS MEDIA: KEY VEHICLE TO RAISE PUBLIC & STAKEHOLDERS AWARENESS USING VARIOUS MAINSTREAM MEDIA

NCDs-VN advocacy campaign & Letter of Concern to Leaders



NCDs-VN

6a. Outputs (May 2018 – June 2019)

- Five campaigns with Five LoC to leaders of Vietnam (NA, Government and the Party);
- Three workshops to provide scientific evidence of alcohol related harms, present NCDs-VN perspectives on the last version of draft law and engaged victims of alcohol abuse in raising their voice about what they are suffering
 - a. Workshop with National Assembly delegation (Aug 29, 2018)
 - b. A press workshop (May 20, 2019)
 - c. A workshop to wrap up NCDs-VN's alcohol control law policy advocacy (July 18, 2019)
- **One community survey** to collect evidences of alcohol related harm in the community
- Attended 22 meetings/workshops organized by MoH, NA and Government;
- 70 articles written on mainstream and social media
- 15 television interviews
- Organized 8 chats on social media
- Collaborated with MoH and HealthBridge Canada to develop three factsheets with 1000 printed copies were distributed to more than 500 NA members
- Released a list of high-level officials and members who are pro-alcohol industry in Government and NA.



6b. Outcomes

1) National Assembly session 6 (October 20th - November 18th 2018):

- Call out NA's members opposed to the proposed law and supportive of the Alcohol industry at the NA crucial meeting session Nov 16
- Contribute to significant change in outcome of NA meeting session 6: From "opposition to the GoV proposed law- Not approved" to "34 opinions in this final session with 3/4 of that are positive and supportive to the GoV's proposed law and fewer criticized opinions appeared in the overall discussion meeting".
- Public attitude changed positively via mass media in favour of public health: truth about the alcohol industry and its tactics to prevent the alcohol law highlighted



6b. Outcomes (cont.)

2) National Assembly session 7 (May 20th - June 14th 2019):

- Contributed to the ratification of the law on alcohol related harm prevention (Alcohol Control Law) with 84,5% of National Assembly's members agreed on June 14th and will take effect on January 1st, 2020.
- Five recommendation letters of NCDs-VN were used by NA members during speeches in NA meetings to support for revising the proposed law towards MoH, WHO, NCDs-VN and against the alcohol industry.
- There were three progressive points serving as legal foundation to implement further actions to reduce the alcohol related harms in Vietnam.

1. Name of the law: Remained the MoH/WHO/NCDs-VN proposed name: "Law on Preventing and Combating Harmful Effects of Alcohol and Beer"

2. The rights and responsibilities of individuals and organizations in preventing alcohol related harms. This creates a legal basis for activists to raise their voices to the government and public to keep eye on alcohol burden

3. There are six items of Article 5 (Prohibited acts) that urge government and public to take urgent actions to reduce alcohol related harms

• NCDs-VN received a letter of appreciation from NA Committee of Social Affairs for contributing to alcohol control law ratification right after the NA meeting ended.



7. Challenges/obstacles remained

- 1. The Act has been weakened:
 - No items specified alcohol tax policy;
 - No items make clear the role of CSOs, especially in monitoring and review law implementation
 - Budget for alcohol law implementation still depending on National Health Budget - Health promotion Funds linked with alcohol excise tax has not been mention
 - No specified punishment level (leaving for the Government's under-law guidelines)
- 2. The Alcohol Industry continues intervening
- 3. Key Al supporters in the GoV & NA persist
- 4. The revised excise tax has been delayed
- The preventive health system is under threat of widespread public-private partnership in health care while related policies are not well established
- 6. NCDs-VN need to be strengthened, especially human resources



8. Lessons learnt

1. **Designed various campaigns throughout the process** with key messages summarized in Letters of Concerns sent to all country leaders.

2. **Persistence of NCDs-VN** in ethics and beliefs: "Do not keep silent when knowing the truth"; "Always fight against evils including unhealthy commodity industries"; "the good wins the evil", "Always support for public health benefit and sustainable development"

3. A strong coordinating organization to promote alliance's collective action (having organizing, technical, communication, workforce and financial capacity)

4. A team of reputable multidisciplinary experts in public health, health economic, media and law

5. A strategic partnership with Ministry of Health: Created a continuous communication mechanism between MoH and NCDs-VN to monitor the process of law approval, shared vital information promptly, and responded immediately.

6. **Power of social media** (G-TV channel, facebook, liveshows...) and contributions of devoted journalists to deliver strong massages to policy makers and the public.

7. Timely warning with concrete example of alcohol industry interference through specific government/national assembly posts



8. Lessons learnt (cont.)

8. We built trusting partnerships with international organizations including GAPA, NCDA, IOGT-NTO Movement Sweden, and WHO

9. **Complimentary of some leaders** of Government, National Assembly and the Party encouraged NCDs-VN to conduct further actions.

10. **Integrating anti-corruption messages in advocacy** for alcohol control law by exposing typical individuals in the Government and National Assembly who are proalcohol industry.

11. **Timing and taking advantage of windows of opportunities** are also necessary. There were some tragic accidents caused by alcohol and we used this opportunity to deliver our strong messages about the harms of alcohol consumption and consequences impending the absence of a law to control alcohol consumption

12. Taking every opportunity to advocate together through strategically designed campaigns: Mobilise voices of PLWNCDs at stakeholders platforms (first time!); connected to international event PMAC2019 (voice on needs from Vietnam for building Framework Convention on Alcohol Control.



- Thank you for your listening!
- Many thanks to NCDA for supporting to NCDs-VN to make progress in Vietnam alcohol law advocacy.
- All best wishes to our partnership!





Looking ahead

2019 WHO Regional Committee Meetings: Overview

AFRO 69th: 19-23 Aug., Brazzaville, CON - link

Accelerating response to NCDs after HLM on NCDs; New Strategic Plan on Malnutrition (2019-2025); Framework for essential services in UHC; Progress report Reg. Framework on Climate Change; Progress report on Regional Strategy on Cancer

PAHO 71st: 30 Sept.-4 Oct., W. DC, USA - link

Approval Plan of Action on TFA elimination 2020-2025; Final report Plan of Action Adolescent & Youth Health; Report Plan of Action on Health Promotion and SDGs; Information document on PHC and UHC

SEARO 72nd: 2-6 Sept., New Delhi, IND - link

Colombo Declaration on NCD services at PHC level; Accelerating elimination of cervical cancer; Annual report on progress on UHC & health-rel SDGs; Regional Plan of Action for WHO Global Strategy on Health and Climate Change; Side event on preparations for UN HLM on UHC

EURO 69th: 16-19 Sept, Copenhagen DEN - link

Children's and adolescents' health; Lessons learned from Health 2020 implementation; Technological innovation and the Astana Declaration

WPRO 70th: 7-11 Oct., Manila, PHIL - link

Documents still not available

EMRO 66th: 14-17 Oct., Teheran, IRAN - link

Framework on mental health care; Implementation of regional framework on cancer; Accelerating response to NCDs after HLM on NCDs; Report on health and climate change; Report on Global strategy on digital health



3rd Global NCD Alliance Forum



2020

Learn more in the news section of our website <u>HERE</u>





3rd Global NCD Alliance Forum - objectives

- To build on 2018 UN HLM outcomes and strengthen the capacity of the network of national/regional NCD alliances, to accelerate national and regional action to bridge the gap and meet the global targets.
- To further the 2015 Sharjah Declaration by showcasing NCD civil society best practice, sharing tools and resources, and strengthening the skills of national and regional advocates.
- To convene the civil society network of national/regional NCD alliances to share experiences, lessons learnt and to engage with key stakeholders to ensure whole of society and whole of government approach.
- To promote the meaningful involvement of people living with NCDs and youth in the NCD movement.
- To produce a bold call to action and inspire national action and campaigns for governments to Bridge the Gap in rhetoric to action and meet the global NCD targets.

Full members to receive 2 invitations (no registration fee) Associate members to receive 1 invitation (no registration fee)

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Upcoming Global Health & NCDs relevant events

WHO Regional Committee Meetings	various
2nd Global Week for Action on NCDs	2-8 September 2019
Global Climate Strike Global	20 September 2019
UN High-Level Meeting on Universal Health Coverage New York, United States	23 September 2019 Events TBD
UN General Assembly UN Climate Summit (23/9) UN SDG Summit / HLPF (24-25/9) UN Financing for Development Summit (26/9) New York, United States	September 2019
WHO 146th Executive Board, Geneva	2-8 February 2020
3rd Global NCD Alliance Forum, Sharjah UAE	8-10 February 2020
WHO 73rd World Health Assembly, Geneva	17-21 May 2020**

NCD Alliance



THANK YOU

SHARE. DISCUSS. ENGAGE. CHANGE.

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MAKING NCD PREVENTION & CONTROL A PRIORITY, EVERYWHERE