



GLOBAL WEEK FOR ACTION ON NCDs • 15-22 October 2024

TIME TO LEAD: Opportunities for the NCD Alliance network to mobilise ahead of 2025 High Level Meeting on NCDs

Peer Learning Advocacy
Network/Advocacy Institute
Member Mobilisation Session
Thursday 18 July 2024
14.00-15.30 CEST

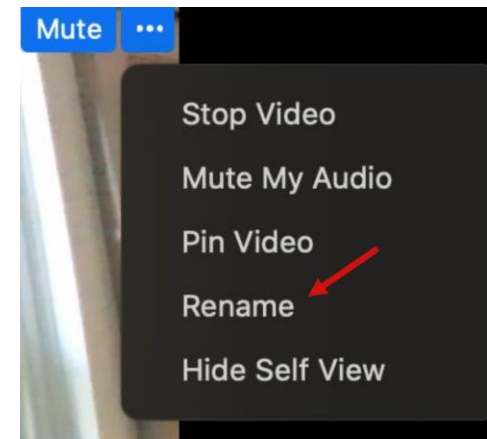
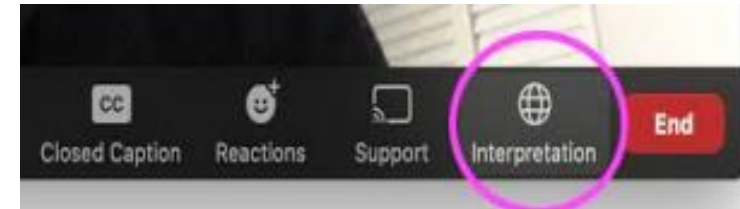


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Technical Notes

- Interpretation into French and Spanish is available by clicking on the “Interpretation” button at the bottom of the screen.
- Please rename yourself on Zoom to 'Name + Organisation + [Preferred Language]' - [Preferred Language] can be English = ENG, French = FR or Spanish = SPA
- Captions have been enabled, please turn on closed captions to see them on the bottom of the screen.
- Throughout the webinar, participants are invited to contribute questions and comments using the chat box.





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Welcome

Linda Senk Markova, NCD Alliance

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



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Introduction

PEER LEARNING ADVOCACY NETWORK (PLAN)

- Knowledge and advocacy experience exchanges on NCD Prevention and the Inclusive NCD Agenda. Opt-in for all full/associate members.

ADVOCACY INSTITUTE

- Seed, Accelerator and Regional tracks to strengthen civil society for a more effective NCD response through training opportunities. Offered to selected national/regional alliances and the wider membership for selected topics.

WORKSHOP OBJECTIVES

- To **inform** NCDA membership on the 2024-25 GW4A campaign theme and set the scene for 'The Road to 2025'.
- To provide a platform for **peer exchange** for NCDA membership to learn from each other's advocacy plans towards 2025 and learn how they are adapting NCDA advocacy priorities and messages to support their work.
- To **mobilise** NCDA membership around GW4A campaign and the Global NCD Alliance Forum.



Agenda

01. Introduction

- Welcome - Linda Senk Markova (Capacity Development Manager, NCD Alliance)
- The Big Three - Miranda Wang (Policy and Advocacy Specialist, NCD Alliance)
- Q&A

02. Peer Learning—Regional Leader Case Study on Advocacy Efforts towards HLM4

- Member presentation - Maisha Hutton (Executive Director, Healthy Caribbean Coalition)
- Q&A

03. Peer Exchange - what can civil society advocate for and how?

- Member-facilitated breakouts on the three Call to Lead asks (co-facilitated by Healthy Philippines Alliance; Tanzania NCD Alliance; Eastern Mediterranean NCD Alliance)
- Practical guidance on translating advocacy into action: Global Week for Action resources - Gina Sanchez (Campaign Coordinator, NCD Alliance)

04. Closing

- Concluding remarks and next steps - Linda Senk Markova (Capacity Development Manager, NCD Alliance)



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The Big Three: HLM4, 2024-2025 GW4A, Forum

Miranda Wang, NCD Alliance



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The campaign big three

1. Global Advocacy

WHO-led process on
The Road to 2025



2. Global Mobilisation

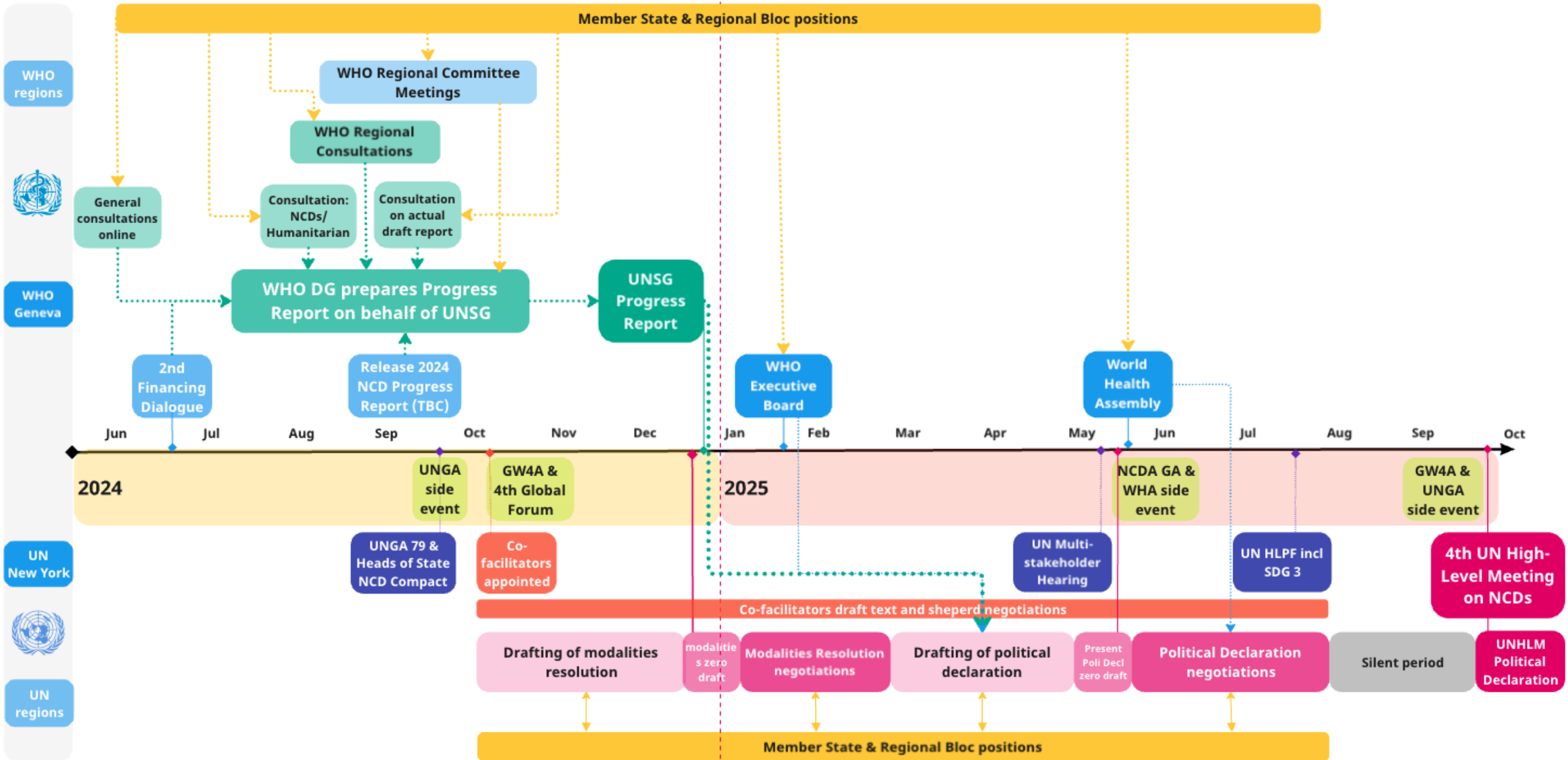
2024-2025 theme
“Leadership: The time
to lead is now”



3. Global Convening

“Leadership on
NCDs towards
2025 & beyond”

Road to UN HLM4



TIME TO LEAD



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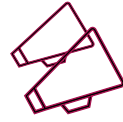
The Call to Lead on NCDs: Three actions governments must take

We call on all governments to fulfil their commitments to tackle the NCD burden, and urge Member States at the UN Fourth High-level Meeting on NCDs in September 2025 to mobilise investment, accelerate implementation and deliver accountability.

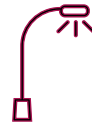
TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

What The Call to Lead on NCDs will deliver



A short, impactful **one-page campaign version** of our framing and priority calls for action



A spotlight on **three main calls for government action** for the HLM4



A sign-on mechanism to **demonstrate demand** from across civil society organisations around the world



A simple sign and share mechanism to **engage individuals**



A tool to **engage other sectors** and enable them to adopt and adapt to show their support

Drafting committee

Cary Adams

Beatriz Champagne

Alison Cox

Ishu Kataria

Guy Marks

Joseph Mucumbitsi

Chikhu Ngombe

Leslie Rae

James Sale

Peter Schwarz

Trevor Shilton

Ferdinant Sonyuy

UICC

CLAS

NCD Alliance

RTI International

The Union

Rwanda NCDA

Cancer Survivors Quest

Global Alliance for Tobacco Control

United for Global Mental Health

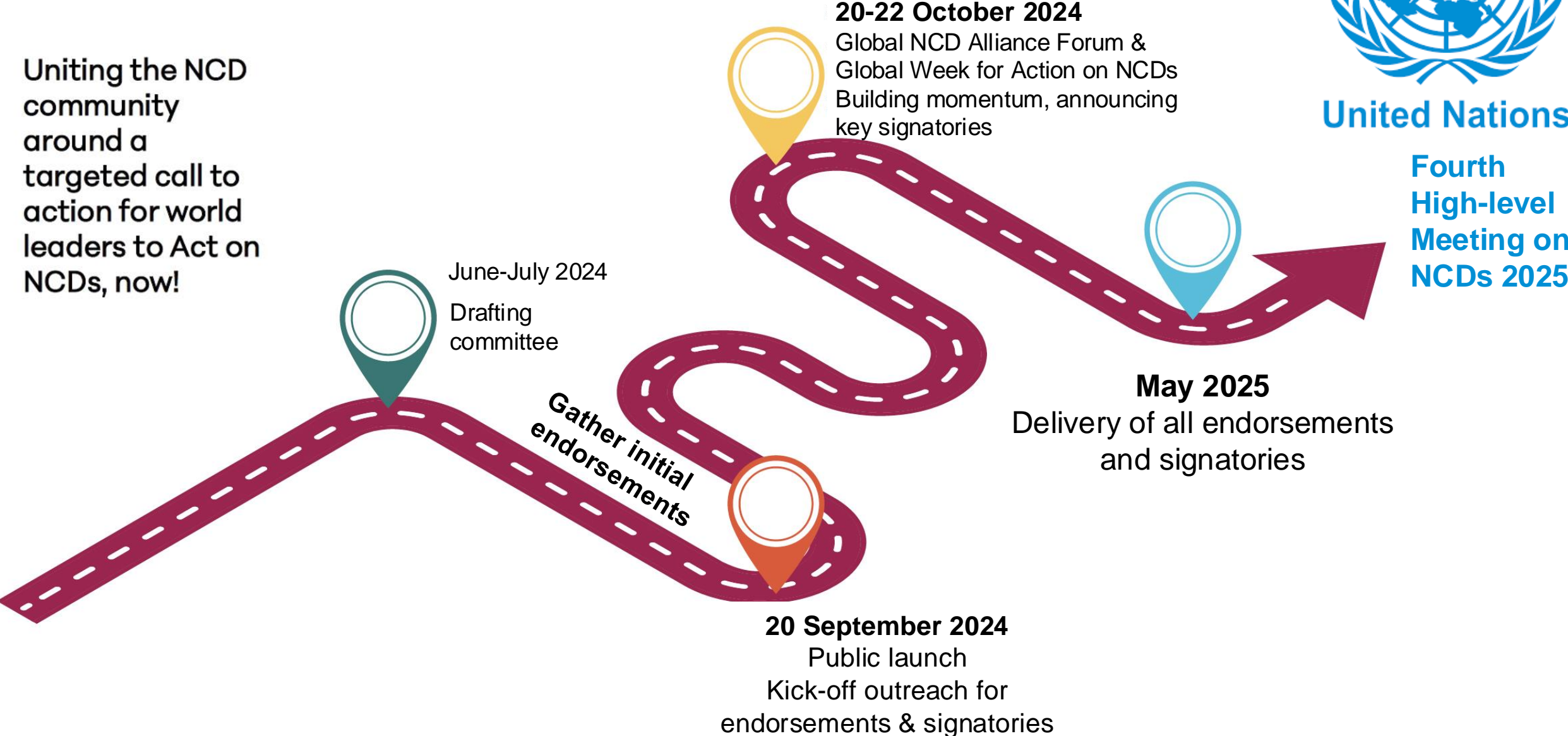
International Diabetes Federation

World Heart Federation

Africa NCDs Network

The Call to Lead on NCDs: Three actions all governments must take

Uniting the NCD community around a targeted call to action for world leaders to Act on NCDs, now!



Now is the time to take immediate, decisive action. Now is the time to lead.

I call on governments to fulfil their commitments to tackle the NCD burden, and urge Member States at the UN Fourth High-level Meeting on NCDs in September 2025 to mobilise investment, accelerate implementation and deliver accountability.

Sign the Call to Lead on NCDs

I'm signing as an:*

organisation individual

Title*

First name*

Last name*

Email (won't be displayed)*

Country

Conflict of interest*

I declare that I am not funded, sponsored, supported, or influenced by the alcohol*, tobacco and nicotine**, ultra-processed and HFSS (high in fat, sugar, and/or salt) foods & beverages***, fossil fuel extraction or arms industries. Industries as defined in the NCD Alliance Organisational Conflict of Interest Policy.

SUBMIT

LEADERSHIP ON NCDs TOWARDS 2025 & BEYOND

KIGALI • RWANDA • 20-22 OCTOBER 2024

The 2024 Global NCD Alliance Forum will unite and mobilise noncommunicable disease (NCD) civil society to accelerate national, regional and global advocacy towards the 2025 UN High-Level Meeting on NCDs.



Programme streams



**INSPIRE
LEADERSHIP**



**MOBILISE SUSTAINABLE
FINANCING**



**POWER UP
COMMUNITIES**

Q&A

TIME TO LEAD



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Regional leader case study on advocacy efforts towards HLM4

Maisha Hutton, Healthy Caribbean Coalition



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ENOUGH.

OUR HEALTH. OUR RIGHT. **RIGHT NOW.**

CARIBBEAN CIVIL SOCIETY CALLS FOR ACCELERATED NCD ACTION LEADING UP TO THE 2018 UNHLM AND BEYOND TO REACH THE 2025 GLOBAL TARGETS AND THE 2030 SDGS



PREPARING FOR THE 4TH UN HIGH LEVEL MEETING – HLM4 - ON NCDS

LOOKING BACK AT HLM3



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HCC Advocacy Priorities for the 3rd UN High-Level Meeting on NCDs Outcome Document.

GetTheMessage
healthcaribbean
healthcaribbean.org
Contact: hcc@healthcaribbean.org

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- Put People First**
Those most affected by NCDs need to be at the centre of decision making around NCD policy and programming.
- Boost Financing for NCD prevention and control**
NCDs are consuming national health budgets at astounding rates which cannot be sustained by our fragile economies.
- Step up action on childhood obesity**
Childhood obesity is an urgent regional and global issue which threatens to undermine the health of entire generations and there are clear global, regional and national recommendations for action.
- Adopt Smart Fiscal Policies that Promote Health**
i.e. taxation on unhealthy commodities namely tobacco, alcohol and SSBs, which are WHO recommended Best Buys.
- Save lives through equitable access to NCD treatment and UHC**
Access to high quality health care is a basic human right.
- Improve accountability for progress, results and resources**
Including investment in national health surveillance systems such as national NCD registries.
- Strengthen post disaster health response systems to provide NCD treatment and care in disaster settings**
i.e. hurricanes and flash floods recognizing the unique vulnerabilities of SIDS in the context of climate change.
- Eradicate Cervical Cancer**
Through the provision of the HPV vaccine throughout the region.
- Make the Caribbean a Smoke Free Zone**
Through full compliance with Articles of the FCTC to which most of the countries are signatories.

PREPARING CARICOM MINISTRIES OF FOREIGN AFFAIRS FOR THE 3rd UN HIGH-LEVEL MEETING ON NCDs AND BEYOND

A BRIEFING NOTE CONTRIBUTION FROM CIVIL SOCIETY
May 2018

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CARICOM Heads Walk the Talk to #beatNCDs at HLM3 Sept 27.18
#enoughNCDs #caricomwalkthetalk

The Healthy Caribbean Coalition 6 Key Asks of CARICOM Heads of Government and State
Leading up to 3rd UN High Level Meeting on NCDs Sept 27.18

- 01** Commit to provide strong global, regional and national leadership on NCD prevention and control and further commit to attend the 3rd UN High-Level Meeting on NCDs on September 27th, 2018.
- 02** Include a statement of commitment to attend the 3rd UN High-Level Meeting on NCDs in the official Communiqué from the Thirty-Ninth Regular Meeting of the Conference of Heads of Government of the Caribbean Community (CARICOM), held July 4-6 2018.
- 03** Support HCC's regionally endorsed NCD advocacy priorities for inclusion in the 3rd High-Level Meeting on NCDs outcome document.
- 04** Support one or more CARICOM Heads of Government or State to have a lead role in at least one of the multi-stakeholder panels at the 3rd High-Level Meeting on NCDs.
- 05** Support the hosting of an event on the margins of the 3rd High-Level Meeting on NCDs led by CARICOM Heads of Government as was done in 2011 at the 1st UN HLM on NCDs.
- 06** Endorse the inclusion of a representative from a Civil Society Organisation (CSO) on country delegations to the 3rd UN High-Level Meeting on NCDs in recognition that the NCD epidemic requires a

HCC Advocacy Priorities for the 3rd UN High Level Meeting on NCDs

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LOOKING BACK AT HLM3



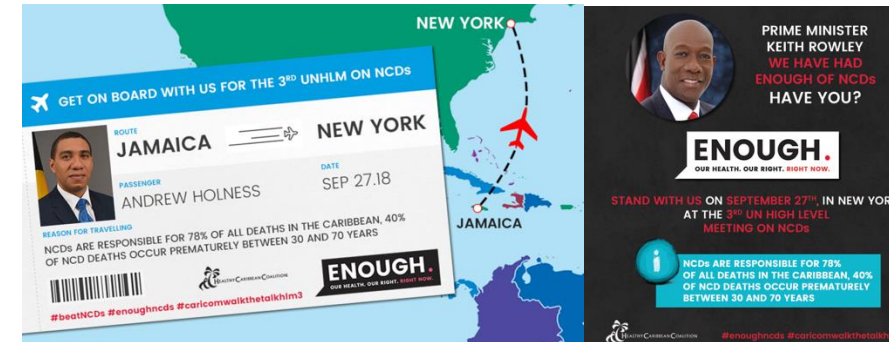
2018 Thirty-Ninth Regular Meeting of the Conference of Heads of Government of the Caribbean Community (CARICOM)

Heads of Government endorsed six priorities on which the Region should advocate for during the negotiation of the Outcome Document.

They commended the contribution of civil society organisations to regional efforts to counter NCDs.



UN Interactive Hearing in Advance of the UN HLM on NCDs



HCC Enough HLM3 Social Media Campaign

LOOKING BACK AT HLM3



At the HLM3 2018, NYC UNGA Various Side Events including CARICOM Caribbean Moves Launch High Level Side Event



HLM3 KEY LESSONS LEARNED

- **Global NCDA ENOUGH Campaign**
- Tailored CARICOM Advocacy Priorities
- **Coalition** and network building
 - Buy-in and **consensus** around **advocacy priorities**
 - **Convening** - Regional f2f high level meeting
 - **Permanent Missions** in NYC leading on negotiations
 - Identification of **Champions**
 - **Wide political support and access**
- Development of **Guidance** for CARICOM Ministries of Foreign Affairs
- **Targeting Political Processes** – CARICOM HOGS Communique endorsement
- **HCC CARICOM ENOUGH Digital Media Campaign**
- Strong presence at HLM3 – **High Level Side Event**



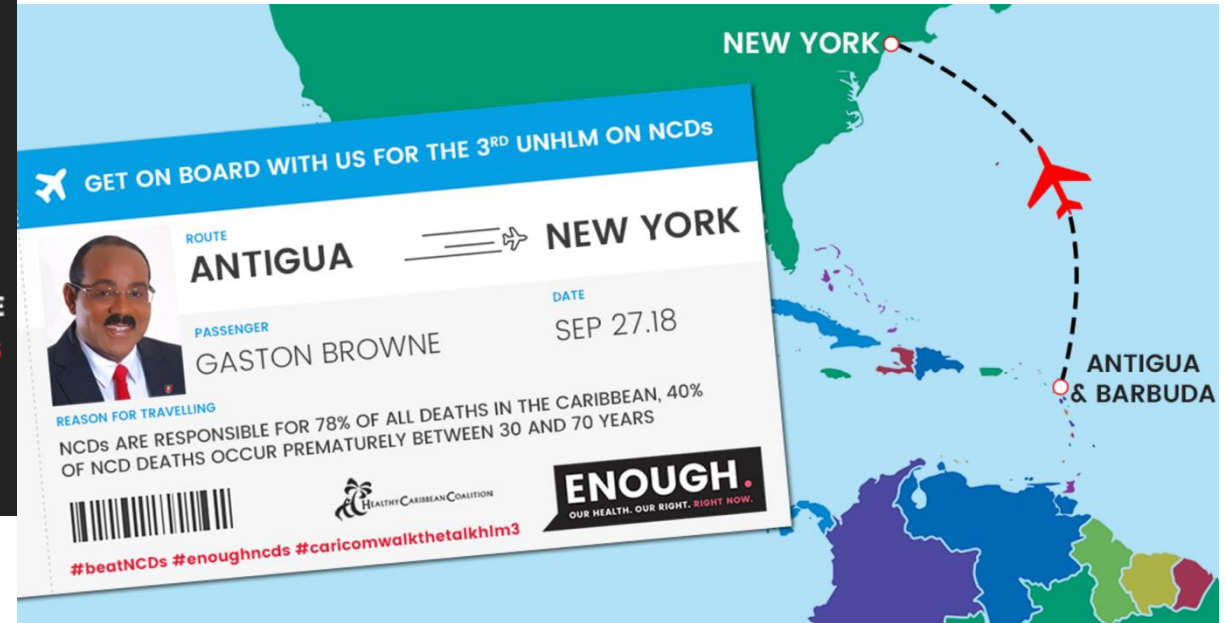
PLANS FOR HLM4

- **Stocktaking**, influencing **global preparatory processes**, leveraging NCDA **Global Forum**
- Developing HCC / CARICOM HLM4 **Advocacy Priorities**
- Develop anchoring HLM4 **campaign**
 - Digital campaign to build wide **public and policymaker awareness** and support
- Build **coalition** around HLM4 including identifying of HLM4 Champions
- Developing HLM4 **guidance** for CARICOM Ministries of Foreign Affairs/ PMs NYC
- Regional HLM4 **preparatory meeting**
- **Advocacy** at key regional and global **political moments** – PAHO/WHO, COHSOD, CARICOM HOGS
- HLM4 High-Level CARICOM **Side Events**

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CARIBBEAN CIVIL SOCIETY CALLS FOR ACCELERATED NCD ACTION LEADING UP TO THE 2018 UNHLM AND BEYOND TO REACH THE 2025 GLOBAL TARGETS AND THE 2030 SDGS



THANK YOU

Q&A



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Peer Exchange – What can civil society advocate for and how?

Breakout rooms co-facilitated by member alliances and NCDA team



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Discussion in breakout groups (20 minutes)

FORMAT

- 20 minute guided discussion with breakout room participants co-facilitated by member alliance organisation
- Breakout lead to report back highlights to plenary

TOPICS

- Room #1 – How can we advocate to **mobilise investment** on the road to HLM4? (co-facilitated by Healthy Philippines Alliance)
- Room #2 – How can we advocate to **accelerate implementation** on the road to HLM4? (co-facilitated by Tanzania NCD Alliance)
- Room #3 – How can we advocate to **deliver accountability** on the road to HLM4? (co-facilitated by Eastern Mediterranean NCD Alliance)

DISCUSSION QUESTIONS

- *How has your organisation already advocated around this key ask?*
- *What are your advocacy plans/goals to continue this on the road to 2025, including key milestone activities such as Forum and GW4A? What might be the potential challenges?*
- *What support might you need from other members/NCDA to carry these plans out?*

Room #1: How can we advocate to mobilise investment on the road to HLM4?

Co-facilitated by Ralph Emerson Degollacion (Healthy Philippines Alliance) and Rosie Murton (NCD Alliance)

DISCUSSION QUESTIONS

- 1. How has your organisation already advocated around this key ask?** **FR:** Comment votre organisation a-t-elle déjà défendu cette question clé? // **ESP:** ¿Cómo ha promovido su organización esta cuestión clave?
- 2. What are your advocacy plans/goals to continue this on the road to 2025, including key milestone activities such as Forum and GW4A? What might be the potential challenges?** **FR:** Quels sont vos plans/objectifs de plaidoyer pour poursuivre dans cette voie jusqu'en 2025, y compris les activités clés telles que le Forum et le GW4A ? Quels pourraient être les défis à relever? // **ESP:** ¿Cuáles son sus planes/objetivos de promoción para continuar este camino hacia 2025, incluidas las actividades clave como el Foro y GW4A? ¿Cuáles podrían ser los posibles retos?
- 3. What support might you need from other members/NCDA to carry these plans out?** **FR:** De quel soutien pourriez-vous avoir besoin de la part d'autres membres/NCDA pour mettre en œuvre ces plans? // **ESP:** ¿Qué apoyo podría necesitar de otros miembros/NCDA para llevar a cabo estos planes?

Room #2: How can we advocate to accelerate implementation on the road to HLM4?

Co-facilitated by Kaushik Ramaiya/Happy Nchimbi (Tanzania NCD Alliance) and Nyla Miah (NCD Alliance)

DISCUSSION QUESTIONS

- 1. How has your organisation already advocated around this key ask?** **FR:** Comment votre organisation a-t-elle déjà défendu cette question clé? // **ESP:** ¿Cómo ha promovido su organización esta cuestión clave?
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Room #3: How can we advocate to deliver accountability on the road to HLM4?

Co-facilitated by Ibtihal Fadhil (Eastern Mediterranean NCD Alliance) and Grace Shamlian (NCD Alliance)

DISCUSSION QUESTIONS

- 1. How has your organisation already advocated around this key ask?** **FR:** Comment votre organisation a-t-elle déjà défendu cette question clé? // **ESP:** ¿Cómo ha promovido su organización esta cuestión clave?
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Report back

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Translating advocacy into action: Global Week for Action on NCDs

Gina Sanchez, NCD Alliance



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Key Messages 2024-2025

Overarching message:

We have the commitments and the solutions to create a healthier world for all. This is a crucial moment for governments and decision makers to turn intent into action. Together we can spark the necessary change for NCDs. It's time to lead.

Supporting messages

Accelerate Implementation

It's time for governments to spark change. Fast-track national implementation of NCD policy recommendations to drive rapid progress towards universal health and well-being, ensuring no one is left behind. It's time to lead.

Break down siloes

Together, we can break down siloes and achieve stronger outcomes that surpass traditional boundaries. Leaders can achieve more through Integrated action.

Mobilise Investment

Unleash vital funding for NCD prevention and care to align resources with the magnitude of the challenge. World leaders can trigger impactful investment for healthier societies.

Deliver Accountability

Keep tabs, measure progress, and honour commitments for NCD prevention and care for the long haul. It's about leaders staying true to their promises, holding themselves accountable, and delivering on commitments to better health for all.

Engage Communities

Activate community leadership and put people living with NCDs at the heart of NCD response collaborations.

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Campaign resources— Social Media

ACT
on NCDs



We need leaders who will help to deliver a positive result at the High-Level Meeting on NCDs in 2025. We need country leaders, community leaders and civil society leaders to step up. Together we can spark the necessary change for NCDs.

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A person shouldn't have to choose between buying life-saving medication or nutritious food for their family. If the global community is to meet Sustainable Development Goal targets for 2030, NCDs must be urgently addressed. It's time for decision-makers to prioritise equity and take proactive steps towards a fairer world.



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Find more:

<https://actonncds.org/resources/2024/time-lead-social-media-editable-banners>



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Campaign Resource--Videos



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Campaign resources--Logos and Branding Guidelines



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Branding Guidelines

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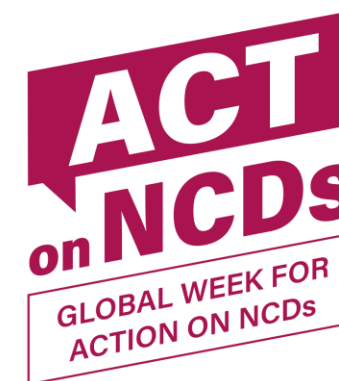
NCDAlliance



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GLOBAL WEEK FOR ACTION ON NCDs
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GLOBAL WEEK FOR ACTION ON NCDs

Find more: <https://actonncds.org/resources/campaign-assets>

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GLOBAL WEEK FOR ACTION ON NCDs

Campaign resources—Briefings and Guidelines

SPECIAL TWO-YEAR CAMPAIGN BRIDGING THE LEADERSHIP GAP



TIME TO LEAD
GLOBAL WEEK FOR ACTION ON NCDs
15-22 OCTOBER 2024

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

TAKE ACTION
Engage with the campaign!

SPEAK UP!
Use the power of social media to call on your community, key stakeholder organisations and government to #ActOnNCDs. Let them know that now is the TIME TO LEAD! See our [here](https://actonncds.org/resources/).

KEEP NCD POSTED!
Add events and activities to the Map of Impact. Reach out to NCD Alliance to let us know how you have mobilised and advocated for this Global Week for Action and share any country intelligence on your government's actions for NCDs ahead of the High-level Meeting on NCDs in September 2025.

Please use available **Campaign Assets**:

- Videos, including this year's campaign leader: <https://actonncds.org/resources/>
- Time to lead posts that you can repost to your social media
- Branding guidelines including the logos in 7 different languages
- Many more resources are available at: <https://actonncds.org/resources>

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NCD Alliance Advocacy Priorities for the 4th High-level Meeting of the UN General Assembly on the prevention and control of NCDs in 2025

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High-level Influencer Outreach Guidelines

While running a campaign, it will often become necessary to reach out to influencers who can help advance your issue, taking you closer to reaching your goals and objectives. These influencers can not only multiply your audience but can multiply the effect of your message and thereby your campaign. They can sway public opinion or at least that of your target audience.

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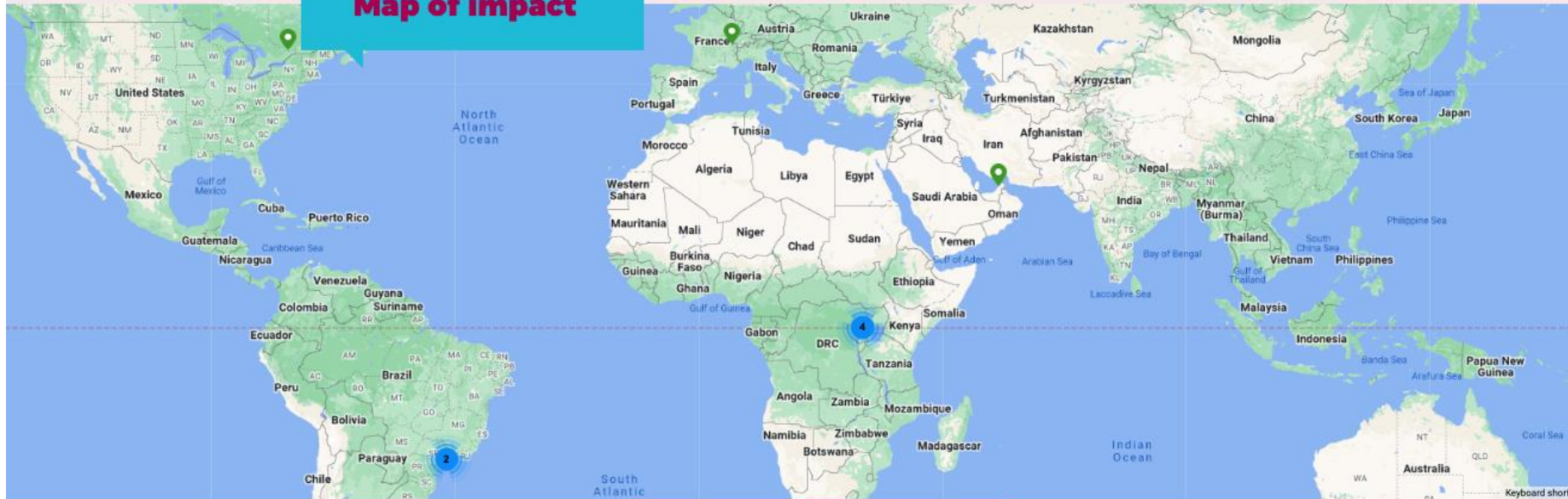
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Events

Stay up-to-date on Act on NCDs events and activities around the world.

Map of impact



9 EVENTS SUBMITTED

ARE YOU ORGANISING AN
EVENT TO #ACTONNCDs?

[SUBMIT EVENT](#)



Closing & next steps

- Before you leave please complete post-evaluation poll!
- Please sign on to The Call to Lead on NCDs and disseminate with other civil society organisations
- Engage with the Global Week for Action campaign using all available resources – keep us posted on your activities!!
- Look out for the next Global Advocacy Webinar - to be held in August, more details tbc

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THANKS!

