

Global NCD Alliance Forum 2020

Bridging the Gap

9-11 FEBRUARY 2020

Sharjah, United Arab Emirates (UAE)



#NCDAF2020 #NCDs #Sharjah



PRELIMINARY PROGRAMME


Please note this is a preliminary programme subject to change.





أصدقاء مرضى السرطان
Friends Of Cancer Patients
United Arab Emirates الإمارات العربية المتحدة


FORUM DAY 1


SUNDAY, 9 FEBRUARY 2020

	08:00 – 10:00 Elevating the youth NCD agenda to high-level stakeholders (by invitation only)	Our Views, Our Voices event ImPatient for Change: The power of lived experiences in Bridging the Gap for NCDs (by invitation only)
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	10:00 – 12:00 Civil Society Coordination Session: national, regional and global action (civil society delegates only)
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	12:00 – 13:30 Lunch Break	Satellite sessions (by invitation only)
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	13:30 – 15:15 Civil Society Coordination Session: national, regional and global action (civil society delegates only)
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	15:15 – 16:00 Health Break
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	16:00 – 17:00 OPENING CEREMONY
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	17:00 – 18:15 OPENING PLENARY Bridging the gaps, seizing the moment for NCD prevention and control
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Five years from global NCD target crunch-time and ten years from SDG 2030 deadline, we know that if efforts are not intensified, less than half of countries will achieve SDG 3.4. This gap is unjust, avoidable and of detriment to the sustainable development. The opening plenary will provide an overview of the NCD response in the current social-political context, an exploration of the implementation deficit and set an ambitious vision for the way ahead. Panellists will speak to the enablers of accelerated action and the key opportunities for growing the response. The opening plenary will set the scene on the urgent issues for the NCD movement.

CHAIR	Sir Trevor Hassell <i>President, Healthy Caribbean Coalition; Board Member, NCD Alliance, Barbados</i>
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FIRESIDE CHAT	Dr Apoorva Gomer <i>Community Manager/Co-founder, Diabetes India Youth in Action; Member of Young Leaders in Diabetes, International Diabetes Federation, India</i>
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Ms Grace Gatera <i>Communications Coordinator, Partners In Health Rwanda/Inshuti Mu Buzima; Young Leader, My Mind Our Humanity, The Lancet Commission on Global Mental Health and Sustainable Development, Rwanda</i>

KEYNOTE	Dr Colin Tukuitonga <i>Director-General, Secretariat of the Pacific Community, New Caledonia</i>
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CONFIRMED PANELLISTS	Dr Githinji Gitahi <i>Chief Executive Officer, AMREF Health Africa; Co-chair, UHC2030, Kenya</i>
	Dr Apoorva Gomer <i>Community Manager/Co-founder, Diabetes India Youth in Action; Member of Young Leaders in Diabetes, International Diabetes Federation, India</i>
	Dr Ren Minghui <i>Assistant Director General for UHC/Communicable & Noncommunicable Diseases, World Health Organization, Switzerland</i>

	19:00 – onwards Gala Dinner
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FORUM DAY 2

MONDAY, 10 FEBRUARY 2020



09:00 – 10:15

PLENARY ONE

Saving lives and protecting communities through transformative NCD policies and solutions

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

CHAIR

Ambassador Sally Cowal

Senior Vice President, Global Cancer Control, American Cancer Society, United States

KEYNOTE

Dr Ren Minghui

Assistant Director General for UHC/Communicable & Noncommunicable Diseases, World Health Organization, Switzerland

CONFIRMED PANELLISTS

Dr Mamka Anyona

Health Specialist, Noncommunicable diseases, United Nations Children’s Fund (UNICEF), United States

Senator Guido Girardi

Physician and Chilean Senator, Chile

Mayor Bima Arya Sugiarto

Mayor of Bogor City, Indonesia

Professor Salim Yusuf

Executive Director of the Population Health Research Institute, McMaster University, Canada



10:15 – 10:45

Health Break



10:45 – 12:30

STREAM ONE

WORKSHOP 1.1

Catalysing action on NCD ‘best buys’: challenges and enablers for policy progress

CO-LEADS

World Cancer Research Fund International, IOGT International, Vital Strategies, Coalición México Salud-Hable

WHO ‘best buys’ are cost-effective, high-impact policy interventions shown to save lives from NCDs. However, the latest evidence suggests that the WHO ‘best buys’ are itself a modest list, with proven interventions like sugary drinks taxes not currently included. Yet globally, government engagement and implementation of even the modest WHO ‘best buys’ is uneven and insufficient. This workshop will provide an overview of the recommendations for preventing and controlling NCDs and their risk factors and facilitate discussion of the recurring challenges faced by advocates; including insufficient political will, industry interference, undermining and counter-tactics, silo state-working and lack of sustainable financing. It will explore the enablers to civil society catalysing political progress, such as advocacy coalitions, success stories, and robust evidence.

MODERATOR

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

CONFIRMED SPEAKERS

Dr Nandita Murukutla
Vice President, Global Policy and Research, Vital Strategies, United States

Ms Kristina Sperkova
President, IOGT International, Sweden

Ms Kate Oldridge-Turner
Head of Policy and Public Affairs, World Cancer Research Fund International, United Kingdom

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

WORKSHOP 1.2

Engaging with law and lawmakers to accelerate action on NCDs

CO-LEADS

Union for International Cancer Control, McCabe Centre for Law & Cancer

Laws and policies are essential to addressing the structural drivers and determinants of NCDs and ensuring treatment for all. Laws can provide a basis for government action on NCDs, shape the behaviours of individuals and commercial actors, create accountability, shape social expectations, and ensure that individuals can enjoy fundamental human rights. Many of the most effective measures for preventing NCDs, such as regulating tobacco, alcohol, unhealthy foods, and air pollution require legal interventions, and law is essential to ensuring an equitable health system that provides universal health coverage and protects the rights of people affected by NCDs. Further, engaging with lawmakers can also ensure that there is political will, financing, and accountability in place to support a comprehensive NCD response. This interactive session will examine how to strategically make use of the law and engage with lawmakers in order to strengthen and accelerate action on NCDs.

MODERATOR

Mr Domenico Iaia
Senior Manager, Capacity Building, Union for International Cancer Control, Switzerland

CONFIRMED SPEAKERS

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



SUB-THEME 1

Saving lives through transformative policies and solutions

WORKSHOP 1.3

A people-powered movement: Unleashing the untapped potential of people living with NCDs to turbocharge the response

CO-LEADS

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

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

WORKSHOP 1.4

Transforming the narrative of childhood obesity

CO-LEADS

NCD Child, World Obesity Federation, Healthy Caribbean Coalition

Worldwide, obesity has increased 3-fold for all age groups. Over 40 million children 0-4yo are overweight, and 340 million children 5-19yo are overweight or obese. The majority of those living with overweight or obesity reside in low- and middle- income countries. Obesity is directly related to rising rates of type 2 diabetes and cardiovascular disease. Observational studies correlate obesity with some cancers including breast and liver cancer. Recent studies indicate the need to transform thinking about the rising pandemic of overweight and obesity, using a holistic approach. This interactive workshop features careful examination of obesity using the recent Lancet Commission on Obesity report- The Global Syndemic of Obesity, Undernutrition and Climate Change. The workshop will include health experts and young leaders, to apply this new approach to the growing pandemic of childhood overweight and obesity. Effective utilization of the World Obesity Federation's Childhood Obesity Atlas will also be reviewed.

MODERATOR

Ms Marie Hauerslev
Chair-Elect, NCD Child, Denmark

CONFIRMED SPEAKERS

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

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

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



SUB-THEME 2

Building demand for action through transformative social movements and voices of change

WORKSHOP 1.5

Promoting whole of government and whole of society action on NCDs

LEAD

Friends of Cancer Patients

This session will explore the strengthening of a 'whole of government' approach through platforms to foster cross-sector government collaboration aimed at propelling country action on NCDs as well as broader national health and development plans. It will discuss mechanisms to ensure long-term and performance driven outcomes for meeting national-level targets and indicators for health and development. It will showcase examples promoting a whole of society for health approach, actively engaging citizens and communities.

WORKSHOP 1.6

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

LEAD

NCD Alliance Supporters Group

The first cycle of the 2030 Agenda implementation ends with the year 2019, and recent reports revealed that many countries are not on track to achieve the sustainable development goals, especially the health-related targets. Although progress has been reported on some of the goals over the past four years, for others, progress has been slow or reversed. If we are to achieve the 2030 Agenda objectives on basic health and human well-being, putting data at the heart of advocacy will be key to inform action on NCDs and broader inter-connected agendas in the era of sustainable development. Given the critical role of diet as a risk factor for NCDs and the current global spotlight on protecting the environment and addressing climate change, there are many examples in the NCD field that showcase the relevance of such approaches to empower consumers, fuel advocacy, drive policy decisions and ensure governments and industry can be held to account in order to improve both the healthiness and environmental sustainability of household food purchases and diets. This workshop will explore the cross-cutting themes of food, health and environmental sustainability, and will demonstrate the power of data to fuel advocacy and hold governments and private sector accountable for how complex systems impact our health.

MODERATOR

Dr Beatriz Champagne

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

CONFIRMED SPEAKERS

Ms Johanna Ralston

Chief Executive Officer, World Obesity Federation, United Kingdom

Ms Maisha Hutton

Executive Director, Healthy Caribbean Coalition, Barbados

Professor Bruce Neal

Executive Director, The George Institute for Global Health, Australia

Dr Ibtihal Fadhil

Chair, Eastern Mediterranean NCD Alliance, Bahrain

Ms Diana Vaca McGhie

Global Advocacy Lead, American Heart Association, United States



12:30 – 13:30

Lunch Break



SUB-THEME 3

Enhancing accountability through transformative and inclusive governance



13:30 – 14:45

PLENARY TWO

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

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

CHAIR

Ms Kwanele Asante

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

CONFIRMED PANELLISTS

Dr Aparajita Gogoi

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

Mr Fale Andrew Lesa

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

Dr Esperanza Cerón Villaquirán

Director, Educar Consumidores; Coordinator, Mesa Colombiana de Incidencia por las Enfermedades Crónicas (MECIEC), Colombia

Mr Joshua Makubu

Advocacy Committee Member, Ghana Society of the Physically Disabled; Our Views, Our Voices advocate, Ghana NCD Alliance, Ghana

Dr Cristina Parsons Perez

Capacity Development Director, NCD Alliance, United Kingdom

Dr Shible Sahbani

Regional Advisor on Reproductive Health, United Nations Population Fund (UNFPA), Arab States Regional Office, Egypt



14:45 – 15:15

Health Break



15:15 – 17:00

STREAM TWO

WORKSHOP 2.1

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

CO-LEADS

UHC2030, United for Global Mental Health, NCD Alliance Kenya

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

MODERATOR

Mr David Makumi

Chairman of the Kenyan Network of Cancer Organizations; Vice-Chair, NCD Alliance Kenya, Kenya

CONFIRMED SPEAKERS

Mr James Sale

Policy and Advocacy Manager, United for Global Mental Health, United Kingdom

Ms Charity Muturi

Founder, Tunawiri Community Based Organisation, Kenya

WORKSHOP 2.2

Win-win interventions: Leveraging policy to address NCDs and reduce gender inequities in health

CO-LEADS

The George Institute for Global Health, Partners In Health, American Cancer Society, Global Health Advocacy Incubator

The NCD epidemic poses a serious burden on girl's and women's health, threatening the most vulnerable girls and women who are left exposed through persistent social, gender, and economic inequalities. In this session, member organizations of the Taskforce on Women and NCDs will facilitate an interactive session exploring gender-transformative policy solutions that address critical intersections between gender equity and NCDs and further promote the health of girls and women in low- and middle-income countries. After a set of lightning talks by champions addressing NCDs and women's health, participants will gather in breakout groups to analyze key challenges they see in their own work and lived experience and work together to propose policy recommendations that address NCDs and gender equity.

MODERATOR

Ms Maia Olsen

Programme Manager, NCD Synergies, Partners In Health, United States

CONFIRMED SPEAKERS

Ambassador Sally Cowal

Senior Vice President, Global Cancer Control, United States

Dr Florence Sibomana

Secretary, Rwanda NCD Alliance, Rwanda

Ms Maisha Hutton

Executive Director, Health Caribbean Coalition, Barbados

Ms Helen McGuire

Director, Noncommunicable Diseases Programme, PATH, United States

Professor Sani Malami

Executive Director, NCD Alliance Nigeria, Nigeria



SUB-THEME 1

Saving lives through transformative policies and solutions

WORKSHOP 2.3 A global emergency: Drawing lessons from the climate movement for NCDs

CO-LEADS Global Climate & Health Alliance, International Federation of Medical Students' Associations, Vietnam NCDs Prevention and Control Alliance, Wellcome Trust

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

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

CONFIRMED SPEAKERS Ms Omnia El Omrani
Liaison Officer for Public Health Issues, International Federation of Medical Students' Associations, Egypt

Ms Khanh Nguy Thi
Executive Director, Green Innovation and Development Centre, Vietnam

WORKSHOP 2.4 Building coalitions and social movements to address NCD multi-morbidities: Health systems for people, not siloes for diseases

LEAD NCD Alliance Supporters Group

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

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

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

CONFIRMED SPEAKERS Mr David Faulmann
Advocacy Advisor, The Fred Hollows Foundation, Australia

Dr Michael Brainin
President, World Stroke Organization, Austria

Dr Giancarlo Francese
Teva Access Head, Social Impact and Responsibility, Teva, Switzerland

Ms Helen Seibel
Global Lead, Community Investment & Philanthropy, AstraZeneca, Canada

Ms Annie Bliss
Communications and Policy Manager, Alzheimer's Disease International, United Kingdom

Dr Gerald Yonga
Chair, East Africa NCD Alliance, Kenya

Mr Josef de Guzman
President, PsorPhil & Psoriasis Association of Philippines, Philippines



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

WORKSHOP 2.5

Global governance and binding frameworks: Necessary instruments for tackling NCD drivers and determinants?

CO-LEADS

World Obesity Federation, Framework Convention Alliance, Global Alcohol Policy Alliance, McCabe Centre for Law & Cancer

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

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

MODERATOR

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

CONFIRMED SPEAKERS

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

Ms Leslie Rae Ferat
Program Manager, Framework Convention Alliance, Canada

Mr Pubudu Sumanasekara
Executive Director, ADIC Sri Lanka, Sri Lanka

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

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

WORKSHOP 2.6

Accountability in the Era of the E-Cigarette Epidemic

CO-LEADS

American Heart Association (AHA) / American Stroke Association, NCD Child, Vital Strategies

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

MODERATOR

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

CONFIRMED SPEAKERS

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

Mr Kaloi Garcia
Communications Manager, Vital Strategies, Philippines

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

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



19:00

Social Event



SUB-THEME 3

Enhancing accountability through transformative and inclusive governance

FORUM DAY 3

TUESDAY, 11 FEBRUARY 2020



09:00 – 10:15

PLENARY THREE

Enhancing accountability for all people with NCDs everywhere through transformative and inclusive governance

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

CHAIR

Dr Douglas Webb

Team Leader, Health and Innovative Financing at the HIV, Health and Development Group, United Nations Development Programme (UNDP), United States

CONFIRMED PANELLISTS

Dr Beatriz Marcet Champagne

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

Professor Thomas F. McInerney

Founder and Director, Treaty Effectiveness Initiative; Professor, Rule of Law for Development Program, John Felice Rome Center, Loyola University Chicago, Italy

Mr Pierre Cooke Jnr

Youth Technical Adviser, Healthy Caribbean Coalition; Barbados National Youth Parliament, Barbados

Dr Jayasree K Iyer

Executive Director, Access to Medicines Foundation, Netherlands



10:15 – 10:45 **Health Break**



10:45 – 12:30 **STREAM THREE**

WORKSHOP 3.1

Sustainable investment, smarter financing for NCDs: The power of civil society in driving change

CO-LEADS

Health Finance Institute, United Nations Development Programme, Joep Lange Institute, Framework Convention Alliance

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

CONFIRMED SPEAKERS

Dr Andrea Feigl

Executive Director, Health Finance Institute, United States

Dr Douglas Webb

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

Ms Leslie Rae Ferat

Program Manager, Framework Convention Alliance, Canada

WORKSHOP 3.2

Partnering for impact in the SDG era: Saving lives through equitable access to essential NCD medicines and technologies

LEAD

NCD Alliance Supporters Group

The promise of Universal Health Care to ensure comprehensive access by all to affordable and high-quality medicines and technologies remains a distant reality in many countries, despite numerous political commitments and targets being set at the global level. Barriers to access to NCD care in LMICs are complex and multifaceted, including inadequate health system infrastructure, weak supply chains and inefficient procurement practices, inadequate human resources for health, challenges of affordability, and lack of patient education. As a result, multiple approaches to improve access to the products and technologies required to manage NCDs are required, as no one sector – government, private, or non-profit – can do this alone. In response, an increasing number of stakeholders are developing new strategies to improve access to NCD medicines in the poorest and hardest to reach communities. If developed, piloted and evaluated effectively, such approaches have the potential to significantly improve access to essential medicines and technologies in LMICs. However, innovative models in the field of NCD access are still relatively new, as are the ways these models are being measured for outcomes and impact. It is essential to engage an inclusive dialogue on models that have proved successful for improving access to care for NCDs in LMICs, from a multi-stakeholders' vantage point to better understand changes in mindset required to shape the future of access to healthcare, in particular in low-resource settings.

MODERATOR

Dr Jayasree K Iyer

Executive Director, Access to Medicines Foundation, Netherlands

CONFIRMED SPEAKERS

Ms Soraya Ramoul

Director, Global Access to Care, Novo Nordisk, Denmark

Mr Andrew Schroeder

Vice President of Research and Analysis, Direct Relief, United States

Dr Gina Agiostratidou

Program Director, Type 1 Diabetes, Helmsley Charitable Trust, United States

Dr Susanne Weissbäcker

Global Head of Access to Medicines, Takeda, Singapore



SUB-THEME 1

Saving lives through transformative policies and solutions

Ms Helen McGuire
Director, Noncommunicable Diseases Programme, PATH, United States

Dr Catherine Levy
Global NCD Lead, Global Health, Sanofi, France

WORKSHOP 3.3

Think like a broadcaster: How to create compelling stories and increase media attention for NCDs

LEAD British Broadcasting Corporation (BBC)

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

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

MODERATOR **Mr Simon Shelley**
Global Director of Programme Partnerships, BBC, United Kingdom

CONFIRMED SPEAKERS **Ms Jimena Marquez Donaher**
Communications Director, NCD Alliance, Spain

Mr Charles Woodward
Global Head of Programme Partnerships, BBC, United Kingdom

WORKSHOP 3.4

Bridging sectors: Broadening coalitions for NCD advocacy

CO-LEADS ACT Promoção da Saúde, Global Health Advocacy Incubator

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

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

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

Ms Marina Carter
Former Managing Director/Consultant, Global Health Advocacy Incubator, United States

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



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

WORKSHOP 3.5

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

CO-LEADS

Healthy Caribbean Coalition, University of Edinburgh, Coalición Latinoamérica Saludable/ Healthy Latin America Coalition

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

MODERATOR

Professor Jeff Collin

Professor of Global Health Policy, University of Edinburgh, United Kingdom

Sir Trevor Hassell

President, Healthy Caribbean Coalition; Board Member, NCD Alliance, Barbados

CONFIRMED SPEAKERS

Mr Øystein Bakke

Secretary, Global Alcohol Policy Alliance, Sweden

Mr Jan Peloza

Founder, No Excuses Slovenia, Slovenia

Ms Deborah Chen

Executive Director, Heart Foundation of Jamaica, Jamaica

Dr Beatriz Champagne

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

Dr Monika Arora

Executive Director, HRIDAY (Secretariat of Healthy India Alliance); Director, Health Promotion Division and Professor, Public Health Foundation of India, India

WORKSHOP 3.6

Taking the pulse of NCD progress: How to hold governments to account

LEAD

NCD Alliance

Most governments are off-track to meet global targets on NCD prevention and control. A key role of civil society is to ensure that governments fulfill their commitments, at the global, regional and national levels. Holding governments to account includes providing an analysis of what works and why, what needs improving, and what requires increased attention. This workshop seeks to highlight the importance of timely and reliable data to track, advocate and evaluate progress of government policies and programmes. It will explore civil society best practices and experiences of holding governments to account including efforts from within and beyond the NCD space. The workshop will also introduce participants to skills and knowledge necessary to leverage existing accountability tools including the NCD Alliance's latest Accountability Toolkit.

MODERATOR

Ms Nina Renshaw

Policy and Advocacy Director, NCD Alliance, Switzerland



SUB-THEME 3

Enhancing accountability through transformative and inclusive governance



12:30 – 13:30 Lunch Break



13:30 – 14:30 Special Session



14:30 – 15:30 Health Break



15:30 – 16:15 CLOSING CEREMONY



17:00 Delegates depart

Global NCD Alliance Forum 2020

Bridging the Gap



#NCDAF2020 #NCDs #Sharjah



NCDAlliance



أصدقاء مرضى السرطان
Friends Of Cancer Patients
United Arab Emirates الإمارات العربية المتحدة