

Global NCD Alliance Forum 2020

# Bridging the Gap

9-11 FEBRUARY 2020

Sharjah, United Arab Emirates (UAE)



#NCDAF2020 #NCDs #Sharjah

@focpuae @ncdalliance



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



## PRELIMINARY PROGRAMME

Please note this is a preliminary programme subject to change.



NCD Alliance



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

## Global NCD Alliance Forum 2020

# Bridging the Gap

### WHAT

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

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

### WHEN & WHERE

9-11 February 2020, Sharjah (UAE)

### THEME

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

### WHO

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

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



**400**  
delegates

---

**100+**  
representatives of  
national and regional  
NCD alliances



from over  
**40** countries

---



**40+** youth leaders and  
people living with NCDs

---

**5**  
plenary  
sessions



---

**18**  
workshops



The Forum is organised around three sub-themes:

**1** **SAVING LIVES** through transformative policies and solutions



**2** **BUILDING DEMAND FOR ACTION** through transformative social movements and voices of change



**3** **ENHANCING ACCOUNTABILITY** through transformative and inclusive governance











### FORUM DAY 1

#### SUNDAY, 9 FEBRUARY 2020

	08:00 – 10:00 Room D	<i>Elevating the youth NCD agenda to high-level stakeholders (convened by NCD Child and NCD Alliance, sponsored by AstraZeneca) (by invitation only)</i>
	08:00 – 10:00 Room F	<b>Our Views, Our Voices event</b> <b>ImPatient for Change: The power of lived experiences in Bridging the Gap for NCDs</b> <i>(sponsored by Access Accelerated, Helmsley Charitable Trust, Upjohn-Pfizer) (by invitation only)</i>
	10:00 - 10:10	<b>Health Break</b>
	10:10 – 12:00 Yaqout Hall	<b>Civil Society Coordination Session: national, regional and global action</b> <i>(civil society delegates only)</i>
	12:00 – 13:30	<b>Lunch Break</b>
	12:00 – 13:30	<b>Satellite sessions (by invitation only)</b>
	Room A	<b>Protecting Populations, Preserving Futures: Empowering the Health Workforce to Tackle the Greatest Global Health Challenge of Our Time</b> <i>(sponsored by Upjohn-Pfizer) (by invitation only)</i>
	Room B	<b>Delivering and financing quality care for NCDs: leaving no-one behind</b> <i>(sponsored by Helmsley Charitable Trust) (by invitation only)</i>
	Room C	<b>Building the Case for National Plans to Tackle NCD: Heart Failure</b> <i>(sponsored by AstraZeneca) (by invitation only)</i>
	13:30 – 15:15 Yaqout Hall	<b>Civil Society Coordination Session: national, regional and global action</b> <i>(civil society delegates only)</i>
	15:15 – 16:00	<b>Health Break</b>
	16:00 – 17:00 Almas Hall	<b>OPENING CEREMONY</b>
	17:00 – 18:30 Almas Hall	<b>OPENING PLENARY</b> Bridging the gaps, seizing the moment for NCD prevention and control
	18:30 – 19:00 Almas Hall	<b>Group Photo</b>
	19:00 – onwards	<b>Reception Dinner</b>










## FORUM DAY 2

### MONDAY, 10 FEBRUARY 2020

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

## FORUM DAY 3

### TUESDAY, 11 FEBRUARY 2020

	09:00 – 10:15 Almas Hall	<b>PLENARY THREE</b> Enhancing accountability for all people with NCDs everywhere through transformative and inclusive governance
	10:15 – 10:45	<b>Health Break</b>
	10:45 – 12:30	<b>STREAM THREE</b>
<b>WORKSHOP 3.1</b>	Room A	Sustainable investment, smarter financing for NCDs: The power of civil society in driving change
<b>WORKSHOP 3.2</b>	Room C	Partnering for impact in the SDG era: Saving lives through equitable access to essential NCD medicines and technologies
<b>WORKSHOP 3.3</b>	Room D	Think like a broadcaster: How to create compelling stories and increase media attention for NCDs
<b>WORKSHOP 3.4</b> TRADUIT EN FRANÇAIS	Room E	Bridging sectors: Broadening coalitions for NCDs
<b>WORKSHOP 3.5</b> TRADUCIDO AL ESPAÑOL	Room B	David versus Goliath: Strategies for managing conflict of interest and countering industry interference in public health policy
<b>WORKSHOP 3.6</b>	Room F	Taking the pulse of NCD progress: How to hold governments to account
	12:30 – 13:45	<b>Lunch Break</b>
	13:45 – 14:15	<b>Regional Showcase</b>
	14:15 – 15:15 Almas Hall	<b>CLOSING PLENARY</b> Accelerating overdue progress with ambitious action: the fast track to 2030
	15:15 – 16:15	<b>Health Break</b>
	16:15 – 17:00 Almas Hall	<b>CLOSING CEREMONY</b>
	17:00	<b>Delegates depart</b>
<b>SUB-THEME 1</b>	Saving lives through transformative policies and solutions	
<b>SUB-THEME 2</b>	Building demand for action through transformative social movements and voices of change	
<b>SUB-THEME 3</b>	Enhancing accountability through transformative and inclusive governance	

“

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

2017 Forum participant

# FORUM HIGHLIGHTS



## INTERACTIVE WORKSHOPS



## YOUTH PRE-MEETING



## PARTNERSHIPS HUB

## CIVIL SOCIETY COORDINATION & PLANNING



## PLENARY SESSIONS

## OUR VIEWS, OUR VOICES EVENT



## COMMUNITY IN ACTION EXHIBITION



“Joining the [Forum] workshops and discussing with other delegates led to statements and agenda setting that could be used in our own advocacy work.”

## FORUM DAY 1

### SUNDAY, 9 FEBRUARY 2020

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

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

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

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

**Dr Marie Hauerlev**  
*Chair, NCD Child, Denmark*

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

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

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

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

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

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

**MODERATOR** **Ms Johanna Ralston**  
*Chief Executive Officer, World Obesity Federation, United Kingdom*






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

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

**Mr Christopher Agbega**  
*Our Views, Our Voices advocate, Ghana NCD Alliance, Ghana*

**Ms Kwanele Asante**  
*Global Advisory Committee Member, Our Views, Our Voices, NCD Alliance, South Africa*

**Mr Bruno Helman**  
*Our Views, Our Voices advocate, Brazil*

		<p><b>Dr Karen Sealey</b> <i>Executive Technical Advisor, Ministry of Health, Trinidad and Tobago; Member of T&amp;T NCD Alliance Steering Committee, Trinidad and Tobago</i></p>
		<p><b>Dr Guy Fones</b> <i>Advisor, Global NCD Platform; Team Lead, Secretariat of the Global Coordination Mechanism on NCDs (GCM/NCD), Switzerland</i></p>
		<p><b>Ms Lea Kilenga</b> <i>Our Views, Our Voices Global Advisory Committee, NCD Alliance of Kenya, Kenya</i></p>
	10:00 – 10:10	<b>Health Break</b>
	10:10 – 12:00 Yaqout Hall	<b>Civil Society Coordination Session: national, regional and global action</b> <i>(civil society delegates only)</i>
	12:00 – 13:30	<b>Lunch Break</b>
	12:00 – 13:30	<b>Satellite sessions (by invitation only)</b>
	<b>Room A</b>	<p><b>Protecting Populations, Preserving Futures: Empowering the Health Workforce to Tackle the Greatest Global Health Challenge of Our Time</b> <i>(sponsored by Upjohn-Pfizer)</i> <i>(by invitation only)</i></p> <p>Health systems can only function with health workers; improving health service coverage and realising the right to the enjoyment of the highest attainable standard of health for PLWNCDs is dependent on their availability, accessibility, acceptability and quality. This satellite session will stress the importance of teaming up different professional health communities for NCD prevention and control across the continuum of care and promoting their continuous professional development. It will aim to understand how the absence of an optimised workforce drives inequity and threatens the economy of populations and will explore existing opportunities and multisectoral partnerships to foster collaboration among doctors, nurses, psychologists, dentists, pharmacists and other professionals at primary healthcare level.</p>
MODERATOR		<p><b>Mr Neal Kovach</b> <i>Division Vice President, Global Market Strategy, American College of Cardiology, United States</i></p>
CONFIRMED SPEAKERS		<p><b>Professor Kaushik Ramaiya</b> <i>General Secretary, Tanzania NCD Alliance, Tanzania</i></p>
		<p><b>Ms Johanna Ralston</b> <i>Chief Executive Officer, World Obesity Federation, United Kingdom</i></p>
		<p><b>Mr Enzo Bondioni</b> <i>Executive Director, FDI World Dental Federation, Board Member of World Health Professions Alliance, Switzerland</i></p>
		<p><b>Ms Jennifer Bae</b> <i>Managing Director of Innovation, American College of Cardiology, United States</i></p>
		<p><b>Professor Adel El Sayed Selim</b> <i>Emeritus Professor of Internal Medicine and Diabetes, Sohag University, Egypt; President of the Egyptian NCD Alliance, Egypt</i></p>
		<p><b>Dr Lobna Salem</b> <i>Chief Medical Officer Developed Markets, Upjohn - Pfizer, United States</i></p>

 **Room B**

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

We live in an era where millions of people are living with a variety of complex chronic conditions and need access to quality treatment and care. The management of NCDs for the millions of people living with these conditions is an essential component of a people-centered response to the global burden of NCDs which disproportionately affects low and middle income countries. This satellite session will bring together people living with NCDs, frontline health workers, and leaders from the multilateral and philanthropic fields to better understand how strategic partnerships can increase access to healthcare and essential medicines and technologies.

MASTER OF CEREMONIES

**Ms Megan Deichler**  
*Associate Program Officer for the Type 1 Diabetes Program (T1D) Helmsley Charitable Trust, United States*

MODERATORS

**Dr Gina Agiostratidou**  
*Director, Type 1 Diabetes program, Helmsley Charitable Trust, United States*

**Ms Estefania Palomino**  
*Program Officer, Type 1 Diabetes program, Helmsley Charitable Trust, United States*

CONFIRMED SPEAKERS

**Ms Emily Wroe**  
*Associate Director of NCD Policy & Implementation, Partners in Health, United States*

**Ms Lea Kilenga**  
*Our Views, Our Voices advisory committee member, NCD Alliance Kenya, Kenya*

**Ms Happy Nchimbi**  
*Project Manager, Tanzania NCD Alliance, Tanzania*


**Dr Layal Barjoud**  
*Special Assistant to the CEO, Defeat-NCDs, Switzerland*

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

**Ms Aigerim Zhaparova**  
*patient advocate, Kyrgyzstan*

**Dr Mamka Anyona**  
*Health Specialist, Noncommunicable diseases, United Nations Children's Fund (UNICEF), United States*

**Dr Andrea Feigl**  
*Executive Director, Health Finance Institute, United States*

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

Room C

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


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


**CONFIRMED SPEAKERS** **Professor John McMurray**  
*Professor of Cardiology, University of Glasgow, United Kingdom*

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


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

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

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

 15:15 – 16:00 **Health Break**

 16:00 – 17:00 **OPENING CEREMONY**  
Almas Hall

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

Five years from global NCD target crunch-time and ten years from the 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 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**  
*President, Healthy Caribbean Coalition; Board Member, NCD Alliance, Barbados*

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

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

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

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


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


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

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

**Ms Marit Pettersen**  
*Senior Advisor, Ministry of Foreign Affairs, Norway*

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

 18:30 – 19:00 **Group Photo**  
Almas Hall

 19:00 – onwards **Reception Dinner**

## FORUM DAY 2

MONDAY, 10 FEBRUARY 2020

 09:00 – 10:15 **PLENARY ONE**  
Almas Hall **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 PANEILLISTS** **Dr Mamka Anyona**  
*Health Specialist, Noncommunicable diseases, United Nations Children’s Fund (UNICEF), United States*

**Senator Guido Girardi**  
*Physician and Chilean Senator, Chile*

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

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

**Ms Kristina Sperkova**  
*International President, Movendi International, Sweden*

 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**  
TRADUIT EN FRANÇAIS  
Room E

**CO-LEADS** **World Cancer Research Fund International, Movendi 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**  
*International President, Movendi 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**  
TRADUCIDO AL ESPAÑOL  
Room B

**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*

**Senator Guido Girardi**  
*Physician and Chilean Senator, Chile*

**Professor Kaushik Ramaiya**  
*General Secretary, Tanzania NCD Alliance, Tanzania*



**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

Room A

**CO-LEADS** Eastern Mediterranean NCD Alliance, UNAIDS, Ghana NCD Alliance, Humanity & Inclusion

No amount of scientific or medical knowledge can replace the insights of lived experiences. People living with and affected by NCDs are important agents of change, demand creators, mobilisers and experts in their own right. However, currently their knowledge and insight are 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.

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

**CONFIRMED SPEAKERS** Mr Christopher Agbega  
*Our Views, Our Voices Advocate, Ghana NCD Alliance, Ghana*

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

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

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

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

**WORKSHOP 1.4** Transforming the narrative of childhood obesity

Room C

**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. Recent studies indicate the need to transform thinking about the rising pandemic of overweight and obesity, taking 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** Dr Marie Hauerslev  
*Chair, 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*

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

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



**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

Room D

**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.

**CONFIRMED SPEAKERS** Ambassador Sally Cowal  
*Senior Vice President, Global Cancer Control, American Cancer Society, United States*

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

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

Dr Adel Al Shammari  
*Cardiac Surgery Consultant, United Arab Emirates*

Dr Elfatih Abdelraheem  
*Team Leader for HIV, Health and Development - Arab States, UNDP - Istanbul Regional Hub, Turkey*

**WORKSHOP 1.6** The power of data to fuel systems reform for NCDs: Leveraging evidence to achieve planetary and human health

Room F

**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, Board member, NCD Alliance, Bahrain*

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



**SUB-THEME 3** Enhancing accountability through transformative and inclusive governance



 12:30 – 13:30 **Lunch Break**

 13:30 – 14:45 **PLENARY TWO**  
Almas Hall  
**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*

**KEYNOTE** **Dr Adeeba Kamaruzaman**  
*International AIDS Society President-Elect; Dean of the Faculty of Medicine and Professor of Medicine and Infectious Diseases at the University of Malaya, Malaysia*

**CONFIRMED PANELESTS** **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**  
TRADUIT EN FRANÇAIS  
Room E

**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**  
*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*

**Ms Camilla Knox-Peebles**  
*Chief Executive, Amref Health Africa UK, United Kingdom*

**Dr Karen Sealey**  
*International Health Consultant, Trinidad and Tobago*

**WORKSHOP 2.2** **Win-win interventions: Leveraging policy to address NCDs and reduce gender inequities in health**  
Room A

**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*

**Dr Athena Poppas**  
*Vice President, American College of Cardiology, United States*



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

**WORKSHOP 2.3** Planetary Health Action Dialogue: Connecting the climate and NCD movements to take on global emergencies  
Room C

**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*

**Dr Modi Mwatsama (video presentation)**  
*Senior Science Lead, Our Planet, Our Health programme, Wellcome Trust, United Kingdom*

**Mr José Luis Castro**  
*President and Chief Executive Officer, Vital Strategies; Executive Director, The International Union Against Tuberculosis and Lung Disease; Board member, NCD Alliance, France*

**Dr Ishu Kataria**  
*Senior Public Health Researcher, RTI International; Global Coordinator, Young Professionals Chronic Disease Network, India*

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

**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 Brandon Ah Tong**  
*Head of Public Policy and Advocacy, 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 Josefino de Guzman**  
*President, PsorPhil/Psoriasis Association of Philippines; Treasurer, International Federation of Psoriasis Associations (IFPA), Philippines*



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



**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?  
Room F

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

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

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

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

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

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

**Mr 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  
TRADUCIDO AL ESPAÑOL  
Room B

**CO-LEADS** American Heart Association (AHA) / American Stroke Association, NCD Child, Vital Strategies

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

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

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

**Mr Kaloi Garcia**  
*Communications Manager, Vital Strategies, Philippines*

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

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

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



19:00 **Social Event**




**SUB-THEME 3** Enhancing accountability through transformative and inclusive governance



**SUB-THEME 3** Enhancing accountability through transformative and inclusive governance

## FORUM DAY 3

TUESDAY, 11 FEBRUARY 2020

 09:00 – 10:15 **PLENARY THREE**  
Almas Hall **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*

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


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

**Professor Adnan Hyder**  
*Senior Associate Dean for Research, Professor of Global Health, Milken Institute School of Public Health, George Washington University, United States*

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

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

**Dr Somaya Al Jowder**  
*Former Member of Parliament, Bahrain; Member of Bahrain Women Development Society; Consultant family physician, Bahrain*

 10:15 – 10:45 **Health Break**

 10:45 – 12:30 **STREAM THREE**

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

**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.

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

**CONFIRMED SPEAKERS** **Dr Andrea Feigl**  
*Executive Director, Health Finance Institute, United States*

**Dr 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**  
*Managing Director, Framework Convention Alliance, Canada*

**Ms Femke Smeets**  
*Head of Business and Partnership Development, PharmAccess Group- Joep Lange Institute, Amsterdam*

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

**Ms Amy Ndao Fall**  
*Global Health Medical Lead for Africa, China & Emerging Markets GH Medical Affairs, Sanofi, France*



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

**WORKSHOP 3.2** Partnering for impact in the SDG era: Saving lives through equitable access to essential NCD medicines and technologies

Room C

**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 Rikke Fabienke**  
*Senior Global Access to Care Manager, Novo Nordisk, Denmark*

**Mr Andrew Schroeder**  
*Vice President of Research and Analysis, Direct Relief, United States*

**Dr Gina Agiostratidou**  
*Program Director, Type 1 Diabetes, Helmsley Charitable Trust, United States*

**Dr Susanne Weissbäcker**  
*Global Head of Access to Medicines, Takeda, Singapore*

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

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



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

**WORKSHOP 3.3** Think like a broadcaster: How to create compelling stories and increase media attention for NCDs

Room D

**LEAD** BBC StoryWorks

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.

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

**Ms Gemma Jennings**  
*Partner Manager, Programme Partnerships, BBC Global News, United Kingdom*

**CONFIRMED SPEAKERS** **Mr Charles Woodward**  
*Global Head of Programme Partnerships, BBC Global News, United Kingdom*

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

**Mr Mbiydzenguy Ferdinand Sonyuy**  
*Secretary General, Cameroon Civil Society NCD Alliance, Cameroon*

**Ms Asha Samaroo**  
*First Vice President, Diabetes Association of Trinidad and Tobago; Our Views, Our Voices Advocate, Trinidad and Tobago NCD Alliance, Trinidad and Tobago*

**Mr Josefino De Guzman**  
*President, PsorPhil/Psoriasis Association of Philippines; Treasurer, International Federation of Psoriasis Associations (IFPA), Philippines*

**Dr James Pfitzer**  
*Director, Access Accelerated, Switzerland*

**Ms Jimena Márquez Donaher**  
*Communications Director, NCD Alliance, Spain*



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

**WORKSHOP 3.4** Bridging sectors: Broadening coalitions for NCD advocacy

TRADUIT EN FRANÇAIS  
Room E

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

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

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

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

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

**Mr Labram Musah**  
*National Coordinator, Ghana NCD Alliance, Ghana*

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

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

TRADUCIDO AL ESPAÑOL  
Room B

**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 Pelozo**  
*Board Member at International Youth Health Organization; Monitoring Committee Member, No Excuse Slovenia, Slovenia*

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

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

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



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



**SUB-THEME 3** Enhancing accountability through transformative and inclusive governance

**WORKSHOP 3.6** Taking the pulse of NCD progress: How to hold governments to account

Room F

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


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

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

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

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

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

 12:30 – 13:45 **Lunch Break**

 13:45 – 14:15 **Regional Showcase**

 14:15 – 15:15 **CLOSING PLENARY**  
Almas Hall **Accelerating overdue progress with ambitious action: the fast track to 2030**

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

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

CONFIRMED PANELLISTS **Ms Katie Dain**  
*Chief Executive Officer, NCD Alliance, United Kingdom*


**Dr Marie Hauerlev**  
*Chair, NCD Child, Denmark*

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


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

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

**Professor Sani Malami**  
*Executive Director, NCD Alliance Nigeria, Nigeria*

 15:15 – 16:15 **Health Break**

 16:15 – 17:00 **CLOSING CEREMONY**  
Almas Hall

 17:00 **Delegates depart**



**SUB-THEME 3** Enhancing accountability through transformative and inclusive governance

Global NCD Alliance Forum 2020

# Bridging the Gap



#NCDAF2020 #NCDs #Sharjah

@focpuae @ncdalliance



NCDAlliance



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