

**NCD Alliance Peer Learning Advocacy Network-Advocacy Institute workshop  
(PLAN-AI workshop)**

**Session notes**

TIME TO LEAD: Opportunities for the NCD Alliance network to Mobilise Ahead of 2025  
High Level Meeting on NCDs  
Thursday 18 July 2024, 14:00-15:30 CEST

**Summary agenda**

<b>Section 1: Introduction</b>	
Welcome and session objectives	Linda Senk Markova (Capacity Development Manager, NCD Alliance)
The big three: The Road to 2025 HLM4, The 2024-2025 Global Week for Action, the 2024 Global NCD Alliance Forum	Miranda Wang (Policy and Advocacy Specialist, NCD Alliance)
<b>Section 2: Regional leader case study on advocacy efforts towards HLM4</b>	
Member presentation: Regional leadership ahead of the HLM4	Maisha Hutton (Executive Director, Healthy Caribbean Coalition)
<b>Section 3: Peer exchange – What can civil society advocate for and how can we do it?</b>	
Room #1: How can we advocate to <b>mobilise investment</b> on the road to HLM4?	Co-facilitated by Ralph Emerson Degollacion (Healthy Philippines Alliance) and Rosie Murton (NCD Alliance)
Room #2: How can we advocate to <b>accelerate implementation</b> on the road to HLM4?	Co-facilitated by Kaushik Ramaiya/Happy Nchimbi (Tanzania NCD Alliance) and Nyla Miah (NCD Alliance)
Room #3: How can we advocate to <b>deliver accountability</b> on the road to HLM4?	Co-facilitated by Ibtihal Fadhil (Eastern Mediterranean NCD Alliance) and Grace Shamlian (NCD Alliance)
Overview of Global Week for Action campaign resources	Gina Sanchez (Campaign Coordinator, NCD Alliance)
<b>Section 4: Close</b>	
Concluding remarks	Linda Senk Markova (Capacity Development Manager, NCD Alliance)

### Session objectives

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

### The 'big three' (Miranda Wang, Policy and Advocacy Specialist, NCD Alliance) (slides 6-17)

- NCD Alliance is framing all advocacy and mobilisation efforts towards the fourth High-Level Meeting on NCDs (HLM4) taking place in September 2025 under the 'big three', which consist of:
  - 1. Global advocacy: WHO-led process on The Road to 2025.
  - 2. Global mobilisation: 2024-2025 Global Week for Action (GW4A) campaign under the leadership theme. Time to Lead.
  - 3. Global convening: 2024 Global NCD Alliance Forum with the theme: 'Leadership on NCDs towards 2025 & beyond'.
- The Road to 2025 includes a timeline of several processes and steps towards influencing the HLM4 political declaration. This includes consultation processes such as the WHO consultation on the UN Secretary General's Progress report.
- The 2024-2025 GW4A campaign includes several resources and materials that members can engage with. A new campaign tool, '[The Call to Lead on NCDs: Three actions governments must take](#)' is live online. [The Call to Lead](#) is a short, impactful campaign version of NCD Alliance's advocacy priorities for HLM4, with three main calls for government action on NCDs. It has a sign-on mechanism to demonstrate demand from across civil society around the world. It is open for sign-on from individuals and organisations. NCD Alliance encourages endorsement from across member organisations.
- The 2024 Global NCD Alliance Forum (taking place in Kigali, Rwanda from 20-22 October 2024) will unite and mobilise NCD civil society to accelerate to national, regional and global advocacy towards the HLM4. [The Call to Lead](#) will feature at the Forum.

### Regional leadership ahead of the HLM4 (Maisha Hutton, Executive Director, Healthy Caribbean Coalition) (slides 18-26)

- Healthy Caribbean Coalition (HCC) are using what they learnt at the previous high-level meeting on NCDs in 2018 to inform their advocacy for HLM4
- HCC used the theme of the 2024 Global NCD Alliance Forum (ENOUGH – Our Health, Our Right, Right Now) and the global priorities to reflect the priorities in the Caribbean.

HCC consulted with their network through a civil society-led consultation process that was also endorsed by partners, which laid the foundation for collective support of their agenda.

- HCC took advantage of several high-level processes ahead of the 2018 high-level meeting including 2018 Thirty-Ninth Regular Meeting of the Conference of Heads of Government of the Caribbean Community (CARICOM) and a UN Interactive Hearing, which allowed them to communicate their priorities to governments and build momentum on endorsements of their priorities. HCC also prepared a strong social media campaign 'HCC Enough HLM3' to raise the profile of the advocacy.
- Key lessons learnt by HCC at the 2018 high-level meeting include: anchoring the regional advocacy in the global NCD Alliance's campaign; establishing relationships with permanent missions in New York, development of guidance for CARICOM Ministries of Foreign Affairs.
- Looking ahead to HLM4, HCC are building off what they learnt in 2018 to prepare their plans, especially working to develop their advocacy priorities, adapting the global priorities to their regional context. HCC are also considering plans for after HLM4 on what they will do to maintain the momentum and to increase political focus and action at the country level around the developed priorities beyond HLM4.
- NCD Alliance is working with HCC through the regional track of the Advocacy Institute to support the engagement in preparatory processes for HLM4. NCD Alliance is also working with 5 other regional alliance members through this track. To strengthen regional to national translation, national NCD Alliances are encouraged to connect with their regional alliances.

**Peer exchange – What can civil society advocate for and how can we do it? (Breakout room discussion) (slides 27-32)**

**Room #1:** How can we advocate to **mobilise investment** on the road to HLM4?, co-facilitated by Ralph Emerson Degollacion (Healthy Philippines Alliance) and Rosie Murton (NCD Alliance)

*How has your organisation already advocated around this key ask?*

- Healthy Philippines Alliance (HPA) has experience with advocacy on increasing alcohol, tobacco and sugar sweetened beverage (SSB) taxes. The impact that this has on healthcare system in the Philippines as well as the economic impact made the policymakers listen to civil society, important also to engage the media as this helped to reach policymakers as well as members of the public.
- Coalición México Salud-Hable (MXSH) are carrying out a mapping exercise of the legislators who will take office in September in Mexico to identify potential allies who may be interested in supporting initiatives to increase taxes of harmful products. The importance of political context was highlighted: the recently elected president has

announced that there will not be a fiscal tax reform but important to position this early on in their presidency.

- ACT Health Promotion (Brazil) explained that Brazil is in the middle of a major tax reform to determine what has excise taxes, tobacco and alcohol as well as SSB taxes are included. It is important to use the evidence that access to healthy food can justify the mobilisation of resources from taxing unhealthy products. ACT are working to connect national advocacy efforts in Brazil to global advocacy discussions.
- Union for International Cancer Control (UICC) has been making it clear about what the financing need is (global reviews of NCD strategies and cancer control plans in public domains) and often found that plans are not costed meaning no clear cost for implementation, UICC members have been advocating for costing and the need to make it clear where investment is going. This should be tied closely to the patient journey, e.g. looking at the cervical cancer patient journey to compare free services and paid for services.
- At the global level it is an important discussion to mobilise investment by working with other professional membership organisations, e.g. NCD Child working with pediatric associations, to sensitize healthcare providers to the importance of advocacy on investment at the national and global levels. It also provides the opportunity to work with young people and enhance their awareness and education of future healthcare leaders.

*What are your advocacy plans/goals to continue this on the road to 2025, including key milestone activities such as Forum and GW4A? What might be the potential challenges?*

- Africa NCDs Network (ANN) is carrying out accountability mapping across the member states in WHO AFRO region, collaborating with Africa CDC to bring member states together to share the key findings from this that are tailored to key priorities and messages they are developing from accountability tool. It is interesting to share progress on financing across AFRO region.
- In Mexico, they are gathering people with lived experience to launch campaign to align with global NCD Alliance campaigning and aim to have strategy ready for 2025 e.g. resources for local stakeholders to amplify visibility and advocate with decision makers, highlighting people with lived experience voices to increase impact.
- Coalición Latinoamérica Saludable (CLAS) are organising meeting with member organisations to discuss positions regarding different priorities including financing and will support member organisations to align.
- ACT Health Promotion (Brazil) will organise a national seminar at the end of August, which will feature the global NCD Alliance campaign.
- Coalición México Salud-Hable (MXSH) highlighted importance of working as a national alliance at the regional level to allow for adopting a consistent position across the region.
- NCD Alliance Kenya (NCDAK) mobilised GW4A planning team and will also carry out a mid term review of strategic NCD plan, create more avenues for leadership, also backing new national health insurance programme and looking for opportunities to push for NCDs in control and management policies.

*What support might you need from other members/NCDA to carry these plans out?*

- NCD Alliance Kenya (NCDAK) needs support with sharing material/resources from the GW4A campaign and aim to collaborate with neighbouring alliance countries also at the regional level.
- Africa NCDs Network (ANN) members can support by turning up to consultation in AFRO region and adding their experiences and perspectives from engagement with their own governments.
- Some members need guidance in terms of messaging and reaching out to other alliances in their region. It would be useful to see a member directory from NCD Alliance so that connections can be facilitated, especially building to HLM4.

**Room #2:** How can we advocate to **accelerate implementation** on the road to HLM4?, Co-facilitated by Kaushik Ramaiya/Happy Nchimbi (Tanzania NCD Alliance) and Nyla Miah (NCD Alliance)

*How has your organisation already advocated around this key ask?*

- Tanzania NCDA (TANNCDA) case study: opportunities to meet with Tanzania delegation, and ensure they have tangible key asks for High-level meeting. Share key asks with partners to support advocacy messages for HLM4. TANNCDA are working with Ministry of Health and local government to highlight NCD agenda. MoH also must work with foreign ministries for greater global meeting impact.
- Africa NCDs Network (ANN) noted that the WHO Regional committee meeting took place in September with discussion of health issues in Africa. As a network, they have represented NCDs. They identified a person to coordinate activities and agenda items between the network including creation of statements on what they intend to do on NCDs in their countries.

*What are your advocacy plans/goals to continue this on the road to 2025, including key milestone activities such as Forum and GW4A? What might be the potential challenges?*

- Multisectoral action (health in all policies approaches) - could address this by utilising items high on the agenda (e.g. climate change, food insecurity).
- It is important to consider fiscally constrained environments and power imbalance in government meetings due to interference from private sector.
- Data not being available on NCDs is a key challenge to accelerate implementation.

*What support might you need from other members/NCDA to carry these plans out?*

- Tanzania NCD Alliance (TANNCDA) highlighted leadership and including people with lived experiences, but it takes time to grow leadership and involve people. Alliances should have a constitutional framework embedded to guide their practices.

- Members should incorporate lived experience from professionals/people in their networks and would need support from NCD Alliance here.
- Work to shift language on lived experience of NCDs into other sectors to build momentum (e.g. transport, education), drawing on prevention. And the importance of learning from other regions on their success with connecting with other sectors.

**Room #3:** How can we advocate to **deliver accountability** on the road to HLM4?, Co-facilitated by Ibtihal Fadhil (Eastern Mediterranean NCD Alliance) and Grace Shamlian (NCD Alliance)

*How has your organisation already advocated around this key ask?*

- Eastern Mediterranean NCD Alliance (EM-NCDA) working on supporting regional monitoring frameworks in EM (need agreed-upon standards). This includes civil society reports; independent reviews (e.g., Lancet 2030 countdowns); government reviews; WHO progress report 2024 coming soon. EM-NCDA is developing country score card with WHO data to show progress towards commitments on premature mortality, tobacco control, and other indicators of policy, health systems, and risk factors.
- Tanzania NCDA (TANCDA) is working with government, including local officials, and healthcare providers to develop accountability mechanisms
- HelpAge International is engaging partners by promoting inclusion of all people affected by NCDs, including older people, who are often excluded from NCD mortality.

*What are your advocacy plans/goals to continue this on the road to 2025, including key milestone activities such as Forum and GW4A? What might be the potential challenges?*

- Data availability is a key challenge in delivering accountability including exclusionary data, particularly around age.
- Tanzania NCDA (TANCDA) has difficulties working with government who have reluctance to change and budgetary constraints. There is a generally unfavorable political environment and the need for strong civil society to combat this.
- A further challenge is slow progress towards health as a fully recognised human right, there is an overall sense of inertia
- NCD Malawi has faced government red tape and lack of access to government officials. Working on developing relationships and score guards are potential answer to this in engaging government while highlighting accountability. Governments have adopted targets and to implement these they must be held accountable.

*What support might you need from other members/NCDA to carry these plans out?*

- Need agreed-upon key indicators to truly measure impact and members can work together to achieve this. Could develop a logic model to show existing activities and long-term goals with measurements. We need to know what success will look like.

- NCD Alliance Malawi need resources, including information on what other alliances/organisations have done to share successes.
- Contextualised best practices and capacity building and training on appropriate accountability tools.

**Translating advocacy into action: The Global Week for Action on NCDs (Gina Sanchez, Campaign Coordinator, NCD Alliance) (slides 33-40)**

- The overarching GW4A campaign message is 'We have the commitments and the solutions to create a healthier world for all. This is a crucial moment for governments and decision makers to turn intent into action. Together we can spark the necessary change for NCDs. It's time to lead.'
- There are several resources available to support members with the work that they are doing on leadership with the tag line 'Time to Lead'. This year, everything is accessible on the GW4A website. Resources (all available in English, French and Spanish) include:
  - Social media materials
  - Videos
  - Logos and branding, which overlap with the 2024 Global NCD Alliance Forum
  - NCD Alliance Advocacy Priorities for the HLM4
  - Actions for members
  - High-Level influencer outreach guidelines
- There will also be NCD Voices (photo and video cards featuring messages to world leaders) and Leadership Dialogues (exchanges with member organisations around the Leadership theme).
- Immediate action items include: Share planned activities in the Map of Impact (including events, publications, petitions, materials) and sign on to [The Call To Lead](#).