



# NCD Alliance ANNUAL REPORT 2020

MAKING NCD PREVENTION AND CONTROL A PRIORITY, EVERYWHERE



# NCD Alliance ANNUAL REPORT 2020

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Better policies and smarter investments for a healthier world

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## Message from the President



**Mr Todd Harper**  
President, NCD Alliance

The COVID-19 pandemic is redefining the world we live in. People living with NCDs have been at the epicentre of the virus, which has again revealed the importance of investing in public health. It has also reinforced the imperative for integration across the global health agenda and to rethink how we value health. For the NCD Alliance, 2020 has been a year dominated by COVID-19, requiring us to adapt organisationally, strategically and financially to the global pandemic and the virtual way of working.

NCPA successfully pivoted many of our main functions to virtual platforms, including capacity development training programmes, high-level advocacy events, and media briefings for journalists. We also implemented a strategy in response to COVID-19, build around three main pillars - supporting members, meaningfully involving people living with NCDs, and building a narrative and driving advocacy.

In line with our fundamental aim of uniting and strengthening civil society, we launched in July the Civil Society Solidarity Fund on NCDs and COVID-19, which supported 20 national and regional NCD alliances to accelerate the response to the coronavirus pandemic. The first-of-its-kind fund totalling \$300,000 awarded grants of up to \$15,000 to these alliances to support them in addressing the critical needs of people living with NCDs during COVID-19 via advocacy and communication activities promoting stronger organisational stability and resilience.

Our global advocacy also centred on the pandemic – and more specifically, on raising the profile of people living with NCDs and their vulnerabilities to COVID-19. Later in the year, we also focused on ensuring that NCDs would be given priority in plans for pandemic recovery and future preparedness plans for epidemics and other health threats. Together with people living with NCDs, we worked to strengthen the NCD narrative, involving them in our advocacy as well as dedicated events, initiatives and communication activities.

Finally, much of our focus in 2020 was given to developing our new 2021-2026 Strategy, which is built upon four pathways of action: advocacy and accountability, capacity development, knowledge and partnerships. This new phase requires us to translate evidence to action, intensify national and regional responses, enhance accountability through advocacy, engage with a broad range of sectors and partners, and leverage platforms beyond the health sector to support countries to meet the global NCD targets.

I would like to thank the NCDA Board of Directors who have contributed so positively to the oversight of NCDA, the team under the leadership of Katie Dain who once again produced an impactful year, and our members and partners whose tireless efforts, support and collaboration make our achievements and impact possible. I offer my deepest gratitude for such unyielding support through this difficult year. I look forward to continuing our work in 2021 and our collective progress to accelerate action on NCDs to promote health, protect rights and save lives.

## Message from the CEO



**Ms Katie Dain**  
CEO, NCD Alliance

2020, the final year of our 2016-2020 strategy, was dominated by the COVID-19 pandemic, which exacerbated deep inequalities in our societies and highlighted the urgent need to address the health and care needs of people living with chronic illnesses – better and more fairly. It also made clear the need for systemic change at all levels, placing equity at the heart of recovery. These critical needs drove all aspects of the NCD Alliance's work, demanding our swift adaptation.

As always, we fulfilled our important role as a convener of the NCD civil society movement. The third Global NCD Alliance Forum, held in early February just before the pandemic spread across the globe, was a highlight of the year and attended by almost 400 NCD champions from 80 countries. It was a true global gathering which strengthened the resolve of the NCD community to tackle the major gaps and solutions for NCDs.

Our global advocacy, carried out hand-in-hand with our members, contributed to new political commitments on NCD prevention, ranging from cervical cancer, alcohol control and obesity prevention. We saw increased resolve to improve access to NCD care and integrate NCDs into Universal Health Coverage (UHC) at global and national levels. And the needs and priorities of people living with NCDs within the context of the COVID-19 pandemic and response have been consistently recognized by WHO and governments alike.

During an unprecedented year of working remotely, we seized the opportunity to develop creative ways to reach new audiences. NCDA was proud to team up with BBC StoryWorks to launch the Turning the Tide series of 26 mini-films, developed in collaboration with many of our partners. The series provides a compelling narrative of the challenges and experiences of people living with NCDs, and the solutions to create change. Also, our Global Week for Action on NCDs in September reached millions of people – even more than in previous years - with 60 activities taking place around the world on the theme of accountability.

2020 was a pivotal year for our sustained efforts to raise the voices of people living with NCDs and strengthen meaningful involvement. The Our Views, Our Voices initiative continues to go from strength to strength, equipping advocates with the skills and opportunities for effective participation. We launched a dedicated platform as a comprehensive hub of resources, tools and dashboards; and introduced the NCD Diaries, which supports people living with NCDs in transforming their lived experience into a powerful tool for advocacy. Concerted calls on the need for meaningful involvement of people living with NCDs are contributing to increased attention and action by WHO on community engagement, and to increased advisory and decision-making opportunities with governments.

A primary goal of our 2016-2020 strategy has been strengthening the capacity of NCD civil society, particularly in low- and middle-income countries. In 2020 we stepped up our tried and tested capacity development programmes in support of this, providing essential support and tools to our members. The Advocacy Institute programme moved into its second phase, supporting locally-led advocacy campaigns that have resulted in important policy wins, like the banning of junk food sales to children in many states in Mexico.

Financially, despite the challenges of COVID, we concluded the year in a sound position by diversifying our revenue, increasing our partnership base and with careful financial management. We received a clean audit from our auditors, PricewaterhouseCoopers.

NCDA's success is dependent on collaboration with our members, supporters, experts, federations, partners, and team. To all of you, I'd like to say a tremendous thank you. As long as NCDs continue to present challenges, we will continue to work together with determination, resourcefulness and ambition, in tireless pursuit of our common goal: to reduce the burden of NCDs for people everywhere.

# THE YEAR IN REVIEW

## A glance at our work in 2020

### JANUARY

- NCDA makes nine statements at the **146<sup>th</sup> WHO Executive Board meeting**, together with its partners, highlighting topics including primary health care, Universal Health Coverage (UHC), cervical cancer elimination, oral health, and alcohol as a major NCD risk factor.



- NCDA starts the second phase of the **Advocacy Institute 2020-2022**, supporting 14 NCD alliances as part of its Seed Programme and a new Accelerator Programme on NCDs and UHC. NCDA partners support this second phase, including The Leona M. and Harry B. Helmsley Charitable Trust, Access Accelerated, Upjohn Pfizer (now Viatris) and Sanofi.



### MARCH

- NCDA launches a dedicated **webpage** compiling relevant resources on the links between COVID-19 and NCDs, linking to expertise and emerging research.



- NCDA announces **new partnership with Takeda** to improve access and availability of care for NCDs within the context of Universal Health Coverage, especially promoting the priorities of people living with more neglected and rarer NCDs in low- and middle-income countries.

### APRIL

- NCDA launches its **Advocacy and Communications Strategy in response to COVID-19**, which focuses on supporting its members and network of alliances in their pandemic response, advocating for people living with NCDs in national responses, and building a narrative around COVID-19 and NCDs to support advocacy, including a special thematic webinar series and an advocacy briefing note.



### MAY

- NCD Academy** is launched, which is a platform to equip frontline health workers with integrated, mobile-first education on NCD care and prevention. The first course focuses on cardiovascular disease and stroke prevention. The platform was developed by American College of Cardiology (ACC) with NCDA, World Heart Federation (WHF) and Pfizer Upjohn as partners.



### JUNE

- NCDA hosts a virtual media telebriefing on NCDs and COVID-19, giving a comprehensive overview of the linkages between NCDs and COVID-19 and capturing information on how alliances and people living with NCDs are dealing with the pandemic.



- NCDA and the SPECTRUM research consortium share a preview of **crowd-sourced examples** of unhealthy commodity industries' activities since the COVID-19 pandemic began, with a view to map, analyse and expose practices which could ultimately exacerbate the burden of NCDs and worsen the pandemic's severity.



### FEBRUARY

- NCDA convenes the **Global NCD Alliance Forum 2020** in Sharjah, UAE, together with local host organisation, Friends of Cancer Patients (FoCP). Under the banner theme of Bridging the Gap, almost 400 delegates from 80 countries attend, taking part in plenaries and interactive workshops, forming new collaborations, and gaining knowledge and tools for more effective advocacy and media engagement.



- The "Turning the Tide" **short documentary series**, produced by BBC StoryWorks and NCDA, is launched at the Forum. It contains 26 short films from 24 countries, mostly developed in collaboration with NCDA supporters, depicting the impact of the NCD burden and solutions to accelerate progress.



- NCDA and WHO sign a **Memorandum of Understanding**, the first formal collaborative agreement between the two entities. It details over a decade's worth of collaboration and outlines how we will continue to work together.



### MAY

- 'Living without limits'**, a mini-film from the Turning the Tide series produced by BBC StoryWorks, The Leona M. and Harry B. Helmsley Charitable Trust, and NCDA, is announced the winner of the NCD category of the WHO Health for All Film Festival.



- NCDA coordinates advocacy in the lead up to the **73<sup>rd</sup> World Health Assembly**, including the annual pre-WHA advocacy briefing and two mission briefings, and publishes a reaction statement welcoming the inclusion of NCDs in the resolution on COVID-19, which calls on governments to pay particular attention to people living with NCDs and to accelerate progress towards Universal Health Coverage (UHC). NCDA also supports official WHA statements submitted by UICC and World Cancer Research Fund International.



### JULY

- NCDA launches the first-of-its-kind **Civil Society Solidarity Fund on NCDs and COVID-19**, with grants awarded to 20 NCD alliances to support their response to COVID-19. The \$300,000 Solidarity Fund was made possible thanks to the Leona M. and Harry B. Helmsley Charitable Trust, Access Accelerated, Takeda, AstraZeneca and Upjohn Pfizer (now Viatris).



- Launch of the **Peer Learning Advocacy Networks (PLANs)**, a new exclusive benefit for NCDA members. It is a digital platform for exchanging civil society experiences and insights on advocacy strategies for specific policy areas.



## JULY

- NCDA convenes a high-level virtual event co-hosted with Norwegian Ministry of Foreign Affairs and WHO, "[NCDs & Covid-19 – Learning lessons, building back better for the future](#)", with about 500 people registered.



## AUGUST

- NCDA joins the leadership of [Action Track 2](#) for the Food Summit on sustainable and healthy diets, together with WHO and EAT Foundation.
- NCDA's Special General Assembly** is held, where members approve changes to the NCDA Constitution.



- NCDA releases the report [The Alcohol Industry's Commercial and Political Activities in Latin America and the Caribbean](#): Implications for Public Health together with the Global Alcohol Policy Alliance, the Healthy Latin America Coalition, and the Healthy Caribbean Coalition.



## SEPTEMBER

- Launch of [Signaling Virtue, Promoting Harm - Unhealthy commodity industries and COVID-19](#), authored by NCDA and the Spectrum Consortium of Universities, a preliminary exposé and analysis of tactics and strategies adopted by the unhealthy commodity industries during the COVID-19 pandemic.



- NCDA hosts a virtual side event at the UN General Assembly, [Building forward better: A new approach to mobilise investment for NCDs](#), co-hosted by the Norwegian Ministry of Foreign Affairs, Mission of Jamaica to the UN, and the UN Inter-agency Task Force on NCDs.



- Supported by the Our Views, Our Voices initiative, the African NCDs Network, along with 18 other civil society organisations/alliances, delivers a statement at the [WHO Regional Committee Meeting for Africa](#) calling on Member States to prioritise NCDs and the needs of people living with NCDs in their UHC and COVID-19 response.



## SEPTEMBER

- The third [Global Week for Action on NCDs](#) focuses on the theme of accountability and reaches millions of people through a week-long campaign, both online and in communities.



## OCTOBER

- NCDA co-hosts a high-level event with the Organisation of African First Ladies, Union for International Cancer Control and GAVI, the [Vaccine Alliance on implementation of a global strategy for cervical cancer elimination](#).

- NCDA co-hosts a side event at the World Health Summit: "[Building back better with smart investments in NCDs: a post Covid-19 imperative](#)", supported by Sanofi.



- NCDA accompanies the participation of the Eastern Mediterranean Region (EMR) NCD Alliance at the [WHO EMRO Regional Committee Meeting in Tehran, Iran](#). A joint statement signed by NCDA and EMR NCD Alliance is presented, asking Member States to scale up the NCD response and to amplify the voices of people living with NCDs, particularly in humanitarian settings.



- The UN General Assembly adopts a special [Omnibus Resolution on COVID-19 response](#), in which governments commit to "strengthen efforts to address NCDs as a part of UHC and to recognise that people living with NCDs (PLWNCDs) are at higher risk of developing severe COVID-19 symptoms and among the most impacted by the pandemic."



- Launch of [Advocacy Institute 2017-2019 Report: Catalysing NCD Civil Society Alliances to Drive Change](#). This report shares results achieved during the first phase of the Institute and includes contributions from 14 participating national NCD alliances.



- NCDA responds to two WHO policy consultations for the [Global Strategy to Reduce Harmful Use of Alcohol](#) and on Engagement of Non-State Actors in WHO Governance

- After [intensive advocacy by NCD alliances in Mexico](#), a new food labelling regulation is approved which requires a front of package warning label for foods high in sugar, salt and fats or containing trans-fatty acids (TFAs). The success is testament to Mexico Salud-Hable coalition's longstanding campaign on food labelling. The coalition's work on TFA elimination is supported by NCDA, as part of its partnership with Resolve to Save Lives.

- The Healthy Latin American Coalition, along with the NCD Alliance, Framework Convention Alliance and InterAmerican Heart Foundation, delivers a statement at the WHO Regional Committee Meeting for the Americas [calling for governments to advance on tobacco control policies in the region, addressing the undue influence of the tobacco industry](#).

## NOVEMBER

- NCDA begins a [landmark three-year partnership](#) with the Swedish International Development Cooperation Agency to support the response to NCDs in low- and middle-income countries.



- Launch of the policy brief [Improving quality of life for communities living with HIV, TB and malaria](#). An [Open letter](#), drafted and co-signed with HIV and communicable disease communities, is sent to the Global Fund to Fight AIDS, TB, and Malaria leadership and board, as an input to the development of their new strategy.



- In support of WHO's REPLACE package to eliminate trans fats from the global food supply by 2023, NCDA hosts a policy discussion at a WHA73 side event with close to 500 registrations. A new policy brief, "[Trans fat Free by 2023: A Building Block of the COVID-19 Response](#)", is released as part of a dedicated project supported by Resolve to Save Lives.



- With the support of NCDA's Solidarity Fund, the Cambodian NCD Alliance develops a [mini-film](#) on the impact of COVID-19 on people living with NCDs in the country, launching on World Diabetes Day (14 November).



- Launch of [NCD Alliance Senegal](#), a new alliance formed as a result of its participation in the Advocacy Institute Seed Programme in 2020, making it the 66th alliance in the NCDA network.



- Launch of Our Views, Our Voices publication "[Towards an inclusive NCD agenda: A collection of lived experiences from around the world](#)", which complemented NCDA's discussion paper "[The Need for a Person-Centred, Inclusive NCD Agenda](#)".



- Our Views, Our Voices media training** is provided for 20 people living with NCDs from around the world, identified through national and regional NCD alliances that carry out advocacy work supported by NCDA. The training equipped participants with techniques to engage and interact with journalists and highlight calls to action.

- NCDA attends and delivers joint statements at the reconvened WHA73, which adopts key NCD Resolutions, including on epilepsy and other neurological conditions, the global [Cervical Cancer Elimination Strategy 2020-2030](#), and [Integrated Eye Care, Preventable Vision Impairment and Blindness](#), all supported by NCDA in advocacy efforts, together with members.

- To mark EcoBank Day and coinciding with World Diabetes Day, NCDA and EcoBank Foundation organise the webinar "[Inspiring change, act on NCDs in the COVID-19 era](#)", with over 800 people registered.



- With the support from **NCDA's Solidarity Fund**, the East Africa NCD Alliance and its member alliances in Rwanda, Kenya, Burundi, Uganda, Tanzania and Zanzibar, conclude a series of trainings for 140 journalists. The training builds a network of regional journalist to increase public awareness of NCDs during the COVID-19 pandemic.

## DECEMBER

- Launch of [Our Views, Our Voices platform](#), including NCD Diaries, as a dynamic hub for resources, information and advocacy to promote the meaningful involvement of people living with NCDs in the NCD response. NCDA also shares here a public [dashboard](#) showing the results of its Global Consultation with People Living with NCDs on COVID-19 and Building Back Better.

- NCDA launches the publication "[Rethinking social impact in the context of NCDs to advance a people-centred approach to access](#)", which presents best practice examples and guidelines for innovative actions by private and public sectors.



- In the lead up to Universal Health Coverage Day, NCDA launches a publication of case studies from six countries, "[Protecting Everyone: Integration of Noncommunicable Diseases into Universal Health Coverage in the era of COVID-19](#)", on the realisation of UHC and convenes a high-level [UHC Day Dialogue event](#).



- NCDA launches one new Our Views, Our Voices micro-documentary "[NCD care in a global crisis](#)" featuring people living with NCDs from Ghana, India, Malaysia and Mexico sharing their lived experiences and journeys as advocates.



- With the support of NCDA's Solidarity Fund, the Healthy Latin America Coalition (CLAS) launches the new regional "[Americas Saludable 2030](#)" (Healthy Americas 2030) network for civil society and decision-makers to collaborate on achieving the SDGs and NCD commitments in the region.

- With the support of NCDA's Solidarity Fund, the NCD Alliance Benin launched a [mini-documentary](#) (in French) addressing the experiences and emerging needs of people living with NCDs during the COVID-19 pandemic in the country, disseminated on social media and national television.



# Better policies and smarter investments for a healthier world

Advocacy is at the core of NCDA's work and is essential to deliver meaningful change at local and global levels. NCDs and their risk factors can affect everyone and the COVID-19 pandemic has served as a painful reminder of the reality of inaction. NCDs play an important role in pandemic preparedness, health security and achieving sustainable development at all levels. Updated and adapted in 2020, our advocacy work has ensured visibility of NCDs in COVID-19 responses and dialogues. We also work to ensure that the voices of people living with NCDs are meaningfully involved and reflected in policy decisions.

## Applying an NCD lens to COVID-19

The novel coronavirus 2019 (COVID-19) pandemic has exacerbated deep inequalities in our societies and highlighted the urgent need to better and more fairly address the health and care needs of people living with chronic illnesses. It has shown governments everywhere the necessity to ensure that health systems, social safety nets and economies are rebuilt in a different way, placing equity and healthy populations at the heart of recovery. Much of our advocacy work in 2020 was initially focused on raising the profile of the particular vulnerability of people living with NCDs in relation to COVID-19. Later in the year, it also focused on ensuring that NCDs were given priority in plans for pandemic recovery and future preparedness plans for epidemics and other health threats. These efforts were supported by our series of media briefings and webinars for our network, which helped to increase knowledge.

NCDA, in collaboration with our members, played a key role in the recognition of NCDs in the World Health Assembly Resolution on the COVID-19 response, and in the UN General Assembly Omnibus Resolution on a comprehensive and coordinated response to COVID-19. The Resolutions call on governments to further strengthen efforts to address NCDs as part of accelerating progress towards universal health coverage, recognizing that people living with NCDs are at a higher risk of developing severe COVID-19 symptoms and are among those most impacted by the pandemic. The UN Resolution also calls for involvement of people living with disabilities in the response. Finally, the WHO Civil Society Working Group on NCDs pivoted its work to NCDs and COVID-19, calling on governments to prioritize the needs of people living with NCDs during and after the pandemic.

Although in-person events were not possible in light of public health measures, NCDA continued crucial advocacy work ahead of key policymaking events. This included convening a virtual civil society advocacy briefing ahead of the World Health Assembly attended by 80 participants and two virtual mission briefings.

## Mobilizing necessary investment in the NCD response

Throughout the high-level policy events we hosted online throughout the year, together with governments, UN agencies and NCDA members as co-hosts, we highlighted the urgent need to overturn decades of underinvestment in NCD prevention and care. Building on the outcomes of the global dialogue on sustainable financing for NCDs, our events showcased the commitments of the governments of Norway, Jamaica, Mexico and South Africa, as well as the private sector, and expertise from WHO, the UN Interagency Task Force on the Prevention and Control of Non-communicable Diseases, and the Global Fund to Fight AIDS, Tuberculosis and Malaria. WHO has also responded positively to one of our key advocacy asks, and committed to host a second global NCD financing dialogue.

Throughout 2020 we engaged in cooperation and consultations with key global institutions, including the Global Fund, UNAIDS, UNICEF, GAVI, the Global Financing Facility, OECD and the World Bank, to ensure that quality of life is emphasized, also integrating screening, diagnosis and care for people living with NCDs. We continue to work in close coordination with civil society organizations representing people living with HIV, TB, and maternal and child health conditions, including as part of the UHC2030 Civil Society Engagement Mechanism, to ensure that future health programmes and health systems development are less disease-centric and more person-centred.

## Accelerating action to improve NCD care and include NCDs in Universal Health Coverage

Seeing that NCDs are adequately included in national health benefit packages and Universal Health Coverage Plans is a key aim for NCDA. As a part of this work, we launched various resources, like the publication ["Rethinking social impact in the context of NCDs to advance a people-centred approach to access"](#), which aims to provide a better understanding of how putting a people-centred lens to the concept of social business models can help drive progress towards sustainable and equitable access to NCD care for all.

We also launched the policy brief ["Improving quality of life for communities living with HIV, TB, and malaria"](#); and sent an open letter, drafted and co-signed with HIV and communicable disease communities, to the Global Fund to Fight AIDS, TB, and Malaria leadership and board, as an input to the development of their new strategy.

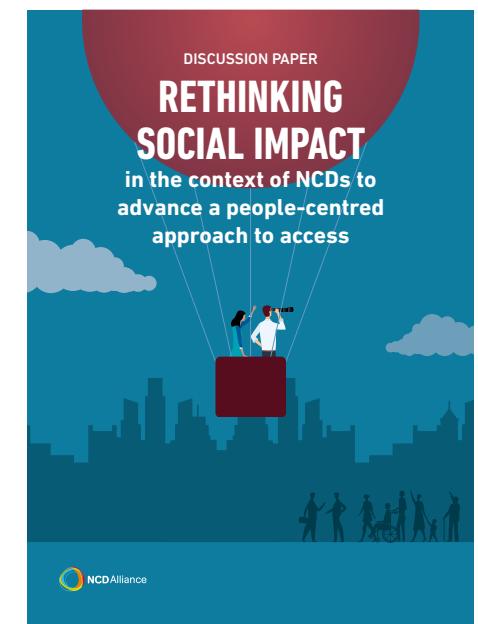
Recognizing concerns raised by people living with multiple NCDs as well as youth and older people, we also worked with our members to develop the paper ["The Need for a Person-Centred, Inclusive NCD Agenda"](#), which acts as a starting point for advocacy calling on governments to consider the needs of people living with NCDs in national health plans. In advance of UHC Day 2020, we launched a report with case studies from six countries and national NCD alliances, ["Protecting Everyone: Integration of Noncommunicable Diseases into Universal Health Coverage in the Era of COVID-19"](#), and hosted UHC Day Dialogues, to hear from people living with NCDs and policymakers. These efforts were supported by NCDA's partnership with The Leona M. and Harry B. Helmsley Charitable Trust.

Finally, we advocated with the International Diabetes Federation in preparation for the centenary of the discovery of insulin and development of the WHO Global Diabetes Compact ahead of the launch in 2021. NCDA also had the honour of welcoming several First Ladies from the Organisation of African First Ladies for Development, as part of an event supporting the WHO global strategy for cervical cancer elimination, co-hosted with UICC and Gavi, the Vaccine Alliance.

NCDA's publication ["Rethinking social impact in the context of NCDs to advance a people-centred approach to access"](#) examines the concept of social impact in-depth, illustrating how they can be put into action through a selection of case studies.



["The Need for a Person-Centred, Inclusive NCD Agenda"](#) was launched in November to guide advocacy towards a more inclusive approach that leaves no one behind, addressing various diseases and co-morbidities together through integrated care.



## Supporting policy action for NCD prevention

Our advocacy work towards NCD prevention in 2020 spanned a broad range of issues and actions. Together with our members, we were instrumental in a momentous decision agreed in February at the 146th WHO Executive Board that will support Member States to accelerate action to reduce alcohol harm. Later in the year, we made a detailed submission to WHO to contribute to the development of an action plan for strengthening the implementation of the WHO Global Strategy on the Harmful Use of Alcohol. The statement highlighted the need for increased resources and stronger political leadership towards alcohol control, and the need to eliminate industry interference in healthy policy decisions being made.

### Trans fat free by 2023

One example of NCDA's work on NCD prevention is a dedicated project supporting the WHO REPLACE technical package to remove trans-fatty acids (TFA) from food. Given their proven links to COVID-19, cardiovascular disease, obesity and hypertension have been in the spotlight through much of 2020. This has led to intensified efforts to eliminate TFA as one of the key drivers behind these chronic conditions. If all countries eliminated this harmful compound from the food supply chain, 17 million lives could be saved by 2040, according to WHO.

NCDA, in partnership with Resolve to Save Lives, has been active in related work, producing a policy brief [Trans Fat Free by 2023 - A building block of the COVID-19 response](#), and organising a virtual event [Dismantling remaining barriers to be trans fats free by 2023](#), as a World Health Assembly side event with close to 500 registrations. We have also worked to help scale up proven strategies in WHO's REPLACE package to reduce exposure to TFA and increase availability of healthier alternatives.

In addition, NCDA has supported national and regional advocacy efforts around the world. For example, [in Pakistan](#), to accelerate the adoption of a national mandatory standard in line with WHO recommendations, an NCDA grant to Heartfile funded the development of a situational analysis on TFA. In Mexico, [a new national norm for a front-of-package warning labelling system](#), with a label for TFA, was implemented after successful advocacy by local civil society, including the Mexico Salud-Hable Coalition who is NCDA's country partner on TFA elimination, as part of its partnership with Resolve to Save Lives.



The policy brief [Trans Fat Free by 2023 - A building block of the COVID-19 response](#).

We also collaborated in advocacy with the Union for International Cancer Control, submitting a joint statement on accelerating the elimination of cervical cancer as a global public health problem ahead of the WHO Executive Board; and we advocated for obesity prevention with the World Obesity Federation, supporting their World Obesity Day campaign as well.

In the area of nutrition, we worked in close coordination with the WHO Nutrition team on preparations for UN Food Systems Summit and the global Nutrition for Growth Summit, joining the leadership of Action Track 2 on sustainable and healthy diets for the Food Summit, together with WHO and the EAT Foundation. We also collaborated with the International Coalition for Advocacy on Nutrition to include a stronger focus on overweight and obesity at these events and at WHA74.

## Holding governments and industry to account

Accountability was the theme for the 2020 Global Week for Action on NCDs and was highlighted in NCDA's global advocacy efforts, especially in the context of the COVID-19 pandemic. This work was focused on three main audiences: the UN and WHO, governments, and the private sector. We worked with our members to hold global agencies to account for NCD commitments made, to demand that governments ensure the health and wellbeing of their people, and to stop unhealthy commodity industries – like tobacco, alcohol and ultra-processed food – from influencing policies.

We also created resources to support our members and broader NCD civil society in their own actions to track progress on NCDs by agencies and governments – namely the [Pushing for Progress Accountability Toolkit](#). The toolkit provides practical steps and tips for accountability actions, a specific benchmarking tool and suggested indicators, links to further information sources, case studies and templates.

Another key accountability resource has been the [NCD Countdown 2030](#) report, an initiative by WHO, Imperial College London, and NCDA. It tracks national progress towards NCD commitments made in 2015, when world leaders signed up to achieve the United Nations Sustainable Development Goal 3.4 of a one-third reduction in deaths between 30 and 70 years of age from NCDs by the year 2030. The report reveals that many countries are falling short to meet this global goal, but shows that it is still achievable if appropriate actions are taken.

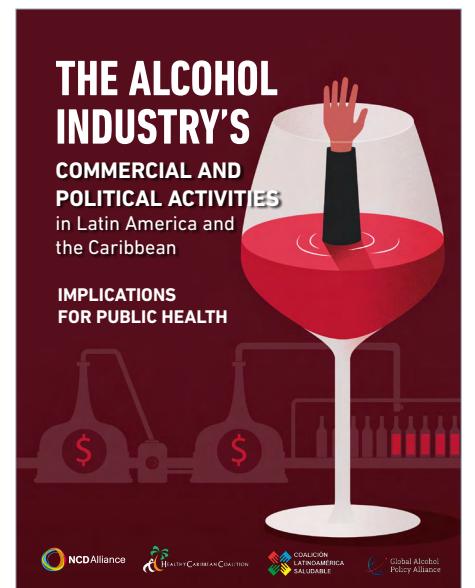
Finally, we worked to see unhealthy commodity industries held accountable as well, with publications like ["The Alcohol Industry's Commercial and Political Activities in Latin America and Caribbean: Implications for Public Health"](#), which exposes the actions taken by the alcohol industry to influence regional policies. In the context of the COVID-19, we also held unhealthy commodity industries accountable for taking advantage of the pandemic to advance marketing tactics and sell more unhealthy products, with the report ["Signalling Virtue, Promoting Harm – Unhealthy commodity industries and COVID-19"](#). This report by NCDA and the Spectrum Research Consortium began with a crowdsourcing initiative that gathered over 750 examples of how unhealthy commodity industries have been responding to the pandemic around the world. These examples are included on an [interactive map](#) and analysed in the report.

## SIGNALLING VIRTUE, PROMOTING HARM

Unhealthy commodity industries and COVID-19



The publication ["Signalling Virtue, Promoting Harm"](#) details hundreds of examples of unhealthy commodity industries, led by Big Alcohol, Big Food, and Big Soda, leveraging the COVID-19 pandemic for commercial gain.



Our [report](#) on the actions taken by the alcohol industry to influence regional policies that affect public health and social welfare was the result of a collaboration between NCDA, the Global Alcohol Policy Alliance, the Healthy Latin America Coalition, and the Healthy Caribbean Coalition.

## The Global Week for Action on NCDs: calling for accountability



The Global Week for Action on NCDs called on everyone, everywhere to Act on NCDs. The campaign reached millions of people around the world.

From 7-13 September 2020, the third Global Week for Action on NCDs reached millions of people, thanks to thousands of NCD change-makers in more than 100 countries who engaged in a week-long campaign online and in communities. In 2020, we launched a five-year thematic campaign, with each year focused on one of the five gaps that are delaying progress on the NCD agenda globally. The gaps were identified by NCD civil society and formed the basis for our discussion paper [Bridging the Gap on NCDs: From global promises to local progress](#).

Leveraging social media under the hashtag #ActOnNCDs, the Global Week for Action campaign reached even more people than in previous years. There were also more than 1,800 voices of change from around the world, which were added to the Map of Impact – 10 times more than in 2019! Over 60 activities (mostly virtual) took place during and around the week, including report launches, webinars and community engagements. Actions were carried out by diverse community members, in multiple languages and dozens of countries and cities. Many actions were inspired by the failures of health systems during the COVID-19 pandemic, demanding that governments focus pandemic recovery plans on building stronger, integrated and more-resilient health systems.

### On Twitter alone, the Global Week for Action reached:



## Strengthening NCD civil society and communities

Creating a world where everyone shares an equal right to enjoy the best health possible, free from preventable suffering and disease, demands a strong civil society equipped with the tools and skills to drive change. NCDA's capacity development work helps to facilitate this, by providing continuous support to our members and our network of 66 national and regional alliances.

### First Civil Society Solidarity Fund on NCDs and COVID-19

Launched in July 2020, the first [Civil Society Solidarity Fund on NCDs and COVID-19](#) supported 20 national and regional NCD alliances in Africa, Asia, Europe, Eastern Mediterranean, Latin America and the Caribbean to accelerate responses to the pandemic. The fund, totalling US\$300,000, competitively awarded grants of up to US\$15,000 to help alliances address the critical needs of people living with NCDs during COVID-19, to support advocacy and communication activities and promote stronger organisational stability and resilience. Activities included efforts to ensure continuity of essential NCD health services, the inclusion of NCDs in national COVID-19 response and recovery plans, and community-led awareness-raising campaigns on the link between NCDs and COVID-19.

Through the Solidarity Fund, more than 700 people living with NCDs were involved in different alliances' efforts to address COVID-19; over 100 media stories were published; eight NCD alliances effectively advocated for integrating NCDs into governments' COVID-19 response plans (such as those in Bangladesh, Brazil, Cambodia, Cameroon, Jordan, Philippines and Trinidad and Tobago, as well as the regional alliances in the Caribbean and East Africa); and seven NCD alliances were engaged in their national COVID-19 response plans (particularly those in Bangladesh, Brazil, Cameroon, Philippines and South Africa, as well as the regional alliances in the Caribbean and East Africa).

The Fund recognised the essential work of NCD advocates, which is critical to ensure political and media attention to the needs of people living with NCDs as one of the most vulnerable groups to COVID-19. The Civil Society Solidarity Fund on NCDs and COVID-19 was made possible thanks to generous financial contributions of NCDA's supporters: The Leona M. and Harry B. Helmsley Charitable Trust, AA, Takeda, AstraZeneca & Upjohn (Pfizer).

### Our Views, Our Voices: putting people first

Promoting the meaningful involvement of people living with NCDs, increasing their capacity to effectively call for action, and amplifying their voices were a key focus of our work in 2020, especially through the Our Views, Our Voices initiative. Drawing upon lessons from the HIV/AIDS and disability communities, NCDA has elevated the role and importance of meaningfully involving people living with NCDs in the NCD response.

This has become a hallmark of our work, and has garnered significant results – for example, the World Health Organisation publicly recognising the importance of the role of people living with NCDs in the NCD response, and consequently organising the first consultation with people living with NCDs.



The [NCD Diaries](#) is a project calling on people living with NCDs to become agents of change by sharing their own real-life stories and making them into powerful tools for advocacy.

This consultation took place in collaboration with NCDA, and aimed to identify activities, workstreams and platforms that offer engagement opportunities for people living with NCDs in global, regional and national contexts and also defined the next steps for operationalizing this involvement. The NCD community, many governments and the UN alike have also recognised the need to involve people living NCDs in developing policies and designing services, as well as their unique role as change agents for political action, health policy reform and accountability.

Another major achievement was the launch of the initiative platform, [ourviewsourvoices.org](http://ourviewsourvoices.org). As a main feature of the site, we presented the results of the Our Views, Our Voices Global Consultation with People Living with NCDs on COVID-19 and Building Back Better through an [interactive dashboard](#). The consultation aimed to understand the needs and challenges of people living with NCDs during the COVID-19 pandemic and their recommendations for recovery and building community resilience. The results can be explored by region, country, condition, age, and gender and include a repository of compelling quotes from people living with NCDs.

Finally, the Our Views, Our Voices platform launched in 2020 the [NCD Diaries](#). The initiative will offer a collection of lived experiences from people living with NCDs, and their calls to action presented in written, photographic, or audio formats. Diarists are selected through NCDA's network of alliances, becoming lived experience advocates who inspire and motivate others through their real stories.

As part of the Our Views, Our Voices initiative, NCDA produced the publication "[Towards an inclusive NCD agenda: A collection of lived experiences from around the world](#)". This publication features 21 testimonials generously shared by people living with NCDs, including care partners from around the world, providing a compelling account of the barriers that people living with a wide range of NCDs face daily.

**“**

**Medical care centres must offer more personalised services for people, including for mental health, and not only for those who can afford them. We should have a minimum financial protection that removes the pressure from people living with NCDs of having to work to cover their out-of-pocket expenses.”**

—statement by a person living with NCDs, featured in the publication



## The Advocacy Institute



The Advocacy Institute was launched in 2017 as a flagship Capacity Development initiative to support coalition-building and context-specific, impact-driven advocacy campaigns in LMICs. Activities are implemented across two programmes: the Seed Programme supports the establishment of NCD civil society networks in countries/regions where these are non-existent or emerging; and the Accelerator Programme works with established NCD alliances in countries/regions to strengthen advocacy efforts and promotes policy change on NCD prevention and control.

2020 marked the beginning of Phase II for the Advocacy Institute, supporting coalition building of five alliances through the Seed Programme (Ivory Coast, Malawi, Malaysia, Senegal and the African NCDs Network). It also increased the capacity of nine established NCD alliances to drive effective in-country NCD and UHC advocacy through the new NCDs and UHC Accelerator Programme (Egypt, Ghana, India, Japan, Kenya, Mexico, Rwanda, Tanzania and Vietnam).

Two virtual training programmes took place during the year. The virtual Seed Programme training supported alliances in navigating the complexities of the COVID-19 landscape. It addressed topics related to strategic advocacy

in a virtual environment, accountability through civil society, promoting meaningful involvement of people living with NCDs, and financial management (in collaboration with Ecobank Foundation and Ecobank Academy). Each module was attended by 40 to 50 participants from 20 to 25 different alliances, with 100% rating the trainings as good or excellent.

The virtual NCDs and UHC Accelerator Programme training focused on the role of civil society in advocating for UHC and UHC for NCDs. Attended by 28 representatives from 10 alliances, 91% of participants rated the training as good or excellent, and 100% felt confident about their knowledge of the role played by civil society in UHC advocacy, as opposed to 60% before the training.



The key achievements and learnings from the first phase of the Advocacy Institute are presented in "[The NCD Alliance Advocacy Institute 2017 - 2019 Impact Report: Catalysing NCD Civil Society Alliances to Drive Change](#)", released in October 2020.

# The 2020 Global NCD Alliance Forum

## BRIDGING THE GAP

NCDA, in partnership with local host organisation, Friends of Cancer Patients (FoCP), convened the third Global NCD Alliance Forum from 9-11 February 2020, in Sharjah, United Arab Emirates (UAE), under the patronage of Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, wife of the Ruler of Sharjah, UAE. The Forum was organised under the banner theme of 'Bridging the Gap', and convened almost 400 delegates from 80 countries with 53 regional and national alliances represented.



The third Global NCD Alliance Forum provided a prime opportunity to unite and mobilise NCD civil society to monitor governments' progress and call for action to meet NCD targets locally and nationally in 2025 and 2030.

### TOP THREE REASONS DELEGATES ATTENDED THE FORUM

**1** NETWORKING OPPORTUNITIES

**2** STRENGTHEN KNOWLEDGE AND SKILLS FOR NCD ADVOCACY

**3** HEAR FROM EXPERTS



**99%**

of delegates said they would **RECOMMEND** the FORUM to a colleague



**94%**

delegates rated their overall **EXPERIENCE** at the FORUM as outstanding or very good

On Twitter, the **Forum HASHTAG #NCDAF2020** achieved an amazing



**22 MILLION IMPRESSIONS**



**83 COUNTRIES REACHED**

**942 CONTRIBUTORS ENGAGED**

"Networking opportunities across such a wide spectrum of civil society was incredibly useful, the NCDA team did a great job of building in formal and informal opportunities to do so ... the breakout sessions were also a good chance to hear interesting content and discuss/reflect in smaller groups."

—Forum participant

A rich programme, comprising five plenaries and 18 interactive workshops, offered delegates an opportunity to learn good practices, hear experiences of fellow advocates, and share knowledge through group activities and discussions. Plenaries and workshops were enriched by perspectives from youth leaders and delegates with lived NCD experience. Workshops were also a hotspot for networking, forming new connections and strengthening existing partnerships.

As a result of the Forum, delegates planned to engage with people living with NCDs and youth, work collaboratively with new connections, build demand for action through media engagement, increase collaboration with regional colleagues, and assess national progress against identified NCD response gaps.



South African NCD advocate and cancer survivor Zoleka Mandela adds her dream to the "Community in Action" digital poster.

"[The civil society coordination session was the most useful part of the Forum], it helped to unearth the gaps around NCDs and for the African region to develop strategies to address them."

—Forum participant

At the closing plenary, the Sharjah Awards for Excellence in NCD Civil Society were presented by HE Mrs Sawsan Jafar, Chairman of the Board of Directors of Friends of Cancer Patients, and Mr Todd Harper, President of the NCD Alliance, to three NCD alliances for their exceptional efforts:

- The Vietnam Prevention and Control Alliance received the award in the category 'Saving lives through transformative policies and solutions' for its work on alcohol-related harm.
- The Slovenian NCD Alliance was the winner in the category 'Building demand through transformative social movements and voices of change' for its work to build a youth NCD alliance.
- The Healthy Caribbean Coalition received the award for 'Enhancing accountability through transformative and inclusive governance' for its work to establish a civil society accountability framework for childhood obesity prevention policies in the region.



Three national and regional NCD alliances received the 2020 Sharjah Award for Excellence in NCD Civil Society Action at the Global NCDA Forum for their initiatives to advance the NCD agenda.

# The 2020 Global NCD Alliance Forum

## BRIDGING THE GAP

### Launch of key advocacy resources

The Forum saw the launch of several key publications and advocacy resources to support NCDA members and the broader community in accelerating action to achieve 2025 and 2030 global NCD targets.



As a background brief to the Forum, [Bridging the Gap on NCDs: From global promises to local progress](#) outlines the gaps in the first decade of the NCD response.

The [NCD Atlas – Bridging the Gap on NCDs through Civil Society Action: Initiatives of National and Regional NCD Alliances](#) showcases NCD civil society efforts in bridging the gap on NCDs and offers a snapshot of the current status and growth of alliances.

As a companion document to the background brief, the [NCD Civil Society Compass](#) presents the outcomes of an analysis of the major gaps in the first decade of the NCD response and potential actions for civil society to bridge these gaps and accelerate progress.

The [Pushing for Progress – Accountability Toolkit](#) provides background on the concept of accountability to the NCD civil society community, and resources to support civil society monitoring initiatives.

Finally, the [WHO NCD Progress Monitor 2020](#) was launched at the Forum, charting the progress of 194 countries against a set of 10 indicators on NCDs.



# Communications to inform and inspire change

Identifying and disseminating evidence on NCDs is essential to close the gap between knowledge and action. NCDA is uniquely positioned to amplify good practices in policy, advocacy and implementation. We ignite positive change through influential communications, including webinars, telebriefings, videos, publications, social media and a range of digital platforms. We bring key NCD voices from around the world together to share knowledge, identify problems and solutions, and strategise on how to tackle the NCD epidemic. NCDA's growing base of members and partners plays an essential role in all of our communication actions, multiplying the audiences we reach with their extensive channels.

## A record year for publications

2020 was an exceptional year for NCDA publications, and we delivered high quality discussion papers, policy briefs and reports on diverse priority issues. For example, Signaling Virtue, Promoting Harm: Unhealthy commodity industries and COVID-19 is a preliminary exposé and analysis of tactics and strategies adopted by the unhealthy commodity industries during the COVID-19 pandemic to date. Nearly 800 examples were crowdsourced from around the world.

The briefing note Impacts of COVID-19 on People Living with NCDs was developed for policymakers and provides key messages on the impact of COVID-19 on people living with NCDs, along with supporting evidence, to guide policy responses to the pandemic. Towards an Inclusive NCD Agenda: A collection of lived experiences from around the world is dedicated to promoting meaningful involvement of people living with NCDs in the NCD response, and seeks to illustrate the lived experiences and realities of people living with a wide range of conditions. It seeks to understand the commonalities in needs and challenges across different conditions and contribute to the NCD community's efforts to frame an inclusive NCD agenda.

While these publications were among our most widely read, the list goes on with a total of 32 publications launched in 2020, compared to 14 the year before. Throughout the year, we worked with members and partner organisations to translate knowledge into action, helping to ensure that our publications are used to support advocacy, policy and practice in the NCD, health and sustainable development spheres.



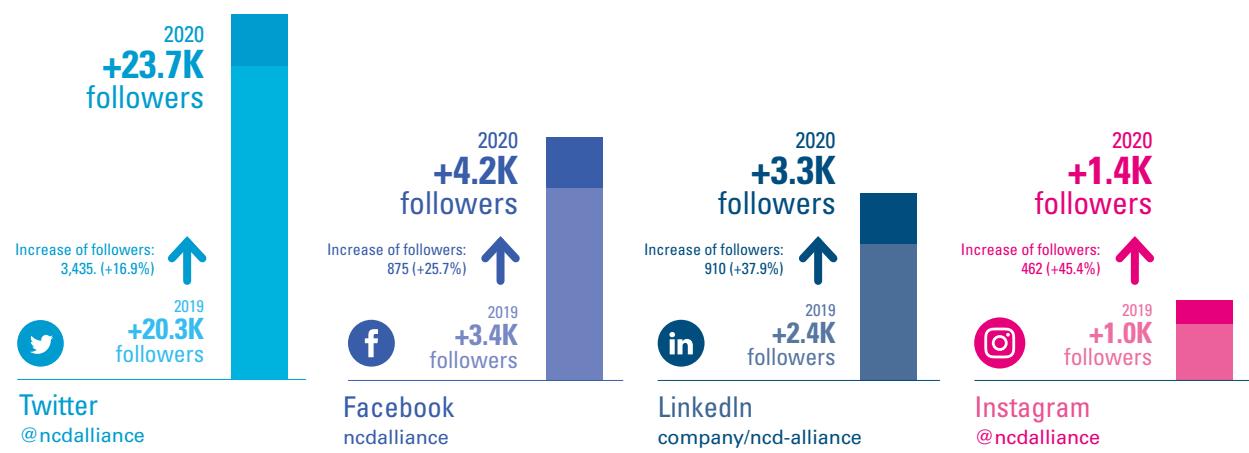
## Digital communication for global reach

Last year, NCDA significantly improved its digital communication strategy, with excellent results. Activity on ncdaalliance.org showed a 77% increase in users and a 69% increase in sessions compared to the previous year. This remarkable increase was partially due to highly successful campaigns like our Turning the Tide mini-documentary series. The series has achieved significant reach, receiving over five million engagements on social media and over eight million views of the content. Across BBC.com platforms, it also performed higher than typical benchmarks, securing 128 million impressions and close to 200,000 click-throughs to the website – success we hope has served as a catalyst for meaningful change.

We have taken this success as evidence of the potential to broaden NCDA audiences exponentially with a more humanised, highly-professional storytelling. There was also a large spike in visits to our Chronic Respiratory Diseases page, with 800% more sessions than in 2019, most likely due to the respiratory effects associated with COVID-19. Finally, we successfully launched the [ourviewsourvoices.org](http://ourviewsourvoices.org), in English, Spanish and French.

NCD Alliance social media channels performed remarkably well during 2020, with significant increases in user engagement for Twitter, Facebook and LinkedIn.

**When we look at the cumulative growth of followers on our social media platforms, NCDA continues to grow steadily year on year. In 2020, the percentage increase was as follows:**



The success of the **Turning the Tide mini-documentary** series demonstrates the potential of professional storytelling from a more humanised perspective.

Last year there was a significant increase in visits from NCDA's social media platforms, namely Twitter, Facebook and LinkedIn. Almost three times as many users came from the Facebook mobile app to our website, resulting in a 270% increase in number of sessions. We also gained three times more visitors from LinkedIn. Social media engagement increased overall in 2020 as well, most notably on Facebook, with almost 10,000 sessions – a 186% increase from 2019.



**NCD Care in a Global Crisis** tells the stories of four people living with NCDs in different parts of the world during the COVID-19 pandemic.



# TURNING THE TIDE

Launched at the 2020 Global NCD Alliance Forum, the striking short documentary series, Turning the Tide, was among NCDA's communications highlights for the year. Produced by BBC StoryWorks in collaboration with NCDA, the series contains 26 short films depicting the impact of the NCD epidemic across the globe, including diabetes in Mexico, mental health conditions in Ghana and South Africa, stroke in Romania, hypertension in Myanmar and psoriasis in the Philippines. It raises awareness of NCDs among a broader audience, reaching beyond NCD civil society and into other sectors as well as the general public. The series also aims to give voice to people living with and affected by NCDs, and shine a spotlight on the crucial efforts of those around the world who are dedicated to confronting the NCD epidemic, with a strong focus on solutions that work.

The Turning the Tide series mini-film Living without Limits was awarded with the NCDs Film Prize /Special Selection about Noncommunicable Diseases of the first edition of the WHO Health for All Film Festival 2020, in a ceremony held on 12 May at WHO headquarters in Geneva. The series was produced by BBC StoryWorks, The Leona M. and Harry B. Helmsley Charitable Trust Charitable Trust and the NCD Alliance.



Vijayalakshmy Silvathorai shares her story of surviving cancer and then dedicating her life to supporting other cancer patients in the Turning the Tide mini-film NCD Care in a Global Crisis.



Living without Limits tells the moving story of Alexis and America, two children in Mexico living with type 1 diabetes, an autoimmune disease with no cure, and how they've been able to live happy, healthy lives in spite of the challenges they face.

## KNOWLEDGE EXCHANGE

### Amplification and support to members and partners

Our members and supporters are invaluable to NCDA's communication activities, increasing the reach of our messages with their far-reaching channels and networks. We also support them in their own campaigns and relevant World Health Days. In 2020, these have included WHO's #WalkTheTalk campaign, World Cancer Day, World Heart Day, World Diabetes Day and World Obesity Day, among others.



As of February 2020, NCDA began using the hashtag **#ActOnNCDs** as its primary campaign 'slogan'. This was particularly successful. From February – December, we saw **18,000 tweets** with the hashtag **#ActOnNCDs** from **4,495 contributors** across **132 countries** and **565 cities**. There have also been achievements in our email marketing, with the number of subscribers to our weekly newsletter increasing from 4,171 in 2019 to 4,330 in 2020.

**Global Week for Action on NCDs**

We've said ENOUGH. Now it's time to ACT on NCDs.

The annual Global Week for Action on NCDs campaign draws on outrage, energy, inspiration, determination and optimism to focus efforts on ensuring NCD prevention and control get the attention and action they deserve.

**Join the movement**

Noncommunicable diseases (NCDs) are the leading cause of death and disability in the world, accounting for 70% of all deaths and more than three quarters of four years lived with disability, and many NCDs are preventable and treatable. Despite largely being modifiable risk factors – tobacco use, unhealthy diet, physical inactivity, harmful use of alcohol and air pollution, NCDs are exacerbated by weak health systems, under-investment, and lack of accountability; and actions to reduce their impact on people's lives require a whole of society approach. NCDs are a major cause (and consequence of poverty, and the largest NCD burden occurs in low- and middle-income countries.

### Media relations: Putting NCDs in the spotlight

In early April, NCDA adapted its media relations strategy to respond to COVID-19, with the overall objective of putting an NCD lens on the COVID-19 pandemic and ensuring that people living with NCDs were meaningfully involved and reflected in COVID-19 dialogues and responses. To reach this aim, four media telebriefings were organised between April and November (three in English and one in Spanish), with over 90 journalists attending, including from The Guardian UK, Politico, AFP and EFE. These events generated remarkable coverage on NCDs and COVID-19, and strengthened NCDA's position as a respected and legitimate voice in mainstream media. Six op-eds were also published in 2020.



Vicki Pinkney-Atkinson from the South African NCD Alliance [speaks to SABC News](#) about the failure of the South African health system to adequately care for people living with NCDs during the pandemic and generally.



NCDA CEO Katie Dain [speaks to BBC World News](#) about the COVID-19 pandemic causing care for NCDs and other conditions to be neglected.

# Stronger together for action on NCDs

Together with our members and partners, the NCD Alliance continues to strengthen its position as a global leader in NCD advocacy and a convener of the civil society movement. We can see evidence of this through our growing number of members, our increased financial stability, and our ambitious strategy developed for the 2021-2026 period.

## Growing NCDA's membership base and multisectoral partnerships

NCDA continued to provide support to our membership and network of alliances. We championed a collaborative and participatory approach to NCD advocacy and action by engaging our partners and members in adapting our work and building a narrative for NCDs and COVID-19. As a result of our work together, we've promoted innovative ways to improve the lives of people living with NCDs in the context of COVID-19.

In 2020, NCDA expanded its partnerships base with the NCDA Supporters Group, growing to 26 partners in 2021, with 15 NGO partners, 1 development agency partner, 8 corporate partners and 2 foundation partners. Takeda joined as a new corporate supporter, and The Leona M. and Harry B. Helmsley Charitable Trust as a foundation supporter. The partnership with Takeda aims to contribute to the NCD community's efforts to frame an inclusive NCD agenda, by supporting the meaningful involvement of people living with a wide range of NCDs, including rarer conditions.

## Formalising a decade of collaboration

In February 2020, NCDA and the World Health Organization (WHO) signed a Memorandum of Understanding, which is the first formal collaborative agreement between the two entities. The MoU details over a decade's worth of cooperation and outlines how they will continue to work together in the years to come. In his remarks, WHO Director General Dr Tedros commended NCDA for its role as the convener of the global civil society movement on NCDs. He also reaffirmed the commitment of WHO to the systematic and meaningful engagement of civil society and people living with NCDs in WHO's governance and policymaking process.

With the signing of the agreement, NCDA looks forward to further collaboration with WHO in the years to come.

The Leona M. and Harry B. Helmsley Charitable Trust partnership is supporting the expansion of NCDA's work to strengthen health systems to better treat chronic NCDs and multi-morbidities.

2020 saw the first government and development agency join NCDA, through a partnership with the Swedish International Development Cooperation Agency (Sida). This three-year partnership is dedicated to supporting the NCD response in low- and middle-income countries. The landmark partnership forms part of Sweden's [strategy for global development cooperation in sustainable social development](#), which has the 2030

Agenda for Sustainable Development and SDG3 on health and wellbeing at the centre. The partnership will also support NCDA delivering its own strategic plan, particularly in advocacy and accountability work, and scaling up capacity development programmes to support national and regional NCD alliances in LMICs.

NCDA has been a longstanding advocate for international development agencies such as Sida to support the NCD response in LMICs. For many years and even since

the adoption of Agenda 2030, the greatest burden of preventable death and disability has received the least health-related development assistance (less than 2% of total development assistance for health). Therefore, this new partnership between NCDA and Sida is particularly pertinent.

We closed 2020 with over 290 member organisations, including four founding members, 90 full members and 6 associate members, many of whom participated in new engagement platforms participated in new platforms such as the new Peer Learning Advocacy Networks (PLANS) on Prevention and An Inclusive NCD Agenda.

## Looking forward: A new strategy for 2021-2026

In 2021, NCDA begins a new strategic period that will last through 2026. As such, much work in 2020 was dedicated to its development. In order to determine our future direction, we first commissioned Global Health Visions (GHV) to conduct an independent evaluation from July to September, which focused on evaluating NCDA's performance and impact during the previous

strategic period from 2016 to 2020, and provided recommendations on strategic directions for 2021 onwards. GHV conducted a survey to gather views and perspectives from our members and partners, which was complemented by in-depth interviews of key stakeholders and desk-based research.

During the subsequent six months, the NCDA Board led a process that drew upon the lessons learnt and recommendations from the evaluation, reviewed NCDA's theory of change, and developed the new strategy. The resultant strategy for 2021-2026 presents a road map with high-impact pathways to support civil society in driving progress on NCD prevention, care and financing. Being finalised in 2021, it will be launched in May of the same year at the World Health Assembly.

## Strengthening NCDA governance

In response to the COVID-19 pandemic and in order to strengthen NCDA's governance, we convened a Special General Assembly in August where members approved changes to the NCDA Constitution. These changes were namely to allow for virtual (or hybrid) General Assemblies, in light of the COVID-19 context, and to introduce the President-Elect role on the Board from 2021 onwards.



One of the NCD Alliance's great moments of 2020 was signing the Memorandum of Understanding with the World Health Organization, recognising over a decade of collaboration and paving the way for future work.

## ORGANISATIONAL GROWTH

### NCD Alliance Board 2019-2021



**Todd Harper,**  
CEO, [Cancer Council Victoria](#),  
Australia (President)



**Ibtihal Fadhil,**  
Founder and Chair, Eastern  
Mediterranean NCD Alliance,  
Bahrain



**Cary Adams,**  
CEO, [Union for International  
Cancer Control](#), Switzerland



**Trevor Hassell,**  
President, [Healthy Caribbean  
Coalition](#), Barbados



**Monika Arora,**  
Executive Director, [Hriday  
\(Healthy India Alliance\)](#), India



**Paula Johns,**  
Director, [ACT Promoção da  
Saúde](#), Brazil



**Jose Luis Castro,**  
President and CEO,  
[Vital Strategies](#), U.S.



**Guy Marks,**  
President, [The International  
Union Against TB and Lung  
Disease](#), Australia



**Deborah Chen,**  
Executive Director, [The Heart  
Foundation of Jamaica](#),  
Jamaica



**Anne Lise Ryal,**  
Secretary General, [Norwegian  
Cancer Society](#), Norway



**Jean-Luc Eiselé,**  
CEO, [World Heart Federation](#),  
Switzerland



**Gerald Yonga,**  
President, East Africa NCD  
Alliance, Kenya



**Stephen Colagiuri,**  
Vice President, International  
Diabetes Federation, Australia

Access to biographies



## FINANCIALS

NCDA's 2020 financial accounts were audited by PricewaterhouseCoopers (PwC) in March 2021 and the NCDA Board approved the audit report at its meeting in May 2021. PwC performed a full audit of the financial statements in accordance with Swiss Auditing Standards and an additional audit in accordance with International Standards of Auditing, to comply with NCDA donor requirements. The audit confirmed that NCDA's financial management processes and controls are effective, and are in line with Swiss standards.

NCDA ended 2020 in a strong financial position, due to securing new partnerships to increase and diversify our income and careful financial management throughout the year in line with the budget. The programmatic budgets were run diligently and NCDA received outstanding support from its partners. They have given NCDA the ability to strengthen capacity development programmes for its members and scale up advocacy and communications work for the NCD community in general.

With an operating surplus of \$958,000 from 2020, the Board agreed to use this surplus partially to increase our reserve position to the target level set by our financial policies (6 months of operating costs) and the remaining balance to be used for strategic investments to support the new 2021-2026 strategy. NCDA has steadily been building up the reserves to meet this level, and this is particularly important against the backdrop of COVID-19, which has had a significant financial impact globally and across the NCD community.

There were no major negative impacts on the financial performance of NCDA in 2020 due to COVID-19. In fact NCDA was able to secure additional funds from some partners to support its membership base during the COVID response and recovery.

### Income and expenditure on 31 December 2020 in US Dollars

	2020			2019		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
<b>INCOME</b>						
Members	314.925		314.925	257.433		257.433
NGO partners	348.750	117.699	466.449	361.439	894.299	1.255.738
Corporate partners	1.193.000	1.852.555	3.045.555	1.015.000	964.925	1.979.925
Foundation partners	100.000	1.054.450	1.154.450	100.000	21.000	121.000
Development agencies	161.842		161.842	-		-
Other	26.962		26.962	37.147		37.147
<b>TOTAL INCOME</b>	<b>2.145.479</b>	<b>3.024.704</b>	<b>5.170.183</b>	<b>1.771.019</b>	<b>1.880.224</b>	<b>3.651.244</b>
<b>EXPENDITURE</b>						
Operating	386.705	66.428	453.133	546.668	2.454	549.122
Global Advocacy	365.424	729.910	1.095.334	448.079	417.025	865.103
Capacity Development	84.820	1.614.275	1.699.095	213.888	911.253	1.125.141
Communications	349.710	396.299	746.009	277.865	260.234	538.099
<b>TOTAL EXPENDITURE</b>	<b>1.186.659</b>	<b>2.806.912</b>	<b>3.993.571</b>	<b>1.486.500</b>	<b>1.590.966</b>	<b>3.077.465</b>
<b>EXCESS (DEFICIT) REVENUES OVER EXPENDITURES</b>	<b>958.820</b>	<b>217.792</b>	<b>1.176.611</b>	<b>284.519</b>	<b>289.259</b>	<b>573.778</b>

**Balance sheet on 31 December 2020**

	2020	2019
	USD	USD
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash equivalents:		
Current accounts	187.011	507.731
Deposits & short term investments	2.500.000	700.000
Accounts receivable:		
Other current assets	14.151	70.463
Prepaid expenses	103.914	12.371
<b>FIXED ASSETS</b>		
Tangible fixed assets	40.487	
<b>Total assets</b>	<b>2.845.563</b>	<b>1.290.566</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	384.594	34.535
Other liabilities	119.553	91.226
<b>Total current liabilities</b>	<b>504.147</b>	<b>125.761</b>
<b>FUND BALANCES</b>		
Fund balance	1.164.805	591.026
Results for the year	1.176.611	573.778
Currency exchange fluctuations		
<b>Total fund balances</b>	<b>2.341.416</b>	<b>1.164.805</b>
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<b>2.845.563</b>	<b>1.290.566</b>

**Statement of revenues and expenses**

	2020	2019
	USD	USD
<b>INCOME</b>		
Contributions	5.137.621	3.587.658
Miscellaneous income	32.562	63.586
<b>TOTAL INCOME</b>	<b>5.170.183</b>	<b>3.651.244</b>
<b>EXPENDITURES</b>		
Salaries & employee benefits	1.355.296	1.118.873
Outside services	803.165	615.293
Travel, representation & meetings	245.667	367.469
Various operating costs	551.123	291.115
Other	79.369	
Depreciation	3.774	
Project activities & strategic collaborations	1.034.546	605.348
<b>TOTAL EXPENDITURES</b>	<b>3.993.571</b>	<b>3.077.465</b>
<b>EXCESS (DEFICIT) REVENUES OVER EXPENDITURES</b>	<b>1.176.611</b>	<b>573.778</b>

## About the NCD Alliance

The NCD Alliance (NCDA) is a unique civil society network, dedicated to a world in which everyone can live a healthy and productive life, free from the preventable suffering, stigma, disability and death caused by non-communicable diseases (NCDs).

Beginning as an informal alliance in 2009 founded by the International Diabetes Federation (IDF), World Heart Federation (WHF), the Union for International Cancer Control (UICC) and the International Union Against TB and Lung Disease (The Union), in 2017 NCDA transitioned to register as a formal, membership-based, non-governmental organisation (NGO) in Geneva, Switzerland. Today, NCDA brings together a network of 300 members in 81 countries into a respected, united and credible global civil society movement.

The movement is unified by the cross-cutting nature of common risk factors (including unhealthy diets, alcohol, tobacco use, physical inactivity and air pollution), and shared health system solutions for chronic NCDs such as cancer, cardiovascular disease, chronic lung disease, diabetes, mental health and neurological disorders. We work with our members and the network of 66 national and regional NCD alliances to turn advocacy targets into policies, resource allocations, institutional capacity and accountability practices to advance NCD prevention and care and ensure that no one is left behind.

Over the last decade, NCDA has established a track record and reputation as a global thought leader on NCD policy and practice, a convener and mobiliser of the global NCD civil society movement, a partner to governments and international agencies, and a leading

advocate for the meaningful involvement of people living with NCDs (PLWNCDs). Much of this success and impact stems from NCDA's position as a global alliance and our ability to ground global advocacy in the reality of local experience through our members and network of 66 national and regional NCD alliances across 80 countries, our global reach via extensive relationships with governments, World Health Organization (WHO) and the United Nations (UN), and our collective technical knowledge across our membership on NCD policy and practice.

Together with strategic partners, including WHO, the UN and governments, NCDA is uniquely positioned to transform the global fight against NCDs. Our leadership role has been recognised in the global health and NCD spheres; we are unparalleled in convening and connecting civil society across this broad and diverse agenda; our focus on multisectoral partnerships with governments, UN agencies and relevant private sector have yielded results; and our sustained advocacy for people at risk of or living with NCDs has seen considerable progress. We have made significant strides over the past decade and learnt important lessons and are well-equipped to stimulate and advance action on NCDs to promote health, protect rights and save lives globally.

## NCD Alliance Team

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## Partnerships

### Founding federations



International Union Against  
Tuberculosis and Lung Disease  
Health solutions for the poor



### Development agencies



### NGO partners



### Corporate partners



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**Our vision is a world where everyone has the opportunity  
for a healthy life, free from preventable suffering,  
stigma and death caused by NCDs**

Join us

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