

## EXAMPLES OF OTHER NCD STAKEHOLDERS TO MOBILISE AND/OR PARTNER WITH

Individuals, groups, or organisations that are affected by or affect NCD policy, programmes, or service delivery, with partners bringing their own resources, networks, experiences, expertise, and institutional values to the stakeholder mix:<sup>4</sup>

- People living with NCDs and families, communities affected by NCDs
- Medical community and professional societies and associations
- CSOs and alliances or coalitions<sup>5</sup> working on NCDs and related health and risk factor issues (e.g., food equity and nutrition) or related development issues (eg poverty, humanitarian issues, etc.)
- Relevant private sector<sup>6</sup>
- Public health experts (academics, government, research institutions, etc.)
- Government policymakers (Health, Transport, Finance, Agriculture, etc.)
- Transnational bodies (United Nation's agencies, World Health Organization)

### How can you identify and analyse NCD stakeholders?

- **Stakeholders:** Who are the key players in NCDs in your setting?
- **Power:** What is their level of power, influence, and interest in NCDs?
- **Expertise:** What are their main activities and areas of work?
- **Assessment:** What are their strengths and weaknesses?
- **Partnership potential:** Could they be involved in your advocacy work?

### How can you identify partners for your NCD advocacy plan?

- Use **stakeholder mapping** to gather information on stakeholders' profiles, activities, strengths, needs, challenges, and opportunities for NCD action.
- Based on your stakeholder mapping results, select appropriate partners.
- Conduct a **needs assessment of potential partners** to facilitate this process.

<sup>4</sup> Adapted from: Cancer Control: Knowledge into Action: WHO Guide for Effective Programmes: Module 6: Policy and Advocacy. Geneva: World Health Organization; 2008. PMID: 24716264, <https://www.who.int/cancer/FINAL-Advocacy-Module%206.pdf>

<sup>5</sup> Check NCD Alliance's "Practical guide on how to build effective national and regional NCD alliances" for more information on the benefits of working in coalitions.

<sup>6</sup> Relevant private sector can become allies in your advocacy campaigns. Nevertheless, not all private sector is the same. NCD advocacy attracts the interest of unhealthy commodity industries that will try to block, delay and prevent policy change affecting their interests. Always protect your advocacy efforts from their undue influence and be attentive to potential cases of conflict of interest that can hamper your work and integrity.

## Stakeholder mapping – identifying potential members and allies of NCD alliances

As NCD Alliance's [Practical Guide on How to Build Effective National and Regional NCD Alliances](#) suggests, once the need for an alliance/partnership is identified, it is time to determine who could be part of it. Members and allies of alliances need to share common interests and linkages with NCDs, their risk factors and related health and development issues. If you are forming a new alliance or expanding an existing one, it is important to consider CSOs and other relevant allies who:

- Are already addressing NCDs and their risk factors actively in the country
- May or may not be active but are critical to accelerate the response
- Work on other issues that are relevant to the NCD response
- Share an interest in partnering on the issue
- Are respected and well-positioned
- Will not hinder your efforts or present any conflicts of interest (e.g., CSOs funded and formed by unhealthy commodity industries)

The following Figure 1 helps expand the stakeholder mapping by placing them on a matrix according to their level of influence/power and interest/will in your advocacy area. All stakeholders who might have an influence over your advocacy issue can be placed in the matrix, helping to prioritise those that can become potential allies and primary and secondary advocacy targets.

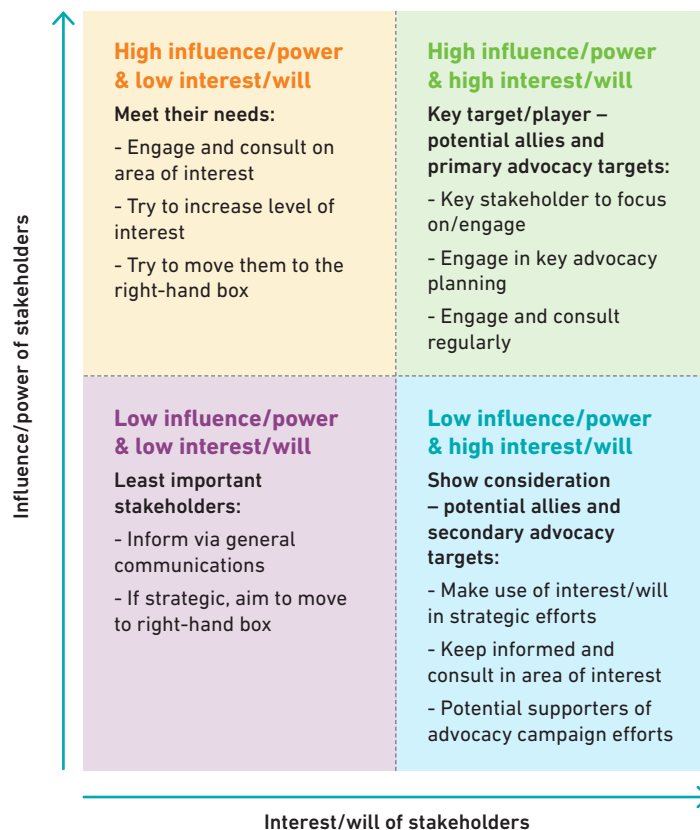


Figure 1 – Stakeholder mapping matrix<sup>7</sup>

Check “Tool 2 Stakeholder’s Assessment Matrix”, in NCD Alliance’s [Practical Guide on How to Build Effective National and Regional NCD Alliances](#), for another example of a tool to conduct a stakeholder mapping.

<sup>7</sup> Adapted from: IIED (April 2018). Advocacy toolkit - People centred advocacy for a more sustainable food system. Available from: <https://pubs.iied.org/sites/default/files/pdfs/migrate/G04301.pdf>

### Information to gather while conducting a stakeholder mapping:

- **Relationship:** Do you have existing partners working on NCDs or another area? If not, how could you connect with them?
- **Shared interests:** Do you share a common goal?
- **Connections:** Do they have relationships with actors that you want to involve? Do they have relationships with key NCD decision-makers?
- **Issue:** What are their opinions about your selected NCD advocacy issue? What, if any, activities have they done related to the issue?
- **Expertise:** What are their main skills and strengths? Are these complementary and beneficial to your alliance or organisation?
- **People living with NCDs:** Do they have a history of working with and meaningfully involving people living with NCDs and communities?
- **Participation:** Do they work with vulnerable or geographically remote populations that could extend your network and increase participation?

### How can partners work together effectively?

- **Planning:** Select strategic partners and set attainable goals at the beginning
- **Manage expectations:** Establish clear expectations for roles, contributions, and methods of working together
- **Participation:** Encourage active involvement among all partners
- **Monitoring:** Delegate responsibilities and keep track of results
- **Cooperation:** Promote collective leadership
- **Involve experts:** Use credible speakers from each partner organisation
- **Scheduling:** Follow an agreed upon timetable for planning and action
- **Communications:** Develop a mechanism for regular updates and meetings
- **Inclusion:** Create a sense of ownership, commitment, and trust



**Consult the additional recommended resources** to expand your knowledge and skills on building support across different constituencies.

**Read Case Study 4** to see how NCD alliances can identify allies and mobilise support for NCD prevention and control. The Africa NCDs Network overcame geographic and linguistic obstacles to mobilise allies and partners across Africa to position NCDs on the region's agenda, especially at the WHO Regional Committee Meeting for Africa.