

# Global examples of empowered and engaged communities making progression on NCDs

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**NCD Alliance**



# About NCD Alliance

- Four founding federations - UICC, IDF, WHF, The Union
- Unique global civil society network leading the way to a world free of preventable NCDs
- Growing membership base: 300 members across 80 countries
- Global network of 71 national / regional NCD alliances
- Multisectoral group of 28 supporters – private sector, foundations, academia, bilateral organisations and NGOs





# NCD Alliance Strategy 2021-2026

## Our Vision

A world in which everyone can live a healthy and productive life, free from the preventable suffering, stigma, disability and death caused by noncommunicable diseases (NCDs).

## Our Mission

To unite civil society and drive action on NCD prevention and care, leaving no one behind.

## Our Values

People-centred | Collaboration | Equity, diversity and inclusion | Accountability | Independence | Excellence and results driven

## Our Strategic Goals

### OUTCOME GOALS 2025 and 2030

Reduce by 25% premature mortality from NCDs by 2025 (WHO NCD target).  
Reduce by 33% premature mortality from NCDs and promote mental health and wellbeing by 2030 (UN SDG target 3.4).

### IMPACT GOALS 2026



#### PREVENTION

Foster environments and societies that promote health and wellbeing.



#### CARE

Ensure universal access to timely and affordable treatment and care for people living with NCDs.



#### FINANCING

Mobilise adequate and sustainable financial and human resources for NCD prevention and care.



#### COMMUNITY ENGAGEMENT

Strengthen the capacity, sustainability and involvement of NCD civil society and people living with NCDs in the response.

## Our Strategic Pathways



ADVOCACY & ACCOUNTABILITY



CAPACITY DEVELOPMENT



KNOWLEDGE



PARTNERSHIPS

## Our Strategic Enablers



Governance and membership



Team and culture



Operations and infrastructure



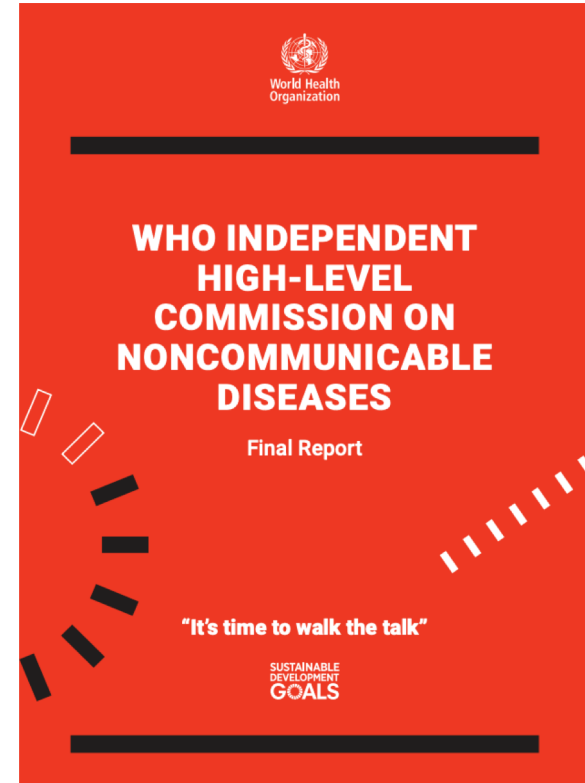
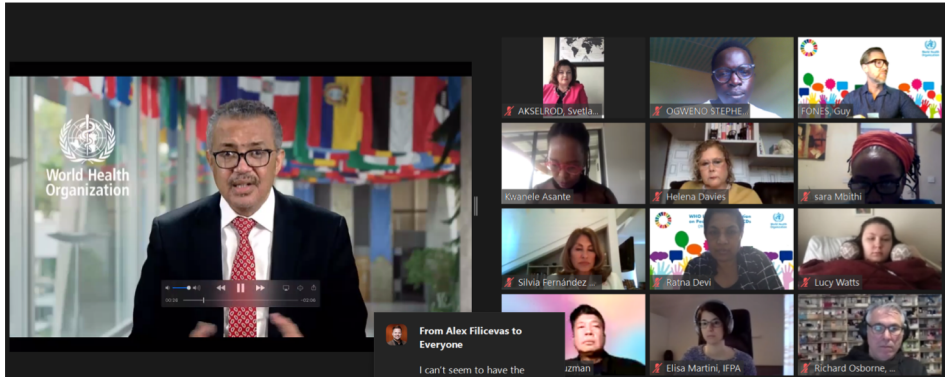
Financial sustainability and efficiency



Monitoring and evaluation

# Increased political recognition on community engagement in NCDs

- 2018 WHO Civil Society Working Group on NCDs
- 2018 UN Political Declaration on NCDs
- 2019 WHO Independent High-Level Commission on NCDs – Recommendation 7
- Global NCD Compact 2020-2030



## Increased political recognition on community engagement in NCDs

- 2021 World Health Assembly extended WHO Global Coordination Mechanism on NCDs mandate to 2030
- 2021 WHO GCM NCD Lab on Meaningful Engagement of People living with NCDs and Mental Health Conditions
- 2021 WHO handbook on social participation for universal health coverage, resolution
- 2023 WHO Framework for Meaningful Engagement of People Living with NCDs



# Our Views, Our Voices initiative: 5 years





# Advocacy Agenda of People Living with NCDs

- Touchstone for Our Views, Our Voices initiative built through a participatory process
- Reference for the NCD community to present to decision makers urging them to act and put people first.
- Global advocacy agenda 2017, 2000 people
- 9 national advocacy agendas – Ghana, Kenya, India, Mexico, Rwanda, Malawi, Tanzania, Vietnam, Malaysia and the Philippines underway
- 1 regional advocacy agenda – Africa

Calls for action in four key areas:



# The role of civil society in NCDs

4 primary roles of NCD civil society:



## ADVOCACY

Driving systemic change such as through influencing legislation, funding, or policy for NCD prevention and control.



## ACCOUNTABILITY

The cyclical process of monitoring, review, and remedial action. A crucial force for political and programmatic change and a key to tracking progress on NCDs. Examples include tracking national action and the progress of governments and the private sector against commitments.



## ACCESS TO SERVICES

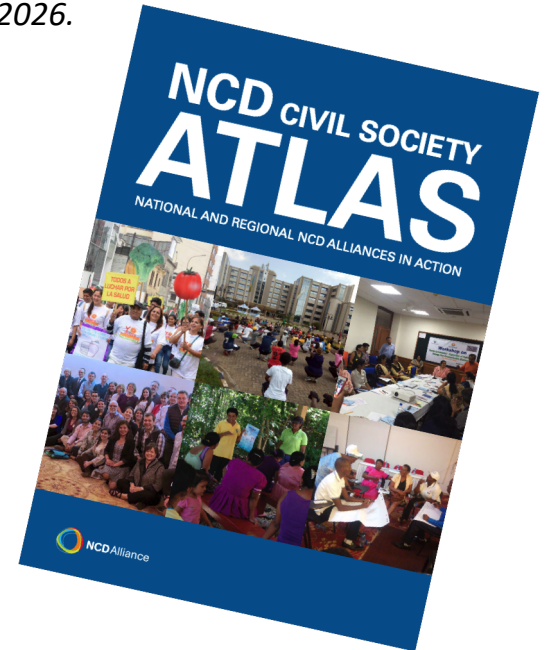
Including the delivery of health services, medications, patient support, and legal or practical advice.



## AWARENESS CREATION

Such as educational campaigns targeting the general public or specific populations aimed at increasing knowledge and changing attitudes or behavior.

*“It is our belief that a **vibrant and strong civil society community** capable of delivering its **primary roles – advocacy, awareness raising, accountability, and the direct provision of NCD services** – is fundamental to reaching the global NCD targets.” NCD Alliance Strategy 2021 – 2026.*



# Access: NCD Alliance Malawi

## Leveraging Member Capacity to Improve Access to NCD Services in Rural Areas

ALLIANCE  
NCD Alliance Malawi

COUNTRY  
Malawi

DATE  
September 2016 to present



Access



Awareness

The NCD Alliance Malawi leveraged the expertise and reach of its members to promote public health awareness and services for hypertension, diabetes and cancer diagnosis in rural areas. Channels such as radio stations and village headmen were used to ensure that people with limited exposure to modern communications were able access the services.

### CASE SUMMARY

In response to the low access to NCD services in the country, members of the NCD Alliance Malawi set out to conduct free NCD screenings in communities around the Lilongwe and Blantyre districts. While also serving urban populations, the initiative primarily targeted those in the rural areas of these districts, in which access to and awareness of such services is low.

The alliance followed a two-pronged strategy that combined NCD awareness generation with providing access to screening for a range of physiological risk factors. For instance, people attending hypertension camps were assessed using a broader NCD checklist and



“

This initiative has created access to various NCD services in rural areas and has benefitted the less privileged, especially those without access to clinics due to distance.

Mr Chikhu Stanley Ng'ombe, Cancer Survivors Quest, member, NCD Alliance Malawi.

# Accountability: Ghana NCD Alliance

- Accountability and advocacy tool
- Integrated NCDs within existing CSC system
- Aim was to ensure meaningful involvement of people living with NCDs and civil society
- 95 people trained in two locations

## RESULTS

- CHMC identified challenges and worked with management to address issues
- Gaps highlighted e.g. lack of payments for glucometer strips
- Communities are accountability partners – demand improved services, action and policy change
- Increase in no. of facilities using CSC

[Home](#) [Health](#) [Ghana NCD Alliance launches Community-Led Monitoring Report on NCDs](#)

Health

## Ghana NCD Alliance launches Community-Led Monitoring Report on NCDs

By **GNA** - February 17, 2023



Health Report Launch

The Ghana NCD Alliance has launched a Community-Led Monitoring Report on non-communicable diseases (NCDs), urging policymakers to consider integrating these diseases into the Primary Health Care model.



# Advocacy: Kenya

National-level advocacy



**REPORT BY THE TASKFORCE ON  
MENTAL HEALTH**

MINISTRY OF HEALTH

**MENTAL HEALTH AND WELLBEING.**  
TOWARDS HAPPINESS & NATIONAL PROSPERITY

TWEET CHAT TOPIC

**STIGMA AND  
DISCRIMINATION**

#MentalHealth4All

PANELISTS

Cherine Syengo Mutisya  
Charity Muturi  
Jacqueline Aloo

DATE: Thursday, 16th July 2020  
TIME: 12:00 - 1:00pm  
1,181 x 1,181

Lived experience advocate sits on Taskforce on Mental Health

Tweet shows government support for Global Week for Action on NCDs

← Tweet

Ministry of Health  
@MOH\_Kenya

This week is the Global Week for Action on NCDs.

The Ministry of Health is keen to empower and work together with communities to reduce the burden of NCDs in the country.

Government working together with communities forms a powerful coalition that can bring meaningful change in reducing the burden of NCDs. Together we can go far. #TuongeeNCDs, #ACTonNCDs

Department of Non Communicable Diseases  
Kenya  
MOH\_Kenya

**ACT on NCDs**  
GLOBAL WEEK FOR ACTION ON NCDs

#ActOnNCDs  
actonncds.org

6:21 AM - Sep 5, 2021 - Twitter for iPhone

13 Retweets 3 Quote Tweets 22 Likes

# Awareness: Rwanda NCD Alliance, Kigali Car-Free Day

## Promoting NCD Awareness and Screening at Car-Free Day Events in Kigali

### PROGRAM

Kigali Car-Free Day (KCFD)

### ALLIANCE

Rwanda Non Communicable Diseases Alliance (RNCDA)

### COUNTRY

Rwanda

### DATE

May 2016 to present



Awareness



Advocacy

The Rwanda NCD Alliance made use of the Kigali car-free day event in 2016 to raise awareness about NCDs and offer check-ups. It has since been established as a monthly event, providing thousands with physical activity opportunities, NCD screenings and educational material.

### CASE SUMMARY

During the preparations for World Health Day in 2016 with its thematic focus on diabetes, the Kigali administration was keen to integrate and promote the idea of a green city. The concept of a Kigali Car-Free Day (KCFD) emerged in this context. The city's mayor, the Rwandan Ministry of Health, the WHO, the national police force, CSOs, private companies and the media were involved in the planning of the event. The primary targets were the residents of Kigali, with outreach to the rest of Rwanda to take place through the media.

Realizing the potential mass outreach opportunity of the event, the RNCDA, along with the ministry of health, organized free NCD screening and awareness activities at the event. Different members of the alliance contributed their expertise and services on the day. For instance, the Rwanda Heart Foundation provided blood pressure machines while the Rwanda Diabetes Association brought glucose



## Kigali Car-Free Day: Results



- 8,816 people screened for NCDs: 8% overweight, 1% obese, 5% high blood glucose, 12% HBP
- Demand created for screenings
- Increase in people doing physical activity – highlighted need for pavements, bicycle paths
- BMI testing saw increased demand for nutrition services

## Summary: Empowered and engaged communities for a strong NCD response

- Engaging civil society and people living with NCDs essential for making progress on NCDs and UHC
- A strong NCD response means strengthening capacity, sustainability and involvement of civil society and people living with NCDs
- Essential to put people first in the NCD response by promoting meaningful involvement in decision-making
- Civil society plays key role in NCD prevention and control through awareness, advocacy, access and accountability
- Community engagement is critical for achieving progress and reaching NCD targets
- Governments and regional bodies must ensure a conducive enabling environment for engagement of communities and civil society to thrive





“

I have personal experience in dealing with the disease and I can help those who are having the same condition in our community.

Community Conversation participant, Egypt.

“

We want a person living with NCDs to represent us because they are the only ones who know what we go through.

Community Conversation participant, Kenya.



# THANK YOU

SHARE. DISCUSS. ENGAGE. CHANGE.



#ActOnNCDs

#NCDs

@ncdalliance



MAKING NCD PREVENTION AND CONTROL A PRIORITY, EVERYWHERE