

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

2024–2025 Impact Report

Collective action
from a global movement

November 2025



#ActOnNCDs

#LeadOnNCDs

actonncds.org



TABLE OF CONTENTS

Acknowledgements	3
Campaign Supporters	3
Message from the CEO	5
Key Metrics	6
A Multi-Year Campaign 2020–2025	8
Theory of Change	9
2024–2025 Campaign Priorities	10
ADVOCACY IN ACTION	11
The Call to Lead	16
High Level Influencer Engagement	17
Member and Supporter Engagement	19
Storytelling Assets	20
Digital Engagement and Analytics	24
Audience Insights	27
Media Visibility	28
Looking Forward	30

ACKNOWLEDGEMENTS

The Global Week for Action is made possible thanks to the financial commitment, engagement of and amplification by NCD Alliance supporters.

Leveraging multisectoral action and inclusive partnerships is at the core of how NCDA operates and delivers results in the global fight against NCDs.

NCDA supporters with forward-thinking governments, NGOs, philanthropies, companies, and academia that have an international focus on NCDs and share a common interest in improving the lives of people living with NCDs globally.



NCDA Supporters Group Meeting, September 2024

CAMPAIGN SUPPORTERS

Founding federations



NGO supporters



Development agencies



Corporate supporters



Foundation supporters



Special thanks to the Global Week for Action on NCDs 2024–2025 Advisory Group and the NCDA Board of Directors

From the beginning, the Global Week for Action on NCDs Advisory Group has been essential to shaping this campaign. Their guidance helped ensure our work remained relevant and responsive across different regions and sectors.

As members took on new professional roles over the past year, the group's work naturally came to a close. We're grateful to everyone who gave their time and expertise during this period. We want to particularly thank Lucia Feito Allonca,

whose continued involvement helped keep the campaign on track through this transition. The Advisory Group's collaborative approach continues to shape how NCDA works and remains central to our commitment to inclusive partnerships as we move forward.

We're also deeply grateful to the 2023–2025 NCDA Board of Directors. Their leadership and support have been crucial to the campaign's success and global reach.



Lucía Feito, Member of the 2024–2025 Our Views, Our Voices Global Advisory Committee; and the 2023–2025 Global Week Advisory Group.



NCDA Board of Directors 2023–2025.

THE ADVISORY GROUP

- **Lucía Feito**, member of 2024–2025 Our Views, Our Voices Global Advisory Committee
- **Aline Bochnack-Benoit**, Campaign Manager, World Heart Federation
- **Gabriela Cuevas**, UHC20230 (former) Co-chair of Steering Committee
- **Claudia Batz**, Policy and Advocacy Advisor, The George Institute
- **Ishu Kataria**, NCD Alliance Board member, Senior Public Health Researcher, RTI International
- **Jamie Guerra**, External Relations Officer, World Health Organization

MESSAGE FROM THE CEO



©Gilberto Lontro/NCD Alliance

The Time to Lead campaign has marked an extraordinary two years for our movement. Building on the momentum of past campaigns, it has brought the NCD community together in unprecedented ways to demand leadership on NCDs and mental health.

We have come a long way since the Enough campaign first ignited this journey in 2018. Through Time to Lead we have advanced our strategy to bridge the five NCD gaps in accountability, community engagement, investment, care and leadership. The results speak for themselves, showing the power of shared purpose and collaboration.

As this report shows, the Global Week for Action continues to grow in scale and influence, reaching millions and strengthening collaboration across sectors. We are proud of how far we have come and energised by what lies ahead. Together, we will keep leading the way towards a healthier, fairer future for all.

Katie Dain, CEO, NCD Alliance



©Gina Sanchez/NCD Alliance



©Gilberto Lontro/NCD Alliance

KEY METRICS

WEBSITE

74,886 USERS

129,655 SESSIONS

35% ENGAGEMENT RATE
(above sector median)



SOCIAL MEDIA

#ActOnNCDs
+
#LeadOnNCDs



16 MILLION PEOPLE

reached through #LeadOnNCDs and #ActOnNCDs

81,000 INTERACTIONS and

8,000+ USER-GENERATED POSTS

COMMUNITY ACTIVATION



<https://actonncds.org/events>



+500 EVENTS

and **activities tracked**, from virtual and in-person events to **new publications, case studies, and advocacy actions**



<https://actonncds.org/stories/blogs>



63 NEWS FEATURES

and **blogs** spotlighting national and regional leadership



MEDIA VISIBILITY

Coverage in The Guardian, NPR, Two pieces in The New York Times, The Lancet, BMJ, Devex — all earned, no paid placements



The data confirm that long-term campaigns build momentum, deepen participation, and deliver greater returns over time, reinforcing the value of consistency, community ownership, and clear messaging in driving impact.

VIDEO & PODCAST CONTENT



15 VIDEOS

<https://actonnncds.org/resources/videos>



OVER
1.4 MILLION VIDEO VIEWS and
480,000 MINUTES WATCHED

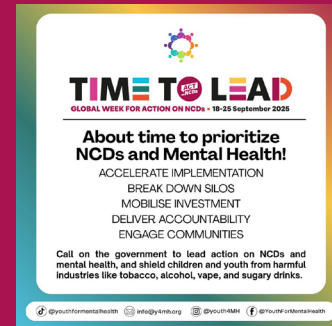
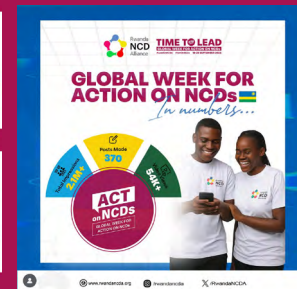
COLLABORATION
across
200+ MEMBERS and **SUPPORTERS**
driving action from local to global



Thanks to the leadership and energy of our global NCD community, the past two years have set new records for reach and engagement. Together we've shown that it truly is Time to Lead on NCDs.



<https://actonnncds.org/events>



A MULTI-YEAR CAMPAIGN

2020–2025

Since 2020, the Global Week for Action on NCDs has evolved from a single week of mobilisation into a multi-year campaign cycle, uniting the movement under one shared purpose: to close the five gaps holding back progress on NCDs — Accountability, Community Engagement, Investment, Care and Leadership.

Each year has built on the last, creating continuity and momentum across themes and advocacy opportunities. This integrated model has become central to NCDA's strategy, linking the global advocacy campaign with national action and strengthening our collective influence on policy, investment and accountability worldwide.



2025
UNITED NATIONS HIGH LEVEL MEETING ON NCDs

THEORY OF CHANGE

The Global Week for Action is grounded in a clear theory of change: that collective leadership, sustained advocacy, and community engagement transform political commitments into measurable action on NCDs and mental health. By uniting global visibility with national mobilisation and members, supporters and partners advocacy, the campaign strengthens accountability and accelerates policy implementation.

Its approach links activities to tangible results through **three reinforcing pathways**:

1. Visibility → Awareness → Commitment

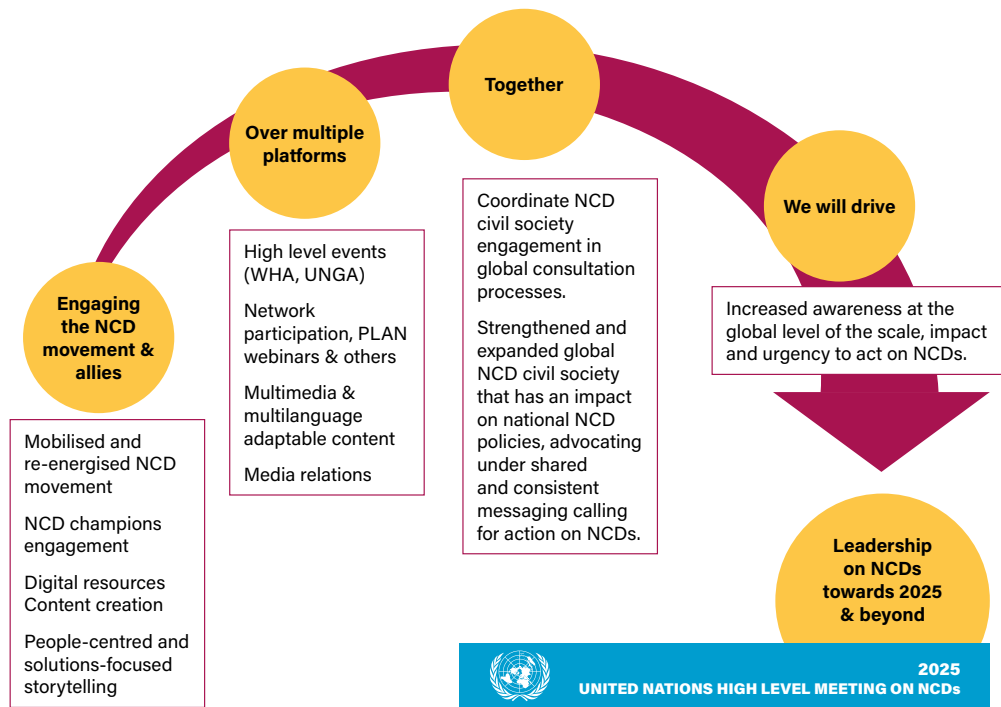
Amplifying stories of leadership raises the visibility of NCDs and mental health on national and global agendas, turning attention into political will.

2. Collaboration → Engagement → Action

Coordinated action across governments, civil society, youth, and technical partners converts shared purpose into measurable advocacy outcomes.

3. Evidence → Influence → Change

Data, lived experience, and evaluation evidence inform policy positions, strengthen credibility, and help bridge the NCD gaps.

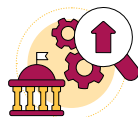


Together these pathways demonstrate how leadership fuels the global movement at every level to achieve a shared mission: to unite civil society and drive action on NCD prevention and care, leaving no one behind.

2024-2025 CAMPAIGN PRIORITIES

To provide a clear direction in the lead up to the 2025 Fourth High-Level Meeting on NCDs and Mental Health (HLM4), in May 2024 NCDA launched **five campaign priorities**. These served as our campaigning compass, ensuring that all messaging and activities were rooted in NCDA's broader advocacy agenda and that members and supporters had the time to plan and engage meaningfully.

These priorities informed our Theory of Change and shaped how NCDA measures and communicates progress across the movement.



ACCELERATE IMPLEMENTATION

Fast-track national implementation of evidence-based NCD policy recommendations to achieve progress on health and well-being for all, focusing first on those left furthest behind.



BREAK DOWN SILOS

Bring NCDs to the centre of global health and development agendas to consolidate efforts and achieve more through integrated action.



MOBILISE INVESTMENT

Provide sustainable financing for NCDs across the full continuum of care that is sufficient to match the disease burden.



DELIVER ACCOUNTABILITY

Track, measure and fulfil commitments on NCD prevention and care in the lead up to 2025, 2030 and beyond.



ENGAGE COMMUNITIES

Put people at the heart of the NCD response, engaging civil society, communities and people living with NCDs in decision-making and implementation.

Connecting Campaign and Policy Impact

The Time to Lead campaign was not only a digital movement but also a catalyst for policy influence. Throughout 2024 and the lead-up to HLM4, NCDA's campaign and policy teams worked in concert to ensure advocacy messages resonated in negotiation rooms and on global stages. This integration across units exemplifies NCDA's theory of change in action — linking community mobilisation with global decision-making.

Policy milestones

The HLM4 Political Declaration marked a pivotal moment as governments from every region reaffirmed their shared commitment to tackling NCDs and mental health through 2030 and beyond. It introduced the first global targets for NCDs and tracer indicators for mental health, integrating both within a unified framework that also recognised air pollution as a key determinant of health. The Declaration strengthened language on access and equity, calling for affordable essential medicines, technologies and financial protection. However, gaps remained, particularly around prevention and financing, with weakened commitments on fiscal measures and limited recognition of civil society participation.



© Gilberto Lontro/NCDA Alliance

15 SEPTEMBER 2025

Global Targets Answer the CALL TO LEAD on NCDs: More Needed to Deliver Progress

For the first time, governments have adopted global and tracer targets for NCDs and mental health—an achievement no previous political declaration has delivered. Securing these targets is a major win showing political commitment at the highest level to achieve accelerated action to meet the 2030 goal.

Yet, the final Political Declaration still falls short. Ambition has been scaled back, monitoring and reporting remain unclear, and the text reflects the limits of political compromise rather than the urgency of the NCD burden. Securing the targets must be only the beginning; countries now need to translate them into bold, measurable national action.

Let this be a clear reminder: the Political Declaration is the floor, not the ceiling. Governments, advocates, and communities must go above and beyond this document to accelerate progress. It is now up to national and regional leaders to fill the gaps left behind, push for stronger implementation, and resist industry interference that continues to undermine public health.



TIME TO LEAD
GLOBAL WEEK FOR ACTION ON NCDs
18-25 SEPTEMBER 2025

#LeadOnNCDs #ActOnNCDs

Advocacy brief analyses the Political Declaration of the 2025 UN High-Level Meeting on NCDs and Mental Health



Advocacy process

From May to September, NCDA produced eight rounds of analysis and commentary on successive drafts of the Political Declaration, targeting 48 Member States and disseminating advocacy alerts on key priorities. The New York and Geneva teams coordinated closely with regional and national alliances to maintain momentum, while campaign platforms amplified calls for strong commitments on prevention, financing and equity.

Throughout the negotiation period, NCDA also convened a series of **open advocacy webinars**, each drawing over **100 participants** from across the NCD community. These sessions provided timely intelligence, shared policy updates, and strengthened alignment between global advocacy and national action in the lead-up to HLM4.



UNGA and HLM4 engagement

During High-Level Week, NCDA led or co-hosted 34 speaking engagements and eight major events, convening governments, supporters, members and advocates. The NCDA delegation brought together board members, regional alliances, and lived-experience advocates, reflecting the campaign's inclusive leadership model. NCDA's statements emphasised multisectoral action and called on governments to safeguard policymaking from health-harming industry interference.



▶ Dr Dzulkefly Ahmad, Minister of Health from Malaysia, receives NCDA leadership.

◀ WHO's Dr. Dévora Kestel, Director for NCDs and Mental Health, introduces the the Fourth Multistakeholder Gathering, convened on the sidelines of UNGA80, September 2025.

Next steps

Following HLM4, NCDA began analysing Member State statements and commitments to inform future accountability work. Regional alliances have already followed up with ministers and officials to translate global pledges into national action. These coordinated efforts show how advocacy and campaigning reinforce one another — mobilising voices, shaping policy and laying the groundwork for accountability.



Sir George Alleyne, Director Emeritus, PAHO, at the WHO and the World Bank International Dialogue on Sustainable Financing for NCDs and Mental Health in Washington, DC, June 2024.



Bangladesh unites 35 ministries behind landmark NCD declaration

Thirty-five ministries across the government of Bangladesh have united under a new joint Declaration on the integrated prevention and control of NCDs, making an unprecedented “health in all policies” commitment to embed health – particularly NCDs – into decision-making across every sector.

For the Bangladesh NCD Forum and its partners, the move represents both a major policy milestone and a hard-won advocacy victory, validating years of work to elevate civil society voices, strengthen accountability, and drive collective action on NCDs.

Among the key elements of the Declaration is the commitment to mobilise financial and human resources to scale up proven, cost-effective interventions for tobacco control, healthier diets, and promotion of physical activity. The government will also roll out nationwide awareness campaigns on NCDs and NCD prevention while encouraging community and civil society participation.

From Global Advocacy to National Action: Strengthening Collaboration with Oman

NCDA's leadership and sustained engagement around HLM4 continue to generate tangible results across regions. Following NCDA's invitation to speak at Oman's HLM4 side-event, a letter of appreciation was sent to the Omani Ministry of Health encouraging further collaboration through the Eastern Mediterranean NCD Alliance (EMNCDA).

This outreach quickly translated into action. During the WHO Regional Committee held in October 2025 in Cairo, EMNCDA met with the Omani delegation, led by HE Dr Ahmed Al Mandhari, Assistant Minister of Health, to discuss strengthening national NCD efforts.

The delegation warmly acknowledged NCDA's engagement and expressed clear commitment to deepening partnership. As a next step, the Ministry plans to invite NCDA and EMNCDA to the launch of Oman's new National NCD Plan early in 2026, coinciding with the release of national STEPS survey results.

This collaboration demonstrates how global advocacy cascades into regional and national action, reinforcing NCDA's mission to turn leadership into lasting change.



A milestone for sustainable NCDs and health financing: Government of Ghana uncaps National Health Insurance Levy



© NCD Ghana

Domestic resources are widely considered to be the most sustainable source of public health financing, and the government of Ghana aims to leverage this revenue by removing the limit on the National Health Insurance Levy (NHIL), a tax on specific goods and services which was set at 2.5%. The NHL was designed to help fund the National Health Insurance Scheme (NHIS), and removing the tax limit provides an opportunity to increase the revenue that is allocated to the equitable provision of health services. The Ghana NCD Alliance (GhNCDA) commends this bold decision as a pivotal step towards sustainable financing for population-wide health care, including for noncommunicable diseases (NCDs). This move follows years of civil society advocacy and reflects increasing national leadership in addressing the growing burden of NCDs.

As part of its advocacy efforts, GhNCDA developed and launched in August 2024 a report on the financial burden of caring for people living with NCDs in Ghana. The study detailed the NHIS coverage of NCDs and highlighted several gaps in the funding framework like the limited availability of NCD services and medications, and the high out-of-pocket costs for patients. The alliance formulated recommendations

including removing the limit on the NHIL, adopting sustainable financing mechanisms like increased taxes on health-harming products for improved NCD healthcare, and the meaningful involvement of people living with NCDs in decision-making spaces.

With support from NCD Alliance, GhNCDA leveraged the 2024 national general elections by putting forward a civil society manifesto on NCDs for political parties. They called upon political parties to prioritise NCDs, specifically to exempt the National Health Insurance Fund from the list of capped statutory funds and to make commitments to establish a dedicated fund to cover NCD care costs. This will address the catastrophic healthcare expenditures incurred by people living with NCDs. Through a mass media campaign, GhNCDA disseminated key findings and recommendations across social media platforms, amplifying the voices of people living with NCDs and calling upon government and policymakers to act on NCDs. Some of the recommendations they proposed include the promotion of public health education, the establishment of an NCD fund to cover NCD activities and the implementation of the NHIL limit removal.

THE CALL TO LEAD

The **Call to Lead** served as the unifying advocacy statement of the **Time to Lead** campaign — an open letter urging governments to demonstrate genuine leadership on NCDs and mental health through concrete national action and accountability.

Endorsed by more than **600 organisations** and **1,500 individuals** from **120 countries**, The Call to Lead brought together civil society voices, people living with NCDs, and youth advocates under one shared demand: for governments to move from promises to delivery.

The Call to Lead was symbolically presented during the UN Multistakeholder Hearing on NCDs and Mental Health in May, representing the collective voice of the global NCD community in the lead-up to HLM4. The Call to Lead reached an estimated **three million people** worldwide through digital outreach and advocacy actions, amplifying the urgency of leadership and keeping NCDs high on political agendas.

THE CALL TO LEAD ON NCDs

By the Numbers

COLLECTIVE REACH

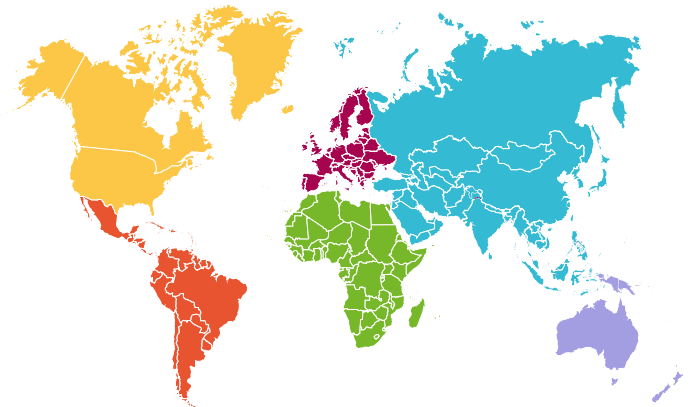
OVER
3 MILLION
GLOBALLY



120
COUNTRIES
REPRESENTED

Regions represented

- ▶ Africa
- ▶ Asia Pacific
- ▶ Latin America and the Caribbean
- ▶ North America
- ▶ Europe



Sectors represented

- ▶ People living with NCDs
- ▶ CSOs
- ▶ Carers
- ▶ Youth Advocates
- ▶ Academia

Signatories to date (25 April 2025)

1,500
INDIVIDUALS

600
ORGANISATIONS

HIGH LEVEL INFLUENCER ENGAGEMENT

Leadership inspires leadership

Throughout the Time to Lead campaign, high-level champions and influencers amplified our message to global audiences — from Heads of State and UN leaders to youth advocates and public figures. Their voices brought visibility to NCDs on the world stage, reaching new audiences and sparking national conversations.



The Minister of Health for Rwanda Dr. Sabin Nsanzimana, with Dr Joseph Mucumbitsi, Chair of the Rwanda NCD Alliance and member of NCDA Board of Directors.

Government champions

Eleven governments publicly supported the Global Week for Action on NCDs, reinforcing The Call to Lead ahead of HLM4: Barbados, Indonesia, Japan, Luxembourg, Malawi, the Maldives, Norway, Spain, St Kitts and Nevis, Thailand, and Uruguay.

Beyond these visible champions, many other governments engaged throughout the campaign cycle in less public but equally meaningful ways. Several responded to or shared NCDA's analyses of the draft Political Declaration, contributing to the exchange of intelligence and helping to shape collective advocacy positions. These interactions strengthened cross-regional collaboration and reinforced shared priorities across diverse political and geographic contexts.

In addition, several governments demonstrated visible leadership during key moments on the global stage. Ethiopia, Denmark, Tanzania, and Kazakhstan spoke at NCDA co-hosted events during the UN General Assembly, highlighting

their commitment to advancing action on NCDs. This behind-the-scenes engagement has strengthened relationships that will be crucial in the next phase of the campaign, as NCDA continues to foster political leadership and accountability beyond HLM4. Together, these connections underscore a widening coalition for NCD leadership — one that reflects growing global commitment to lasting change.



Professor Sir Gregor Smith, Chief Medical Officer for Scotland.



Mónica García Gómez, Minister of Health from Spain provided support via social media.



A message from **H.E. Fazna Ahmen**, the First Lady of Maldives generated **2.2k views** in its first week of posting on social media.



A video message from musician and co-founder of NCDa supporter Beyond Type 1 **Nick Jonas**, shared during the Global Week for Action on NCDs, drew **44 000 views in its first week**, one of the campaign's highest engagement peaks. His message helped extend the conversation beyond traditional advocacy circles, reaching younger and wider audiences rarely exposed to NCD issues, and showing the power of aligning celebrity voices with a global public health cause.

MEMBER AND SUPPORTER ENGAGEMENT

Members and supporters remain the backbone of the Time to Lead campaign. Over two years, they've amplified key messages, shared resources, and helped drive advocacy at every level. More than 500 social media engagements were tracked from across our network, reflecting both depth of participation from long-standing allies and growing interest from new organisations. This wave of collaboration shows how collective mobilisation fuels stronger advocacy, greater reach, and sustained momentum for the NCD movement.

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs



#LeadOnNCDs

CHANGE

W

U

The Global Week for Action on NCDs is here — and this year's theme is clear: It's Time to Lead. With NCDs now being the **#1 cause of death and disability worldwide** and the **UN High-Level Meeting on NCDs and mental health** set for 25 September 2025, the world has a **small window** to turn **pledges into progress**. Leadership now is key to creating a healthier future.

LAKE

ACT on NCDs

509 ENGAGEMENTS

across NCDa networks and supporters, including:

23 posts by Corporate and Foundation supporters

49 posts by Founding Federations and NGO supporters

112 posts by National and Regional Alliances (including affiliates)

120 POSTS FROM INDIVIDUAL ADVOCATES joining the conversation

93 POSTS FROM PROSPECTIVE ORGANISATIONS newly connected to the campaign



STORYTELLING ASSETS

Microdocumentaries and Podcasts

Stories make advocacy human. Through the micro documentaries *Raise Your Voice* and *Going Full Circle* and the podcast series *Voices of the Health Revolution*, the campaign has captured authentic experiences of leadership and resilience, giving visibility to people and communities behind the statistics.

The **micro documentaries** reached more than **160,000 views**, with teaser clips viewed over **510,000 times across NCDA's digital platforms**. Audiences came from India, Kenya, Mexico, Argentina and Chile, amongst others.

VOICES OF THE HEALTH REVOLUTION



Complementing the visual storytelling, the *Voices of the Health Revolution* podcast offered a space for further reflection and dialogue on leadership and lived experience.



Raise Your Voice

Regional engagement in Latin America and Africa. High watch-time retention.



Going Full Circle

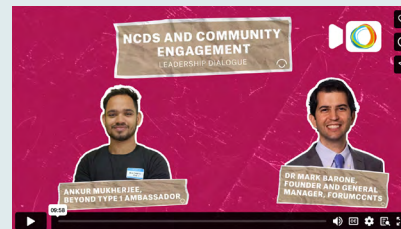
Audience peaks in Europe and the Americas

Leadership Dialogues

The Leadership Dialogues series brings together changemakers from every region to explore what leadership on NCDs and mental health looks like in practice. To date, **14 episodes** have been published, featuring advocates, experts, **NCD Champions and ambassadors from more than 20 countries**.

<https://actonncds.org/stories/leadership-dialogues>

<https://www.youtube.com/c/ncdallianceorg>



Through storytelling and honest reflection, the series has amplified diverse perspectives and strengthened the global call to lead. The Dialogues have attracted a dedicated audience across YouTube and ActOnNCDs.org, with more than **1,100 views and over 60 hours of watch time**, engaging policymakers, civil society advocates and youth leaders around the world.

Together, these storytelling assets — including the micro-documentaries, Leadership Dialogues and related campaign videos — ranked among the most engaging pieces of the Time to Lead campaign, demonstrating the power of human-centred narratives in global health advocacy. Collectively, NCDA's video assets totalled almost **1.4 million views** and more than **480,000 minutes watched** over the 2024–2025 period.

Campaign Resources and Engagement Highlights

Across the two-year Time to Lead campaign, NCD Alliance produced a coherent suite of **61 communication and advocacy resources** that were downloaded more than **1,400 times** by members and supporters worldwide.

During 2025 alone, **70 new resources** were added — from advocacy briefs and Leadership Dialogues to podcasts, infographics and research reports — providing continuity and reinforcing shared messages and visuals.

Key resources included:

Core materials: Key Messages, Branding Guidelines, and Social Media Toolkit (banners, quote cards, sample posts).

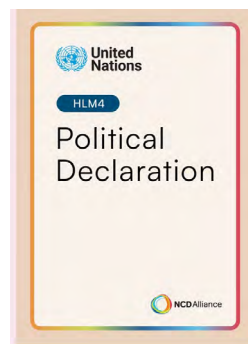
Advocacy templates: Letters to governments, press release guidance, and talking points.

Analytical tools: Political Declaration vs Call to Lead comparison with media soundbites.

Activation guides: Spark the Movement toolkit for promoting The Call to Lead.

Storytelling products: Micro-docs, Leadership Dialogues, Leadership Capsules, and the Voices of the Health Revolution podcast.

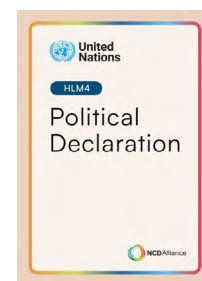
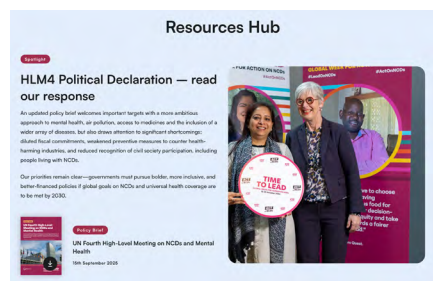
Ready-to-use content: Blogs, newsletter features, and social-media polls.



Top Campaign Resources 2024–2025

To complement these storytelling assets, NCDA's analytical and advocacy tools achieved strong uptake across the network. The **five most-downloaded resources during 2024–2025** reflected members' demand for practical advocacy guidance and timely policy analysis.

Rank	Resource	Type	Act on NCDs	NCD Alliance	Total
			VIEWS		
1	Resource Landing Page	Resource Library hub	738	550	1,288
2	UN Fourth High-level Meeting on NCDs and Mental Health	HLM4 Summary	916	86	1,002
3	2025 What you can do as civil society	Final Countdown explainer	895	—	895
4	NCDA Priority Asks Rev 3 Political Declaration	Rev 3 explainer	208	85	293
5	Template letter-25-august-Call for High-Level Leadership at UNHLM on NCDs and Mental Health	Template Letter	477	—	477



DIGITAL ENGAGEMENT AND ANALYTICS

The Time to Lead campaign achieved record digital reach and engagement, amplifying advocacy for NCDs across every region and setting a new benchmark for NCDA's online visibility. The **Online Impact Summary 2024 & 2025** provides an at-a-glance view of this performance, highlighting strong audience interaction and sustained attention from the global NCD community.

Website performance

74,886 users	129,655 sessions	183,117 pageviews
2.45 pages per session	00:23 avg. engagement time	35% engagement rate

Website content

210 events submitted	63 news/blogs published	61 resources produced	1,423 downloads
15 videos produced	1,429,368 video views	482,752 minutes watched	

These numbers are for the two-year campaign, 15 Sep - 11 Nov 2024 and 18 Aug - 2 Oct 2025 combined

Social media impact

2,004 posts	7,655,205 impressions	74,856 engagement	8,25% engagement rate
5,256 change in followers	482,752 video minutes	1,429,368 video views	520 podcast plays

Social media performance #CallToLead #ActOnNCDS

16,112,106 total reach	81,607 total interactions	8,460 user generated content
8,582 total mentions	1,477 positive mentions	74 negative mentions

**These numbers are for the two hashtags combined, for the two-year social media campaign starting 1 June 2024 and ending 2 Oct 2025.*

Strong digital performance

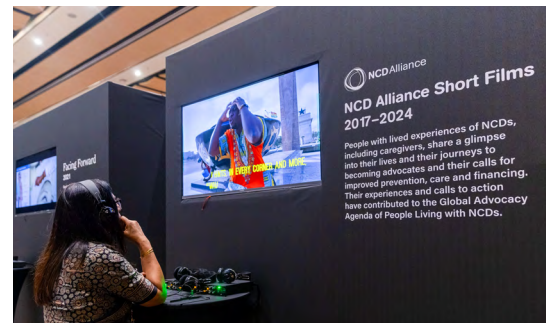
Since 2018, the **Global Week for Action on NCDs** has sustained strong digital performance across platforms, even as the online environment has been reshaped by new privacy rules and analytics systems.

In 2024–2025, the **Time to Lead campaign** reached more than 16 million people, generating 81,000 interactions, 1.4 million video views, and over 480,000 minutes watched. The table below shows how visitors interacted with the campaign's online content, highlighting consistently high engagement with advocacy resources and campaign storytelling pages.

Website content performance

Campaign comparison	Events submitted		News/blogs produced		Resources produced		Videos produced		Downloads		Video views		Video minutes watched	
2020	74	n/a	18	n/a	15	n/a	8	n/a	1,438	n/a	n/a	n/a	n/a	n/a
2021	68	▼ -8%	12	▼ -33%	8	▼ -47%	1	▼ -88%	128	▼ -91%	116,900	n/a	42,200	n/a
2022	53	▼ -22%	25	▲ 108%	14	▲ 75%	8	▲ 700%	1,010	▲ 689%	205,000	▲ 75%	179,900	▲ 326%
2023	64	▲ 21%	23	▼ -8%	24	▲ 71%	25	▲ 213%	1,415	▲ 40%	1,324,555	▲ 546%	465,152	▲ 159%
2024	89	▲ 39%	16	▼ -30%	20	▼ -17%	5	▼ -80%	592	▼ -58%	960,356	▼ -27%	249,692	▼ -46%
2025	121	▲ 36%	47	▲ 194%	41	▲ 105%	25	▲ 200%	831	▲ 40%	469,012	▼ -51%	233,060	▼ -7%
2024 & 2025	210	▲ 228%	63	▲ 174%	61	▲ 154%	30	▼ -40%	1,423	▲ 20%	1,429,368	▲ 8%	482,752	▲ 4%

Note: Comparisons are made with previous years, except combined 2024–2025 figures which are compared against 2023.



©Gilberto Lontro/NCD Alliance

On **NCDA's own channels**, the campaign recorded

130,000 SESSIONS

35 % ENGAGEMENT RATE — remaining above **57 % of peer organisations in brand visibility** despite reduced referral traffic from search and social media.

These results are particularly notable given the structural shifts in digital analytics — including the transition to a new global tracking system (Google Analytics 4), tighter privacy regulations under the EU’s General Data Protection Regulation (GDPR), and the growing use of AI-driven search tools that answer users’ questions directly rather than sending them to websites.

Amid this evolving digital landscape, the campaign's sustained reach and engagement confirm the enduring relevance of NCDAs' community-driven advocacy and content strategy, especially across Africa, Southeast Asia, and Latin America.



AUDIENCE INSIGHTS

A truly global conversation: inclusive, diverse and expanding

Engagement during the Time to Lead campaign reflected the most geographically diverse audience in the Global Week for Action's history. Analytics show sustained participation from all regions, with notable increases in engagement from Africa and Southeast Asia. More than half of all website visitors came from low- and middle-income countries, with English remaining the main campaign language alongside continued uptake of Spanish and French translations across toolkits and social media posts.

All video and podcast outputs included captioning and accessible formats, broadening reach among audiences with disabilities and non-native English speakers. Together, these advances demonstrate NCDA's commitment to inclusive, multilingual engagement and to amplifying leadership voices from every region. The table below summarises the audience profile for the 2024–2025 campaign period.

Audience profile 2024–2025

Category	2024–2025	Key insight
Gender	52% women 48% men	Engagement remained broadly balanced, with a modest rise in female participation.
Age range	25–44 yrs (61%) 45–54 yrs (18%) 18–24 yrs (15%) 55+ yrs (6%)	Younger professionals are increasingly active, suggesting stronger engagement from the working-age advocacy base.
Languages	English (72%) Spanish (17%) French (9%) Other (2%)	Growth in multilingual uptake, confirming effective translation and localisation.
Countries (summary)	Users from 120+ countries	Reach expanded globally, led by Kenya, US, Netherlands, India and Nigeria.
Continents (summary)	Africa (31%) Europe (28%) Americas (21%) Southeast Asia (17%) Oceania (3%)	Rising engagement from Africa and Southeast Asia drove overall audience growth.

This widening global participation reinforces the strength of NCDA's civil society network and the value of keeping the campaign rooted in local realities while connected through shared global goals.

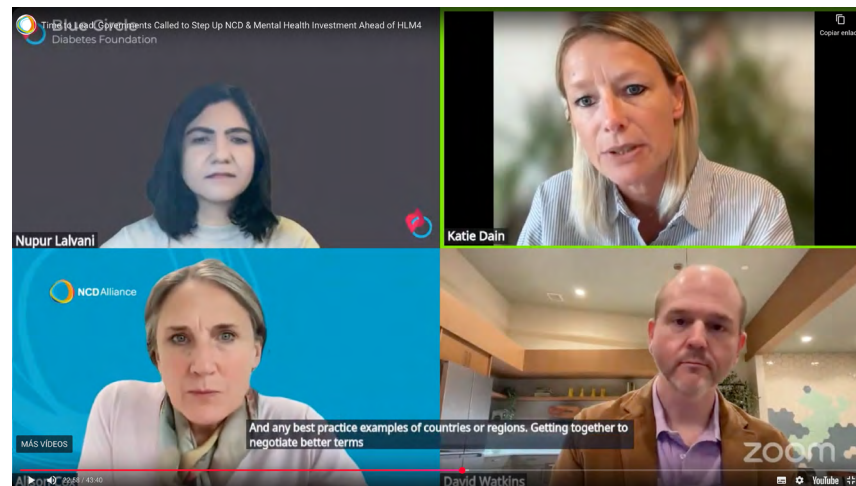
MEDIA VISIBILITY

The Time to Lead campaign achieved exceptional media visibility throughout 2024–2025, amplifying advocacy messages in the lead-up to HLM4. A coordinated media engagement plan, launched early in the year, built sustained momentum across major milestones. Journalists engaged during the Global NCD Alliance Forum continued to cover subsequent events — including the World Health Assembly and the UN Multistakeholder Hearing on NCDs — helping position NCDA as a go-to voice on NCDs ahead of HLM4.

A pre-HLM media telebriefing on 10 September 2025, held to launch **Delivering on Health and Financial Protection for All: Government Spending on Essential NCD Medicines and Services**, expanded NCDA's reach to new outlets and strengthened relationships with existing media partners. This proactive approach ensured consistent visibility in the critical weeks leading to HLM4.

During UNGA80, coverage peaked, with **The New York Times quoting NCDA twice within the same week**, a rare achievement for civil society organisations, alongside features in The Guardian, NPR, The Lancet, BMJ, and Devex.

Between March 2024 and October 2025, NCDA and the Time to Lead campaign were referenced across global, regional, and policy media in **English, French, and Spanish**. Collectively, these placements reached audiences worldwide, reinforcing NCDA's standing as a trusted source on global health leadership and NCD advocacy.



UNGA80 Media Coverage Highlights

The New York Times

U.N. Health Goals Weakened by Industry Pressure, Experts Say

Public health advocates complained that the final recommendations on combating chronic illness removed calls for taxes on tobacco, alcohol and sweetened drinks.

Listen to this article · 8:52 min · [Listen to this article](#)



Many chronic illnesses are tied to the increasing consumption of highly processed food and sugary drinks that have become increasingly affordable, especially in low and middle-income countries. *Alex Cruz/UPA, via Shutterstock*

The Guardian UK

US refuses to back UN declaration on noncommunicable diseases

General assembly backs new targets on cancer, diabetes and heart disease but Robert F Kennedy Jr objects

thebmj Research · Education · News & Views · Campaigns · Jobs

News

Robert F Kennedy Jr torpedoes UN declaration on non-communicable diseases

BMJ 2025 ; 390 doi:<https://doi.org/10.1136/bmj.r2033> (Published 26 September 2025)

Cite this as: BMJ 2025;390:r2033

npr

GOATS AND SODA

RFK Jr. 'rejects' a U.N. declaration on non-communicable diseases

SEPTEMBER 26, 2025 · 1:02 PM ET

By *Salvatore Caruso*



AFRICA Press

COUNTRIES RWANDA POLICY ECONOMY COMMUNITY PARTIES CULTURE AND ART

US Blocks UN Agreement on Chronic Disease Action

2025-09-28



Health Policy Watch
Independent Global Health Reporting

Antimicrobial Resistance Infectious Diseases Pandemics & Emergencies Non-Comm Disease

EXCLUSIVE: Weakened UN Political Declaration on NCDs Removes Target to Tax Harmful Products

Non-Communicable Diseases · 11/09/2015 · Kerry Cullinan

Share this: [Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#)



Unhealthy diets are driving NCDs worldwide. Around 70% of primary school children in rural Mexico had a sugary drink for breakfast.

devex
Do Good. Do It Well.™

NEWS · UNGA 2025

US objections stall UN effort to tackle noncommunicable diseases

U.S. objections stalled the long-negotiated U.N. declaration on noncommunicable diseases, sending it to a full General Assembly vote next month.

By *Rumli Chakamba* · 26 September 2025

NEWS · UNGA 2025

Air pollution gets ignored in UNGA noncommunicable disease declaration

Experts on air pollution raise alarms over the problem's absence from the upcoming declaration on noncommunicable diseases at the U.N. General Assembly.

By *Catherine Davison* · 23 September 2025

THE LANCET

SPOTLIGHT · Online first, September 23, 2025

Chronic respiratory diseases and inhalers in Africa

Esther Nakkazi

LOOKING FORWARD

Sustaining momentum: towards accountable leadership

The coming year serves as a bridge between the Time to Lead campaign and NCDA's post-2026 multi-year strategy. Building on two years of unprecedented engagement, our collective focus now turns to ensuring that leadership is matched by accountability, where commitments made are measured, shared, and acted upon.

The momentum created by the Call to Lead will be channelled toward a new phase, framed as The Pledge to Lead, a continuing commitment that maintains consistency with the campaign narrative, sustains visibility, and reinforces accountability after the HLM4.

In 2026, the campaign will spotlight how governments, supporter and members deliver on their pledges to lead on NCDs. This next phase will explore accountability not only as reporting, but as a shared responsibility across governments, civil society, and the private sector to demonstrate tangible progress on NCD prevention and mental health.

It will also provide space to co-design a longer-term campaign framework aligned with NCDA's new strategic cycle, one that strengthens advocacy coherence, deepens community ownership, and maintains the movement's global voice on NCDs and mental health.



TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

© 2025 NCD Alliance

Published by the NCD Alliance

Editorial coordination: Jimena Marquez

Written by Gina Sanchez

Design, layout and infographics: Mar Nieto

Cover picture: ©Tanzania NCD Alliance



NCD Alliance

31-33 Avenue Giuseppe Motta

1202 Geneva, Switzerland

www.ncdalliance.org

