

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

31 AUGUST - 4 SEPTEMBER 2026

2026 Impact Report

Leadership in Focus: From Commitment to Implementation

October 2026





bolder leadership is definitely now.

Global Week for Action on NCDs is here!

From Today, 31 August till 4 September, advocates, communities, and organizations worldwide unite under theme: Time to Lead.

Dr. Jackie Maalouf founder and President at #DiaLeb, VP at #intdiabetesfed, board member with NCD Alliance, sheds the light on the importance to act immediately. "The time to act is now."

Stay tuned for updates on planned activities and join the movement to #LeadOnNCDs, #ActOnNCDs, and #LeadershipInFocus.



The Global Week for Action on NCDs kicks off in India today! Join our community to call on leaders to deliver on global commitments on noncommunicable diseases (NCDs) including all types of diabetes and invest in effective responses to save & improve the lives of people affected by NCDs.

#ActOnNCDs #LeadOnNCDs

3 WEEKS AGO



Join us next week for the 2026 Global Week for Action on NCDs.

There are plenty of ways to prepare and take part.

For example, we invite civil society organisations, advocates and partners to share what NCD leadership looks like in their community, highlight an important lesson or moment of progress, or identify one action leaders should take next.

Publish on your social media using the hashtags #ActOnNCDs & #LeadOnNCDs and we will amplify on NCD Alliance's social media.

Explore more ways you can get involved here. Link on the website.

3 WEEKS AGO



DEAR CARICOM LEADERS, **LEAD** BY INVESTING.

Jan Phillips, Advocacy Officer, Childhood Obesity Prevention

Heart & Stroke

Every \$1 invested in national cervical cancer elimination delivers \$3.20 back to the economy annually.

This rises to \$26 for every \$1 invested with the broader benefits of improved women's health included!

#LeadOnNCDs
#ActOnNCDs

IGCS
INTERNATIONAL GYNECOLOGIC CANCER SOCIETY

TIME TO LEAD
GLOBAL WEEK FOR ACTION ON NCDs • 31 August - 4 September 2026



One Fact



Australia:
It's TIME to LEAD on NCDs

www.actonnncds.org

Find out more: ncdalliance NCD Alliance



TIME TO LEAD
GLOBAL WEEK FOR ACTION ON NCDs
31 AUGUST - 4 SEPTEMBER 2026
#LeadOnNCDs #ActOnNCDs

"If you are alone, it is painful. But if you have friends and colleagues, it is easier."

-Luckson Zanamwe

NCD Alliance



In rural Zimbabwe, men living with diabetes are showing what it is like to #LeadOnNCDs in practice.

By supporting one another, they are helping close gaps in diabetes services and bringing life-saving knowledge to some of the country's most underserved communities.

To #LeadOnNCDs means turning lived experience into action, breaking stigma and helping others access the care they need.

3 WEEKS AGO

WORLD OBESITY

OBESITY & NCDs

How many people do you think are living with obesity today?

GLOBAL WEEK FOR ACTION ON NCDs | DAY 1
www.worldobesity.org
@WorldObesity



Java Globale e Veprimit për Sëmundjet Kronike Jongjitëse

31 Gusht - 4 Shtator

KOHA TË UDHËHEQIM
JAVA GLOBALE E VEPRIMIT PËR SKJN-të



TRETJI MEDNARODNI DIALOG O FINANCIRANJU KNB IN DUŠEVNEGA ZDRAVJA JE PRESTAVLJEN.

Preložitve dialoga ne sme pomeniti preložitve ukrepov!

Države svojih zavez glede kroničnih nenalezljivih bolezni (KNB) ne morejo uresničiti brez trajnega financiranja.

Mednarodni dialog o financiranju KNB in duševnega zdravja je namenjen ravno temu – rešitvam za dolgoročno financiranje preventive, odzivanja, zdravljenja in podpore.

Dogodek je 3. septembra predstavljen na februar 2027, a kot član NCD Alliance opozarjamo: to ne sme ustaviti ukrepov!

Tudi v Sloveniji moramo sredstva pravočasno usmeriti v preventivo ter s tem okrepiti dostopnost in učinkovitost zdravstvenega sistema.

Več na povezavi v opisu profila.

#GlobalWeekForAction #LeadOnNCDs #ActOnNCDs

Leo Institute
zpislo
društvo_rs_erce

2 WEEKS AGO

GLOBAL WEEK FOR ACTION ON NCDs

DAY 3
WEDNESDAY
2 SEPTEMBER 2026

LEADERSHIP NEEDS INVESTMENT.

You can't deliver on NCD commitments without investing in prevention, treatment and care.

THE GAP IS TOO BIG TO IGNORE.

NCD BURDEN

NCD FUNDING

HEALTH TAXES CAN DO MORE THAN RAISE REVENUE.

TOBACCO
ALCOHOL
SUGARY DRINKS

Raise revenue. Reduce harmful consumption. Fund prevention.

INVEST NOW. SAVE LIVES LATER.

PARTNERS / SUPPORTERS

NCD Alliance



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MESSAGE FROM THE CEO



The Global Week for Action on NCDs is powered by people. This year, the NCD Alliance Board of Directors and staff, our members and supporters, national and regional NCD alliances, Our Views, Our Voices Advisory Committee, NCD diarists, advocates and partners around the world each helped bring the campaign to life.

The week opened with a World Tour of videos from members and supporters, carrying voices and perspectives from across our global community. At the time of writing, more than 380 events and activities had been captured worldwide, with new reports still coming in. Stories, resources and advocacy throughout the week kept the experiences of people living with NCDs at the heart of the campaign.

The postponement of the 3rd International Dialogue on Sustainable Financing for NCDs and Mental Health changed the campaign's immediate destination, but not its urgency. The launch of the NCD Financing Tracker marked the next step on the Road to Manila and created a new opportunity for our global network to document and encourage progress on NCD financing.

None of this would have been possible without you. Whether you shared a story, organised an activity, contributed your expertise, amplified the campaign or supported it in other ways, you gave the Global Week its reach, relevance and strength.

What made this year's Global Week so powerful was not any single activity, voice or organisation, but the way each contribution strengthened the whole.

Katie Dain, CEO, NCD Alliance
Geneva, October 2026

A SPECIAL THANK YOU TO YOU

This year's Global Week for Action on NCDs marks the beginning of the final leg of what has become a three-year Time to Lead campaign. The campaign carried our movement through the fourth UN High-Level Meeting on NCDs and Mental Health (HLM4) and now takes us forward on the Road to Manila, keeping the focus firmly on the financing and leadership needed to turn commitments into action.

Now in its ninth year, the Global Week has become much more than a single moment of mobilisation. It provides a platform for our community to sustain pressure, share solutions and keep the experiences of people living with NCDs at the centre of the global response. The strength of engagement we have seen from around the world this year reflects a movement that is not only growing in reach, but deepening in commitment.

As this report shows, the NCD community continues to find new ways to lead, from organising activities and sharing lived experiences to developing practical resources and holding governments accountable. Every contribution adds momentum to the next. As we enter this final stretch of Time to Lead, we do so with renewed determination. The Road to Manila gives us another opportunity to build on what this community has created and press for concrete progress on sustainable financing for NCDs and mental health.

Gina Sanchez
Campaign Coordinator



ACKNOWLEDGEMENTS

Campaign supporters

Thanks to the financial commitment, engagement and campaign amplification provided 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 include 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.



Founding federations



NGO supporters



Development agencies



Corporate supporters



Foundation supporters



COMMUNITY ACTIVATION - KEY METRICS*

WEBSITE

90,966

users

149,962 sessions

35% engagement rate

above sector median

SOCIAL MEDIA

18.8m

people reached
with #ActOnNCDs
and/or #LeadOnNCDs

7,984,000 views

95,000 interactions

**6% avg monthly
engagement rate**

above sector median

COMMUNITY ACTIVATION

880+

events and activities
recorded worldwide

Still counting

Campaign activity continued to be
submitted after the Global Week
closed.

*These numbers are for the three-year campaign, 15 Sep – 11 Nov 2024, 18 Aug – 2 Oct 2025 and 1 July – 30 Sept 2026 combined.

TIME TO LEAD

Three years of action

Time to Lead began in 2024 as a two-year campaign leading towards the fourth UN High-Level Meeting on NCDs and Mental Health (HLM4). It gave the global NCD movement a shared platform for calling on governments to demonstrate leadership through concrete action.

In 2026, the campaign entered a third and final phase. Under the theme Leadership in Focus: From Commitment to Implementation, attention shifted towards the financing and accountability needed to turn political commitments into measurable progress.

The final leg of Time to Lead will conclude at the third International Dialogue on Sustainable Financing for NCDs and Mental Health (IFD3) in the Philippines in February 2027, before dovetailing into NCDA's next long-term campaign strategy.



THE CAMPAIGN JOURNEY

2024

CALLING FOR LEADERSHIP

Time to Lead brought the NCD movement together around five campaign priorities. The Call to Lead became its central advocacy statement, inviting organisations, advocates and individuals worldwide to demand genuine leadership on NCDs and mental health.



2025

TAKING THE CALL TO HLM4

The campaign carried these shared demands into the negotiations surrounding HLM4. The resulting Political Declaration introduced important global targets, but left significant gaps in financing and accountability.



2026–FEB 2027

FROM COMMITMENT TO IMPLEMENTATION

Leadership in Focus asked what governments were doing to finance their commitments, how progress could be documented and where further action was needed. The Road to Manila will carry this focus through to IFD3.



CAMPAIGN PRIORITIES

1

Accelerating the implementation of proven NCD policies and interventions

2

Integrating NCDs across health and development agendas

3

Mobilising sustainable investment across prevention and care

4

Delivering accountability for national and global commitments

5

Engaging communities and people living with NCDs in decisions that affect their health

2026 FOCUS



ADVOCACY IN ACTION

Across its three years, Time to Lead connected global policy moments with national and community action. It provided a common narrative through which members and supporters could bring lived experience, policy evidence and campaign demands into the same conversation.

The official launch of The Call to Lead marked the closing of the Global NCD Alliance Forum in February 2025 and gave the movement a shared demand ahead of the HLM4 in September. National and regional alliances adapted its messages to their contexts, while people living with NCDs helped ensure that the campaign remained grounded in the realities of accessing prevention, treatment and care.

Following the HLM4, the campaign moved from calling for commitments to examining what governments were doing to deliver them. This shift shaped the 2026 Global Week and led to the creation of the NCD Financing Tracker.

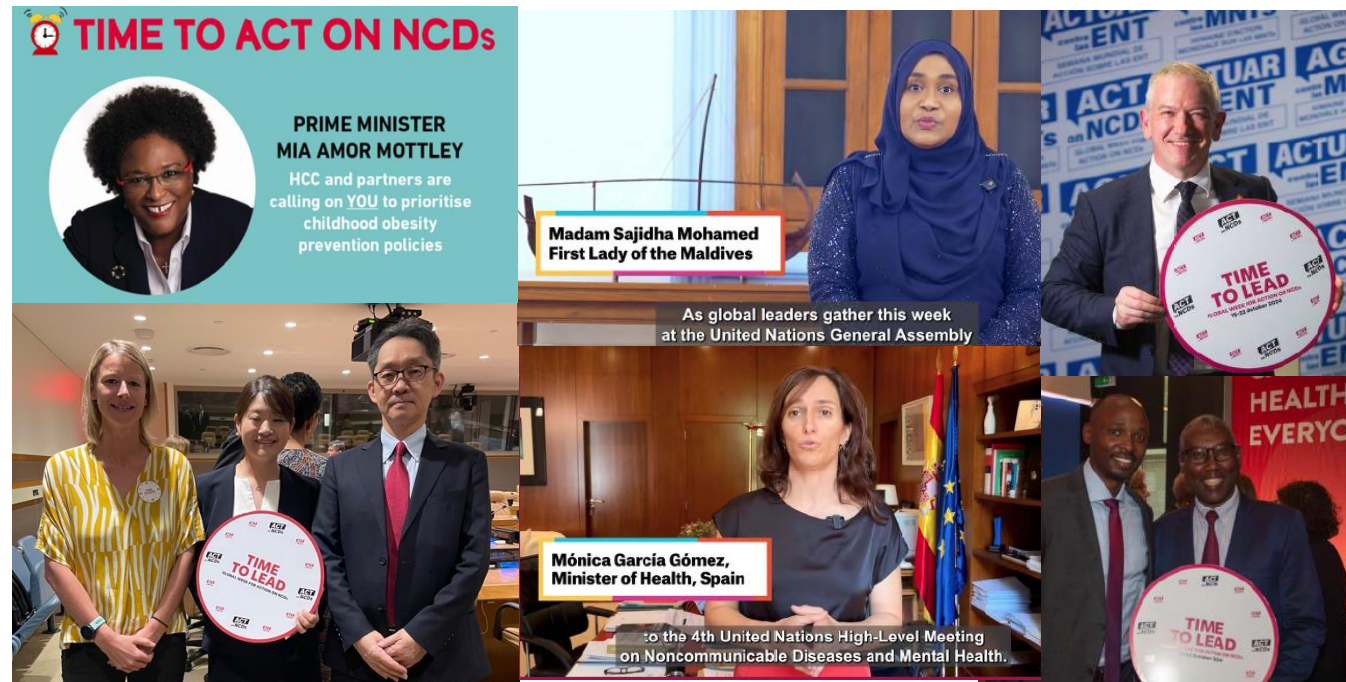


GOVERNMENT CHAMPIONS

At least 13 governments publicly supported the Global Week, including Barbados, Indonesia, Japan, Luxembourg, Malawi, Maldives, Norway, Scotland, Spain, St Kitts and Nevis, Rwanda, Thailand, and Uruguay.

Beyond these visible champions, many other governments engaged throughout the campaign cycle in less public but equally meaningful ways.

These interactions strengthened cross-regional collaboration and reinforced shared priorities across diverse political and geographic contexts.



NCD FINANCING TRACKER

Showcasing country action to finance the NCD response

The Political Declaration adopted at the HLM4 left major questions about how governments would finance their commitments and demonstrate progress. NCDA launched the NCD Financing Tracker to bring examples of government action together and make them more visible. Rather than assessing or ranking countries, it provides an illustrative snapshot of leadership across four areas.



Clear NCD spending targets

Governments establish explicit budgetary targets and commitments to increase and sustain investment in NCD and mental health prevention and care.



Health-promoting fiscal policies

Governments use a whole-of-government approach to implement health-promoting fiscal policies that can generate public revenue while reducing consumption of health-harming products.



Lower NCD medicine and device costs

Governments use strategic pricing, purchasing and other access levers to lower the costs of medicines and medical devices and make NCD care more affordable.



Prioritisation of data and surveillance

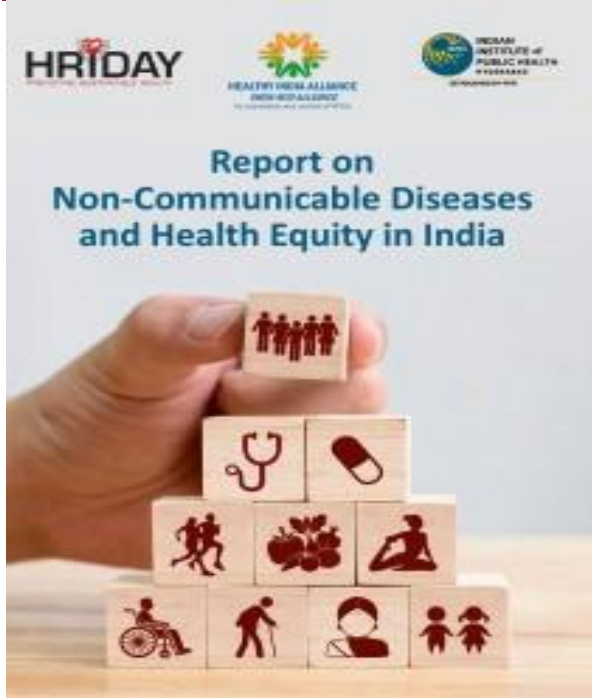
Governments invest in data and surveillance to strengthen forecasting, inform decision-making and ensure resources are allocated effectively and equitably.

Behind each entry is a story about how progress happens. By drawing these examples together, the Tracker gives advocates evidence they can use, helps promising approaches travel between countries and encourages governments to take further action. The Tracker will continue to grow as the NCD community submits examples. Its findings will be shared at IFD3 in the Philippines in February 2027.

STORY of IMPACT

INDIA

Local evidence shapes the call for equitable NCD care



The Healthy India Alliance, together with HRIDAY and the Indian Institute of Public Health Hyderabad, examined inequities in NCD prevention and care across two contrasting settings: New Delhi in North India and Hyderabad in South India.

The assessment identified groups facing disproportionate barriers, including migrant communities, people living in urban resettlement colonies, marginalised rural populations, people with disabilities and those managing multiple health conditions. Long waiting times, limited access to diagnostics and medicines, high out-of-pocket costs, language barriers and discrimination deepened these inequities.

The findings informed a report on NCDs and health equity in India, launched during the ninth National Consultations on NCDs under the #LeadOnNCDs theme. A subsequent subnational roundtable brought the evidence and recommendations to government, civil society, health professionals, researchers and people with lived experience.

India's official interventions at HLM4 reflected key recommendations from the assessment, including equitable and empathetic care, recognition of lived experience as expertise and leadership involving different sectors. The experience shows how evidence grounded in people's lives can shape national advocacy and carry community priorities into global policy discussions.

STORY of IMPACT

RWANDA First national NCD dialogue puts financing and accountability at the centre



On 4 September 2026, the Rwanda NCD Alliance and Rwanda Biomedical Centre convened the country's first National Dialogue on NCDs as part of the Global Week for Action. The meeting brought government representatives together with health professionals, development partners, civil society and people living with NCDs as Rwanda prepares its National NCD Strategy and Costed Action Plan for 2026–2030.

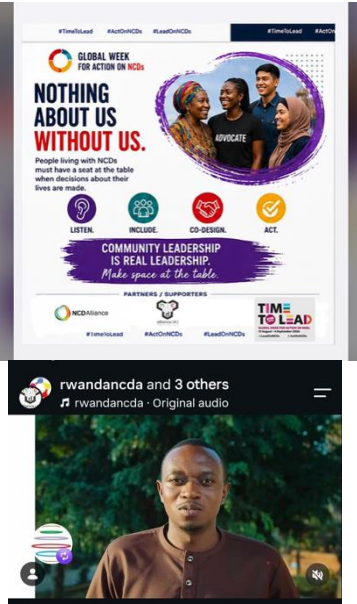
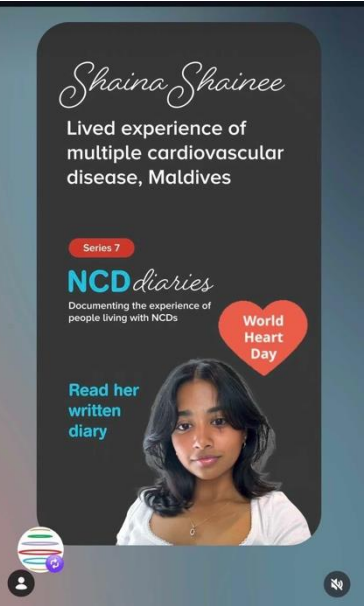
Participants called for stronger domestic financing, increased use of health-promoting fiscal measures and greater investment in affordable medicines, diagnostics and medical devices. They also highlighted the need for better surveillance and accountability systems to guide policy and monitor progress.

The dialogue examined progress in bringing NCD services closer to communities through primary healthcare and Community-Based Health Insurance, while recognising that specialised treatment remains unaffordable for many families. People living with NCDs called for easier access to diagnosis, medicines and appropriate care.

The dialogue created a national platform for defining priorities and connecting government policy with civil society evidence and lived experience. Its discussions are intended to inform Rwanda's next NCD strategy and preparations for IFD3. The next measure of influence will be how clearly these priorities appear in the new strategy, financing arrangements and systems established to track delivery.

ONE MESSAGE, MULTIPLE VOICES

The 2026 Global Week for Action produced some of the most-viewed social media posts in the campaign’s history. The five posts highlighted here came from people with lived experience and national and regional alliances, each bringing the campaign to its audiences through its own voice and context.



The attention they attracted shows how the alliance network extended the Global Week far beyond NCDa’s own channels. By carrying a shared message into different countries and communities, these posts helped make the call for leadership on NCDs more visible around the world.

MEMBER AND SUPPORTER ENGAGEMENT

The 2026 Global Week for Action was shaped by contributions from across the NCDA network. Members and supporters organised activities, adapted campaign messages for their own contexts, shared evidence and resources, and brought the experiences of their communities into the global conversation.

This collaboration was visible from the opening World Tour, which carried videos from members and supporters across regions and time zones. It continued throughout the week through national policy dialogues, community events, media engagement and digital advocacy.

At the time of writing, more than 380 events and activities had been recorded worldwide, with further reports still coming in.

This participation connected the global focus on financing and accountability with national realities and ensured that calls for implementation came from those working directly to secure change.

Blog

The hidden cost of ignoring psoriasis



Author:

Frida Dunger

Executive Director of IFPA

#ActOnNCDs

#LeadOnNCDs





American College of Cardiology

@accintouch.bsky.social

It's Global Week of Action on #NCDs. Access on-demand expert insights, and trusted clinical guidance with the #NCDs.

Learn anytime, connect globally and help prevent, detect & manage NCDs. bit.ly/3Swcfc0

#ACCIntl #ActOnNCDs @worldheart.org



American College of Cardiology

NCD ACADEMY

Fighting NCDs Through Free Global Education

GLOBAL PARTNER



FOUNDING SPONSOR



ACC.org/NCDAcademy

SUPPORTERS IN FOCUS

#ActOnNCDs

#LeadOnNCDs

CLEAN AIR FUND

TIME TO LEAD

CLAS

¿SABÍAS QUE EN AMÉRICA LATINA MILLONES DE FAMILIAS SE EMPOBRECEN POR PAGAR SU PROPIO TRATAMIENTO?

Semana Mundial de Acción Sobre las Enfermedades No Transmisibles - ENT

Cáncer, diabetes, trastornos mentales y enfermedades cardiovasculares, entre otras.

31 AGO - 4 SEP

Deslízalo para saber más

380+

Events and activities recorded worldwide and still counting

A shared platform for locally grounded advocacy with a collective global voice

7:14 PM · Sep 3, 2026

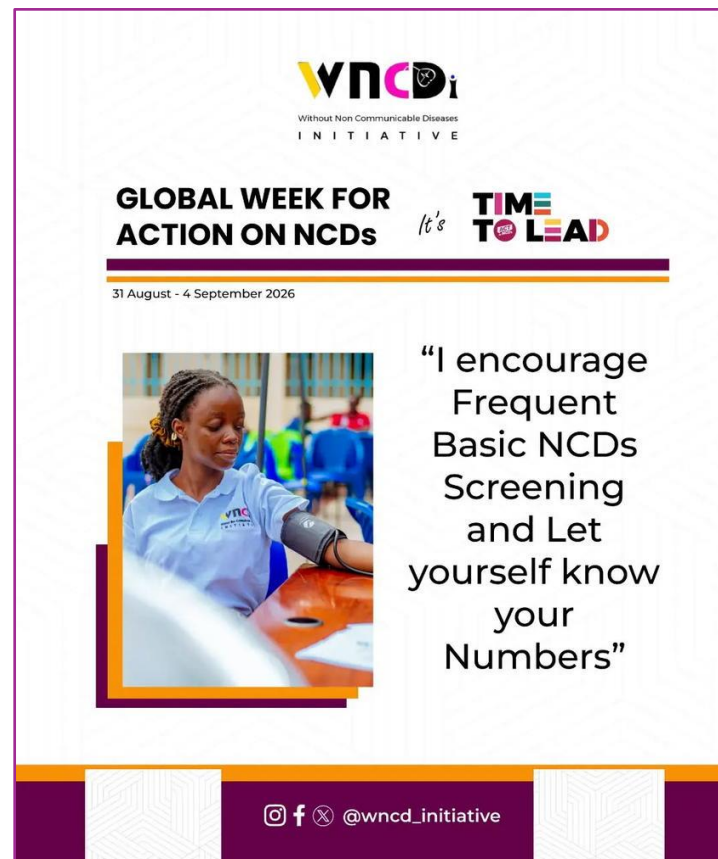
Everybody can reply

2026 Global Week for Action Impact Report

18

Stories, evidence and tools for action

The content gave advocates a common foundation while leaving room to adapt messages to their own priorities, audiences and national contexts.



NCD DIARIES

Young Voices in Focus

Launched during the 2026 Global Week for Action, the seventh NCD Diaries series, Young Voices in Focus, puts young people's experiences of living with NCDs at the centre of the conversation.

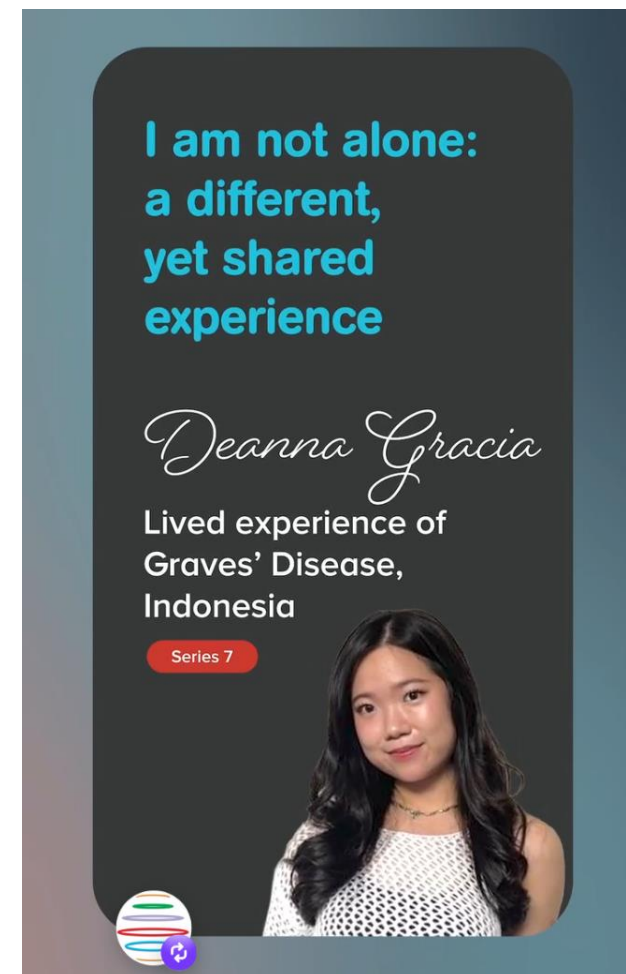
Through written, visual and podcast diaries, advocates share the challenges they face and how these experiences have inspired them to advocate for change. Their stories bring attention to perspectives often missing from mainstream discussions on NCDs, highlighting the importance of involving young people in shaping the policies that affect their lives.

Among them is Deanna Gracia from Indonesia, who lives with Graves' disease. Through her visual diary, she shares her experiences of living with an autoimmune condition and finding connection with others, using her story to raise awareness and support other young adults.

"Living with a chronic disease as a young person is never easy, but I hope to raise awareness and support other young adults like me through these diary entries."

Deanna Gracia, Indonesia

Explore the Young Voices in Focus series.



BLOGS AND MULTIMEDIA CONTENT

Member and supporter-authored blogs brought expertise and experience from across the NCD community into the campaign. Contributors explored issues ranging from health taxes and investment in the health workforce to access to care, humanitarian settings and the leadership of young people.



7 July 2026

MEMBER BLOG

Mental health at a tipping point: Why financing matters now



10 April 2026

MEMBER BLOG

Investing in the health workforce is a pillar of accountability

LEADERSHIP DIALOGUES

The 2026 series explored climate and health, the changing global health landscape and the role of fiscal policy in protecting health and advancing sustainable development. The latest dialogue brought together Jeremias Paul (WHO Fiscal Policies –Ret.) and Paula Johns, Executive Director of ACT Promoção da Saúde, Brasil.



KNOWLEDGE EXCHANGE

What could one Dollar buy?

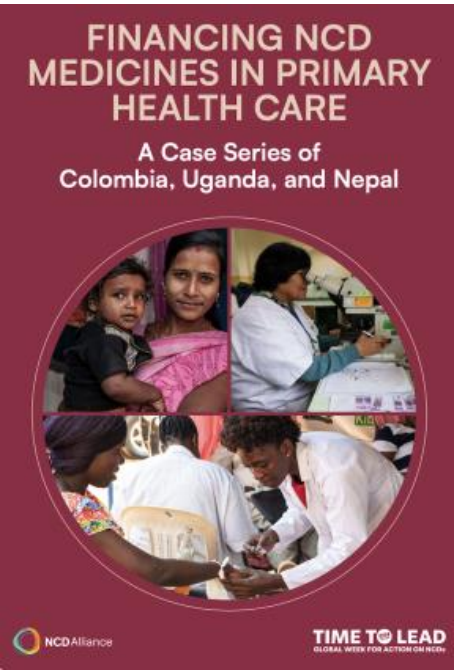
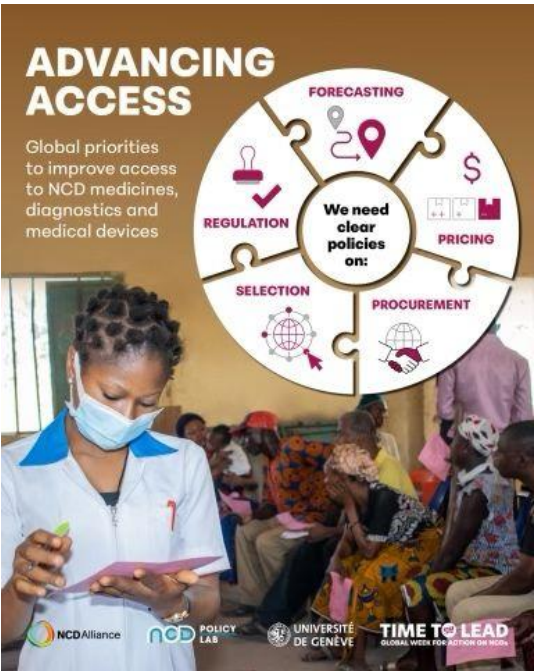
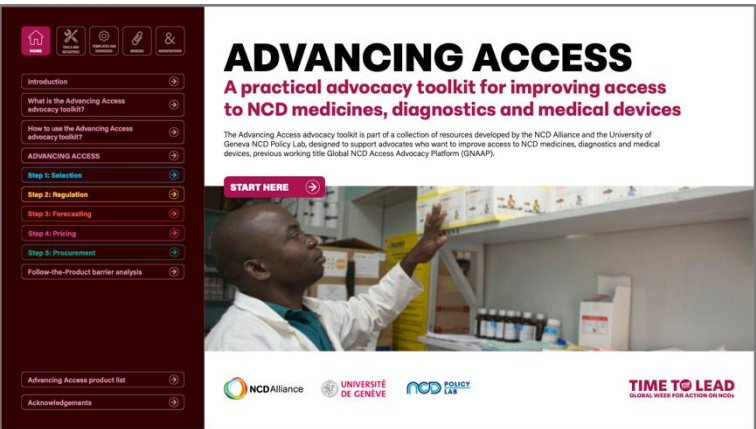


Adaptable social media cards invited participants to show what one dollar could mean in their context, whether it helped cover transport to a clinic, essential medicine, a healthy meal or a basic diagnostic test. The posts connected large financing debates with everyday decisions that affect people’s ability to prevent or manage an NCD.

Sharing best practice & other resources for action

The Advancing Access package combined a global policy brief with a practical toolkit to help advocates identify barriers to medicines, diagnostics and medical devices and develop evidence-based asks. Country case studies from Colombia, Uganda and Nepal examined how different health systems are financing NCD medicines through primary healthcare.

Civil society action guides, adaptable media materials, social media content and resources for engaging governments ahead of IFD3 helped turn this evidence into action.



DIGITAL ENGAGEMENT AND ANALYTICS

1 July to 30 September 2026

WEBSITE

16,080
users

20,307
sessions

22 sec
average engagement

30,538
page views

34%
engagement rate

719 downloads | 11 resources | 10 blogs

SOCIAL MEDIA

328,796
social media views

14,008
interactions

820
new followers

4%
Avg monthly
engagement rate

VIDEO CONTENT

85,352
video views

13,661
minutes watched

Engagement rates remained above sector medians.

These results were achieved with a smaller volume of content than in previous years, supported by organic promotion and no paid advertising.

DIGITAL ENGAGEMENT AND ANALYTICS

Impact across three campaign years

WEBSITE

90,966
users

149,962
sessions

23 sec
average engagement

2,142 downloads | 72 resources | 82 blogs

213,655
page views

35%
engagement rate

SOCIAL MEDIA

7,984,000
social media views

95,000
interactions

6,076
new followers

6%
Avg monthly
engagement rate

VIDEO CONTENT

1,514,720
video views

496,413
minutes watched

Engagement rates remained above sector medians.

*These numbers are for the three-year campaign, 15 Sep - 11 Nov 2024, 18 Aug - 2 Oct 2025 and 1 July – 30 Sept 2026 combined.

LOOKING FORWARD

The road to Manila & UNHLM on UHC

The 2026 Global Week for Action marked the next stage of Time to Lead. With the third International Dialogue on Sustainable Financing for NCDs and Mental Health (IFD3) rescheduled for 16–18 February 2027, the campaign now has an extended final leg in which to strengthen the evidence, sustain political attention and press for concrete action on NCD financing.

The NCD Financing Tracker will remain central to this work. NCDA members and supporters will continue to contribute examples of national and regional action.

The findings will be shared at IFD3, bringing practical experience from across the NCD community into the global financing discussion.

The Financing Dialogue will mark the culmination of the three-year Time to Lead campaign. The experience, evidence and relationships built through the campaign will then feed into NCDA's next long-term campaign strategy, and connect with the work on NCD financing with the journey towards the 2027 UN High-Level Meeting on Universal Health Coverage.



TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

© 2026 NCD Alliance

Published by the NCD Alliance

Editorial coordination: Jimena Marquez

Written by Gina Sanchez

Cover picture: Trio World School, Bengaluru, India. ©SeemaBali



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