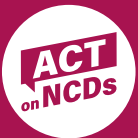


TIME TO LEAD



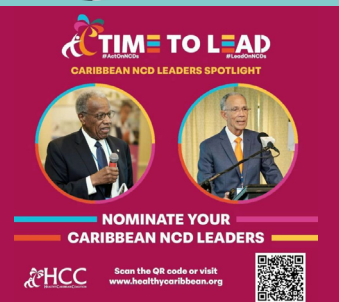
GLOBAL WEEK FOR ACTION ON NCDs

15-22 OCTOBER 2024

2024

Midpoint Impact Report





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The Time to Lead on NCDs

“This year’s Global Week for Action has highlighted the unwavering dedication of the NCD community, with leaders stepping forward in over 400 different activities. From podcasts to chat shows, webinars to in-person gatherings, NCD advocates took to the microphone and the podium, calling for bold leadership on NCDs and urging governments to fulfil their promises ahead of the 2025 UN High-Level Meeting on NCDs.

We’ve shown that leadership on NCDs comes from every corner of our community. But this is just the beginning. As we move into the next phase of our campaign, we’ll continue driving towards a more equitable world.”

Katie Dain, CEO of NCD Alliance



A coordinated approach

As we advance on the journey towards the 2025 UN High-Level Meeting on NCDs, the NCD Alliance continues to lead and amplify the global call for stronger action on noncommunicable diseases. The 2024-2025 Global Week for Action on NCDs, under the banner of **Leadership**, embodies the strength and resilience of our community. In 2024 we saw more than 400 impactful activities from members and partners across the globe. From virtual and in-person events to the launch of two inspiring microdocumentaries, *Raise Your Voice* from Malawi and *Going Full Circle* from India, advocates came together to spotlight the urgent need for leadership in tackling NCDs.

NCDA's road to the HLM4 is guided by three complementary campaign streams:

ADVOCACY



MOBILISATION



CONVENING



The first of these, Global Advocacy, centres on our engagement with WHO-led processes, ensuring that civil society is united on the road to 2025 advocating for a strong Political Declaration. The second, Global Mobilisation, drives the Global Week for Action, bringing together voices across sectors to push for enduring change. The third, Global Convening, sets the stage for the Global NCD Alliance Forum in February 2025. This event will serve as a springboard, accelerating our campaign and reinforcing our collective resolve.

These keys are the foundation for long-term progress, holding governments accountable, and building a future in which health equity is achievable for all. With the incredible momentum generated by our NCD Champions and the overwhelming engagement across social media in 2024, it's clear that our movement is gaining strength.

The Global Week for Action 2020-2025

TIME TO LEAD

The Global Week for Action on NCDs (GW4A) unites the NCD community every year, concentrating our combined efforts to help reduce the NCD burden globally and improve health and equity for all. This communications campaign is created around five NCD gaps identified by the NCD movement in 2020.

For this special two-year edition, the campaign is highlighting the need for Leadership on NCDs in the lead up to the Fourth United Nations High-Level Meeting on NCDs. We are focussing on five priority areas where governments must show leadership.

We have the commitments and the solutions to create a healthier world for all. This is a crucial moment for governments and decision-makers to turn intent into action. Together we can spark the necessary change for NCDs. It's time to lead.

 ACT on NCDs GLOBAL WEEK FOR ACTION ON NCDs 2020 ACCOUNTABILITY	 ACT on NCDs GLOBAL WEEK FOR ACTION ON NCDs 2021 COMMUNITY ENGAGEMENT	 ACT on NCDs GLOBAL WEEK FOR ACTION ON NCDs 2022 INVESTMENT	 ACT on NCDs GLOBAL WEEK FOR ACTION ON NCDs 2023 CARE	 ACT on NCDs GLOBAL WEEK FOR ACTION ON NCDs 2024-2025 LEADERSHIP
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2025
UNITED NATIONS HIGH LEVEL MEETING ON NCDs



The call to action: NCD Alliance advocacy priorities

The NCD Alliance has identified five advocacy priorities for the fourth United Nations High-Level Meeting on the Prevention and Control of Noncommunicable Diseases:



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.

The Advisory Group

Each year, NCDAC convenes an advisory group to support shaping the Global Week for Action. The group helps to ensure that the week-long global campaign, and preparations for it, consider the diversity of the NCD movement, as well as provide different perspectives on how to build momentum. The 2024-2025 advisory group members are:

- **Lucía Feito**, Commissioner for The Lancet Global Health Commission on People-Centred Care for UHC
- **Janine Huguenin**, Campaign Manager, Union for International Cancer Control, UICC
- **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



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Key Highlights

Building on the successes and lessons from previous years, we have been able to achieve the greatest level of engagement in the history of the Global Week for Action on NCDs Campaign. Thanks to you and hundreds of thousands from the NCD community we are well on our way to tell world governments that **IT'S TIME TO LEAD.**

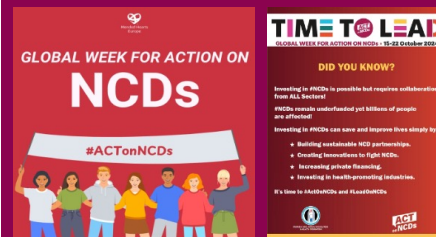
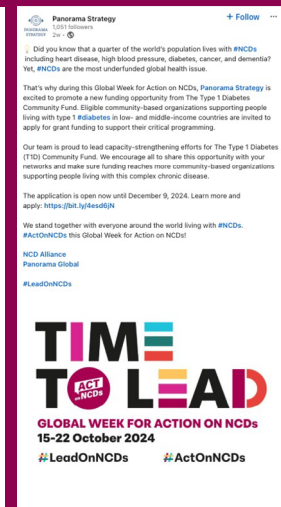
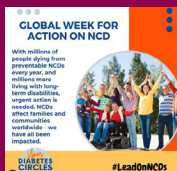
The Campaign in Numbers*

Website visits (actonncds.org)	148k (→ 96'260, sept 15-nov 5)
Website users	74k (→ 39'728, sept 15-nov 5)
Total Impressions	10 Million +
Media Mentions	975 (news, web, blogs & Google alerts)
New Followers	2,500
Media Views	1.5 Million
Social Media Engagement	33k +
Engagement rate	6%
Member-authored Blogs	9
Global Champions	13
Activities/Events	85
Podcasts	6 podcast Leadership episodes

*Numbers are generated for the most active phase of the campaign (August – October 2024)

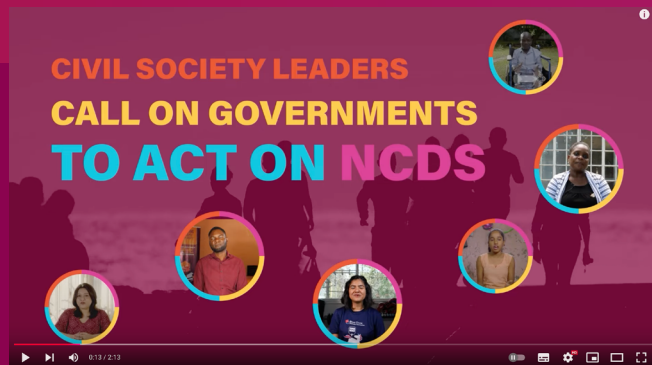
Influencer Engagement

This year, we had the invaluable support of Heads of Government, social media influencers, and global NCD advocates. Each of these voices amplifies our call for action, ensuring our message resonates across borders and reaches every corner of the world.




It's Time to Lead videos

This year, we had the invaluable support of Key Opinion Leaders to call on government to Act on NCDs reminding them it's Time to Lead. These videos were shared on social media as part of the online strategy.



 GO TO VIDEO



 GO TO VIDEO



Short Films

To kick-off the week, the NCD Alliance launched two short films spotlighting the impactful stories of local leaders advocating for better NCD care in their communities.



“Going Full Circle” gives a view into life for women living with diabetes in India, and the myriad of social, emotional and economic challenges that go beyond managing blood sugar.

 GO TO VIDEO



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“Raise Your Voice” is filmed in Malawi, where NCDs such as cancer and diabetes are still relatively new as a major health burden. Limited access, low investment and long distances to medical clinics contrast dramatically with the healthcare provided in high-income countries.

 GO TO VIDEO

Global Week for Action on NCDs | **TIME TO LEAD** | 15-22 October 2024 11

Member Engagement

In the campaign's first phase, we featured a range of insightful, member-authored blogs. Members also organised a range of impactful in-person events, conferences, and webinars, and launched reports—all contributing to the momentum that brought us to this year's Global Week for Action.



28 October 2024 MEMBER BLOG

Celebrating a decade of action on psoriatic disease



15 October 2024 MEMBER BLOG

Salt Reduction in Colombia: Leading the Charge Against NCDs



7 October 2024 MEMBER BLOG

Rwanda's inspiring leadership to curb noncommunicable diseases



25 September 2024 MEMBER BLOG

Unlocking community leadership and involvement in research for evidence-informed action



17 September 2024 MEMBER BLOG

Empowering people living with NCDs and the community: A key to closing the NCD leadership



9 September 2024 MEMBER BLOG

Change does not have to start at the top – grassroots movement propels mental health financing progress

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



Partners in the spotlight

The Global Week for Action on NCDs is made possible through the steadfast support of our Campaign Partners and the active involvement of the NCD Alliance Supporters Group.

Their financial commitment and engagement empower us to deliver impactful, sustainable change. We believe that tackling the global NCD crisis requires inclusive partnerships and collective action across sectors. That's why we work closely with progressive governments, NGOs, philanthropies, private sector leaders, and academia. Together, we share a commitment to a healthier world, united in our mission to improve the lives of people living with NCDs globally.



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CAMPAIGN PARTNERS



NCDA SUPPORTERS

FOUNDING FEDERATIONS



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



NGO PARTNERS



CORPORATE AND FOUNDATION PARTNERS



The Call to Lead on NCDs

Addressed to world leaders, The Call to Lead on NCDs plays a crucial advocacy role in the campaign, urging all governments to fulfil their commitments to address the burden of NCDs. It calls on Member States to take decisive action at the Fourth UN High-Level Meeting on NCDs in September 2025, and will be delivered to world leaders ahead of the gathering.

<https://actonncds.org/take-action/call-to-lead-on-ncds>



Listen to the NCDA podcast episode about The Call to Lead.

Specifically, the open letter calls on leaders to:



ACCELERATE IMPLEMENTATION

by delivering the proven, cost-effective policies to reduce NCD risk factor exposure, integrating quality NCD interventions into person-centred care and universal health coverage benefit packages, and expanding access to essential NCD medicines, technologies, and resources.



MOBILISE INVESTMENT

by increasing sustainable funding for health that includes specific and measurable financing targets for NCDs strategies and maximises the win-win from health taxes and other fiscal measures.



DELIVER ACCOUNTABILITY

by regularly monitoring and reporting to citizens and the global community on an updated set of NCD targets extended to 2030 and beyond; and by integrating NCD commitments into the post-SDG agenda.

Looking Ahead

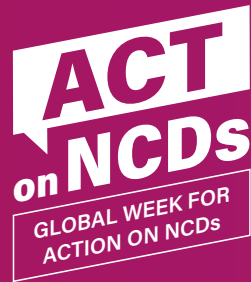
This campaign would not be possible without the continuous support of the NCD community, demonstrating that we can achieve greatness when we come together with a shared goal. Thanks to the dedication of national alliances, community groups, and advocates worldwide, this year's Global Week for Action on NCDs has set the stage for a transformative journey towards a healthier, more equitable world.

And yet, there is still much to be done.

As we reach the midpoint of this special two-year campaign, we remain committed in our efforts to drive action and accountability on NCDs globally. As we move closer to the Fourth UN High-Level Meeting on NCDs in New York in September 2025, we're preparing to launch new initiatives, including Leadership Dialogues, NCD Diaries, and member-authored blogs. These efforts will amplify our collective call for bold action, elevating the voices of communities affected by NCDs.

We invite you to stay tuned and stay engaged—together, we will keep building momentum for lasting change.





GLOBAL WEEK FOR ACTION ON NCDs TIME TO LEAD

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www.actonncds.org

Contact us: info@actonncds.org

