



UN Summit Partners Group:

American Cancer Society  
American Heart Association  
Framework Convention Alliance  
Global Health Council  
LIVESTRONG  
Norwegian Cancer Society  
World Lung Foundation

## The NCD Alliance Common Interest Group

Fifth CIG Teleconference, 22 March, 2011

**180 Days** until the Summit

# Agenda

**330-345:** UN Summit Update (Johanna Ralston, CEO, World Heart Federation)

**345-355:** CIG Discussion

**355-405:** Partner Updates

**405-420:** Launch of the NCD Alliance Proposed Outcomes Document for the UN Summit (Ann Keeling, CEO, IDF & Chair, NCD Alliance Steering Group)

**420-435:** CIG Discussion

**435-445:** The HIV/AIDS Experience: Engaging Governments and Negotiating the HIV/AIDS Outcomes Document (Chantal Blouin and Valerie Percival, Carleton University)

**445-455:** CIG Discussion

**455-500:** Call To Action

# UN Summit Update

Johanna Ralston, CEO, World Heart Federation

# AMRO Regional Summit Consultation

23-25 February, Mexico City

- Strong focus on prevention and FCTC implementation
- PAHO facilitated strong involvement of civil society
- NCD Alliance delivered a statement calling for:
  - Participation of Heads of State in the Summit
  - Appointment of a UN focal point for the Summit
  - Commitment to a concrete plan of action at the Summit including agreement on global accountability monitoring, reporting, and follow-up mechanisms.
- Final Ministerial Declaration commits to:
  - Promoting Public Private partnerships to advance action against NCDs
  - Promote access to integrated prevention and treatment and access to affordable, safe, effective and high quality medicines
  - Intersectoral action on food supply and advertising, transport systems, urban and school environments to reduce risk factors
  - Participation by Heads of State in the Summit

# SEARO Regional Summit Consultation

1-4 March, Jakarta

- NCD Alliance Statement delivered on behalf of 16 local and regional NGOs
- SEARO facilitated strong civil society involvement
- **Jakarta Call for Action (avail on NCDA website) calls for:**
  - Inclusion of NCDs in the MDGs
  - Donors and UN agencies to enhance capacity building and technical support for NCDs
  - Increase in national budget allocations for combating NCDs
  - Effective implementation of the FCTC
  - Integrated and multisectoral national plans of action for NCDs

# WP Regional Summit Consultation

24-25 March, Seoul

## Seoul Declaration (just released) Calls for:

- Multisectoral whole-of-government policy environment and a coordinating process to mainstream the response to NCDs involving all stakeholders
- Reduce the common NCD risk factors (tobacco use; diets high in total fat, saturated and or trans-fats, salt and sugar; the harmful use of alcohol; and physical inactivity)
- Prioritise human and financial resources and infrastructure to ensure equitable coverage of priority evidence-based NCD programmes
- Strengthening synergies between NCD programmes and other development priorities, including the Millennium Development Goals and the future global development agenda; and
- Mobilising additional resources and supporting innovative approaches to financing NCD prevention and control.

# Russia Ministerial Conference Update

- 27 April: WHO Global Forum
- 28-29 April: Russia Ministerial Conference
- Visit conference websites to request invitations to Forum and view meeting details (links on our homepage).
- Very limited number of NGOs being invited to Ministerial Conference (only speakers)
- Invitations are being extended to Ministers of Health and representatives from Ministries of Foreign Affairs, Economic Affairs, International Development, Urban Planning and Finance
- Expected outcomes of the Ministerial Conference include a Declaration and a conference report
- Full Update from WHO and NCDA during 12<sup>th</sup> April CIG Call

# UN Summit Civil Society June 16 Hearings and UN Summit Attendance

- **CIG Advocacy Success:** The UN has opened up registration to the UN Summit and Civil Society Hearings to all NGOs (inc those w/o UN or ECOSOC accreditation)
- Date of CS Hearings: 16 June, UN General Assembly Hall, NY
- Registration Deadline for Hearings and Summit (combined registration process): **April 15th**
- Seating will be on a first come first served basis at the Summit
- Registration and speaker applications: details have been sent to all CIG members and available on our homepage
- **Civil Society Taskforce:** Membership should be announced shortly

# Expected Outcomes Document Process (Our Current Understanding)

**Step 1:** Zero (first) draft should be completed by end of June by UN country embassies in NY (expected to be made public).

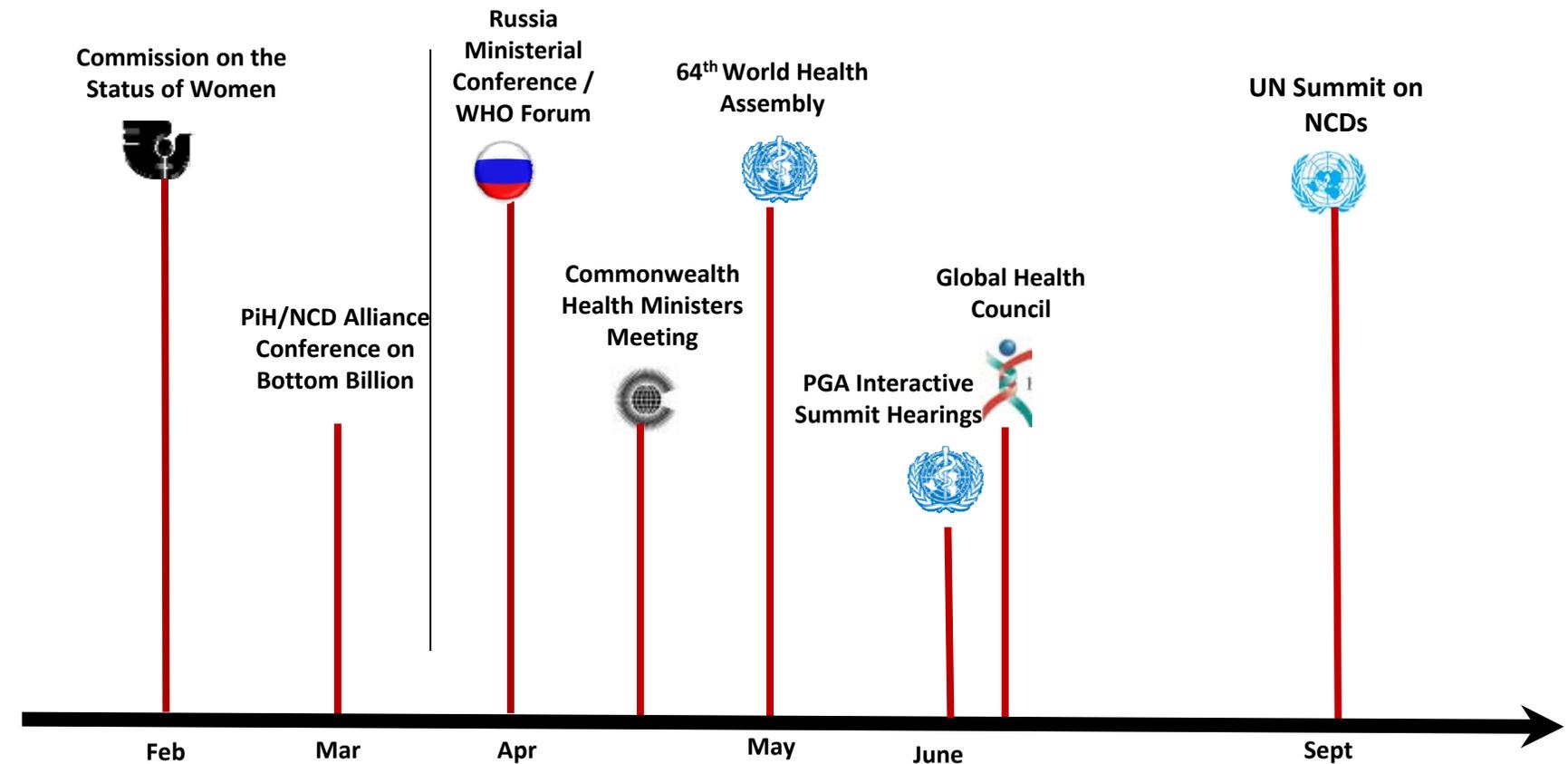
**Step 2:** Countries send comments over 2-3 week period. Process for determining positions different for each member state (many member states have inter-ministerial policy committee's, usually led by Foreign Affairs)

**Step 3:** After all comments received, UN (PGA and co-facilitators) produce a consolidated draft (long text/wish list including all comments)

**Step 4:** Negotiations on the consolidated draft start by elimination of the bracketed (non-contentious) text and progress to the more contentious issues. Negotiations could proceed until the last moment (19 or 20<sup>th</sup> Sep)

- UN Mission reps lead on negotiations – in some cases with advice from capitals, in some cases not (latter particularly with low-income states)
- Most countries will negotiate in regional blocs eg EU, G77 (131 countries)  
etc

# Looking Ahead: Key Events in 2011



UN Summit Regional Consultations

AFRO Consultation April 4-6

WP Consultation March 24-25

\*Many additional events listed on NCDA Website

# Partner Updates

Sandra Mullin, Senior Vice President for  
Communications, World Lung Foundation  
**Update on launch of [15000aday.org](http://15000aday.org)**

# 15000aDay.org

Tabacco kills 15000 smokers and nonsmokers a day. Act Now to save millions!

15,000 people die from tobacco every day. You can help save millions by taking action now.

TOBACCO FACTS    TOLL OF NCDs    UN SUMMIT SEPT 2011    ACT NOW TO SAVE LIVES

Mukesh, 24 years old  
Died from oral cancer  
from tobacco use

1 4 4 6 8 deaths today

Take Action Now: Ask your Head of State to attend the UN NCD Summit.

Select your country:  
Afghanistan

News  
World Lung Foundation Partners with the NCD Alliance to Push for Inclusion of Non-Communicable Diseases in Millennium Development Goals

Spread the word about 15000aDay.org and urge your friends to take action!

Facebook, Twitter, MySpace, YouTube, Google+, Star, Plus

# 15000aDay.org

**Engage the public:** activate grass roots by giving a human face to the problem

**Actionable:** Simple messaging, direct action online

- Letter is a template but can be changed by the user
- Letter is automatically emailed to your UN Representative

**Continuous advocacy effort,** building to September

- Use social media to grow advocacy base
- Beat the drum: Provide ongoing narrative of success
- Provide short term goals – new actions each month

**Partnership for growth:** The web site is unbranded

- Questions? Email [shamill@worldlungfoundation.org](mailto:shamill@worldlungfoundation.org)

# Partner Updates

Diana McGhie, Global Advocacy Manager, American Heart Association

**Update on US Partners Engagement and Upcoming Editorial**

# Launch of the NCD Alliance Proposed Document

Ann Keeling, CEO, International Diabetes Federation and Chair,  
NCD Alliance

# NCD Alliance Proposed Outcomes Document for the UN Summit

- Result of several months of consultations
- Modelled on headlines of 2001 HIV/AIDS Outcomes Document
- Combination of generic NCD targets and specific disease targets where differences exist
- Commitments the NCD Alliance is asking UN member states to agree in Summit Outcomes Document
- Elaborates original 6 NCD Alliance 'asks' for the Summit
- Not prioritised because NCDs need a holistic approach
- Deliberately no overall price tag
- Please send feedback to [info@ncdalliance.org](mailto:info@ncdalliance.org) and encourage consultations and discussion

**THIS STARTS THE DIALOGUE - ALL FEEDBACK, POSITIVE OR NEGATIVE, SERVES OUR CAUSE**

# Setting the Context

## UN Summit Objectives

**Governments to be accountable and measured on NCD plans**

**Framework Convention on Tobacco Control (FCTC) to be fully implemented**

**A global commitment to prevent the preventable**

**Globally agreed approaches to NCD treatment and care**

**Resources to deliver NCD interventions**

**NCDs in the MDG successor goals**

## Outcomes Document

- 1. Leadership**
- 2. Prevention and Detection**
- 3. Diagnostics and Treatment**
- 4. Health Systems**
- 5. Resources**
- 6. Research**
- 7. Human Rights / Vulnerability**
- 8. Monitoring / Follow Up**

# Outcomes Document



**The NCD Alliance**  
Putting non-communicable diseases on the global agenda

**Proposed Outcomes Document for the United Nations High-Level Summit on Non-Communicable Diseases**

**We, the NCD Alliance, request Governments of the world at the UN High-level Summit on NCDs taking place 19-20<sup>th</sup> September 2011 to commit to:**

**Leadership**

- Implement the WHO 2008-2013 Action Plan for the Global Strategy for the Prevention and Control of NCDs, Global Strategy on Diet, Physical Activity and Health, and the Global Strategy to Reduce the Harmful Use of Alcohol.
- Include NCDs in the global development goals that succeed the Millennium Development Goals in 2015.
- By 2016, 60% of countries implement a national NCDs Action Framework, a Coordinating Authority and a country-level Monitoring and Evaluation System and develop national health plans with specific objectives and targets for the prevention, early detection, treatment and care of NCDs.
- Develop, implement, monitor and evaluate strategies addressing NCDs engaging the whole of government, the private sector and civil society and adopt a 'health in all policies' approach where all major policies and capital projects are subject to a health impact assessment.
- Establish a UN Inter-agency coordination mechanism on NCDs by 2012.
- Establish a 'Stop NCDs Partnership' within the UN system to coordinate follow-up action on UN Summit commitments working with governments, NGOs and the private sector.
- Establish a UN Decade of Action on NCDs 2012-2022 to implement the Outcomes Document and ensure that by 2016, 65% of the world's population have access to information, education and services to reduce their vulnerability to NCDs.
- Reduce NCD death rates by at least 2% per annum.

**Prevention**

- Accelerate the effective implementation of the Framework Convention on Tobacco Control.
- Establish effective population-wide prevention, early detection, screening and awareness-raising programmes for NCDs targeting high-risk populations by 2020, including, but not limited to:
  - By 2018, reduce the mortality and morbidity of gastric, colorectal, breast, cervical cancer, diabetes and cardiovascular diseases (including heart disease and stroke) by increasing early detection programmes.
  - By 2018, implement national immunisation strategies for HPV and HBV for populations at high risk and strategies to prevent rheumatic fever to avert rheumatic heart disease.
  - Reduce or eliminate environmental (including indoor air pollution), occupational and other contextual risk factors associated with NCDs.
- Implement global and national trade and fiscal measures to provide incentives for production, distribution and marketing of vegetables, fruit and unprocessed food.
- By 2013, develop and implement comprehensive strategies to decrease childhood obesity, and eliminate all forms of marketing, particularly those aimed at children, for foods high in saturated fats, trans-fats, salt and refined sugars by 2016.
- By 2013, develop and implement regulatory measures to achieve substantial reductions in levels of saturated fats, trans-fats, salt and refined sugars in processed foods. Aim to reduce worldwide salt intake to less than 5g/day (per capita) (2,000 mg sodium/day) by 2025.
- Develop and implement policies for urban design to include safe open spaces and encourage walking, cycling and other physical activities.
- Develop and implement comprehensive strategies to decrease the harmful use of alcohol, in particular among youth.

Non-Communicable Diseases (NCDs): Cancer, cardiovascular disease, chronic respiratory disease and diabetes, and the four shared risk factors of tobacco use, unhealthy diet, physical inactivity and the harmful use of alcohol, as identified by the World Health Organization (WHO).

**Diagnostics and Treatment**

- Ensure universal access to affordable high-quality essential NCD medicines and medical technologies including, but not limited to:
  - Diagnostic technologies including, but not limited to:
    - Anti-hypertensives, statins, aspirin and penicillin by 2015.
    - Insulin and other diabetes medicines, and diabetes diagnostic and monitoring technologies by 2015.
    - Good-quality, affordable asthma inhalers by 2012.
- Provide improved access to high quality palliative care, including opioid analgesics, for those suffering from pain associated with NCDs.
- By 2013 develop and implement strategies to address NCD treatment and care in emergencies, natural disasters and conflicts.

**Health Systems**

- By 2015, establish and strengthen national health information systems (including registries) for monitoring and evaluation of NCDs and risk factors and morbidity/mortality statistics by case.
- By 2016, 60% and by 2020 80% of countries to develop strategies to integrate health-system management of NCDs, especially at primary health care levels.
- Strengthen national and community-based health systems to ensure continuity of care and support through to effective referral by 2020.
- Develop and implement strategies to strengthen human resources for health, including public health and community health workers, to ensure equitable access to NCD prevention, early detection, treatment and care.

**Resources**

- Allocate sufficient funds to the United Nations and member states to support the implementation of the UN Summit Outcomes Document.
- Develop and implement innovative financing mechanisms for NCDs at global and country level.
- Leverage existing essential medicine procurement mechanisms and develop new solutions to provide access to affordable NCD medicines and technologies.
- Increase the percentage of national health budgets allocated to NCDs.
- By 2012, bilateral donor agencies and multilateral organisations to support NCD programmes in low- and middle-income countries.

**Research**

- Encourage, increase and accelerate research on NCD causes and cures, including longitudinal research into the early origins of NCDs.
- Encourage operational research on prevention, treatment and management of NCDs.

**Human Rights / Vulnerability**

- Accelerate approaches to address the social determinants of NCDs, including malnutrition, and reduce the vulnerability of women, children, indigenous peoples and populations at particularly high risk.
- By 2016, implement NCD screening into maternal and child health programmes.
- Implement legislation, policies and public awareness campaigns to reduce stigma and discrimination associated with NCDs.

**Monitoring / Follow up**

- By 2012, establish a High-level Commission on Accountability for Action on NCDs with representatives from government, donors, multi-lateral institutions, civil society and the private sector to ensure ongoing monitoring of commitments from the UN Summit.
- Every year devote time at the UN General Assembly to review a report from the Secretary General on progress and conduct a high level review of progress in 2016.






**NCD Alliance UN Summit Partners**  
American Cancer Society, American Heart Association, Framework Convention Alliance, Global Health Council, LIVESTRONG, Norwegian Cancer Society and World Lung Foundation.

To commit on this Proposed Outcomes Document and get more information about the NCD Alliance, please visit:  
[www.ncdalliance.org](http://www.ncdalliance.org)

# 1: LEADERSHIP

1. Implement the WHO 2008-2013 Action Plan for the Global Strategy for the Prevention and Control of NCDs; Global Strategy on Diet, Physical Activity and Health; and the Global Strategy to Reduce the Harmful Use of Alcohol.
2. **Include NCDs in the global development goals that succeed the Millennium Development Goals in 2015.**
3. **By 2016, 60% of countries implement a national NCDs Action Framework, a Coordinating Authority and a country-level Monitoring and Evaluation System and develop national health plans with specific objectives and targets for the prevention, early detection, treatment and care of NCDs.**
4. Develop, implement, monitor and evaluate strategies addressing NCDs engaging the whole of government, the private sector and civil society and adopt a 'health in all policies' approach where all major policies and capital projects are subject to a health impact assessment.
5. Establish a UN interagency coordination mechanism on NCDs by 2012.
6. **Establish a 'Stop NCDs Partnership' within the UN system to coordinate follow-up action on UN Summit commitments working with governments, NGOs and the private sector.**
7. Establish a UN Decade of Action on NCDs 2012–2022 to implement the Outcomes Document and ensure that by 2016, 85% of the world's population have access to information, education and services to reduce their vulnerability to NCDs.
8. Reduce NCD death rates by at least 2% per annum.

## 2: PREVENTION

1. **Accelerate the effective implementation of the Framework Convention on Tobacco Control**
2. Establish effective population-wide prevention, early detection, screening and awareness-raising programmes for NCDs targeting high-risk populations by 2020, including, but not limited to:
  - a) By 2018, reduce the mortality and morbidity of gastric, colorectal, breast, cervical cancer; diabetes; and cardiovascular diseases (including heart disease and stroke) by increasing early detection programmes.
  - b) By 2018, implement national immunisation strategies for HPV and HBV for populations at high risk and preventing rheumatic fever to avert rheumatic heart disease.
  - c) Reduce or eliminate environmental (including indoor air pollution), occupational and other contextual risk factors associated with NCDs.
3. Implement global and national trade and fiscal measures to provide incentives for production, distribution and marketing of vegetables, fruit and unprocessed food.
4. By 2013, develop and implement comprehensive strategies to decrease childhood obesity, and eliminate all forms of marketing, particularly those aimed at children, for foods high in saturated fats, trans-fats, salt and refined sugars by 2016.
5. **By 2013, develop and implement regulatory measures to achieve substantial reductions in levels of saturated fats, trans-fats, salt and refined sugars in processed foods. Aim to reduce worldwide salt intake to less than 5g/day per capita (2,000 mg sodium/day) by 2025.**
6. Develop and implement policies for urban design to include safe open spaces and encourage walking, cycling and other physical activities.
7. Develop and implement comprehensive strategies to decrease the harmful use of alcohol, in particular, among youth.

# 3: DIAGNOSTICS AND TREATMENT

1. **Ensure universal access to affordable high-quality essential NCD medicines and medical technologies including, but not limited to:**
  - a) Diagnostic technologies, radiotherapy and cancer medicines by 2020.
  - b) Anti-hypertensives, statins, aspirin and penicillin by 2015.
  - c) Insulin and other diabetes medicines, and diabetes diagnostic and monitoring technologies by 2015.
  - d) Good-quality, affordable asthma inhalers by 2012.
2. Provide improved access to high quality palliative care, including opioid analgesics, for those suffering from pain associated with NCDs.
3. By 2013 develop and implement strategies to address NCD treatment and care in emergencies, natural disasters and conflicts.

# 4: HEALTH SYSTEMS

1. By 2015, establish and strengthen national health information systems (including registries) for monitoring and evaluation of NCDs and risk factors and morbidity/mortality statistics by cause
2. **By 2016, 60% and by 2020 80% of countries to develop strategies to integrate health-system management of NCDs, especially at primary health care levels.**
3. Strengthen national and community-based health systems to ensure continuity of care and support through to effective referral by 2020.
4. Develop and implement strategies to strengthen human resources for health, including public health and community health workers, to ensure equitable access to NCD prevention, early detection, treatment and care.

# 5: RESOURCES

# 6: RESEARCH

## RESOURCES

- 1. Allocate sufficient funds to the United Nations and member states to support the implementation of the UN Summit Outcomes Document.**
2. Develop and implement innovative financing mechanisms for NCDs at global and country level.
3. Leverage existing essential medicine procurement mechanisms and develop new solutions to provide access to affordable NCD medicines and technologies.
4. Increase the percentage of national health budgets allocated to NCDs.
5. By 2012, bilateral donor agencies and multilateral organisations to support NCD programmes in low- and middle-income countries.

## RESEARCH

- 1. Encourage, increase and accelerate research on NCD causes and cures, including longitudinal research into the 'early origins' of NCDs.**
2. Encourage operational research on prevention, treatment and management of NCDs.

# 7: HUMAN RIGHTS / VULNERABILITY

# 8: MONITORING / FOLLOW UP

## **HUMAN RIGHTS / VULNERABILITY**

- 1. Accelerate approaches to address the social determinants of NCDs, including malnutrition, and reduce the vulnerability of women, children, indigenous peoples and populations at particularly high risk.**
2. By 2016, implement NCD screening into maternal and child health programmes.
3. Implement legislation, policies and public awareness campaigns to reduce stigma and discrimination associated with NCDs.

## **MONITORING / FOLLOW UP**

- 1. By 2012, establish a high-level Commission on Accountability for Action on NCDs with representatives from government, donors, multi-lateral institutions, civil society and the private sector to ensure ongoing monitoring of commitments from the UN Summit.**
2. Every year devote time at the UN General Assembly to review a report from the Secretary General on progress, and conduct a high-level review progress in 2016.

# NEXT STEPS

1. Wide political circulation to all NY and Geneva country embassies in the next 2 weeks
2. Federations and NCDA partners circulating to membership and disseminating
3. Press release today
4. Asking co-facilitators to request UN SG to circulate NCDA Outcomes Statement as official background document
5. Will use in all future negotiations eg Africa regional and Moscow, and lobbying
6. Seeking feedback through website and social media

# Guest Speakers

Chantal Blouin and Valerie Percival, Carleton University

## **The HIV/AIDS Experience**

- 1. Engaging Governments and Using Health Diplomacy**
- 2. Negotiating an Outcomes Document**

# Call To Action to the CIG

- 1. Help us promote our Outcomes Document to all stakeholders for a united civil society effort**
- 2. Share our new take Action webpage**
  - ▶ Regularly updated list of key focus countries
  - ▶ Template letters
  - ▶ Updated intelligence on the latest Summit information and country positions
  - ▶ Regular updates on Summit related news and activities of CIG members
- 3. Help us build a strong network:** Promote the CIG within your networks so that we can build a movement of over 500 partner organizations (currently 300)
- 4. Register for the UN Summit and Civil Society Hearings** by April 15<sup>th</sup> and spread the word to ensure strong civil society participation.
- 5. Put an ‘elephant in a room’ or launch a ‘15000aday’ type public campaign** – we need creative campaigns to make the general public take notice.
- 6. Use your WHO Consultation Regional Declaration** to engage your government
- 7. Tell us if you will be represented in Moscow** so we can work together to form a strong voice

# Next CIG Meeting

Next CIG Call: 12th April, 3.30-4.15pm CET  
(Russia Ministerial Conference Briefing with guest speakers)