

**ACT**  
on NCDs

# 2023 IMPACT REPORT

GLOBAL WEEK FOR ACTION ON NCDs  
14 - 21 SEPTEMBER 2023

**THE MOMENT FOR CARING**

[actonncds.org](http://actonncds.org)

[#ActOnNCDs](https://twitter.com/ActOnNCDs)





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# Reaching greater heights

NCD Alliance has been running the Global Week for Action on NCDs for six consecutive years now, with every year bringing new successes and key learnings to raise awareness and support the NCD community worldwide. The Global Week for Action unites the NCD community, concentrating our combined efforts to help reduce the NCD burden globally and improve health and equity for all.

As the leading global civil society organisation working on NCDs, our blueprint for action is to focus on driving advocacy and accountability at a global level, whilst supporting civil society and people living with NCDs locally. Through these efforts, we aim to catalyze multisectoral actions and foster impactful partnerships for a comprehensive approach to addressing NCD challenges.

Every year I am heartened to see how the NCD community engages with the campaign. This year, almost **300 different engagement activities**—both virtual and in person—were organised by members, partners and other key stakeholders. Members and partners and all our key audiences took part in many diverse, dynamic and creative ways to reach greater heights. I want to thank everyone who joined the Global Week for Action. This report is testament to a vibrant and mobilised NCD community. We look forward to working with you next year and hope to count on your contribution to helping grow the campaign's reach and influence.

Katie Dain, CEO of NCD Alliance

# A strong call to bridge the NCD care gap

## Global Week for Action on NCDs 2023 highlights

Thanks to you and hundreds of thousands from the NCD community, we have managed to make this our biggest Global Week for Action yet. Together we were able to tell our world leaders that the **MOMENT FOR CARING IS NOW**.

**1 KICK-OFF EVENT WITH  
583 PARTICIPANTS**



**1,218,308  
VIDEO VIEWS**  
with  
**419,098**  
minutes watched

**270+**  
**ENGAGEMENT  
ACTIVITIES** from NCDA  
members, partners and key  
stakeholders

**10 GLOBAL CHAMPIONS**  
including 6 HoS/G from Ghana, Timor-  
Leste, Mauritius, Barbados, Tanzania  
and St. Kitts; WHO DG Dr Tedros and  
WHO Global Ambassador for NCDs, Mr  
Bloomberg

**SOCIAL  
MEDIA**  
**2,044,521  
POST VIEWS**

**1,089 NEW  
FOLLOWERS**  
(audience growth)



**330+**  
**MEDIA MENTIONS**







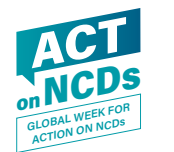
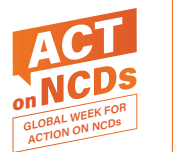
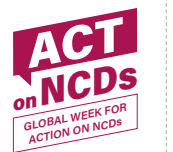


# A multi-year campaign 2020-2025

The Global Week for Action on NCDs (GW4A) unites the NCD community every September, concentrating our combined efforts to help reduce the NCD burden globally and improve health and equity for all.

This year, the campaign spotlighted the need to bridge the care gap and accelerate progress on NCD prevention and care policy, with a strong emphasis on Universal Health Coverage (UHC), as it coincided with the second UN High-Level Meeting on UHC.

For each year from 2020 to 2025, we focus on a specific theme:

 <p><b>2020</b> <b>ACCOUNTABILITY</b></p>	 <p><b>2021</b> <b>COMMUNITY ENGAGEMENT</b></p>	 <p><b>2022</b> <b>INVESTMENT</b></p>	 <p><b>2023</b> <b>CARE</b></p>	 <p><b>2024-2025</b> <b>LEADERSHIP</b></p>
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**2025**

**UNITED NATIONS HIGH LEVEL MEETING ON NCDs**

# Bridging the care gap

**This year, the campaign spotlighted the call to close the care gap for people living with NCDs. The GW4A called on everyone, everywhere to take action and be an agent of change. From posting on social media, to contacting local politicians and policy makers, to organising a health-promoting event, no action is too small; no voice is insignificant.**

We called on governments and Heads of State to uphold on their commitments to UHC, ensuring that everyone has access to the healthcare that they need, without risk or financial hardship, and regardless of where they live or who they are.

We advocated for an **Outcome Document** that commits to the following **4 priorities**:

## 1 INVEST

Invest in the prevention and control of NCDs through adequate, predictable, and sustained resources for UHC.



## 2 ACCELERATE

Accelerate UHC implementation by including quality NCD prevention and care services in country UHC health benefit packages.



## 3 ALIGN

Align development and global health priorities to achieve UHC.



## 4 ENGAGE

Engage people living with NCDs to keep UHC people-centered.



# Advisory group

Each year, NCDA convenes an advisory group to support shaping the GW4A. 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 2023 advisory group members were:

- **Alejandro Daly**, National Coordinator, The Right to Disobey, member of National Citizen Network for Clean Air – Colombia/USA
- **Catherine Karekezi**, Executive Director, NCD Alliance Kenya – Kenya
- **Chris Agbega**, Member, Our Views Our Voices, NCD Alliance – Ghana
- **Jaimie Guerra**, Communications Officer, WHO – Switzerland
- **James Reid**, Type 1 Diabetes Program Officer, the Helmsley Charitable Trust – USA
- **Janine Huguenin**, World Cancer Day Manager, UICC – Switzerland
- **Laetitia Bosio**, Program Manager, UHC2030 Core Team – Switzerland
- **Lidia Oxi**, Co-Executive Director of MAIA Impact – Guatemala
- **Radhika Shrivastav**, Senior Director, HRIDAY, Healthy India Alliance – India
- **Tea Collins**, Lead, Global NCD Platform, WHO – Switzerland

# Influencer engagement

**10 Global Champions** were engaged, of which six are heads of state or government from Ghana, Timor-Leste, Mauritius, Barbados, Tanzania, and St Kitts and Nevis. One of the most exciting events during the opening of the GW4A was the announcement by the Prime Minister of St Kitts and Nevis embracing the campaign.

WHO Director General, Dr Tedros Adhanom Ghebreyesus and WHO Global Ambassador for NCDs, Michael Bloomberg, shared messages of support, along with thousands of messages from people living with NCDs and young people from across the world.



CREATE YOUR VOICES FOR CARE MESSAGE IN A WRITTEN FORMAT WITH A PHOTO OR AS A SHORT VIDEO



#YoungUnsweetPodcast partnered with NCDAK to curate content to mark the Global Week of Action on #NCDs from Sept 14th to 27th

Listen to the insights on Universal Heal... Coverage (UHC) as shared by the Newton Ngúgí Muthaba (@... 25 days ago



GO TO VIDEO





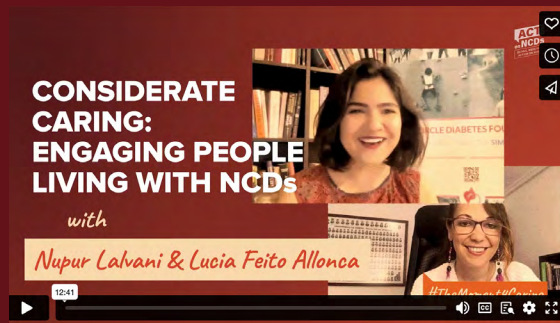
# Caring Conversations

Caring Conversations are snippets of dialogue between advocates sharing their views on UHC and the challenges ahead to progressively address them.

**Caring Conversations** were shared by advocates, health care professionals, innovators and people living with NCDs from Argentina, Switzerland, Mexico, India, and the UK.



 GO TO VIDEO



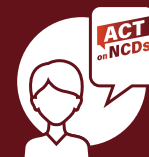
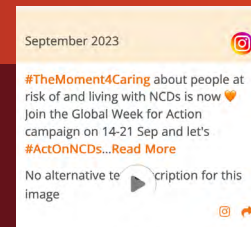
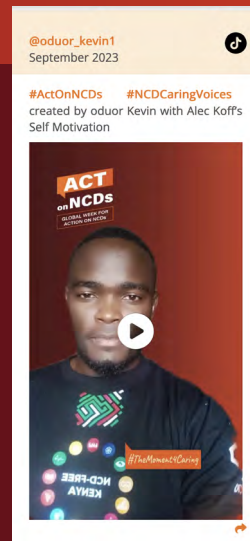
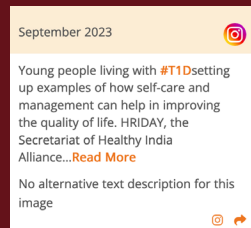
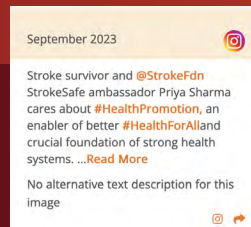
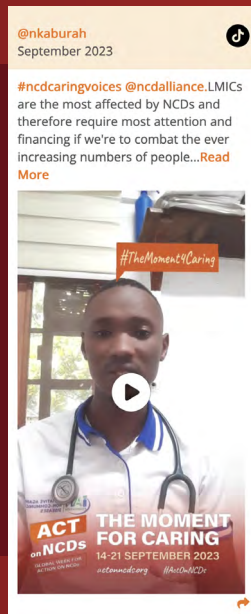
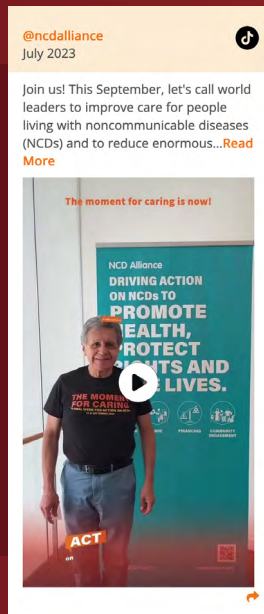
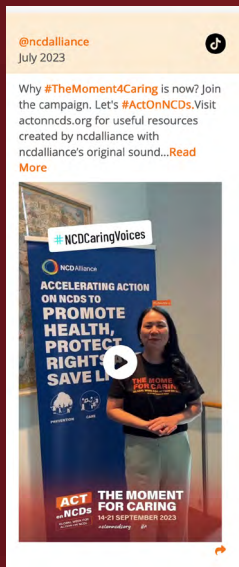
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# Voices for Care

The voices of people living with NCDs, carers, family members and communities were front and center in the campaign, calling for urgent action to bridge the care gap.



<https://actonncds.org/take-action/voices-care>



#ActOnNCDs | [actonncds.org](http://actonncds.org)

Global Week for Action on NCDs | The moment for caring | 14 – 21 September 2023 10





# Members highlights

All types of events and activities were organised in the lead up to and during the GW4A, from virtual dialogues engaging people living with NCDs and young people, to the launch of reports and press conferences. Members engaged through various online and public events and activities; they raised awareness of their organisations' advocacy priorities and messages linking their national contexts to the global campaign.

Members authored or co-authored blogs that were spotlighted on ActOnNCDs.org. These were based on themes relating to the continuum of care. A total of 12 blogs were produced. This year's blogs contributed to making the news section the fifth most visited page on the website.

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



11 October 2023 MEMBER BLOG

Advancing Gender-Responsive NCD Policies: Bridging the Care Gap for Women and Girls



18 September 2023 BLOG

No time to lose: Universal health coverage and the growing burden of non-communicable diseases



14 September 2023 MEMBER BLOG

The innovative pharmaceutical industry is a solutions partner for action on NCDs



7 September 2023 MEMBER BLOG

Closing the care gap in South-East Asia



5 September 2023 MEMBER BLOG

Having the heart to create equity



24 August 2023 MEMBER BLOG

World Alzheimer's Month: The moment for caring about dementia



# Partners in the spotlight

The Global Week is made possible thanks to the financial commitment of our Campaign Partners and the engagement of NCD Alliance's Supporters Group.

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

NCD Alliance partners 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.



#ActOnNCDs | [actonncds.org](http://actonncds.org)

## CAMPAIGN PARTNERS



## NCDA SUPPORTERS

### FOUNDING FEDERATIONS



### NGO PARTNERS



### CORPORATE AND FOUNDATION PARTNERS



# Partners highlights

## Video case studies



JORDAN

### Jordan puts NCDs at heart of UHC and humanitarian response

Jordan's government and civil society are stepping up action to strengthen NCD prevention and care, working together as part of their commitment to Universal Health Coverage (UHC) to reduce the NCD burden among both refugees and vulnerable Jordanians.

[VIEW CASE STUDY](#)

**“Jordan puts chronic diseases at the heart of UHC and humanitarian responses”,** with Novo Nordisk and World Diabetes Foundation. Published in January 2023. 165K views in YouTube as of end October.



THAILAND

### Tackling oral disease in Thailand through UHC

In Thailand, oral health is a right, not a privilege. Discover how Thailand's government is turning the tide on oral disease through Universal Health Coverage (UHC).

[VIEW CASE STUDY](#)

**“Tackling oral disease in Thailand through UHC”,** with FDI World Dental Federation. Published in March. 37K views in YouTube as of end October 2023.

# Partners highlights

## Research reports

**PAYING THE PRICE**  
A deep dive into the household economic burden of care experienced by people living with noncommunicable diseases

POLICY RESEARCH REPORT



**“Paying the Price: A deep dive into the household economic burden of care experienced by people living with NCDs”, with The George Institute for Global Health.**

POLICY RESEARCH REPORT

**SPENDING WISELY**  
Exploring the economic and societal benefits of integrating HIV/AIDS and NCDs service delivery



**“Spending Wisely: Exploring the economic and societal benefits of integrating HIV/AIDS and NCDs service delivery”, with RTI and Viatrix on 7 September, one week before the kick-off of the Global Week.**

# Partners highlights

## Launch event

The Global Week for Action was inaugurated with an online event co-hosted together with the World Health Organization and the World Diabetes Foundation. There were an unprecedented **1,191 registrants** for the event with an outstanding **583 participating**.

This is the highest rate of attendance for a virtual event during the GW4A ever. Experts in the webinar industry indicate that on average roughly 40% of registrants participate in a webinar, and of those only 40% stay to the end.

**Nearly our entire audience stayed till the end.**

<https://www.who.int/news-room/events/detail/2023/09/14/default-calendar/multistakeholder-gathering-2023>



#ActOnNCDs | [actonncds.org](http://actonncds.org)



The banner features logos for the World Health Organization, the 75th anniversary of the WHO (75 HEALTH FOR ALL), NCD Alliance, and the World Diabetes Foundation. The main title is "UNGA78 | Towards Achieving Universal Health Coverage: Multistakeholder Gathering on Tackling Noncommunicable Diseases". Below the title is the subtitle "Breaking boundaries, building bridges through sustainable multisectoral and multistakeholder collaboration". A green bar contains the date and time: "14 September 2023 | 13:00 – 15:00 CEST | Virtual Meeting". At the bottom left is a QR code and the text "Registration & information: bit.ly/multistakeholder-gathering". At the bottom right is the "ACT on NCDs" logo. The background of the banner is white with a green and grey circular graphic on the right side.

World Health Organization 75 HEALTH FOR ALL NCD Alliance WORLD DIABETES FOUNDATION

### UNGA78 | Towards Achieving Universal Health Coverage: Multistakeholder Gathering on Tackling Noncommunicable Diseases

Breaking boundaries, building bridges through sustainable multisectoral and multistakeholder collaboration

14 September 2023 | 13:00 – 15:00 CEST | Virtual Meeting

Registration & information:  
[bit.ly/multistakeholder-gathering](http://bit.ly/multistakeholder-gathering)

ACT on NCDs  
GLOBAL WEEK FOR ACTION ON NCDs



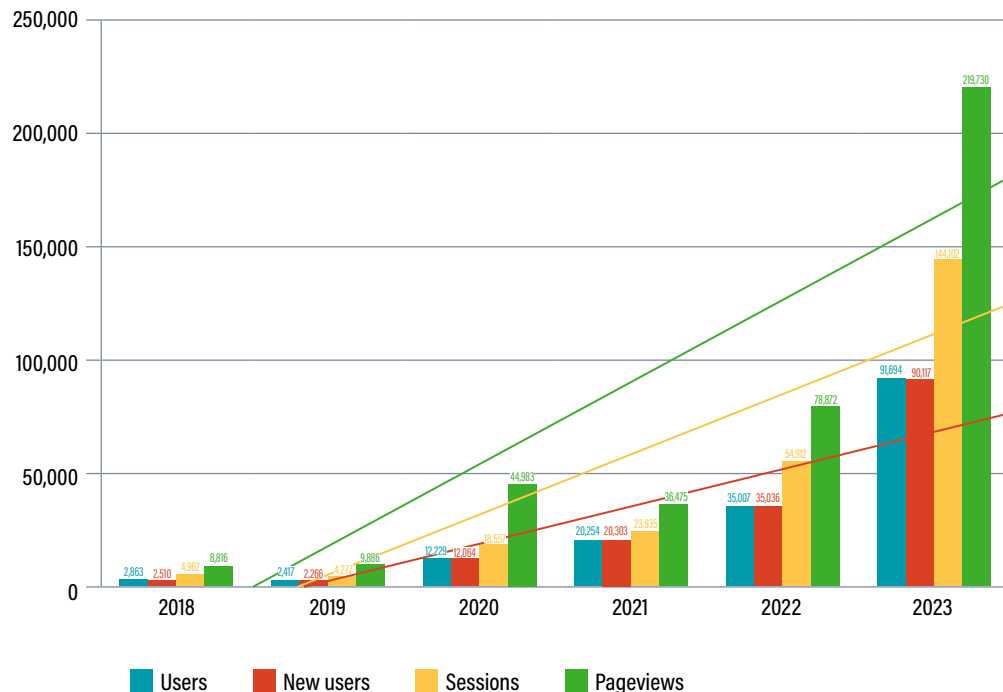
# Digital engagement

## CAMPAIGN WEBSITE

ActOnNCDs.org is our face to the world. This is where all our different audiences converge.

Here is where you'll find all the resources for the campaign, our calls to action, the Map of Impact and all the useful information for our key stakeholders.

This year we improved the website by making it more intuitive for the user. The numbers speak for themselves. Performance was outstanding.



# Key takeaways

The user affluence this year grew exponentially by **162%**. The numbers continue to be positive in terms of user engagement with a 64% increase. We have been climbing steadily since 2020 with the new website.

User engagement is also up compared to last year: 330% more **engaged sessions**, 83% higher **average engagement time** and 64% higher **engagement rate**.

**Page views** are up 179% compared to last year for a total of 219,730 page views.

Users (visitors)	91,694	▲ 162%
News users	90,117	▲ 157%
Sessions (visits)	144,102	▲ 162%
Engaged sessions	56,975	▲ 330%
Average engagement time	00:33	▲ 83%
Engagement rate	39.5%	▲ 64%
Views	219,730	▲ 179%
Views per user	2.4	▲ 6%

# Audience

## Demographics and age

The visitors are quite balanced in gender compared to last year. Interestingly, the age breakdown of our website audiences leans towards the younger side of the scale. This is largely due to the storytelling aspect of the campaign which tends to resonate louder with these age groups. This also speaks to the notion that these age groups are more active in online advocacy than older groups, who often shy away from online campaigns. **The most active age group** on our website is 25-34 year olds, followed by 18-24 year olds.

		Country	Users		New users		Average engagement time		Engagement rate	
0	1	India	35,271	▲ 150%	34,141	▲ 141%	00:35	▲ 483%	41.50%	▲ 105%
▲ 7	2	Kenya	17,351	▲ 2735%	17,171	▲ 2820%	00:27	▼ -82%	32.82%	▼ -38%
n/a	3	Mexico	16,097	n/a	16,126	n/a	00:31	n/a	40.23%	n/a
n/a	4	Argentina	10,503	n/a	10,449	n/a	00:24	n/a	36.34%	n/a
▲ 3	5	Bangladesh	1,961	▲ 215%	1,761	▲ 182%	00:25	▲ 525%	36.69%	n/a
n/a	6	Chile	1,438	n/a	1,441	n/a	00:19	n/a	35.42%	n/a
▼ -4	7	United States	1,082	▼ -39%	1,015	▼ -39%	00:31	▲ 41%	35.00%	▲ 22%
n/a	8	Nepal	1,019	n/a	910	n/a	00:21	n/a	42.03%	n/a
n/a	9	Nigeria	772	n/a	759	n/a	00:28	n/a	36.31%	n/a
n/a	10	Netherlands	708	n/a	692	n/a	00:15	n/a	26.60%	n/a

## Countries

The most active countries this year, due mostly to high engagement from national NCD alliances and the paid advertising campaign, were India, Kenya and Mexico.

	Continent	Users		New users		Average engagement time		Engagement rate	
1	Asia	39,000	▲ 53%	38,000	▲ 49%	00:35	▲ 400%	41.50%	▲ 107%
2	Americas	30,000	▲ 655%	30,000	▲ 677%	00:29	▲ 38%	32.82%	▲ 35%
3	Africa	20,000	▲ 494%	19,000	▲ 478%	00:30	▼ -59%	40.23%	▼ -9%
4	Europe	2,600	▲ 18%	2,400	▲ 17%	01:03	▲ 80%	36.34%	▲ 3%
5	Oceania	264	▼ -17%	251	▼ -17%	01:12	▲ 8440%	36.69%	▲ 4%
6	not set	87	▲ 2075%	87	▲ 4250%				

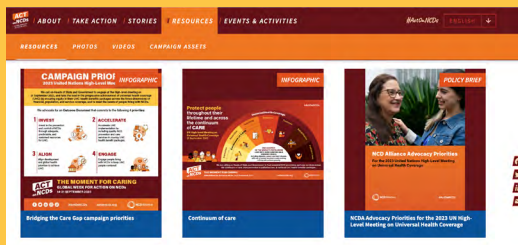
# Social media

This is probably one of the greatest successes of the campaign. Here are some of the highlights:

**2,044,521**  
POST VIEWS

**1,089** NEW  
FOLLOWERS

on all social media platforms for the Global Week with a **63% increase** for the third quarter compared to Q2



**40%**  
INCREASE IN  
VISITS TO THE  
WEBSITES



**RESOURCE**  
DOWNLOADS  
INCREASE BY  
**22%** FOR THE  
THIRD QUARTER

During the most active phase of the campaign (14 August - 22 September), NCD Alliance **VIDEOS** on **SOCIAL MEDIA** WERE VIEWED **1,218,308** times with **419,098** MINUTES WATCHED.





## Social media

# Videos

Video views skyrocketed this year, showing that quality production is appreciated by our target audiences and that quality does indeed win over quantity. The campaign resulted in a substantial increase in video views and minutes watched;

**1,324,555 video views across all platforms.**

The top 5 videos show a 95% retention rate, as most users watch the video until the end. These are:

1



Jordan wants to lift the burden of chronic diseases from everyone within its borders

Jordan puts NCDs at the heart of UHC and humanitarian response

165K views, video case study

2



Los defensores de las ENT piden que se cierre la brecha en la atención

114.6K views, calls to action from advocates living with NCDs

# Social media Videos

3



Bridging the cancer care gap for women with NCDs in Rwanda  
77,3K views, video case study

4



El momento de cuidar es ahora  
50K views, campaign teaser in ES

5



Tackling oral disease in Thailand with Universal Health Coverage  
36,8K views, video case study

# In the press

846 media mentions in news (316), web (453) and blogs (77)  
and another 61 media mentions collected manually by the team.

**La Jornada**  
domingo 17 de septiembre de 2023

## Mueren al año 41 millones de personas por enfermedades no transmisibles

Laura Pay Solano  
Tiempo de lectura: 2 min.

La OPS destaca que cada año mueren por ENT 15 millones de personas de entre 30 y 69 años de edad; en todo el mundo. Foto Cuartoscuro

Cada año más de 41 millones de personas en el planeta mueren a causa de enfermedades no transmisibles (ENT), lo que representa 71 por ciento del total de fallecimientos en el mundo. Tan solo en la región de las Américas 5.5 millones ciudadanos mueren a causa de males como tabaquismo, consumo de alcohol, riesgos metabólicos como hipertensión y diabetes, entre otros, alerta la Organización Panamericana de la Salud (OPS).

**The Daily Star**

## Prevention and control of NCDs mark the kick-off of the Global Week for Action

Star health report  
Sun Sep 17, 2023 12:00 AM Last update on: Sun Sep 17, 2023 08:35 PM

On September 13, 2023, in Geneva, Switzerland, the World Health Organisation (WHO) announced the forthcoming launch of a significant report titled "Global mapping report on multisectoral action to strengthen the prevention and control of noncommunicable diseases and mental health conditions." This report, showcasing experiences from various regions across the globe, will be officially unveiled during an online event co-organised by the World Diabetes Foundation (WDF) and the NCD Alliance (NCDA).

**THE BUSINESS STANDARD**  
Wednesday November 22, 2023

## Will governments seize huge opportunity to save lives and money by fulfilling Universal Health Coverage commitments?

CORPORATES

Press Release  
06 September, 2023, 03:15 pm  
Last modified: 06 September, 2023, 03:18 pm

Representational image. Photo: unsplash

**The Global Week for Action on NCDs has begun, uniting civil society organizations and individuals worldwide to urge governments to provide equitable**

**CodeBlue**  
health is a human right

## Cruel Irony: People Living With HIV Now Face Chronic Disease

By CodeBlue | 7 September 2023

A new report advocates integrating non-communicable diseases (NCD) in the HIV response, as people living with HIV are living longer; it's a cruel irony of the success of the HIV response that they now face higher NCD prevalence than adults without HIV.

NCDA Alliance president Monika Arora. Photo courtesy of NCD Alliance.

GENEVA, Sept 7 – Integrating non-communicable disease (NCD) health services for people living with HIV delivers significant returns on investment and better health outcomes for patients, according to a new

**m+p act**  
STORES 2W

## Integrating Noncommunicable Diseases in HIV Response

Impact: Stories • September 11, 2023 • 23 • 3 minutes read

By Jacob Ngwenya

Integrating noncommunicable disease (NCD) health services for people living with HIV delivers significant returns on investment and better health outcomes for patients, according to the new report. Spending wisely: Exploring the economic and societal benefits of integrating HIV/AIDS and NCDs service delivery launched on 6 September 2023.

The report was presented ahead of the Global Week for Action on NCDs by the NCD Alliance and RTI International.

# Looking forward

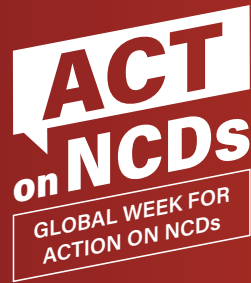
## Leadership, the theme of the GW4A in 2024 and 2025

Global commitments on NCDs are not enough – they must be matched with the highest level of political leadership and transformative action at national level.

NCDs are a challenge beyond the health sector. The causes, impacts and solutions are often beyond the remit and influence of Ministries of Health, and therefore require a whole-of-government and whole-of-society approach that includes economic and societal actors. For this reason, leadership of the NCD response needs to come from Heads of State or Government to achieve impact. This is essential to tailor the national response, avoid duplication, manage potential conflicts of interest, navigate trade-offs, and ensure coherence in policies in order to meet national NCD targets.

To date, too few national leaders have had the vision to lead the fight against the world's biggest killer and cause of disability, simultaneously putting their economies on a more sustainable path. In 2024 and 2025, the campaign will be calling on world leaders, Heads of State and Governments, multilateral agencies, civil society, academia, and relevant private sector to take hold of the leadership baton and embrace a bold approach to reduce the burden of NCDs on people and communities.

**We look forward to working with you and taking the message of people and communities affected by NCDs louder and further.**



# GLOBAL WEEK FOR ACTION ON NCDs GET INVOLVED!

[#ActOnNCDs](https://twitter.com/ActOnNCDs)

[www.actonncds.org](http://www.actonncds.org)

Contact us: [info@actonncds.org](mailto:info@actonncds.org)

