

8th Global Patients Congress

24 - 26 May, 2018



International Alliance of
Patients' Organizations
A global voice for patients

Miami Marriott Dadeland Hotel , Florida, USA • www.globalpatientscongress.org • #GPC2018

IAPO Strategy 2018-20

Part 2

NCD Case Study

A global advocacy social marketing
and policy instruments mix

NCD Alliance

Ratna Devi

Steering Group Member of the WHO's GCM
working groups.

Communities of Practice – Meaningful
involvement of people living with NCDs”

NCD Patients

- The NCD Alliance founded 2009 by the International Diabetes Federation (IDF). Registered as a swiss legal entity in 2017
- Global rise of **Patients** with NCDs :Diabetes, cancer and heart disease 63% of all deaths worldwide due to NCDS- 40-60 million deaths
- Unique Selling Point (USP) NCD Alliance is a unique Global **CROSS-DISEASE PARTNERSHIP** of CIVIL SOCIETY (non-State Actor)
- **Partnership** of **SISTER** federations: International Diabetes Federation, Union for International Cancer Control and World Heart Federation, ADI, FCA, UNION
- **Pareto 20: 80 Rule**- 20% of closely connected NGOs handle 80% of the NCD global health burden

NCD Institutional Framework

- From the start it was going to be a *high level political initiative*: *health is a political choice*.
- The **INSTITUTIONAL FRAMEWORK** was going to comprise higher global institutions : UN, WHO, World Bank, WTO , Gates Foundation and others
- **POLICY INSTRUMENTS** were going to be HIGHER level WHO/UN resolutions, declarations, summits and regulations
- UN and WHO summits were the **PLACES** targeted
- Strategic plan is long term (2016-2020)

White Knight –The Union

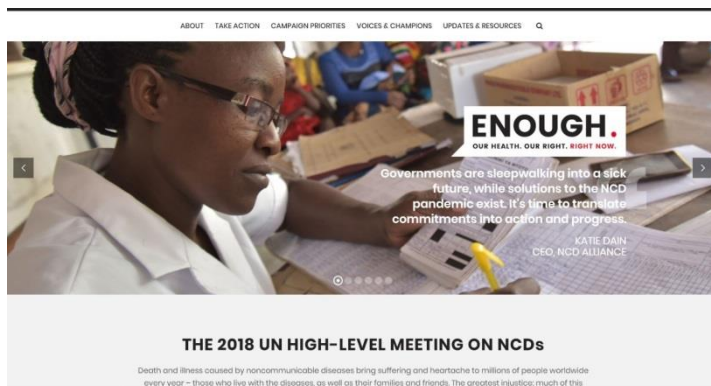
- The global tobacco control alliances had been developing over 50 years
- Tobacco use a common risk factor in all NCDS
- **The Union (International Union Against TB and Lung Disease)** that had a powerful **PATRON** (Bill Gates) backing it joins NCD 2010.
- The Union looking for PATIENT VOICE . IDF, UICC and WHF join them in their global tobacco control to get the **HIGHEST POLICY INSTRUMENT** world's first global public health treaty - The **WHO Framework Convention on Tobacco Control** agreed and ratified

Presence and impact

- 2000 network organisations with over 1000 member organisations in 170 countries
- 49 country alliances
- Common interest group- 11 countries

Their campaigns

- OVOV
- Advocacy agenda of people with NCDs
- ENOUGH-



Next Move

- **Policy Instrument and Place:**
 - **Third UN High-Level Meeting on NCDs (UN HLM).**
 - Katie Dain co-chair of civil society working group for UN High-level Meeting and a member of WHO Independent High-Level Commission on NCDs
 - NCDs reviewed in context of Sustainable Development Goals (SDGs)
 - The HLM is an important rallying point to focus the attention of Heads of State and Government on the urgent need to address NCDs as a development and political priority.