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# **NCD HARD TALKS**

## **DELIVERING ON THE PROMISES**

WEBINAR

**16 FEBRUARY 2022 | 13-14:30 CET**



# **Health, Money and Power**

**INFLUENCING THE TRAJECTORY  
TO 2025 AND 2030**

# Moderator



## Dr Temo Waqanivalu

Unit Head, WHO NCD Integrated Service  
Delivery



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# NCD HARD TALKS



# Thank you for joining



- This webinar will be recorded.
- Links to the recording and all slides will be shared.
- Please participate in the discussion by sharing your questions in the Q&A box. Experts are invited to type their answers throughout the session.
- General comments can be shared in the chat box.
- Please be respectful - we are here to learn and exchange ideas.

## NCD HARD TALK SPEAKERS

**Register**

**16 FEB 2022**

**13:00 CET**



**HON. KWAKU AGYEMAN-MANU**  
MINISTER FOR HEALTH  
REPUBLIC OF GHANA



**REN MINGHUI**  
ASSISTANT DIRECTOR GENERAL  
UHC/COMMUNICABLE AND  
NONCOMMUNICABLE DISEASES, WHO



**BENTE MIKKELSEN**  
DIRECTOR,  
WHO DEPARTMENT FOR NCDS



**RAJESH PANDAV**  
WHO REPRESENTATIVE NEPAL



**ROBERT TOTANES**  
TECHNICAL OFFICER,  
WHO, SOCIAL DETERMINANTS OF HEALTH



**RUCHIKA SINGHAL**  
PRESIDENT  
GLOBAL HEALTH & MEDTRONIC LABS



**ANDREA FEIGL**  
FOUNDER & CEO  
HEALTH FINANCE INSTITUTE



**MODERATED BY**  
**TEMO WAQANIVALU**  
UNIT HEAD  
INTEGRATED SERVICE DELIVERY  
WHO DEPARTMENT FOR NCDS

## Agenda

- ☐ Welcome and Introductory remarks
- ☐ On the Road to 2025: The global NCD deadline
- ☐ Pivoting power for accelerated action
- ☐ Keep it human: Leveraging local leadership
- ☐ 'Saving lives, spending less: the case for investing in NCD'
- ☐ Navigating complexities in healthcare leadership
- ☐ Investment and innovative financing solutions for NCDs
- ☐ Moderated discussion / Q&A

# Introductory remarks



**Dr Ren Minghui**

Assistant Director General, Universal Health Coverage /  
Communicable and Noncommunicable Diseases, WHO



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# On the Road to 2025:

## The global NCD Deadline



**Bente Mikkelsen**

Director, WHO Department for NCDs



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# On the road to 2025 :

Preparing for the next high  
level meeting on NCDs

- achieving the SDGs

Dr Bente Mikkelsen  
WHO Department for Noncommunicable Disease



**01**

**RAISING THE  
ALARM**



**Every second, 28 lives  
between the ages of 30  
and 70 are cut short**

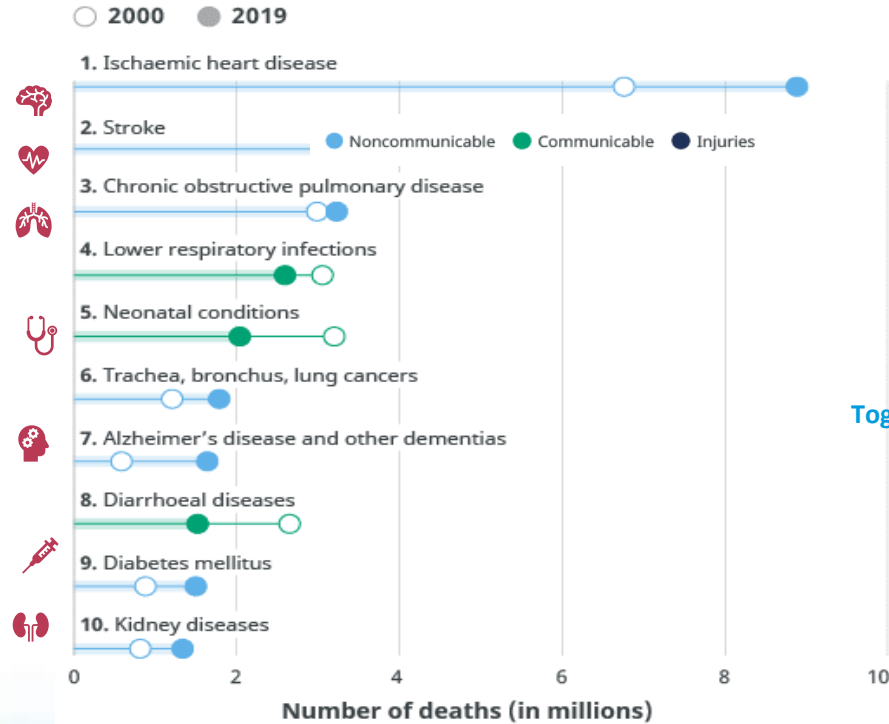
because countries have not taken policy, legislative and regulatory measures to respond to the needs of people living with or at risk of cardiovascular diseases, cancers, diabetes, chronic respiratory diseases, or mental health conditions, including preventive, curative, palliative, and specialized care.

**25 out of 28 lives lost each  
second occur in low- and middle-  
income countries**

where the social, economic, and physical environments afford populations much lower levels of protection from the risks and consequences of NCDs than in high-income countries, including protection from tobacco use, the harmful use of alcohol, unhealthy diets, physical activity, and air pollution.



## Leading causes of death globally

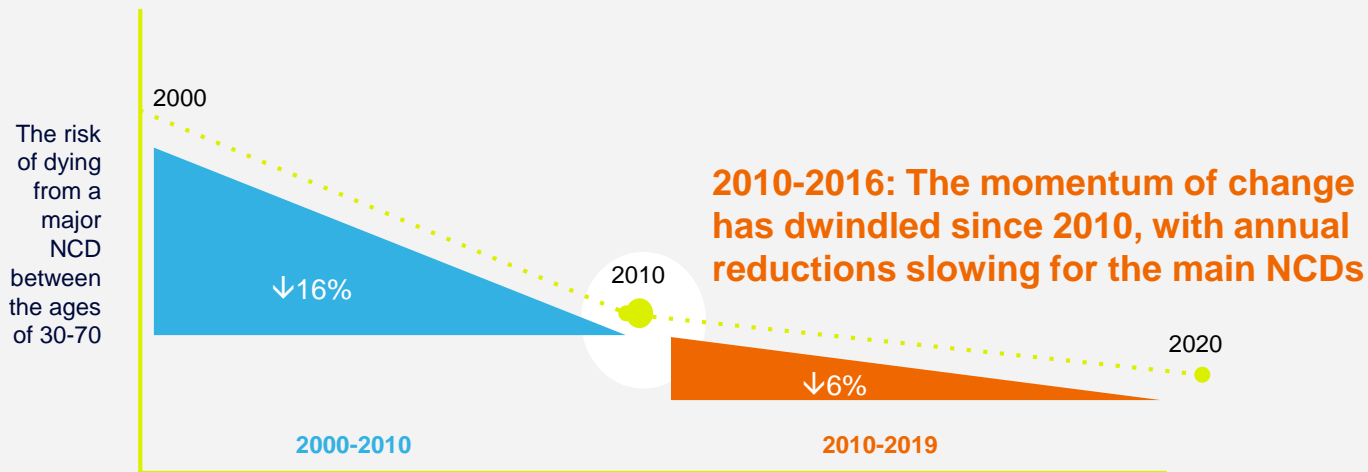


# 74%

Together, all NCDs accounted for 74% of deaths globally in 2019

# SDG 3.4: 14 countries on track

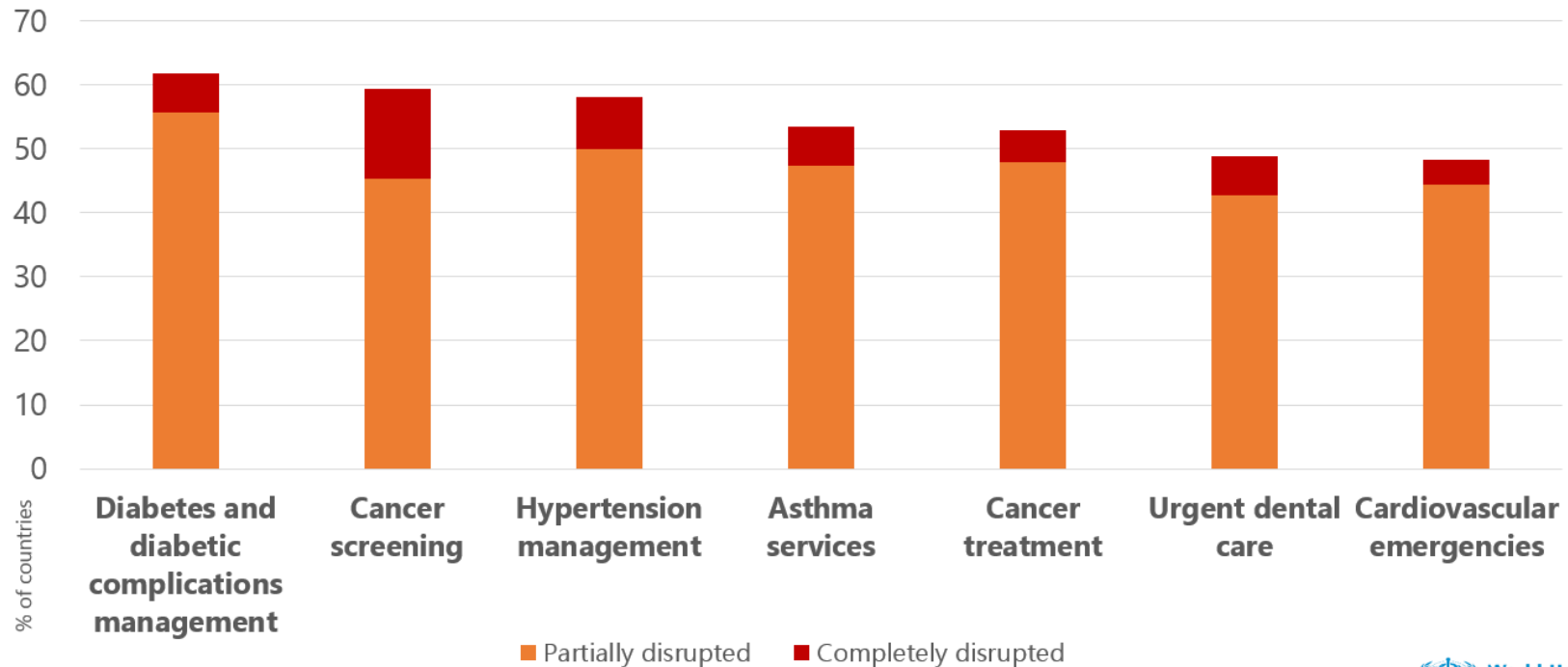
**2000-2010: Rapid decline mainly due to reductions in cardiovascular and chronic respiratory disease mortality, and tobacco use**



6% of MS

Only 14 countries are on track today to meet SDG target 3.4 on NCDs

# 136 countries report that NCD services are disrupted



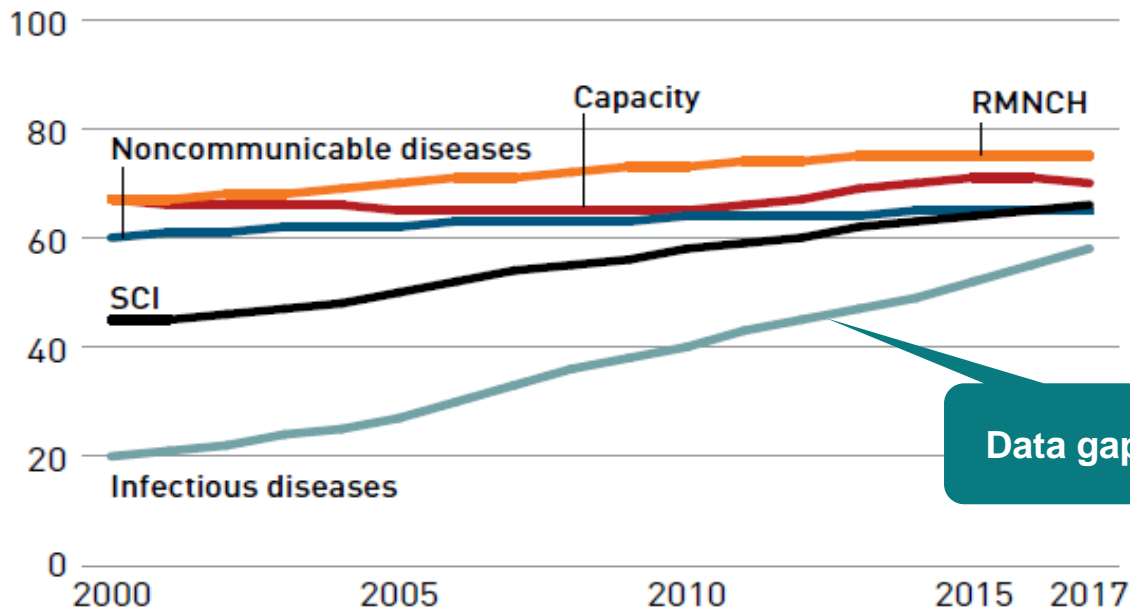


## SDG target 3.4 & 3.8: The world is also off-track

**NCD  
Services:  
Lagging  
behind**

**Rapid improvements in coverage of infectious disease in UHC packages since 2000, vs relatively little change on NCDs**

Value of index



Primary Healthcare on the road to UHC, 2019 Monitoring Report

# 02

**Implementation  
Roadmap –  
accelerate towards  
the targets**





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## Development of an implementation road map 2023–2030 for the global action plan for the prevention and control of noncommunicable diseases 2013–2030

### Mandate

# 2013

WHA66.10 decided to “endorse the WHO Global Action Plan on NCDs” and to “adopt the set of nine voluntary global targets for achievement by 2025”.

# 2019

WHA72(11) confirmed “the objectives of the WHO Global Action Plan on NCDs as a contribution to SDG 3.4” and decided “to extend the period of the action plan to 2030 in order to ensure its alignment with the 2030 Agenda for Sustainable Development”

# 2021

WHA74(19) requests the DG to develop “an implementation roadmap 2023–2030 for the global action plan for the prevention and control of noncommunicable diseases 2013–2030” (not: for SDG 3.4)



# STRATEGIC DIRECTIONS

1. Accelerate national response based on the understanding of NCDs epidemiology and risk factors and the identified barriers and enablers in countries
2. Prioritize and scale-up the implementation of most impactful and feasible interventions in the national context
3. Ensure timely, reliable and sustained national data on NCD risk factors, diseases and mortality for data driven actions and to strengthen accountability



## 1. Accelerate national response based on the understanding of NCDs epidemiology and risk factors and the identified barriers and enablers in countries.

*1.1 Evaluate the progress made in achieving the targets on prevention and control of NCD*

*1.2 Identify barriers to implementing cost-effective interventions across prevention and control of NCDs*

Tools	
NCD data portal	to provide a visual summary of all NCD indicators and to facilitate countries to track their progress
Country heatmaps	for countries to identify specific NCDs, and their contribution to the premature mortality.
NCD GAP 2013-2030	Extended NCD GAP
Guidance for establishing or strengthening national NCD MSAP	NCD multisectoral action plan toolkit- for development
NCD country capacity survey	To assess the progress in policies, plans and other domains





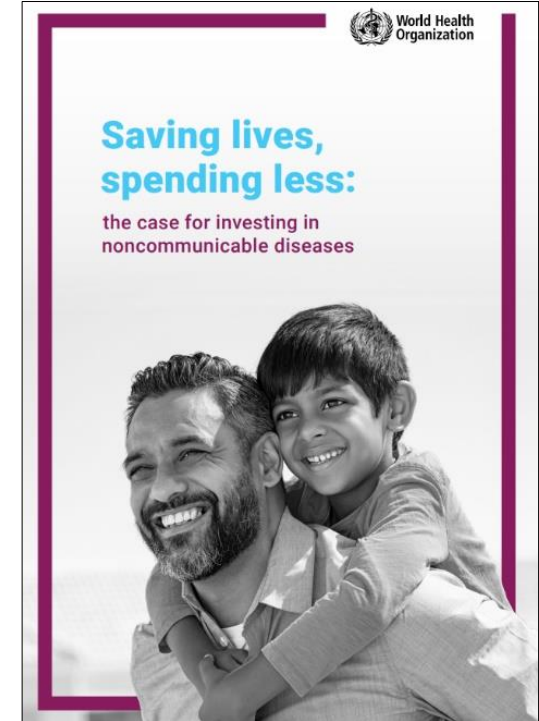
## Implementation road map 2023–2030 for the global action plan for the prevention and control of noncommunicable diseases 2013–2030

1. Accelerate national response based on the understanding of NCDs epidemiology and risk factors and the identified barriers and enablers in countries.
2. Prioritize and scale-up the implementation of most impactful and feasible interventions in the national context
3. Ensure timely, reliable and sustained national data on NCD risk factors, diseases and mortality for data driven actions and to strengthen accountability

ENGAGE	ACCELERATE Prioritize	ACCELERATE PHC and UHC	ACCELERATE Build back better	ALIGN	ACCOUNT
<ul style="list-style-type: none"><li>• Guidance on pursuing meaningful collaboration with the private sector</li><li>• Guidance for meaningful engagement of people living with NCDs</li><li>• Case studies of multisectoral action in countries</li><li>• Engagement with UN agencies</li></ul>	<ul style="list-style-type: none"><li>• Second update of the Appendix 3 of the NCD GAP 2013-2030</li><li>• Web-based simulation tool</li><li>• Costing tool for prioritized interventions</li></ul>	<ul style="list-style-type: none"><li>• INTEGRATE technical package</li><li>• UHC compendium</li><li>• Rehabilitation Competency Framework</li><li>• Collaborative framework for care and control of TB and diabetes</li><li>• WHO recommendations on screening and treatment to prevent cervical cancer among women living with HIV</li></ul>	<ul style="list-style-type: none"><li>• UN MPTF on NCDs and Mental Health</li><li>• COVID-19 Strategic Preparedness and Response Plan</li><li>• Position paper on scaling up implementation research and innovation</li><li>• Global strategy on digital health 2020-2025</li><li>• NCDs in emergencies</li></ul>	<ul style="list-style-type: none"><li>• WHO menu of cost-effective interventions for mental health</li><li>• WHO Global Air Quality Guidelines</li><li>• Building climate resilient health systems</li><li>• Health in All Policies (HiAP) Framework for country action</li><li>• Healthy Cities Effective Approach to a Changing World</li><li>• SDG GAP and PHC implementation framework</li></ul>	<ul style="list-style-type: none"><li>• Guidance on NCD surveillance, monitoring programme and facility indicators and reporting for countries</li><li>• NCD data portal</li></ul>

# The Global NCD Investment Case

- Released in December 2021, this update presents the health and economic benefits of implementing the current 16 NCD Best Buys
- For an additional **US\$ 0.84** per person per year, **7 million** lives could be saved and **US\$ 230 billion** in economic benefits could be gained
- Tackling NCDs is a highly cost-effective investment: the calculated return (ROI) by 2030 is **US\$ 7** for each dollar invested





# **03** **GLOBAL** **ACCOUNTABILITY –** **SAVING** **LIVES**



# **2024 Progress report of the United Nations Secretary-General**

## **Chapter 1** Introduction

**Chapter 2**  
Progress towards  
internationally-  
agreed targets:  
Where do we stand?  
(advances and  
challenges)

**Chapter 3**  
Progress made in  
fulfilling the  
assignments given  
to WHO

**Chapter 4**  
Progress made in  
fulfilling the  
commitments  
made by Member  
States

**Chapter 5**  
Progress made in  
strengthening  
international  
cooperation

**Chapter 6**  
Recommendations for  
consideration by Member  
States during the  
negotiations on the 2025  
political declaration on  
NCDs

**Annex**  
Individual county data on the  
10 progress indicators set  
out in the technical note  
published by WHO on 1 May  
2017.



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# The fourth high-level meeting on NCD in 2025 will be a time to:

**REPORT** on the progress in implementation of the NCD interventions and achievement of the NCD targets.

**ADOPT** a new, ambitious and achievable Political Declaration on NCDs setting the vision for the next decades.

**ADVANCE** and accelerate the global NCD response between 2025 and 2030, and place countries on a sustainable path into the next decades.







04

End in Mind

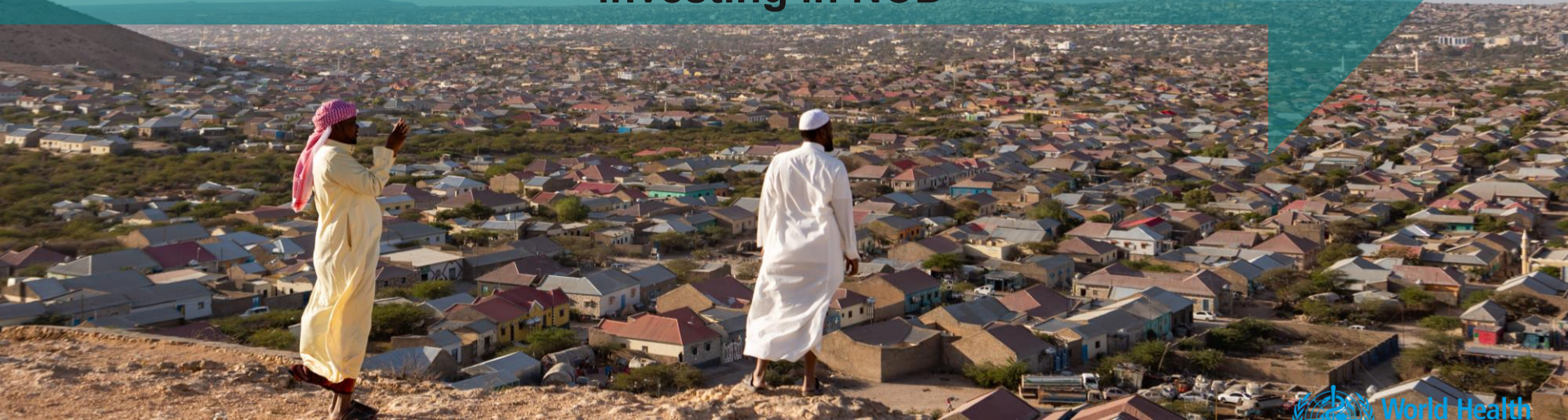
# What does success look like in 2025 and 2030?

## Member states

Achieving the  
NCD and  
the SDG targets

- UNHLM commitments set
- Partners investing in NCD

People living  
with NCDs  
empowered





# Hard Talk

## To deliver on the promise ....

- . **Health to Keep** : PLWNCD at the center
- . **Power to exert** : Leadership influence
- . **Money to invest** : Financing innovations



**THANK YOU**

[mikkelsenb@who.int](mailto:mikkelsenb@who.int)

# Pivoting power for accelerated action



**Hon. Kwaku Agyeman Manu**

Minister of Health, Ghana



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# Keep it human:

## Leveraging local leadership



**Rajesh Pandav**

WHO Representative, Nepal



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# **'Saving lives, spending less: the case for investing in NCD'**



**Robert Totanes**

Technical Officer, WHO Social Determinants of Health



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Department for  
Noncommunicable Diseases

## Saving lives, spending less:

the case for investing in  
noncommunicable diseases



# The Global NCD Investment Case

Dr. Robert Totanes  
Technical Officer  
Social Determinants of Health  
[totanesr@who.int](mailto:totanesr@who.int)

# Key Highlights

For an  
additional  
**US\$ 0.84**  
per person  
per year



**7 million**  
lives saved



**10 million**  
heart attacks and  
strokes averted

**50 million**  
healthy life-  
years gained

**US\$ 230 billion**  
in economic  
gains



**US\$ 7**  
Return on each  
dollar invested

# Scope

- Covers the 16 NCD Best Buys from Appendix 3 of the Global NCD Action Plan
- Six intervention areas – tobacco, alcohol, healthy diet, physical activity, management of CVD/diabetes, cervical cancer
- Estimates from 76 low- and lower-middle income countries; costs and benefits from 2021 to 2030





## Value of Economic and Social Benefits vs. Costs of Implementing the 16 NCD Best Buys



Based on an ambitious scale-up pattern for all 76 LICs and LMICs included in the analysis, where all policy interventions are immediately implemented and pharmaceutical interventions reach 50% coverage in 2030. Many of the investments needed are in prevention activities. Further details of the assumptions and analytic process are detailed in the accompanying methods document.







## An Investment with Increasing Returns

- Investing in the NCD Best Buys through to 2030 means countries will accrue valuable long-term benefits
- Investing earlier increases the potential benefits gained
- Measures include those that can actively generate tax revenue for governments

# The NCD Best Buys

- Excellent return on investment (ROI) for all intervention areas
- These are conservative estimates – benefits are likely higher, and will accrue beyond 2030
- Intervention areas with relatively lower ROI may cost more but save more lives within the 2030 timeframe

## ROI for Specific Intervention Areas

		Return on Investment (ROI) per dollar invested
TOBACCO US\$ 1		US\$ 7.11
ALCOHOL US\$ 1		US\$ 8.32
HEALTHY DIETS US\$ 1		US\$ 11.93
PHYSICAL ACTIVITY US\$ 1		US\$ 3.20
MANAGE CARDIOVASCULAR DISEASE AND DIABETES US\$ 1		US\$ 3.12
HPV VACCINATION & CERVICAL CANCER SCREENING US\$ 1		US\$ 2.34

# Stories of Success in Countries

- The NCD Best Buy interventions have already been **successfully implemented** in several countries
- Countries that have invested in implementing the NCD Best Buys have seen – and continue to see – impressive returns.



## Tobacco Control in Brazil



### BRAZIL

In 2019, Brazil made history when it achieved the highest marks in all WHO MPOWER<sup>8</sup> tobacco control measures through strong national laws, advertising bans and increases in tobacco tax rates. Despite pressure and intense lobbying from the tobacco industry on multiple fronts, the country has been able to maintain and build on its tobacco control efforts. In effect, smoking prevalence decreased from 23.9 % in 2000 to 13.1% in 2020.<sup>9</sup> For a country with more than 200 million people, these figures mean that millions of lives have been saved and millions of people have avoided chronic illness and disability associated with tobacco use. On top of the health impact, the country has brought in billions of dollars of tax revenue through tobacco taxation.<sup>10</sup>

# Donor Spotlight: Norway



© Getty Images

## **NORWAY: A PIONEER IN INTERNATIONAL AID AND NCDs AS PART OF THE DEVELOPMENT AGENDA**

The first WHO global investment case on NCDs was launched in May 2018. In November 2019, Norway launched a new international development strategy Better Health, Better Lives, specifically designed to prevent and control NCDs. The government committed to offering US\$ 130 million in international development assistance to help LICs tackle NCDs, including cancer, heart diseases, respiratory diseases, mental health conditions and diabetes.

Their decision to invest was based partly on the ROI data from the investment case. The Minister of International Development, Dag-Inge Ulstein and the Minister of Health, Bent Høie, noted that if the WHO Best Buy interventions were implemented in all LICs and LMICs, more than 8 million lives could be saved by 2030.<sup>23</sup> The country was especially supportive of the use of taxation and regulation measures to discourage the consumption of tobacco and alcohol, along with integrated support to countries through all three levels of WHO for the prevention and control of NCDs together with partners.

Norway is the first country in the world to introduce an NCD strategy as part of its international development policy. It is hoped that its success will inspire other countries to follow suit. With many LICs continuing to shoulder the greatest burden from these diseases, overseas development assistance will be an essential part of the solution.

# How can financing be raised for these measures?

- Current domestic and external funding and technical support for NCDs are far from sufficient in LICs and LMICs – ODA for NCDs is estimated to be at only **7%** of overall health aid
- Need to push for increased prioritization in domestic budgets, increased taxation of tobacco and alcohol
- Take advantage of new opportunities around innovative financing and public-private partnerships - including new multi-donor UN Trust Funds, Grants, and Bilateral Funds
- Further engage government donors and private philanthropies

# KEY MESSAGES

- Investing to tackle NCDs will lead to **healthier, more economically productive people** and a substantial improvement in national output
- There is a **need to accelerate investment and implementation** of NCD interventions to meet the SDGs and global targets
- The recovery from COVID-19 gives the world an opportunity to build back better, improve health security and protect the health of those who need it most. **Addressing NCDs is an integral part of this response**



**Thank you!**

# Navigating complexity in healthcare leadership



**Ruchika Singhal**

President, Global Health & Medtronic Labs



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# Investment and innovative financing solutions for NCDs



**Andrea Feigl- Ding**

Founder and CEO at Health Finance Institute



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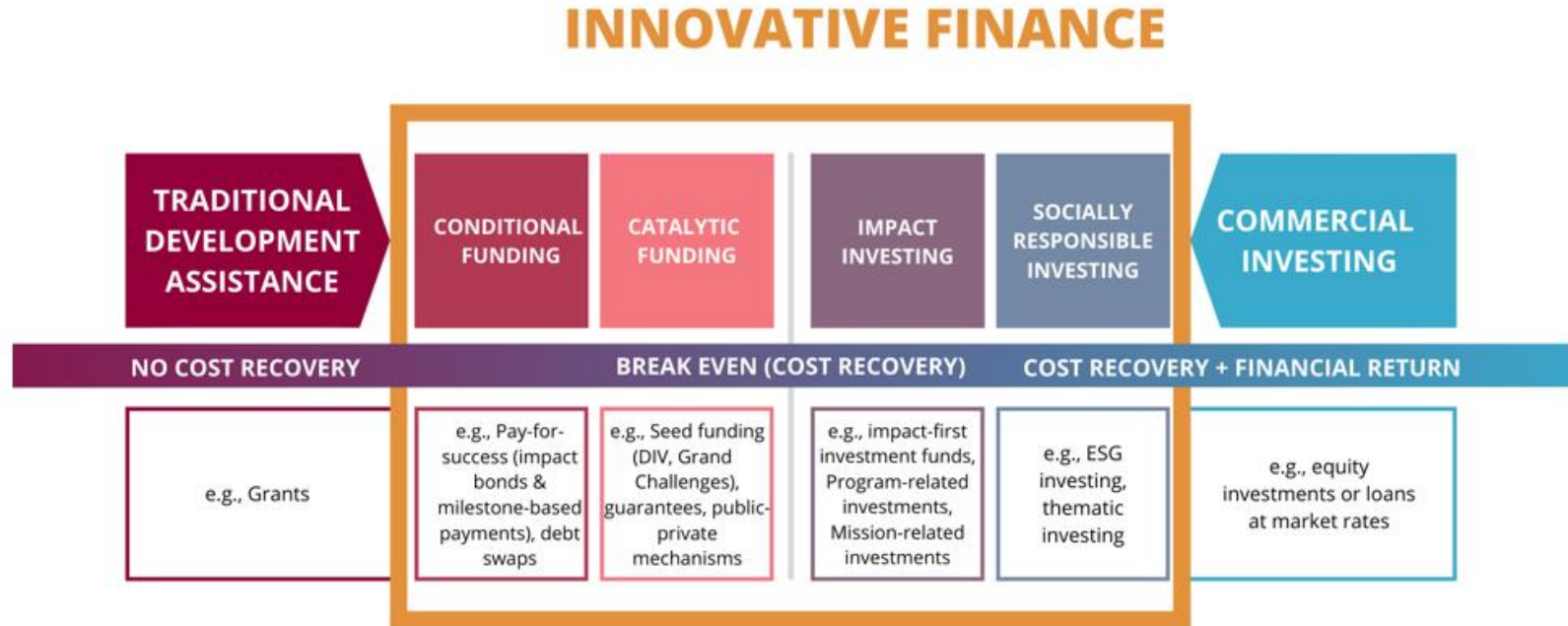
# NCD Hard Talk: Health, Money, and Power

**Investment and Innovative Finance  
Solutions for NCDs**

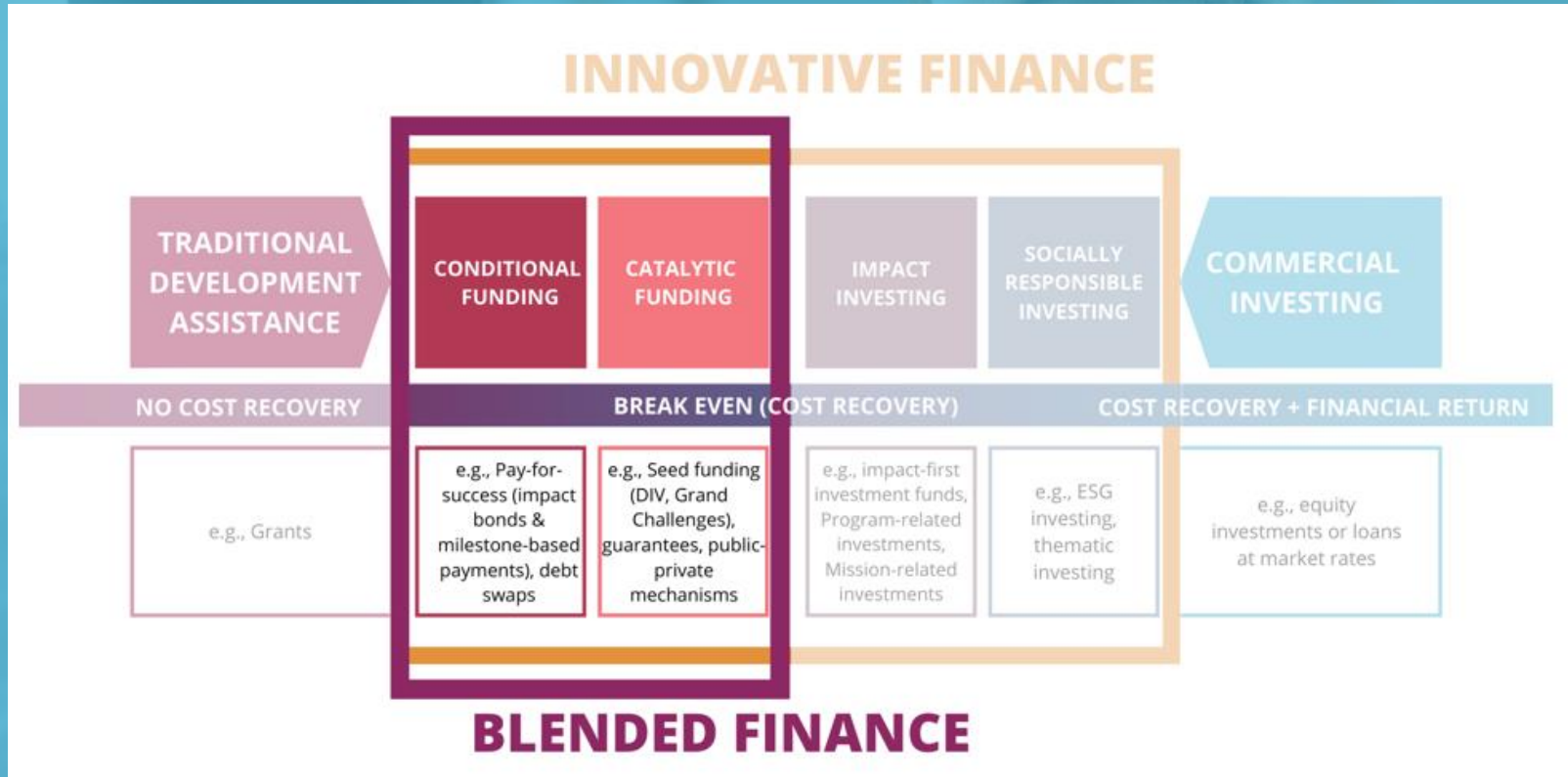
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# The Health Finance Continuum



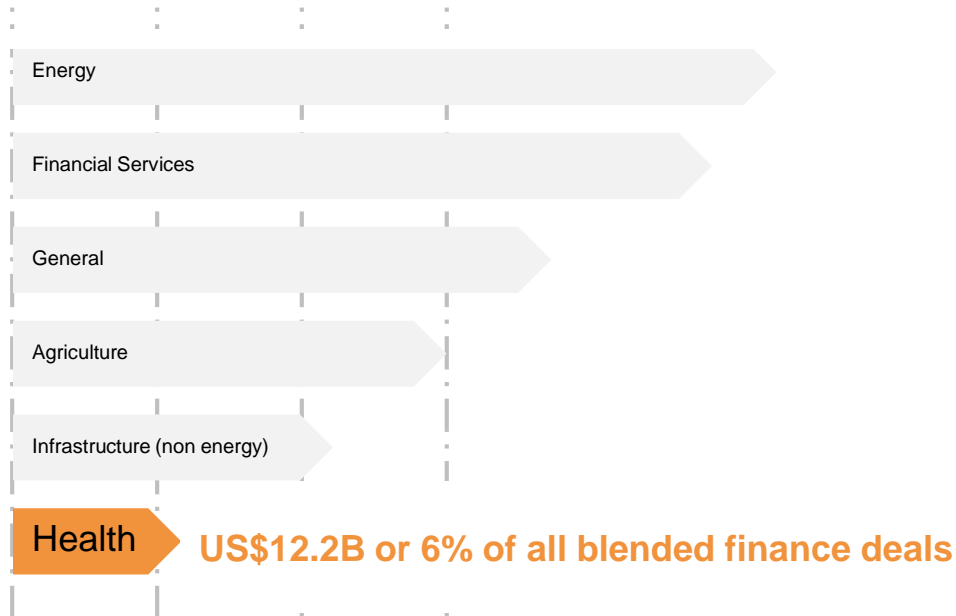
# The Health Finance Continuum



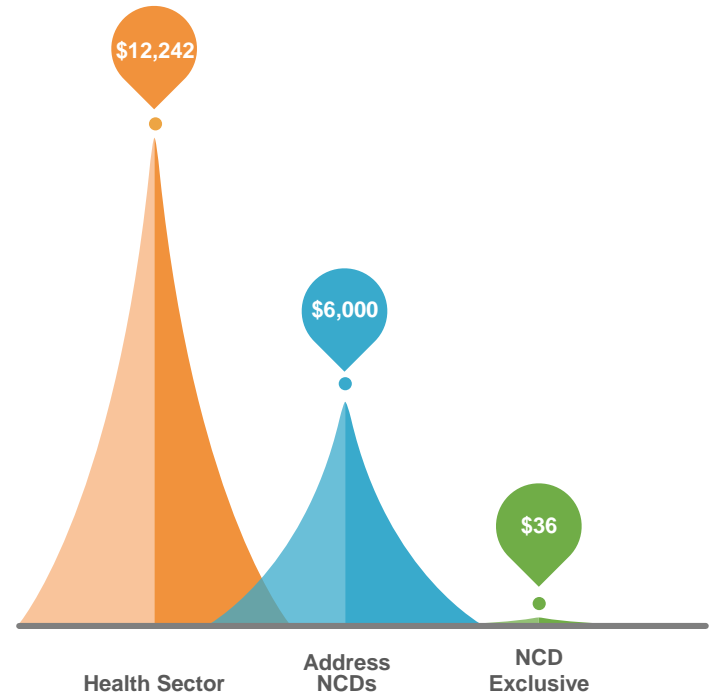


# Blended finance trends

## Blended finance transactions by sector



## Health-related blended finance transactions (US \$M)



Data Source: HFI Analysis of Convergence, 2011-2019 blended finance transactions

# Blended Finance and Country Income Status

	Collective Action			Country-Specific		
				Service Provision (Access/Scale)	Service Provision (Quality)	Health System Strengthening
Health Facility Investment				Cameroon Cataract Bond	Ayala Social Bond (Philippines)	Utkrisht Impact Bond (India)
Workforce						
Commodities	COVAX	AMC	Facility			
Health System Services Policies and Reforms <sup>1</sup>						
Population-Level Health Policies <sup>2</sup>					T2D Impact Israel Bond	AIM4Fresno - United States Community Hypertension Prevention Initiative - SIB Canada

## Country Income

High-Income

Middle-Income

Lower-Income

Source: Khan, Feigl, Patterson, and Watkins, 2022: Blended finance can play a limited but critical role in solving the NCD funding gap in low- and middle-income countries

# Blended Finance for NCDs – Key Takeaways

- Blended finance efforts in LMICs: focused on **health facility investment or commodities procurement**
- Population-level policies supported by blended finance are being undertaken in HICs, but require a heavy lift in monitoring & evaluation, particularly around behavior change efforts
- Blended finance for NCDs projects target clear gaps in the care cascade and help bolster service provision
- It is easier to build proof for blended finance to support DCP-3 recommended interventions that fall into the categories elucidated here

# CONTACT US



**Andrea Feigl, PhD**  
**CEO & Founder**

**p:** +1-571-275-5416

**e:** [andrea@healthfinanceinstitute.org](mailto:andrea@healthfinanceinstitute.org)

**w:** [www.healthfinanceinstitute.org](http://www.healthfinanceinstitute.org)

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# **Q&A WITH OUR PANELISTS**



**World Health  
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Department for  
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# Concluding remarks



**Dr Temo Waqanivalu**

Unit Head, WHO NCD Integrated  
Service Delivery



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# Thank you for joining

## See you next time

