Accelerating actions for multisectoral and multistakeholder collaboration in the lead up to the 4th High-level Meeting of the United Nations General Assembly on the prevention and control of NCDs:
Outlining an implementation agenda

Technical meeting report

Purpose

The WHO Global NCD Action Plan emphasizes the need for coordinated multisectoral and multistakeholder engagement, acknowledging the role of non-State actors, including civil society, individuals with lived experience, academia, and the private sector.

Most Member States have limited capacity to establish cross-sectoral partnerships or to manage their complexity during implementation, and lack the capacity to find common ground between policymakers and private sector entities and to convert such concordance into new public health approaches.

GCM/NCD led the development of two key WHO resources to build capacity for multisectoral and multistakeholder engagements for NCDs:
❑ **Compendium report on multisectoral actions** for the prevention and control of noncommunicable diseases and mental health conditions: country case studies; and

❑ Supporting Member States in reaching **informed decision-making on engaging with private sector entities** for the prevention and control of noncommunicable diseases: A practical tool.

The technical meeting aims to:
❑ Encourage participants to share their perspectives and insights to promote a diverse understanding of the application of the WHO technical products;

❑ Discuss potential actions to outline an implementation agenda that supports capacity-building at country levels, and

❑ Promote multidisciplinary exchanges among participants to advance collaboration for further implementation of the information/guidance provided in WHO technical products.

Participants

- Participants from over 26 countries

- 47 in-person participants and 54 virtual participants

- Participants included representatives from Members States, civil society, persons with lived experience, experts and academics, as well as colleagues from WHO headquarters and regional and country offices.

- The participants include key stakeholders who were involved in the design and development of the two documents, including focal points from the WHO 3-level internal working group, Member States involved in the sense-checking workshops and in the selected case studies, GCM Participants (i.e.; non-State actors), experts and academics.

World Health
Organization

DAY 1

Multisectoral Action for the prevention and control of NCDs and mental health conditions

Discussion Summary: Capacity Gaps for Implementing Multisectoral Actions

What capacities are essential for governments to successfully implement and sustain multisectoral actions in pursuit of policy coherence across government sectors for the prevention and control NCDs?

❑ **Communication and advocacy**

▪ Creating and conveying a compelling win-win narrative on the joint role of sectors beyond health in developing and implementing an effective NCD response

▪ Improving communication and negotiation skills in Ministries of Health (MoHs)

▪ Advocate for a cross-cutting health and wellbeing agenda

❑ **Inclusion across all levels**

▪ Critical importance of developing and implementing multisectoral actions across all levels

▪ MoHs require support in developing awareness and capacity at local levels

▪ Need for tailored technology and in-context data to support local-level decision making

❑ **Framework to operationalize and sustain multisectoral actions:**

▪ Need to integrate other sectors beyond health in the NCD response

▪ A legal mandate to institutionalize structures for multisectoral actions is essential to counter the effect of changes in government

▪ Multisectoral collaborations to be structured in a manner that the convening agency has the authority to mobilize action across different sectors/ministries

DIR GNP

Discussion Summary: Outlining an Implementation Agenda

While the previous discussion identified capacities essential for governments to successfully implement and sustain multisectoral actions, some of the potential ways in which WHO and other partners can support countries in building those capacities include:

❑ **Communication and advocacy**

▪ Training to create formats and stories that capture policy-makers attention

▪ Produce and share more data and case studies on multisectoral actions

❑ **Inclusion across all levels**

▪ Developing national investment cases: providing national data with national context to inform high-level policy makers, beyond just global investment cases for NCDs

▪ Supporting the inclusion of the NCD agenda in joint work plans developed by other UN agencies working at the country or regional level

▪ Meaningful engagement with civil society and PWLE to co-create relevant and sustainable policies, and hold policy-makers accountable

❑ **Framework to operationalize and sustain multisectoral actions:**

▪ Develop a monitoring framework that can be adapted for multisectoral actions on NCDs – potentially with 'wellbeing' or 'quality of life' indicators to monitor progress on multisectoral collaboration

WHO Tools and Resources

WHO tools to support multisectoral collaboration at national/subnational levels:

- [Compendium report on multisectoral actions](#)
- [KAP Knowledge Repository](#)
- [Toolkit for developing a multisectoral action plan for NCDs](#)
- [UN Interagency Taskforce on NCDs (UNIATF) guidance on investment cases](#)
- [Online policy briefs](#)that promote an integrated approach to urban health
- [Other trainings available on urban health](#)that support a multisectoral approach
- Upcoming/under development: Report and framework for monitoring social determinants on health; Trainings to scale up core capacities across sectors around decision-making, managing resources, collaboration and participation at community level to achieve urban health goals; Assessment tool to determine if a team has required competencies for collaborative approach.

Next Steps

WHO/GCM will discuss and outline an implementation agenda for multisectoral actions based on the discussions that have emerged from the technical meeting

World Health Organization

DAY 2

Supporting Member States in reaching informed decision-making on engaging with private sector entities for the prevention and control of noncommunicable diseases

A Practical Tool

Decision-making Tool on Private Sector Engagement for NCDs

This tool aims primarily to **assist WHO Member States** in reaching **informed decisions** about whether to **engage with the private sector** for the prevention and control of NCDs.

Specifically, the DM tool proposes a systematic methodology to:

- *assess* the need and local capacity for considering engagement with private sector entities to address NCD challenges;
- *analyse* specific opportunities of engagement and conduct rigorous due diligence and risk assessment processes to support this approach, including the development of risk mitigation strategies;
- *decide* on the direction of the engagement based on estimated benefits and assessed risks.

This approach underscores critical elements for informed decision-making that will enhance the **transparency** and **accountability** of government decisions, while taking steps to **protect public health policies** from any undue influence by commercial actors.

World Health Organization

Discussion Summary: Insights on Private Sector Engagement

❑ **Evolution of public-private partnerships for health**

▪ There is recognition of the shift in global burden of disease towards NCDs; additionally, increasing recognition of harmful industry tactics

▪ Shift from the concept of individual responsibility for health to acknowledging environmental and social risk factors of NCDs

▪ Increasing awareness of the wider context and linkages between food systems, climate change, and health, including in other sectors

▪ The public health community now recognises that evidence generation alone in not enough; institutions, governance mechanisms, and politics, all play a role in effective policy making

❑ **Role of civil society**

▪ Private sector can be engaged on the how (how to implement policies) but not on the what (what policies are to be passed and implemented) of policies.

▪ Civil society can provide a countervailing voice (using campaigns, research etc.) against the media power and marketing tactics of health harming industries.

▪ [WHA resolution on social participation](#) is a useful direction for governments

▪ Engagement of PLWNCDS and mental health is critical; governments are encouraged to adopt guidance around this to have a people-centered approach

World Health Organization

Discussion Summary: Insights on Private Sector Engagement

❑ **WHO approach to private sector engagement**

▪ Mutual respect and mutual goals of engagement are required

▪ While the decision-making tool is designed for Member States to use in the NCD context, it can also be adapted by other stakeholders and in other sectors

▪ Appropriate due diligence of non-state actors before engaging with them

❑ **WHO Report on the Commercial Determinants of Health**

▪ Theory of change around public health risks and industry practices

▪ The goal is to protect public health and mitigate conflicts of interest while leveraging the positive potential impact of the private sector towards health

▪ The tool provides clear objectives and processes for private sector engagement

❑ **Limiting industry influence**

▪ Be aware of potential Conflict of Interest (CoI) engaging in policy work; create and implement CoI policies and procedures to manage this.

▪ Follow legal guidance on requirements to engage with non-state actors

Discussion Summary: Supporting Member States

Supporting Member States in increasing positive health impact and reducing, preventing and mitigating harmful practices and products

❑ **Calls to action for WHO, governments, and civil society organizations:**

For WHO
- NCDs to be brought into the mainstream discussions around health
- WHO to provide countries with implementation capacity and support; crowdsource and share information about industry tactics

For Governments
- Governments need to engage with the food system industry to protect the health and wellbeing of the people
- Need to actively identify and collaborate through multiple stakeholders when engaging with the private sector
- Personal leadership of policy-makers, as well as education and awareness building of policy-makers is critical
- Engagement with civil society and other stakeholders (media, youth, medical associations, academia etc.) is the need of the hour

For Civil Society
- Governments need support from the public health community in implementing the DM tool, especially when taking unpopular decisions
- Civil society can be critical in in encouraging private sector to follow norms and advocate to become part of governance mechanisms

Discussion Summary: Capacities for Private Sector Engagement

What capacities are essential for governments to enhance private sector contribution to promote health and reduce, prevent and mitigate the negative impact of NCDs?

❑ **Adopting the DM tool**

▪ Simple, practical highly adaptable tool, sensitive to realities on the ground

▪ Training on how to use the DM tool, how to align it with existing national frameworks/practices, ensure risk management is appropriately interpreted

▪ Workshops involving multisectoral partners in implementing the tool

❑ **Knowledge sharing**

▪ Helpful to have country examples about implementing the DM tool

▪ Develop case studies on decision-making process using the DM tool

▪ Leveraging the power of media to disseminate pro-health messages

▪ Communicating effectively with decision-makers on using the DM tool

❑ **Capacity building & evaluation**

▪ Training policymakers and technical staff on basic legal principles

▪ Evaluation of the entire process using simple tools and clear indicators

Discussion Summary: Outlining Actions for Implementation

While the previous discussion identified capacities essential for governments to engage with the private sector, some of the potential ways in which WHO can support countries in building those capacities include:

❑ **Knowledge sharing**

▪ KAP to be leveraged as a tool for sharing success stories on private sector engagement

▪ Compiling case studies and best practices on effectively mitigating commercial interests

▪ Encouraging south-south collaboration and knowledge sharing across sectors beyond health

❑ **Capacity building**

▪ Building awareness among the public health community about available legal resources

▪ Training on risk mitigation strategies, especially in areas of environmental regulations

▪ Support from WHO for in-country policy implementation (versus policy-making)

▪ Improving monitoring and reporting - by strengthening the country capacity surveys and the WHO Global Monitoring Framework on NCDs to better capture currently neglected indicators

❑ **Adopting the DM tool: Next Steps**

▪ Publication of the final decision-making tool for private sector engagement

▪ GCM t will plan in-country support to Member States in adopting the DM tool

▪ Develop case studies around countries using the tool for making decisions on engagement with the private sector
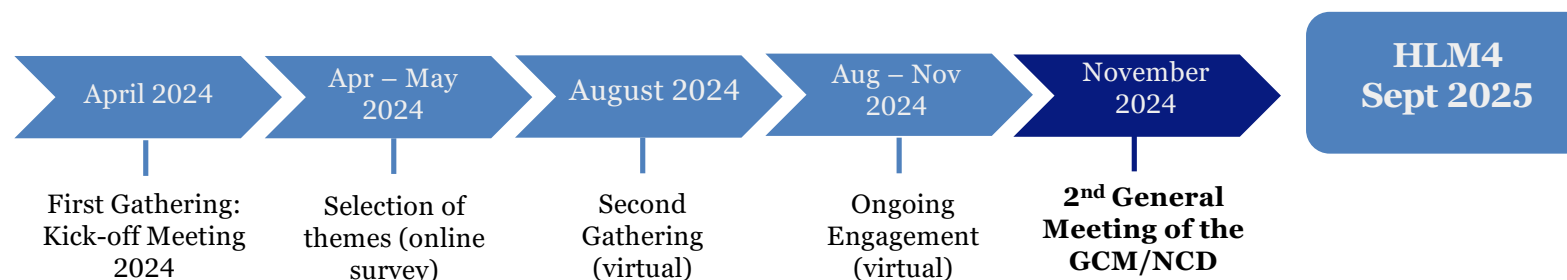
GCM/NCD Second General Meeting

Purpose

The Second General Meeting of the WHO GCM/NCD aims to generate recommendations on multisectoral and multistakeholder engagement towards the global NCD response as strategic inputs to the preparatory process for HLM4 and for broader use by the global health community.

Outcomes

1. **Formulate ambitious yet attainable recommendations on accelerating multisectoral and multistakeholder action**, including mobilization of resources and expertise, building capacity for multistakeholder partnerships, knowledge sharing to propel country, regional and global NCD responses.

2. **Identify and disseminate stories of impactful multisectoral and multistakeholder collaboration** by GCM Participants for NCD prevention and control.

Timeline

April 2024	Apr – May 2024	August 2024	Aug – Nov 2024	November 2024	HLM4 Sept 2025
First Gathering: Kick-off Meeting 2024	Selection of themes (online survey)	Second Gathering (virtual)	Ongoing Engagement (virtual)	**2ⁿᵈ General Meeting of the GCM/NCD**	

WHO Global Coordination Mechanism on Noncommunicable Diseases (GCN/NCD)

Process

The road to the Second General Meeting will be marked by an inclusive preparatory process and collective reflections, insights and expertise of GCM Participants (i.e.; Member States and NSA). The process includes a series of engagement opportunities for and with GCM participants, both virtual and in-person.

Useful Links

- About the Technical Meeting

  News   Photos

- Knowledge Action Portal

- Compendium report on multisectoral actions

- Decision-making tool

- Toolkit for developing a multisectoral action plan for NCDs

- UN Interagency Taskforce on NCDs (UNIATF) guidance on investment cases

- Commercial Determinants of NCDs in the WHO European Region

- WHO Dialogues with the private sector

- WHO Repository on Urban Health

World Health Organization