



# NCD LAB

## Terms of reference

### Status

The Noncommunicable Disease Lab (NCD Lab) is a WHO platform aiming to promote WHO's normative guidance and standards in support of Member States achieving SDG target 3.4 and other NCD related SDGs. NCD Lab is not a separate legal entity and derives its legal status from WHO. Thus, NCD Lab shall be administered and housed in WHO. The operations of NCD Lab shall in all respects be administered in accordance with the WHO Constitution and General Programme of Work, WHO's Financial and Staff Regulations and Rules, WHO's manual provisions, and applicable WHO rules, policies, procedures and practices.

The NCD Lab will only operate within and according to these Terms of Reference. Proposals by the participants are non-binding on WHO and are only intended to serve as a reference point for the solutions proposed. The NCD lab will operate until the end of 2021 with the option to extend.

### Mission

The mission of NCD Lab is to function as a WHO platform to raise awareness of NCDs and to identify innovative and cross-cutting initiatives working towards reducing the global burden of NCDs and mental health conditions.

### Vision

The NCD Lab contributes towards achieving Sustainable Development Goals (SDG) target 3.4, to reduce premature mortality between 30-70 years of age from NCDs by 2030. Further, the NCD Lab provides a platform to mobilize stakeholders, as appropriate, to align and scale action, for the implementation of national NCD and mental health responses. Its vision is to establish a platform that:

1. Harnesses the power of multisectoral and multistakeholder collaboration
2. Maintain an "ethos" of innovation both in principle and practice
3. Propels global development by supporting dynamic initiatives that reduce the burden of NCDs and mental health conditions

## Background

The NCD Lab are a virtual initiative, a platform, that supports submissions that harness innovative solutions to accelerate progress towards achieving the NCD and NCD related SDGs. The NCD Lab is an action-orientated platform, encouraging innovation, and supported by the WHO Global Coordination Mechanism on NCDs (GCM/NCD) .

The NCD Lab aims to bring stakeholders together to address the challenges, leverage the opportunities and maximize the benefits associated with addressing NCDs and their risk factors and determinants, with facilitating a strong, proactive, and integrated multisectoral and multistakeholder response. The NCD Lab will enable and catalyze effective collaborative actions by relevant stakeholders, through promoting the consolidation, dissemination and uptake of knowledge and evidence-based information, best practices and innovative solutions, and to develop tools and enhance expertise.

The global call to leave no one behind enshrined in the SDGs puts the world's most vulnerable and marginalized people at the top of the agenda. While there have been significant achievements addressing issues related to NCDs, urgent action is still needed to achieve the SDGs, particularly SDG 3

to ensure healthy lives and promote wellbeing for all at all ages by 2030. In addition, the NCD Lab supports and aligns with the UN Decade of Action (*mobilize everyone, everywhere; demand urgency and ambition; supercharge ideas to solutions*) and WHO's 13<sup>th</sup> General Programme of Work (GPW13) outlining a new strategic plan to ensure that 1 billion more people benefit from Universal Health Coverage (UHC); that 1 billion more people are better protected from health emergencies; and that 1 billion more people enjoy better health and well-being ("triple billion targets"). The triple billion targets provide an overarching framework for WHO and Member States to address the health-related targets of the 2030 SDG agenda. However, for this to happen, WHO also recognizes the urgent priority of fostering new ideas and solutions for the achievement of the triple billion targets and SDG 3.

## Objectives

The objective of the NCD Lab is to encourage submissions of innovative solutions that support the NCD and NCD related global health agendas that target all levels, including policy-level change, systems change, or individual level change. The NCD Lab will act as a platform for the submission of proposals from individuals focusing on three cross-cutting objectives:

- **NCD Lab** will build on the active, diverse and multistakeholder networks created through the GCM/NCD Communities to fast-track innovation and action within the framework of sustainable development.
- **NCD Lab** will leverage the GCM/NCD's broad stakeholder base to crowdsource high-level, focused projects and initiatives under selected thematic areas.
- **NCD Lab** will provide a dedicated space for stakeholders to support innovative projects.

## Governance

NCD Lab is comprised of the Secretariat and a Steering Group and NCD Lab.

### 1. The Secretariat

WHO/GCM serves as the Secretariat of NCD Lab (the "Secretariat"). The role of the Secretariat is to oversee the day-to-day management of NCD Lab work, including by contributing to the coordination of NCD Lab, preparation of agenda the Steering Group and administration and budget management. The Secretariat, in collaboration with the Steering Group, review the applications, provide inputs and oversee the process of the selection of the application and evaluation.

### 2. The Steering Group

The NCD Lab will establish a steering group to support each thematic area. Each Steering Group is comprised of 10-15 individuals appointed by the Secretariat in accordance with selective criteria and conditions. With the exception of WHO, the duration of the term of appointment to the Steering Group shall be for an initial term of two (2) years, with the possibility of renewal as determined by the Secretariat. The Steering Group is co-chaired by the Secretariat and a selected GCM/NCD Participant. The co-chair is appointed by the Secretariat as per their expertise and experience on the thematic area.

Steering Group members and Co-Chairs are subject to review by WHO of the relevant disclosures, and successful applicants are selected based on their expertise related to the thematic areas covered within the NCD Lab, with due consideration to gender and geographical balance.

## How does the platform operates?

Each **thematic focus** will be co-chaired by the Secretariat and a selected GCM/NCD Participant and include 10 - 15 Steering Group members. In order to select the Steering Group members, GCM/NCD Participants will be invited to apply and fulfil selection criteria set for that purpose. The Steering Group selection criteria and modalities will be published shortly on the WHO Knowledge Action Portal ([www.who.int/kap](http://www.who.int/kap)).

Once the Steering Group and Co-Chairs have been confirmed, the focus for each Lab themes cycle is determined with the WHO GCM/NCD Secretariat. A call for submissions is launched through the GCM/NCD network, including the WHO Knowledge Action Portal, providing transparency regarding the call, terms of reference, required disclosure information and online submission information. NCD Lab submissions will be facilitated through an online form.

Once the submission period is completed, the WHO GCM/NCD Secretariat will shortlist 10-20 submissions from each thematic area based on the review criteria (see annex). A shortlist is then presented to the Steering Group with the same review criteria for their feedback. The Steering Group and co-chair's feedback will guide the WHO GCM/NCD Secretariat in selecting one submission as the winner per thematic area.

The winner and shortlisted individuals will be informed by email correspondence with the option to be included on the NCD Lab page in the WHO Knowledge Action Portal.

## Thematic Focus

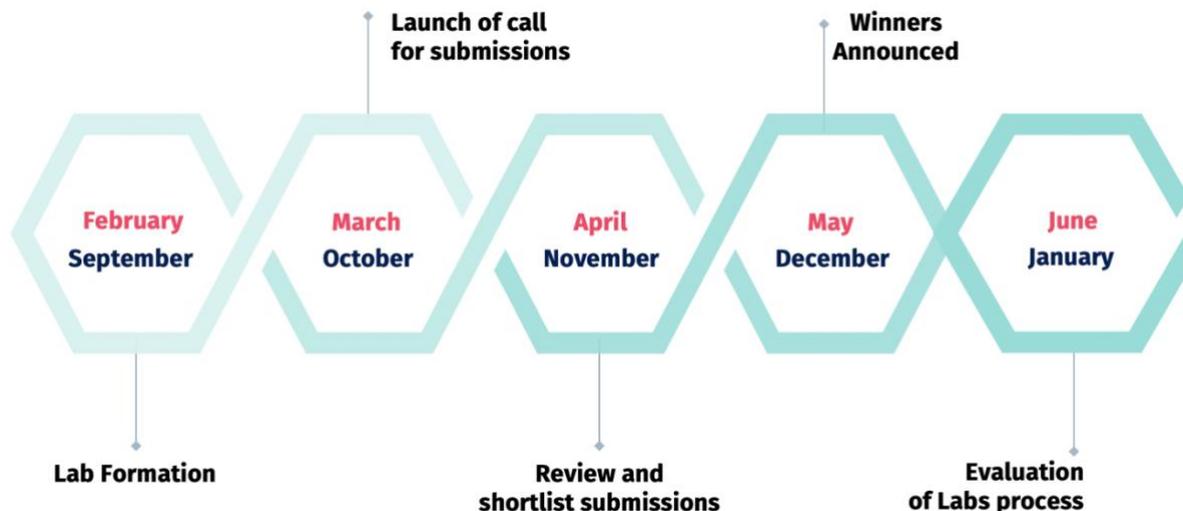
NCD Lab highlights topics that support its overarching goal to raise awareness of the urgency to identify innovative and cross-cutting initiatives working towards reducing the global burden of NCDs and mental health conditions.

The first cycle of the **NCD Lab** will build on the relevance and success of the following Communities:

- Women and NCDs
- NCDs and the Next Generation
- Meaningful involvement of People Living with NCDs

The NCD Lab cross-cutting topics will support the NCD agenda in particular addressing the NCD risk factors and determinants.

## Timeline



## Submission dates

Submissions are open in February and September of each calendar year. Individuals can apply by completing the online submission form.

## Who can apply?

Applicants must be an individual or group of individuals, and may not be submitted on behalf or in the name of any entity. Applicants are required to provide relevant information within the submission form and undergo appropriate WHO screening and due diligence procedures.

## Eligibility criteria for proposals

To be eligible, the submission must fulfil the following criteria:

1. The submission is aligned with Sustainable Development Goal 3.4 or 3.8 and any other NCD related SGDs
2. The submission is aligned with the 5X5 NCD framework for diseases and risk factors (cardiovascular disease, chronic respiratory disease, cancer, diabetes, mental health conditions including neurological and substance abuse disorders; unhealthy diet, tobacco use, harmful use of alcohol, physical inactivity, and air pollution).
3. The submission is aligned with one or more of the [22 KAP thematic areas](#).
4. The submission is beyond the ideation phase, with preference to submissions which are fully developed, or at an advanced stage of development, and are or soon to be implemented.
5. The submission includes a needs assessment that supports the submission implementation
6. The submission incorporates meaningful engagement of the population which the submission aims to support during the ideation or development phase.

**Exclusion criteria:**

A submission will not be considered if one or more of the following more have been identified:

1. Funded by any of the following industries: tobacco, arms, pharmacological, food and beverage, sports, gaming, alcohol, or gambling, and sports betting;
2. During the past four years, the applicant was linked to the tobacco and/or arms industry, or any subsidiary of a tobacco/arms company or a commercial entity involved with the manufacture, sale, or distribution of tobacco/arms or tobacco related products; or
3. The submission is, or will be, undertaken outside of the WHO Member States <sup>1</sup>

 **Proposals types**

The following are a list of submission types that include but are not limited to:

1. Ongoing or published research projects.
2. Advocacy campaigns, frameworks, and toolkits.
3. Capacity building initiatives.
4. Community-based interventions.
5. Digital health products or services.
6. Policy development activities.
7. Policy implementation activities.
8. Health promotion activities or initiatives.
9. Behavioral science activities or initiatives.
10. Health literacy activities or initiatives.
11. Educational and training activities or programs.

 **Submission selection criteria**

WHO is responsible for the review of all submissions and the selection of the winner. The selection criteria takes into consideration the following non-exhaustive factors: target audience, scalability, innovation, scientific validity, sustainability, including submissions from marginalized group and aligning with relevant WHO and UN frameworks focusing on NCDs and SDGs. At the end of each cycle, the WHO GCM/NCD Secretariat will make publicly available the selection criteria, the shortlist of submissions, and the winners, on the WHO Knowledge Action Portal. The GCM/NCD Secretariat will announce the winning submission of each cycle. WHO shall not reveal, or discuss with any applicant, how a submission was assessed, or provide any other information relating to the evaluation or selection process. Only the winning and shortlisted submissions will be contacted.

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<sup>1</sup> <https://www.who.int/countries/en/>



## Additional Requirements for Submission

1. WHO reserves the right to decline or reject a submission at any time without further explanation any submission if it has reason to believe that any of the following apply:
  - the submission breaches copyrights or have been reproduced without the explicit agreement from its original initiator
  - the submission contains any third-party materials and/or content (including background music) that the applicant does not have permission to use
  - the submission promotes an applicant's or a third-party's goods or services, views and activities or include any trademarks,
  - the submission contains inappropriate or dangerous behaviour, or otherwise be obscene, defamatory, distasteful or offensive,
  - the submission is in breach of any applicable legislation or regulations
  - the submission is in breach of any confidentiality obligations owed by an applicant to third parties
  - the ordinary activities of the applicant(s) negatively affect human health and/or are not in line with WHO's policies, norms and standards;
  - the submission in the NCD Lab may compromise WHO's integrity, independence, credibility or reputation;
  - the submission has been produced with funds or any kind of support from arms, tobacco or any other industry that the Secretariat considers to negatively affect human health or otherwise not consistent with WHO's policies, norms and standards or the current terms of reference (for example, funding from someone associated with the following industries pharmacological, food and beverage, sports, gaming, alcohol, or gambling, and sports betting)
  - an applicant(s) is listed on the United Nations Security Council Consolidated List;
  - the submission or the applicant(s) involved in the submission presents a conflict of interest to WHO
  - the applicant(s) has engaged in cheating, fraudulent conduct, breach of any law or improper behaviour
  - The submission violates third party's rights, in particular intellectual rights.
  - The submission will be undertaken or otherwise relates to activities outside of WHO's Member States;
2. Applying to the WHO NCD Lab does not guarantee that the applicant will be selected or derive any other benefit.
3. WHO, which includes the GCM/NCD Secretariat, accepts no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by you because of entering the NCD Lab. WHO further disclaims liability for any injury or damage to the applicant(s) or any person's device relating to or resulting from participating or downloading any materials in connection with NCD Lab.
4. By applying to the WHO NCD Lab, Applicants consent to the use of their name, photo and/or likeness, biographical information, submission and statements attributed to the Applicants for promotional purposes, including on the WHO website, social media accounts or outlets, without additional compensation, and without any limitations as to time, place and duration of use.

5. Applicants shall not use the WHO name or emblem, or any abbreviation thereof, on any document, website, image, electronic or otherwise, for promotional, commercial or other purposes, without first obtaining the express written consent of WHO.

## Annex

### Submission Form

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#### The submission form includes the following fields:

- Individual name
- Title of submission
- Type of submission output (see submission eligibility)
- Submission language
- Brief submission description (*aims, objectives, methods, expected output*)
- Who is the target population(s)
- How is the target population(s)' involved in the submission
- At what point is the target population(s)' involved in the submission
- Monitoring and evaluation of submission description
- Submission setting(s): country or countries
- Relevant website link (if applicable)
- WHO region of the applicant
- WHO region of the submission setting
- Date of submission onset
- Names of individuals linked to submission
- Current financial support (other grants or funders of the submission)
- Targeted NCDs (cardiovascular disease, chronic respiratory disease, cancer, diabetes, mental health conditions including neurological and substance abuse disorders)
- Targeted risk factors (Unhealthy diet, tobacco use, harmful use of alcohol, physical inactivity, air pollution).
- Link to the thematic focus of NCD Lab
- Are the voices of marginalized groups (persons with disabilities, youth, women, lesbian, gay, bisexual, transgender and intersex people, members of minority groups, indigenous people, internally displaced persons, and non-national, including refugees, asylum seekers, and migrant workers) incorporated?
  - Yes
  - No
  - Unsure
- Please specify which areas of the submissions (if any) for which inputs from the NCD Lab are required.
- Please provide URLs of any other relevant documentation.
- Please upload any relevant documentation linked to the scope, objectives, goals, methodology, a theory of change, monitoring and evaluation tools and/or strategy
- Please upload the Declaration of Interest (DOI)

### Submission selection process

All submissions will be reviewed against a set review criteria. Each submission will be scored against a maximum of 22 questions listed below. Each of the questions can obtain two points when the answer is yes, one point when the answer is partial, zero when the answer is no, and no points when the answer is not applicable. Some questions are yes and no questions that clearly result in a score of two or zero, while some are open-ended questions and can score one for partial fulfilment of the question.

**Grading criteria:** Yes= 2, Partial= 1, No= 0, N/A

### Quality level cut-off point

Low	>59
Medium-Low	60-64
Medium	65-69
Medium-High	70-74
High	<75

<b>Criteria overview:</b>
1. a) Target audience is clearly defined
1. b) Target audience is engaged throughout the submission plan
2. Clear objective(s) described which includes the population, location, and scope.
3. Submission demonstrates an ability to scale up <sup>1</sup>
4. Submission includes a description of the methodology to be used
5. Submission includes a monitoring and evaluation framework (to ensure quality through its implementation process) described.
6. Submission has clear link to the thematic focus of NCD Lab
7. Submission is based on scientific evidence or best practices and/or has a clear theory of change.
8. Submission includes a background problem defined and aligned with the thematic focus.
9. Submission outlines feasible and clear milestones in the plan
10. Submission incorporates sustainable development
11. Submission highlights voices of marginalized groups
12. Potential harms are accounted for and minimized
13. Submission has a clear benefit to SDG target 3.4
14. Submission has a clear direct or indirect benefit to a section of the population affected or at risk for NCDs.
15. Submission targets one or more of the 5x5 NCD framework
16. Submission outlines the current budget including operating costs
17. Submission is original and innovative
18. Submission aims to impact individual-level changes
19. Submission aims to impact systems changes (i.e. institutional competency)
20. Submission aims to impact policy level changes
21. Submission, if a campaign or submission pitch, has a creative narrative arc
<b>Total Score</b>

Minor adaptations may be considered in the review criteria to align with each thematic area or submission cycle. Modifications are made by WHO GCM/NCD Secretariat ahead of review process.