

Second General Meeting of the Global Coordination Mechanism on NCDs

Day 2 - Empowering People and Communities:
Lived Experience and Grassroots Innovations

Session 1

Welcome and Opening



Welcome & Recap on SGM Day One

Katia de Pinho Campos, Head, a.i.

Global Coordination Mechanism on NCDs, Department of
Noncommunicable Diseases, Mental Health and
Rehabilitation



Moderation

Maia Olsen,

WHO Global Coordination Mechanism on NCDs, Department
of Noncommunicable Diseases, Mental Health and
Rehabilitation

Expectations for today

- Priority to voices and perspectives of people with lived experience (PWLE)
- Be mindful of power dynamics amongst such a large group
- Respectful, person-first, gender-inclusive, and destigmatizing language
- Please keep critical feedback to institutions, rather than individuals
- Please take care of yourself first and foremost, okay to step away to tend to health or personal needs.

Group Picture



Lived Experience Perspective

Ratna Devi

GCM/NCD Lab Steering Committee



Lived Experience Perspective

Carolyn Taylor

WHO Symposium on Meaningful Engagement
Steering Committee Member

Session 2

Elevating the voices of lived experience and scaling up grassroots innovations



Elevating the voices of lived experience and scaling up grassroots innovations

Ramya Kancharla

Global Coordination Mechanism on NCDs,
Department of Noncommunicable Diseases,
Mental Health and Rehabilitation

The NCD Lab

The NCD Lab is a WHO platform launched by the GCM/NCD that identifies grassroots innovations addressing the urgent and complex burden of NCDs in low-resource settings.

The NCD Lab supports grassroots innovations to achieve greater impact and scale through knowledge collaboration and capacity-strengthening.

Promising Innovations are invited to multistakeholder dialogues, capacity-building workshops, global forums and conferences and supported through knowledge and communications resources.

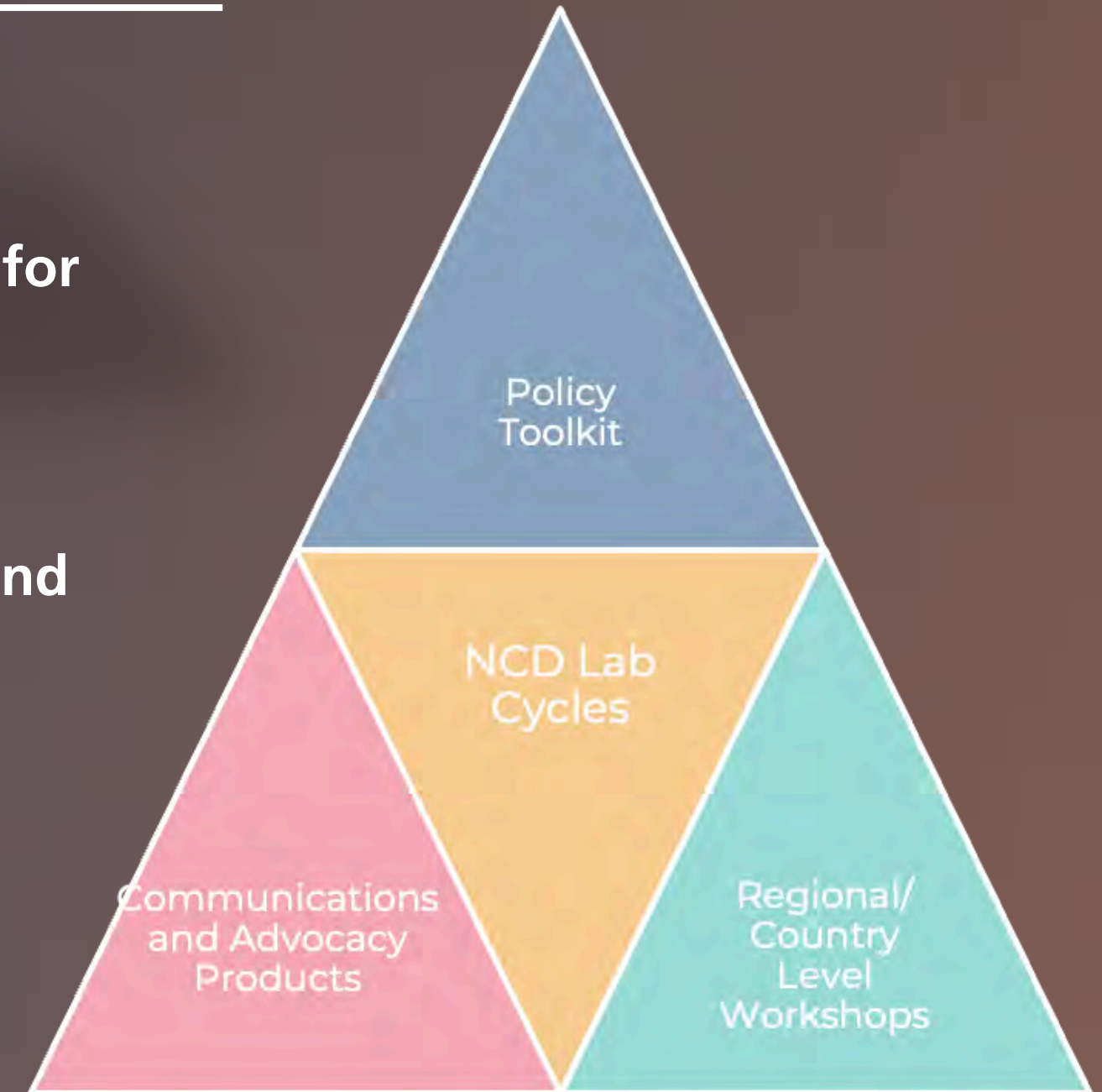
The NCD Lab

- The role of the NCD Lab is to harness grassroots innovations under strategic thematic areas, leveraging the value of community knowledge and localized solutions to meet country needs
- Leverage knowledge and networks of Steering Committees
 - Technical expertise
 - Geographical representation
 - Community, country, regional needs assessment
- Collaboration with WHO Innovation Hub and relevant technical units and departments as part of WHO innovation value chain,



The NCD Lab

- Building on the learnings from the NCD Lab
- Aims to support scale-up of innovative practices and build capacity for multisectoral and multistakeholder responses to NCDs.
- Generate evidence and recommendations around how the public sector can be supported to scale up innovative responses to NCDs and mental health in low-resource settings.
- GCM hosted a capacity-sharing workshop in Kigali in Feb 2025 to explore how grassroots innovations can be scaled through public health systems.
- Insights from the workshop will inform an analytical report and capacity-building tools supporting the rollout of a public sector scaling toolkit.



Multistakeholder Panel Discussion

Contextualising the NCD and mental health response



Moderator

Cajs Lindberg, NCD Lab Steering Group Member &
Global Health Consultant



Dr Selamawit Ayele
NCD and Mental Health
Desk Lead, Ministry of
Health, Ethiopia



Health Set
Go, India
Priya Prakash



OKB Hope
Foundation
Osei Boateng



WHO Symposium
Steering
Committee
Benny Prawira

Interactive Segment

Open floor discussion

Break

Session 3

Third WHO Symposium on Meaningful Engagement of People living with NCDs, Mental Health and Neurological Conditions



Moderation

Maia Olsen,

WHO Global Coordination Mechanism on NCDs, Department
of Noncommunicable Diseases, Mental Health and
Rehabilitation

Interactive Video

Presenting the WHO Symposium key advocacy messages through a lived experience lens

Interactive Segment

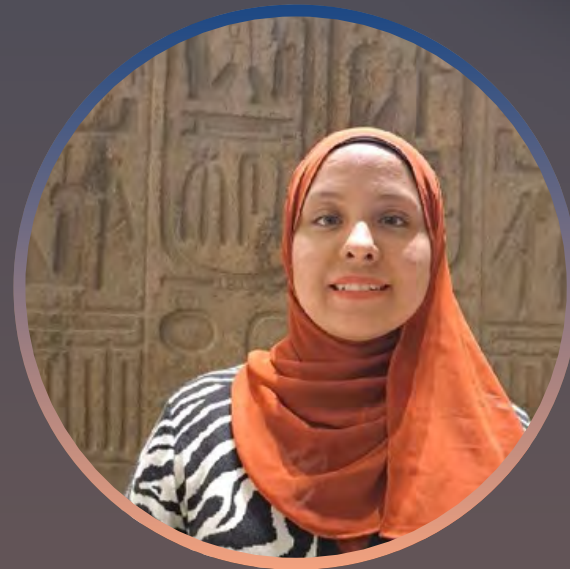
What is the value of meaningful engagement in shaping the NCD and mental health response?



Presentations

Regional implementation in the Eastern Mediterranean: Reflections and recommendations

Regional implementation in the Eastern Mediterranean: Reflections and recommendations

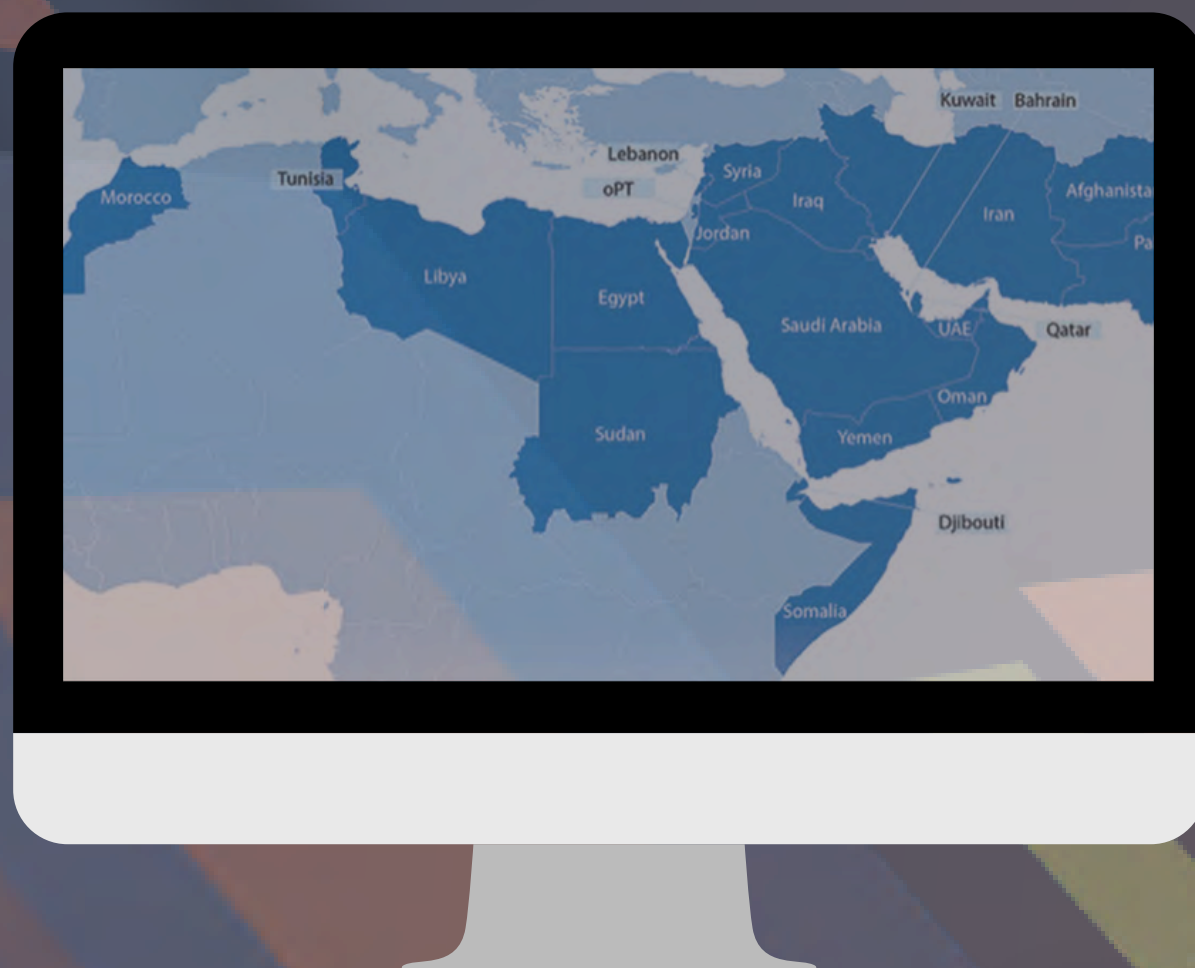


Heba Alsawahili
**WHO Regional Office for the
Eastern Mediterranean Region**



AMR Sibai,
**Public Relations Specialist and
Lived Experience Advocate
Syria**

What is it like to engage PWLE in the EMR?

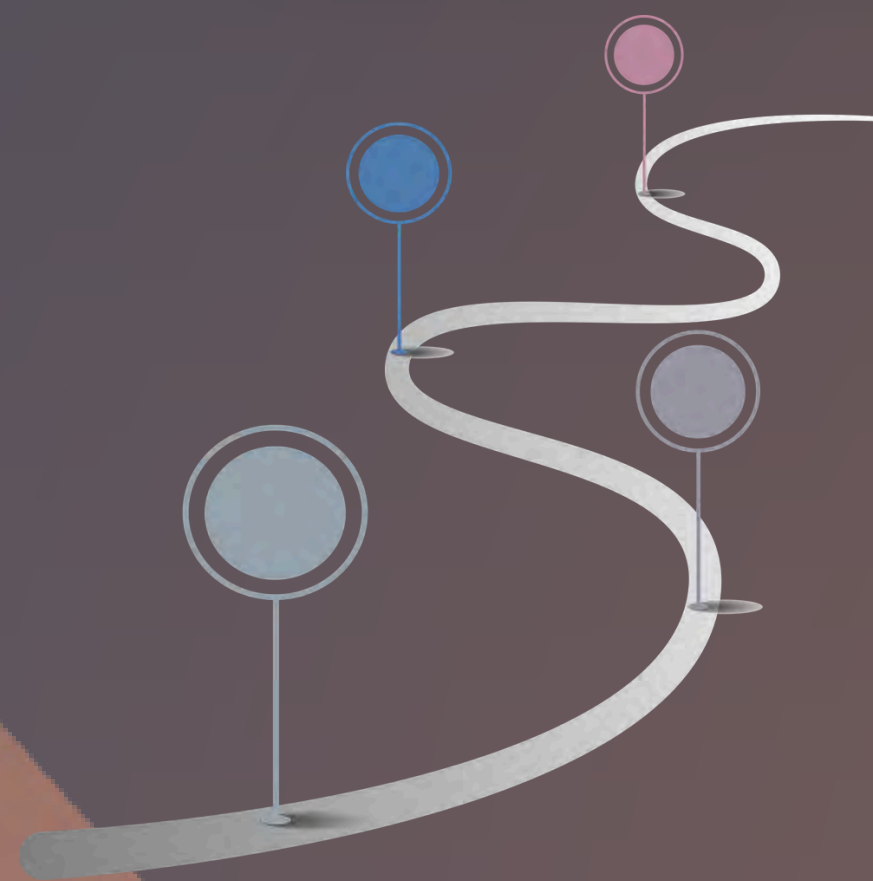


Five Countries have activities around engaging people living with **cancer**:

Morocco, Syria, Jordan, Qatar, Egypt

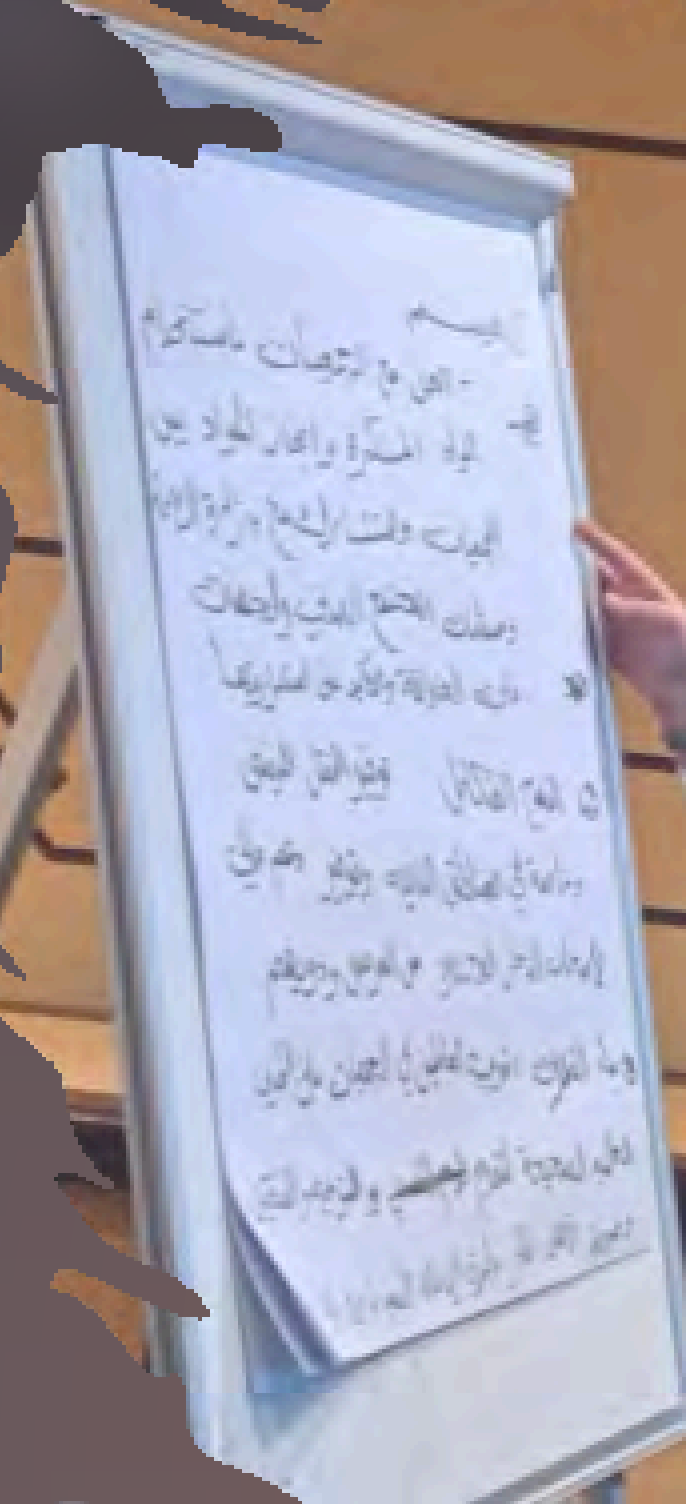
First phase: Setting the scene

- **Mapping tool** to understand the scope of PWLE organizations
- **Multistakeholder scoping workshops** to assess the enablers and barriers
- **Prioritization** of actions in a participatory approach

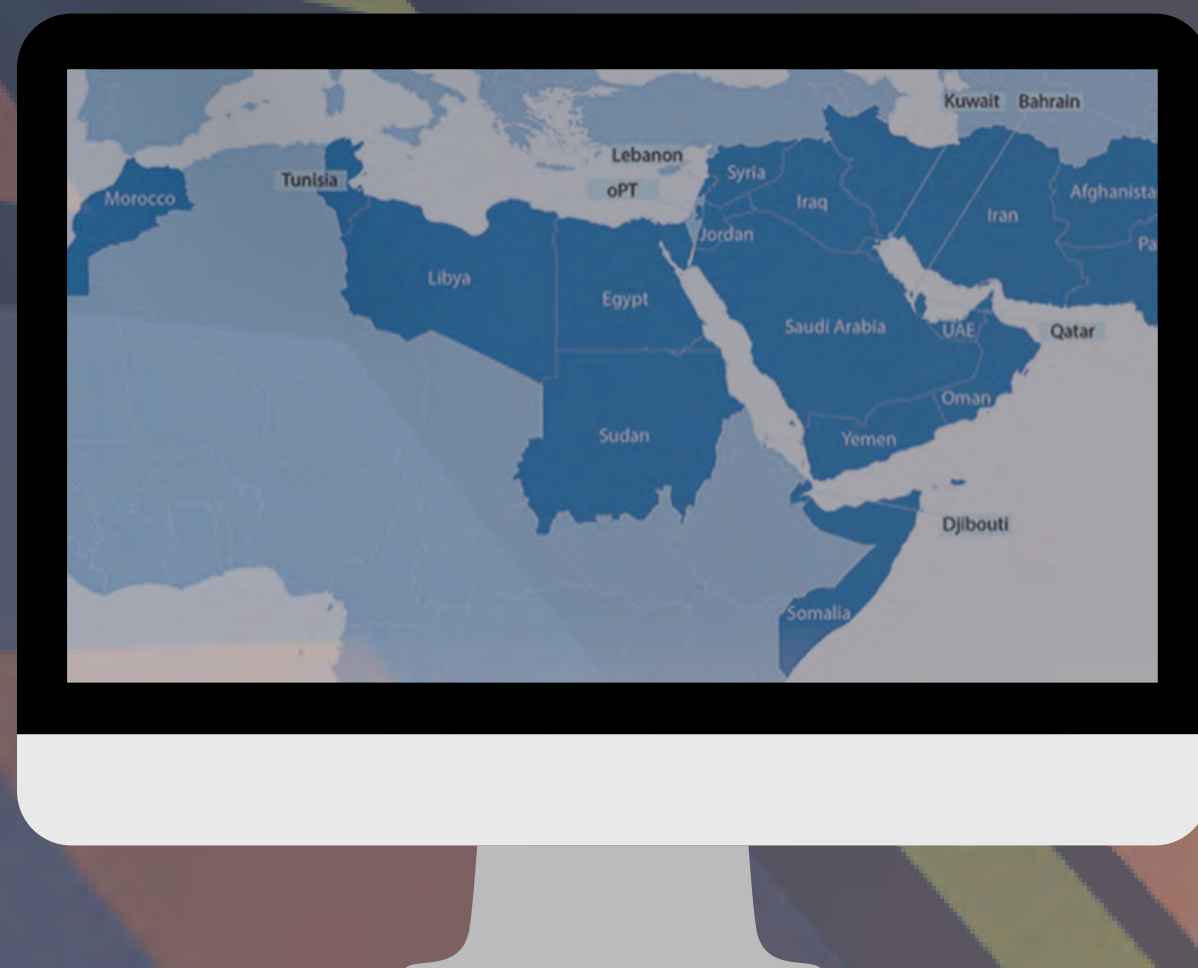


Insights from the scoping

- People With Lived Experience are NOT a homogenous group with similar needs and interests.
- People With Lived Experience show commitment, expertise, and passion.
- Ministries of Health could lead and coordinate people-centered policies.
- Psychosocial support comes on top of PWLE needs across diverse countries.
- Sustainable platforms for engagement with accountability mechanisms are needed.



What are countries doing?



Morocco: Digital platform to involve more PWLE and organizations, share knowledge and opportunities, and build coalitions.



Syria: Build the capacities of PWLE and healthcare providers on mental health support for childhood cancer.



Jordan: Establish a dedicated team inside the MOH to manage the lived experience workstream with a focus on multisectoral collaboration and PWLE involvement in health promotion.

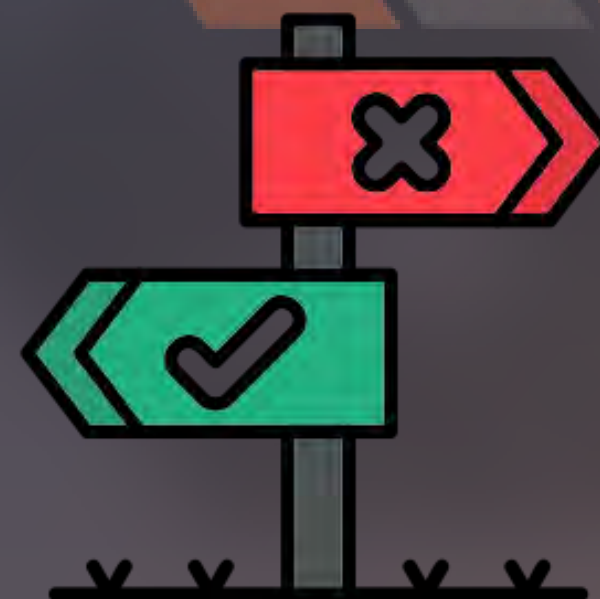


Qatar: Leveraging existing efforts to use the expertise of PWLE in patient navigation, advisory boards, and health communication.



Egypt: Build on and expand patient navigation programs to support more PWLE.

In the pipeline

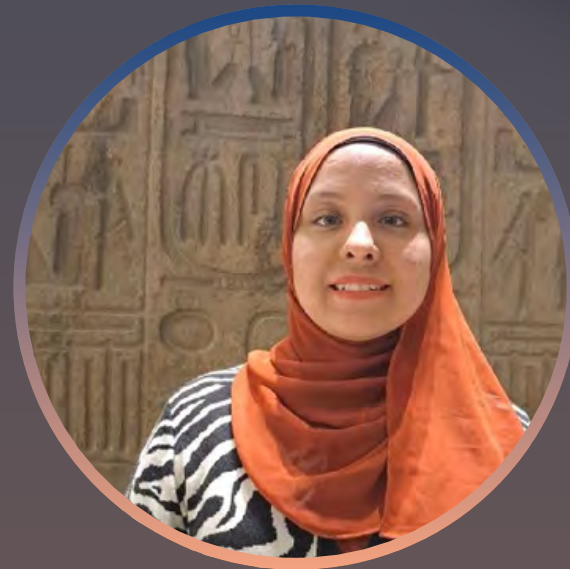


Technical brief about lessons from the field to support more countries in implementation



Communication material about living with cancer, contextualized to the EMR using the network and expertise of PWLE

Regional implementation of the Eastern Mediterranean: Reflections and recommendations



Heba Alsawahili, WHO
Regional Office for the Eastern
Mediterranean Region



AMR Sibai,
Public Relations Specialist and
Lived Experience Advocate
Syria

Interactive Video

**Presenting the WHO Symposium Key Advocacy
Messages from through the lived experience lens**



Drawing the link

Mark Barone

WHO Symposium on Meaningful Engagement
Steering Committee Member

Multistakeholder Panel Discussion

**Implementing meaningful engagement:
Challenges, opportunities and the way forward**



Moderation

Joab Wako

WHO Symposium on Meaningful Engagement
Steering Committee Member



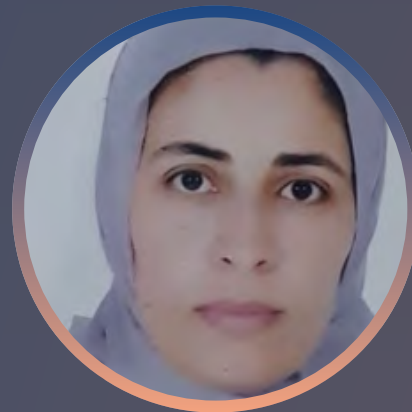
Moderator

Joab Wako, WHO Symposium Steering Committee (SC)



**Dr. Elizabeth
Onyango**

Head, Division of Non-Communicable Disease Prevention and Control
Ministry of Health
(Kenya)



**Dr. Loubna
Abousselham**

Head, Cancer Prevention and Control,
Ministry of Health and Social Protection
(Morocco)



Antonis Kousoulis
Director of
Partnerships, GMHAN
Secretariat Lead,
United for Global
Mental Health



Maisha Hutton
Executive Director,
Healthy Caribbean
Coalition



Dr. Mansi Chopra
Deputy Director,
HRIDAY & WHO
Steering Committee
Member



**Lavanya
Vijayasingham**
WHO Symposium
Steering Committee
Member

Interactive Segment

Open floor discussion

Closing Statements



Maria Divina O'Brien
WHO Symposium on
Meaningful Engagement
Steering Committee Member



Chris Agbega
Lived experience advocate,
Ghana

Thank you

Upcoming on Day 3 (Friday 25 April)

The GCM/NCD Beyond 2025



More information on the
Knowledge Action Portal on NCDs