

NCD HARD TALKS

DELIVERING ON THE PROMISES

WEBINAR

13 JULY 2022

13-14:30 CEST



Going BIG on NCDs

TECHNOLOGY, CLINICAL CARE
AND THE COMMUNITY

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A rapid epidemiological shift, limited funding and weak health systems place the global NCD agenda at great risk. Profound and urgent changes are required to respond to the accelerating NCD burden to deliver on the promise of SDG 3.4. What will make the difference?

A global shake-up is needed to reimagine the possibilities – and invent solutions fit for this new era. Big problems require big solutions from big thinking! An opportunity has availed itself through the established Global Group of Heads of State and Government on NCD, to engage the highest authorities of nations on these Big NCD Solutions. The first annual gathering of the group will take place during the 77th United Nations General Assembly in New York in September 2022 where such solutions could be shared to enthuse other countries.

In this session, we explore three examples of distinct, cutting-edge BIG visions that can radically impact NCD outcomes, that have been initiated for implementation by countries. By addressing health system challenges head-on, countries can move closer to delivering on their promise to people living with NCDs. Three key areas ripe for innovation and change covered in this session include:

- **Medicines:** technology transfer for local production of insulin and NCD medicines to increase access
- **Acute care:** strengthening immediate care for saving lives
- **Community:** leveraging community leaders for NCD prevention and control



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