



# Noncommunicable Diseases (NCDs)



Where we work: **Bangladesh, India, Indonesia, Nigeria, Pakistan, Philippines, Vietnam**

**The Global Health Advocacy Incubator (GHAi) strengthens health systems to alleviate the burden of Noncommunicable Diseases (NCDs) across the globe by changing policies and expanding funding.** With our parent organization, the Campaign for Tobacco-Free Kids, we also work directly on two of the five major NCD risk factors, tobacco use and unhealthy diets.



**Gammun Centre for Care and Development Nigeria leads an advocacy capacity-strengthening workshop.**

## Activities

We leverage our extensive experience and network of partners to design and implement grassroots campaigns across multiple countries to prevent, manage and control the emergence and burden of NCDs by:

- Creating effective and sustainable food systems to ensure equitable access to healthy foods and diets.
- Promoting instrumental policies and actions to reduce tobacco use to save lives and alleviate the burden of disease and death caused by tobacco via the Campaign for Tobacco-Free Kids.
- Strengthening health care systems to prevent, manage and control hypertension and diabetes, as well as expanding into other chronic diseases, including pulmonary health and mental health.



**74%**  
**of all global deaths**  
are caused by  
**noncommunicable diseases (NCDs)**



**41**  
**million people**  
**die annually from NCDs,**  
mainly cardiovascular diseases,  
cancers, diabetes and chronic  
respiratory diseases.



**73% of all NCD deaths**  
**and 82% of premature NCD deaths**  
occur in low and  
middle-income countries



## Program Profile

A health worker measures a patient's blood pressure in Sylhet, Bangladesh.



## Our Impact

- **India:** Health and wellness centers in Punjab increased fourfold from 650 to 2,800 and over 2,600 health workers were trained through a GHAI partnership with Punjab state and the Postgraduate Institute of Medical Education and Research. The initiative improved hypertension and diabetes treatment access by expanding centers, implementing telemedicine services using a “hub and spoke” model and providing internet connectivity and patient feedback systems (October 2019-March 2022).
- **Nigeria:** GHAI partnered with Gammun Centre for Care and Development Nigeria (GCCDN) and Kano State to advocate for NCD funding. Together with a coalition (including Resolve to Save Lives, Project HOPE and Clinton Health Access Initiative) they presented evidence on hypertension prevalence (30% of adults) and its economic costs. This led to a 200% budget increase to N566,748,000 (US\$380,000) for NCDs in 2025-26, transforming chronic disease management.

## Success Story:

### The Challenge:

Bangladesh needed sustainable, preventive financing for tobacco control. The proposed health development surcharge (HDS) on all tobacco products, which would dedicate revenue to prevention, faced a legal challenge from the tobacco industry seeking to redirect the HDS funds toward treatment.

### GHAI's Role:

GHAI and partners monitored and exposed industry interference, kept key policymakers engaged, led an intensive media campaign, secured legal defense and mobilized champion parliamentarians, civil society leaders, physician groups and journalists to publicly defend the surcharge and its preventive intent.

### Result:

In 2017 the HDS policy was approved, making Bangladesh the first country in South Asia to devote 100% of those revenues to NDCs, establishing durable, prevention-focused funding.

**“The collaboration between GHAI, Gammun Centre for Care and Development Nigeria (GCCDN) and the Kano State government is revolutionary in our battle against noncommunicable diseases. It has improved access to domestic resources and strengthened our health system.”**

– Dr. Abubakar Hamza,  
Noncommunicable Disease  
Coordinator, Kano State

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The Global Health Advocacy Incubator (GHAI) uses the power of advocacy to reduce preventable deaths and to improve health at scale by changing policies and strengthening systems. GHAI is an initiative of the Campaign for Tobacco-Free Kids.