

‘MEET THE TARGETS’ PROGRAM FINAL REPORT

Introduction

The American Cancer Society is a community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering, through research, education, advocacy, and service.

The American Cancer Society’s ‘Meet the Targets’ program supported national advocacy efforts in key priority countries to:

- Ensure national implementation of the commitments made in the political declaration of the UN High level Meeting on non-communicable diseases.
- Hold decision makers accountable to the ‘Global NCD targets’.
- Mobilize national networks in global advocacy with a view at influencing the next Millennium Development Goals (MDGs) to include NCDs.

Final reporting

Meet the Targets grants were awarded for \$20,000 per year for 2 years. The American Cancer Society requires all international grantees to report on the activities supported by an ACS grant on a regular basis in order to monitor the actual use of funds. Your submission of the Final Report is in accordance with the terms of your Grant Agreement with ACS.

Please send final report to – navami.naik@cancer.org.

Final Reports should not exceed 6 pages (not including the financial report).

Project Title: *Tobacco Control as Part of the Larger NCDs and Development Agenda*

Narrative Report

- 1- **Describe your specific project funded by this grant from the American Cancer Society, including objectives, activities and accomplishments. Please include quantitative data associated with project outputs and progress on project goals/objectives.**

Project Goal

Initially, the project proposed to influence the Government of India to translate its commitments to the Political Declaration of the UN High Level Meeting (HLM) on Noncommunicable Diseases (NCDs)

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as applicable to the tobacco and the development agenda. After discussions with the American Cancer Society (ACS) team, the project’s goal was revised to influence India’s commitment to the Political Declaration as applicable to NCDs and their risk factors as a whole in the context of its development agenda.

Objectives

The project sought to achieve its revised goal through three inter-related objectives:

1. To collate evidence linking NCDs, poverty and development
2. To develop evidence-based resource materials that would inform policy makers and civil society about these links
3. To disseminate the results to relevant Government departments, NGOs, and academia in India and abroad for preliminary sensitisation and advocacy

Activities and outcomes

Developing evidence-based resources for advocacy

Towards objectives 1 and 2, the project researched and developed three resource materials (electronic copies of which can be accessed via the shared google link)

1. A factsheet on “NCDs and Poverty”
2. A factsheet on “NCDs and Development” , and
3. A Synopsis “Mainstreaming NCDs into India’s development programmes: A Preliminary Assessment”.

While the factsheets make the case that NCDs, poverty and development are integrally connected, the synopsis showcases how this linkage can be leveraged to mainstream NCD interventions in the country’s existing development programmes. These materials were disseminated widely through the very many opportunities discussed throughout the rest of the report.

Mobilising non-governmental agencies

Right at the start, project team recognised that realizing its goals would require collective advocacy by like-minded groups. The team therefore identified and brought together strategic organisations that could form a multi-sectoral, pressure group in the country’s capital to advance action on NCDs from a development perspective. The NCD-Development Interest Group thus formed, consists of organisations working on the rights of women, children and homeless, public health and economic research organisations, environmental groups and an organization each addressing the four major NCDs and their risk factors. The group aims to improve India’s NCD prevention and control policies from a development perspective, as also influence global discussions on the issue.

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While the formation of the group was external to the project plans, it added much value and strengthened its advocacy efforts. This network supported in reaching out to non-health agencies through out the project. It also proved a collective voice in appealing to the UN Resident Coordinator in India to prioritise NCDs in the discussions on the post-2015 development agenda, as also in advocating multi-sectoral action with the Ministry of Health and Family Welfare.

Initiating interest and dialogue with diverse agencies

The advocacy efforts towards objective 3 were kick-started by making in-roads to over 15 agencies of the Central Government who were then sensitized about the linkages between their work and NCD prevention and control. The first-ever Multi-sectoral Consultation on NCDs and Development in the country’s capital helped to consolidate their interest in May 2013. The consultation, jointly organized with ACS co-grantee in the country-HRIDAY, witnessed unprecedented participation from key Government agencies (including India’s Planning Commission), several intergovernmental and non-governmental agencies. The 50-odd participants identified key areas of work across sectors, ministries and agencies to address NCDs. The recommendations of the consultation were shared across agencies and individually followed up with Ministry of Health & Family Welfare, Planning Commission and few other priority ministries. This activity was made possible through complementary resources from the International Union for Tuberculosis and Lung Diseases (the Union).

Influencing Government response

The Ministry of Health and Family Welfare and World Health Organization built on this effort and organized a National Multi-sectoral Consultation on Prevention and Control of NCDs in Delhi in June 2014. Recognizing the project’s experience and expertise, project lead was recruited to facilitate the work of the thematic group on multi-sectoral response to NCDs at this consultation. The project team worked with the multiple ministries at the consultation to build the multi-sectoral component of India’s National NCD Plan, thus advancing the project’s goal to support the Government in translating its commitments to the UN HLM on NCDs. The team also had the opportunity to contribute to the development of India’s NCD Monitoring Framework in April 2014.

Equipping allies in the Non-governmental sector

Similarly, HealthBridge utilized the opportunity of the NGO consultation (“Progressing towards India’s National Targets for NCD Prevention and Control”) organized by HRIDAY in Delhi in June 2014 to disseminate the preliminary assessment of India’s development programmes for relevance to NCD prevention and control. HealthBridge presented the key results to the participants and distributed the synopsis to the participants. The participants have suggested presenting the results to the Ministry of Health and Family Welfare and other key government agencies to influence their programming to stimulate a multi-sectoral response to NCDs. The project is exploring opportunities in this regard.

Informing the programming of inter-governmental agencies

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The NCD team at WHO country office has also recognized the results of the assessment. It is now considering a stakeholder mapping to identify the specific roles and contributions that the agencies identified in HealthBridge’s assessment and other relevant agencies can be called to play. WHO team would also be disseminating the synopsis through their networks.

Similarly, the South East Asia Regional Office of WHO has commented positively on the media articles produced under this project. Efforts are being made to present the results of the NCD-Development assessment at the soon-coming regional NCD consultation. Similar opportunities may emerge with United Nations Development Programme at its upcoming regional consultation.

Engaging strategic media to spread key messages to target groups

The project identified a strategic magazine, *Down to Earth*, for its major communication efforts. The magazine is strategic in that its primary readership- the governmental, non-governmental and inter-governmental agencies- resonates with the core target groups of the project’s advocacy. *Down to Earth* carried a pre-launch interview of the project lead, which helped the project to pre-test responses from potential targets ahead of the release of the synopsis on India’s development programmes. (The interview can be accessed at: <http://www.downtoearth.org.in/content/india-needs-use-its-development-programmes-also-reduce-burden-ncds>) The article in turn was disseminated to all governmental and non-governmental constituencies of this project. The responses to the piece helped to finalise the content and positioning of the synopsis itself.

Sensing the lack of media coverage on physical activity among the NCD risk factor prevention messaging in the country, HealthBridge roped in a senior transport planner in the country and co-wrote an article on integrating health goals into mobility planning. The article was published in the June 2014 edition of *Down to Earth* (copy to follow).

The Planning Commission of India carried excerpts from the NCD-Development factsheet developed under the project in its monthly magazine, *Yojana* (hard copy shared with Navami Naik). The magazine intended primarily for civil servants in the central and state governments carried the project’s message to managers of development programmes across States.

The project also attempted to publish articles in the *Economic and Political Weekly* and UNESCAP’s *Asia Pacific Development Journal*- the former on the economic implications of NCDs and its fiscal remedies and the latter on the impact of NCDs on household income and productivity. Reputed development economists from India were recruited to co-author the articles with the project team. However, the plans were dropped on advise from these experts owing to paucity of country-specific data in these areas.

Spreading the messages across borders

The project engaged international opportunities to communicate its key messages, stimulate dialogue and action on NCDs and development and disseminate the technical resources it

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developed. Thus, HealthBridge organized a panel discussion on “Riding the Noncommunicable Diseases and Development Waves to Curb the Tobacco Epidemic” at the International Conference on Public Health Priorities in the 21st Century: End Game for Tobacco” that was held in New Delhi in September 2013. The session brought together experiences of advocates from Niger, Jamaica, Bolivia, Philippines, Australia and India in addressing tobacco control and NCDs through their development programmes. The panelists discussed the pros and cons of integrating tobacco control in the NCD and development programmes of their countries. Participation from the audience broadened the discussion to explore ways to leverage the emerging opportunities for integration of tobacco control and NCDs in national development programmes.

The conference also provided a platform to disseminate the factsheets on NCDs and development, and NCDs and poverty to the international tobacco and NCD communities. The resources developed under the project were also disseminated through international platforms such as of HealthBridge, Framework Convention Alliance and NCD Alliance. An abstract on the results of the synopsis submitted to the World Cancer Congress in December 2014 has been accepted for presentation.

In brief, the research conducted, the resources developed and the preliminary advocacy undertaken under this project has not only attracted interest across sectors in India to address NCDs from a development perspective and but has begun to stimulate dialogue and action from agencies in the governmental, inter-governmental and non-governmental sectors.

2- List the project’s 3 main successes to date.

- The Multi-sectoral Consultation on NCDs and Development in May last year was a first-of-its kind gathering, bringing together governmental, inter-governmental, multi-lateral and non-governmental sectors in the country to address NCDs from a development perspective. It has since inspired similar efforts by the Government to seek the involvement of multiple sectors in NCD prevention and control and develop a multi-sectoral action plan.
- The NCD-Development Interest Group mobilized through this project offers much potential for enhanced advocacy on the issue in the coming years.
- The just-concluded assessment of India’s development programmes exploring their relevance for NCD prevention and control involved breaking new ground in terms of research and programming and advocacy on NCDs and development. It has already begun to inform multi-sectoral action on NCDs in India. It has the potential to stimulate similar research and advocacy in other developing countries.

3- Describe the main collaborations and partnerships established as part of your “Meet the Targets” grant.

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The project established contacts with 15+ government agencies, apart from creating a non-governmental network. Collaborations with Ministry of Health and Family Welfare and World Health Organisations were strengthened during the project, and both have come to reckon the project team as experts and reliable partners in their own NCD work. Strong collaboration with ACS co-grantee in India-HRIDAY- enabled both partners to build on each other’s strengths, share and contribute to respective platforms, undertake joint activities and avoid duplication.

4- Describe how you have involved survivors and volunteers/advocates in your project.

The project did not envisage direct involvement by survivors in its activities. However, Indian Cancer Society that works with Cancer survivors was among the project’s network members. Several of the NGO partners volunteered their time and reach towards project activities.

5- Describe your experience executing the funded project including the implementation strategy and timeline and any problems or obstacles faced when implementing this project. Explain how you responded to these challenges (what lessons did you learn)?

The project complied with the implementation strategy and timelines for the most part. It was helpful to develop part of the technical resources (the two factsheets) at the start of the project. They proved to be great advocacy tools and conversation starters during the sensitisation meetings with the Government agencies and national consultation.

As regards the assessment of India’s development programmes for their relevance to NCDs, the project was tilling new ground with little guidance or existing frameworks to build its analysis. The project team therefore strategically chose to receive insights from the meetings with Government and other stakeholders that enriched the development of its conceptual framework for the assessment. This meant moving this activity to the final phase of the project. Data collection across the Government agencies took more time than was originally planned, thus slightly delaying the project.

Nevertheless, the team managed to complete the production of the synopsis of the assessment within the extended timeline of the project. It addressed the time lag by finding opportunities to convey the assessment’s key messages through various pre-launch media articles. This strategy, in fact, led to enhanced interest in the assessment and has since opened new opportunities to present its results (such as with the intergovernmental agencies that are discussed earlier).

6- What modifications/changes (if any) were made to the original program plan (objectives, workplan/timeline, staffing changes, etc.) and why? Please describe the impact the modifications/changes had on your intended outputs/outcomes.

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As stated at the start of the report, the project goal was revised following consultations with the ACS team to advocate for the integration of NCDs in India’s development agenda. Accordingly, the objectives were updated to address NCDs and their risk factors at large. This helped to broaden the scope of the project beyond tobacco control.

The change in timeline for the assessment of development programmes described in point 5 above has had two positive outcomes. One, it has developed a model framework for similar assessments in other countries. Second, the framework could be built with inputs from multiple stakeholders and its messaging pre-tested through pre-launch media articles.

On the staffing front, given the technical complexity of the issue that the project was handling, the project lead came to play a more direct and increased role in the development of the technical resources.

7- How have the activities funded by this grant furthered the “Meet the Targets” program aims? State specific relevance of project outcomes to your community, whether national or local.

All the activities under this project were aligned to the objectives of the “Meet the Targets” programme. Three specific activities that exemplifies this synergy includes the following:

1. The project team contributed to the development of India’s NCD Action Plan and Monitoring Framework. These were developed as part of the country’s commitment to meet the global targets agreed at the World Health Assembly in line with the UN HLM’s political declaration.
2. Further, WHO and Ministry of Health and Family Welfare recruited the project lead to facilitate the working group on “Multi-sectoral action” at the National Consultation on Multi-sectoral NCD Action Plan. She thus played a direct role in developing a plan specific to stimulating multi-sectoral action on NCDs.
3. The NCD-Development Interest group that the project brought together utilized the opportunity of UN National consultations to specifically wrote to the UN Country coordinator for inclusion of NCDs in the future development agenda.

While the former two activities specifically addressed the first objective of “Meet the Targets” Programme, the third activity was in line with the programme’s third objective of mobilizing national networks.

8- Other comments (if any):

The project has built the evidence and generated the momentum among diverse sectors in India to address NCDs from a development perspective. It is important to build on this momentum for targeted advocacy for specific NCD prevention policies.

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The project has created a new pathway to view NCD concerns from a development perspective. In doing so, it has created model framework for assessing development programmes for their relevance to NCDs. Opportunities to share the model and stimulate similar action in other developing countries need to be pursued.

Project evaluation

9- Please include the Monitoring and Evaluation plan from your “Meet the Targets” Grant proposal, and include data on your proposed indicators to demonstrate progress against your expected outcomes.

Please refer the “Actual Outcomes” column in the table below that demonstrates the progress achieved against the expected outcomes.

Specific objectives	Expected Outcomes	Monitoring & Evaluation indicators	Actual Outcome
1. To collate the evidence linking tobacco, NCDs, poverty and development	- Evidence on different aspects of tobacco, NCDs and development and their linkages to India’s development programmes will be identified, analysed and collated and made available in one place for the first time.	<ul style="list-style-type: none"> • Number of published and unpublished research on NCDs and development gathered • Responses from information sources, researchers 	<ul style="list-style-type: none"> • Over 50 published information were collected, analysed, and more than 20 each referenced in the factsheets on NCDs and Poverty and NCDs and development. • Received information on 20 of India’s development programmes spread across 8 ministries from governmental, intergovernmental and research agencies.
2. To develop resource materials that would inform policy makers and civil society	<ul style="list-style-type: none"> - Factsheets on NCDs and poverty, productivity and development in India developed for the first time. - First-time white Paper describing linkages between tobacco and India’s development programmes developed. --- First time resource materials inform academia and professional journals of the tobacco-development linkage in the Indian 	<ul style="list-style-type: none"> • Number of factsheets produced • Quality white paper with inputs from experts 	<ul style="list-style-type: none"> • A factsheet each on NCDs and Poverty and NCDs and Development has been developed. • A synopsis on “Mainstreaming NCDs in India’s Development Programmes: A Preliminary Assessment” has been developed.

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	context		
<p>3. To disseminate the tools and advocate to relevant departments, NGOs, and academia in India and abroad</p>	<p>-Indian Government and Non Governmental agencies of relevance to the tobacco-development agenda are informed of the linkages and scope for integration and/or coordination. -Dialogue initiated with relevant agencies begin to inform future programming in tobacco control and development. -Dialogue initiated with relevant Ministries begin to inform related research and India’s proposed Overseas Development Assistance. -Informed environment created in India to initiate active policy and programme dialogue -Resource materials inform campaigners in other developing and emerging economies.</p>	<ul style="list-style-type: none"> • Number and relevance of Government agencies and programmes contacted for advocacy • Number of Government recipients of the resource materials developed • Published articles • Contacts initiated with Government programmes and agencies for advocacy follow up • Nature of responses from key Government agencies in addressing tobacco-NCDs in developmental goals 	<ul style="list-style-type: none"> • Individual meetings were held with 15 top-priority Government agencies that are central to action on NCDs in India. • The three resource materials have been sent to over 25 government agencies that the project contacted during its work. • They have also been disseminated through magazines such as Yojana and Down to Earth which go to national and central government agencies at large. • Currently persuading Min of Health to disseminate it to all State NCD cells in the country • Two articles one each on mainstreaming NCDs in development programmes and integrating health goals in mobility planning were published in a leading national magazine. • Over 15 government agencies have been sensitized about the project goals. • Their initial interest is evidenced by their attendance and contributions at the national consultation on NCDs and development organized by HealthBridge &

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		<ul style="list-style-type: none"> • Number of NGOs engaged in the information collation, dissemination and expressing interest in future advocacy • Number of postings on regional and global networks on the goals of this project • Meetings the project could access and influence 	<p>HRIDAY.</p> <ul style="list-style-type: none"> • Planning Commission, Min of Health, Urban Development are among the government agencies who have reported the factsheets and synopsis to be useful. • Several members of the NCD-Development Interest group helped to secure data for analysis. All resource materials developed were shared with them for dissemination on their respective networks. • The resource materials and media articles were shared with FCA, NCD Alliance. These were also disseminated through the social media platforms of FCA (facebook) and HealthBridge (twitter). • Secured a session dedicated to the project goals at the Tobacco Endgame Conference in Sep 2013. • WHO regional office and UNDP has expressed interest to include the results of the assessment of the development programmes in their upcoming regional consultations. • Abstract on the above assessment accepted for presentation at the World Cancer Congress. • ACS has included the topic for its proposed
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		<ul style="list-style-type: none"> • Number of countries that have received the deliverables of this project 	<p>panel on Meet the Targets grant at the World Cancer Congress.</p> <ul style="list-style-type: none"> • Anticipating a plenary slot at the next World Conference on Tobacco or Health. • Resource materials have been shared electronically with members of FCA that has membership in over 100 countries. • A similar attempt is being made with NCD Alliance. • The WHO and UNDP events are anticipated to provide reach to the whole of Asia.
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10- Describe how this evaluation information is used in your organization and shared with other organizations and or stakeholders.

HealthBridge has used the evaluation information to frame the follow up strategy for the project as also in developing the follow-on project proposal. It is also sharing the results with key stakeholders to prepare them for further action and advocacy. The results are also being shared with development agencies to inspire them to support follow up activities in India and stimulate similar action in other countries in the region.

Financial Report

Program actuals

11- On a separate sheet, please indicate the project's actual expenditures in US dollars as compared to the project's proposed budget in your ACS grant proposal (If grant funds have been converted to local currency, please utilize the rate in effect on the date of such conversion to report in US dollars). Please explain any major discrepancies.

Financial report to follow soon.

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- 12- Please list and describe the role of all organizations and individuals who have received grant funds in connection with this project
- 13- How have you been able to leverage resources to sustain your project? In other words, how are you using this grant to acquire additional support?

The project successfully leveraged complementary resources from the International Union Against Tuberculosis and Lung Diseases that enhanced its outcomes. The additional resources helped us to organize the National Consultation on NCDs and Development, and bring together the numerous government and non-government agencies this project had sensitized to a common platform to stimulate collaborative action. We are sharing the results of the project with development partners, including ACS, to encourage them to channel resources to build on the momentum generated by the project.

- 14- Other comments (if any):

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Certification

Individual Submitting Report SHOBA JOHN

Signed (if by fax) _____ Date 3 JULY 2014