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NEBRA

NCD MORTALITY VS OTHER

CVD
Other NCDs
Other Causes

ODA FUNDING

CVD
Other NCDs
Everything Else

Source: Global Burden of Disease Study 2010 (GBD 2010)
Original NCD Narrative

Exposition

Siloed disease and risk factor groups
Under-resourced and under-recognized

NCDs and 4 x 4

Rising action

Climax

UNHLM

Descending action

WHO GAP and SDGs

NCDs on agenda

Resolution/ New narrative

Narrative Dissemination

Narrative Development
New NCD Narrative

2018 UN HLM

Climax

Narrative dissemination

Financing commitments
Leadership from MICs
Individual empowerment

Resolution/
New narrative

2025 and 2030

NCDs on political agenda, but no new funding and delayed national progress

Patient and HIAP narrative

Narrative development

Rising action

Descending action

Exposition

Narrative dissemination