COMMUNITY-DRIVEN PLATFORM
FOR NONCOMMUNICABLE DISEASE
INFORMATION, INSPIRATION AND INTERACTION
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WHO alone cannot provide countries with the support needed to combat the global epidemic of noncommunicable diseases (NCDs) and mental health conditions. In addition, Heads of State and Government at the third UN High-level Meeting on NCDs, committed to provide strategic leadership for NCDs and mental health responses by promoting policy coherence and coordination for the development of whole-of-government, health-in-all-policies approaches and for the engagement of stakeholders in whole-of-society action in line with national NCD and Sustainable Development Goal (SDG) action plans and targets.

To meet these targets, Governments, United Nations organizations, civil society, the private sector, academia, and philanthropy must work together under common and shared goals, including through the promotion, prioritization and scaling up of cost-effective and high-impact interventions to achieve the global NCD goals and the NCD-related SDGs.

The recognition that NCDs constitutes one of the major challenges for development in the 21st century, requiring coordinated and coherent multisectoral and multistakeholder approaches, also brings with it the recognition of the increasing challenges to public health, generating greater demand for complex, structured efforts from all stakeholders involved.


DR RAJITHA SENARATNE, MINSTER OF HEALTH, NUTRITION AND INDIGENOUS MEDICINE, SRI LANKA
Partners must come together to address the challenges, leverage the opportunities and maximize the benefits associated with addressing NCDs and their risk factors and determinants, to facilitate an adequate, proactive and integrated multisectoral and multistakeholder response. In order to enable and catalyze effective collaborative actions by all relevant stakeholders, it is necessary to promote the consolidation, dissemination and uptake of knowledge and evidence-based information, best practices and innovative solutions, and to develop tools and enhance expertise.

**WHO has the unique responsibility to build capacity, support, enable and influence relevant stakeholders to enhance their impact on global public health. In doing so, WHO will facilitate evidence and knowledge dissemination, promote adherence to WHO’s policies, norms, and standards, mitigate real or perceived conflicts of interest, as well as rigorously analyze evidence of the impact of collaborative models and interventions.**

To support this path forward, bold and progressive approaches to effective knowledge management, dissemination and community engagement are needed. The WHO Knowledge Action Portal (KAP) [www.who.int/kap] is a milestone towards bringing relevant stakeholders together in an interactive and inclusive online community, that will allow actors to combine and collaborate skills and perspectives, and translate knowledge into collaborative action.

This report will summarize the value add, key achievements and direct impact of the KAP in facilitating information, interaction and inspiration, enhanced by community testimonials. It will showcase the feasibility of collaborative action to meet the global NCD goals and the NCD-related SDGs through the power of knowledge management, dissemination and community engagement.
OVERVIEW

The KAP is a flagship WHO online community-driven platform launched by the WHO Global Coordination Mechanism on the Prevention and Control of Noncommunicable Diseases (GCM/NCD).

WHO’s Member States are increasingly exploring the use of evidence-based knowledge and data for decision making by leveraging new opportunities offered by digital solutions and technologies to strengthen health systems and achieve universal health coverage. There has been a clear acknowledgement of knowledge platforms which provide wide ranging benefits within public health. They can promote knowledge dissemination to new audiences, provide opportunities for new partnerships to be created, and new solutions to be formed and implemented.

“A REVOLUTION WITHIN HEALTHCARE IS UNDERWAY AS DIGITAL TECHNOLOGIES AND THEIR APPLICATIONS TO HEALTH SYSTEMS AND PUBLIC HEALTH ARE QUICKLY EXPANDING TO BECOME VITAL TOOLS SUPPORTING WHO’S MISSION TO PROMOTE HEALTH, KEEP THE WORLD SAFE, AND SERVE THE VULNERABLE. WHO’S KAP IS A CLEAR EXAMPLE OF HOW WE CAN HARNESS THE POWER OF DIGITAL TECHNOLOGIES TO JOINTLY ADDRESS A COMPLEX MULTISTAKEHOLDER AGENDA – THE PREVENTION AND CONTROL OF NONCOMMUNICABLE DISEASES. THE KAP OFFERS NEW OPPORTUNITIES TO CATALYZE COLLABORATIVE SOLUTIONS THAT SUPPORT OUR MEMBER STATES, IN PARTICULAR LOW AND MIDDLE INCOME SETTINGS, MOVE FROM GLOBAL COMMITMENTS TO LOCAL ACTION AND IMPACT. THE KAP HIGHLIGHTS WHO’S TECHNICAL GUIDANCE AND OUR PARTNERS’ EVIDENCE-BASED BEST PRACTICES, CONNECTS AND ENGAGES THE DIVERSITY OF RELEVANT STAKEHOLDERS ON KNOWLEDGE TRANSLATION, AND SHOWCASES NONCOMMUNICABLE DISEASE RESEARCH AND ADVOCACY PRIORITIES EMPOWERING DECISION-MAKERS, HEALTH PROFESSIONALS, PARTNERS AND INDIVIDUALS IN OUR JOINT EFFORTS TO LEAVE NO ONE BEHIND.”

DR SOUMYA SWAMINATHAN, CHIEF SCIENTIST, WORLD HEALTH ORGANIZATION

THE COMMUNITY REPORT WILL SUMMARIZE THE VALUE ADD, KEY ACHIEVEMENTS AND DIRECT IMPACT OF THE KAP IN FACILITATING INFORMATION, INTERACTION AND INSPIRATION INCLUDING THROUGH COMMUNITY TESTIMONIALS AND QUOTES. IT WILL SHOWCASE THE FEASIBILITY OF COLLABORATIVE ACTION TO MEETING THE GLOBAL NONCOMMUNICABLE DISEASE GOALS AND THE NONCOMMUNICABLE DISEASE-RELATED SUSTAINABLE DEVELOPMENT GOALS THROUGH THE POWER OF KNOWLEDGE DISSEMINATION AND COMMUNITY ENGAGEMENT.

DR REN MINGHUI, ASSISTANT DIRECTOR-GENERAL, UNIVERSAL HEALTH COVERAGE / COMMUNICABLE AND NONCOMMUNICABLE DISEASES, WORLD HEALTH ORGANIZATION
The KAP is the first platform of its kind to highlight a variety of NCD resources, tools and information from WHO Member States, United Nations (UN) Agencies, and non-State actors (NSAs) including non-Governmental organizations, academic institutions and business associations. The WHO platform will accelerate national NCD responses by providing a central hub to access a range of campaigns, media, publications, data, and other resources in an interactive, innovative and engaging format. Sections within the platform include:

- **KNOWLEDGE** – a data repository of NCD resources divided into global health thematic areas.

- **COMMUNITIES** – a dynamic workspace where emerging and established stakeholders from a range of backgrounds share perspectives, discover best practices and provide solutions to NCD topics.

- **CAMPAIGNS** – a stocktaking of campaigns where users can join the growing global movement of regional and national advocates.

- **COUNTRY ACTION** – an interactive map tracking countries that are committed to tackling NCDs through demonstrated multistakeholder and multisectoral action including national success stories.

- **RESEARCH CONNECT** – an interactive marketplace connecting researchers, academic institutions and funders of research (to be fully launched in 2020).

- **NEWS AND EVENTS** – a central hub of news, events, videos and success stories.
Since the launch of the KAP, there have been several new additions to the site which include language translations into all six official UN languages and a virtual assistant. The KAP is the first WHO platform to incorporate an artificial intelligence virtual assistant to increase usability and support navigation of the site. Ari, the KAP’s ‘chatbot,’ can answer questions on various aspects of the site, provide links based on users’ needs, and sends useful prompts to guide users on their journey.

Many of these features and functionalities are accessible to users as either a non-registered user or a registered user. Connections within the KAP are garnered by several safeguarding features developed to mitigate real or perceived conflicts of interest, ensuring a safe space for interaction and the exchange of ideas. The KAP acts as a professional network utilizing connectivity algorithms, messaging functions, and the ability to follow other users.

Since it’s launch, the KAP developed and is currently implementing an extensive dissemination and engagement strategy, through a range of internal and external channels. This strategy has not only informed users of the tool and how it can best support their respective efforts, but also provides a space for their feedback on the platform, supporting the KAP’s ongoing enhancement and development.

“COMMUNITY-DERIVED INFORMATION THROUGH THE KAP WILL HELP GOVERNMENTS AND SUBNATIONAL LEADERS TO PRIORITIZE THEIR EFFORTS TO SCALE-UP EARLY LIFE PREVENTION OF NONCOMMUNICABLE DISEASES, FOR A HEALTHIER FUTURE FOR ALL.”

DR STEFAN PETERSON, CHIEF OF HEALTH, UNITED NATIONS CHILDREN’S FUND (UNICEF)
WHO BENEFITS FROM THE KAP?

MEMBER STATES

• Share stocktaking of good practices, lessons learned, experiences, case studies, models and success stories on a range of NCD focus areas allowing new solutions to be disseminated, adapted and scaled.

• Demonstrate how countries are implementing bold national actions such as policy, legislative, and regulatory measures that reduce exposure to risk factors for NCDs and promote healthy choices.

• Showcase how countries are contributing to the research agenda and providing opportunities for new collaborations and funding sources in response to research gaps.

• Highlight national advocacy and health literacy efforts including comprehensive, contextual, and targeted mass- and social-media information and communication strategies about NCDs risk factors and determinants.

• Increase accountability for progress on implementation of NCD and mental health policies, programmes and interventions.

"AN INTERACTIVE PLATFORM WHICH ALLOWS MEMBER STATES TO CONNECT DIRECTLY WITH WHO, UN AGENCIES, NON-STATE ACTORS AND OF COURSE OTHER MEMBER STATES, IS CRUCIAL TO ENSURE WE ENABLE AND CATALYZE THE ACHIEVEMENT OF THE GLOBAL NONCOMMUNICABLE DISEASE GOALS AND NONCOMMUNICABLE DISEASE RELATED SUSTAINABLE DEVELOPMENT GOALS. WE COMMEND THE KAP FOR NOT ONLY CONNECTING CRUCIAL NONCOMMUNICABLE DISEASE PARTNERS IN AN AMBITIOUS, ENGAGING AND INTERACTIVE MANNER BUT FOR ALSO CONNECTING TO THE BROADER AND INTERLINKED GLOBAL HEALTH AGENDA. IT’S ONLY BY FACILITATING ACCESS TO THE MOST RELEVANT AND RECENT EVIDENCE-BASED RESOURCES AND BEST PRACTICES, AND IDENTIFYING AND FACILITATING INNOVATION, THAT WE CAN SCALE UP MUCH-NEEDED ACTION, IN PARTICULAR IN LOW AND MIDDLE INCOME SETTINGS, TO ACHIEVE SUSTAINABLE DEVELOPMENT GOAL 3.4 AND THE OTHER RELATED DEVELOPMENT GOALS."

MS ERIKA PLACELLA, DEPUTY HEAD OF GLOBAL PROGRAM HEALTH, SWISS AGENCY FOR DEVELOPMENT AND COOPERATION (SDC), SWITZERLAND
WHO'S KAP SUPPORTS ISRAEL'S STRATEGY FOR THE PREVENTION AND CONTROL OF NONCOMMUNICABLE DISEASES, WHICH ENSURES A WHOLE-OF-GOVERNMENT AND WHOLE-OF-SOCIETY APPROACH. AS WITH THE KAP, ISRAEL ENCOURAGES ALL SECTORS, AND RELEVANT STAKEHOLDERS, TO IMPLEMENT POLICIES THAT AUTOMATICALLY AND SYSTEMATICALLY TAKE PUBLIC HEALTH INTO ACCOUNT. THE KAP CAN SUPPORT OUR COUNTRY'S VISION TO CREATE A CULTURE OF HEALTH – A COLLECTIVE EFFORT TO PROMOTE A HEALTHY ENVIRONMENT AND QUALITY OF LIFE FOR ALL OF OUR PEOPLE, BUILT ON PARTNERSHIPS, AND THE POOLING OF RESOURCES AND INITIATIVES. WE LOOK FORWARD TO CONTINUING TO LEVERAGE WHO'S KAP TO SHOWCASE OUR NATIONAL EFFORTS TO ADDRESS NONCOMMUNICABLE DISEASES - THE RESULT OF A JOINT EFFORT OF OUR ENTIRE GOVERNMENT, LED BY THE MINISTRY OF HEALTH.

1/ PROFESSOR ITAMAR GROTTO, ASSOCIATE DIRECTOR GENERAL, MINISTRY OF HEALTH, ISRAEL

FROM A RESEARCH PERSPECTIVE, THE INHERENT COMPLEXITY AND MULTIDISCIPLINARY NATURE OF THE NONCOMMUNICABLE DISEASE AGENDA MAKES IT CHALLENGING TO SYSTEMATICALLY MAP AND CONNECT THE DIVERSITY OF ACTIVITY AND COLLABORATIONS IN THIS SPACE. THE KAP IS BREAKING DOWN SILOS WITHIN THE NONCOMMUNICABLE DISEASE COMMUNITY AND IS EMPOWERING OUR WORK BOTH NATIONALLY AND REGIONALLY. WE ARE ABLE TO ACCESS EVIDENCE-BASED RESOURCES LINKED TO NONCOMMUNICABLE DISEASES, THROUGH AN ACCESSIBLE AND LANGUAGE-SENSITIVE PLATFORM, WHICH ALSO CONNECTS WITH OTHER CIS COUNTRIES AROUND ONGOING PROJECTS WITHIN THE EUROPEAN REGION. AS A MEMBER OF THE RESEARCH CONNECT STEERING GROUP, I'M ABLE TO FURTHER CONNECT THE DOTS BRINGING OUR NATIONAL PERSPECTIVES AND EXPERTISE TO SUPPORT THIS AMBITIOUS AND ESSENTIAL GLOBAL TOOL. WE LOOK FORWARD TO CONTINUING TO SUPPORT THIS GROWING TOOL, FULLY EMBRACING THE COLLABORATIVE NATURE OF THE PROJECT.

2/ DR ANNA KOROTKOVA, FEDERAL RESEARCH INSTITUTE FOR HEALTH ORGANIZATION AND INFORMATICS OF MINISTRY OF HEALTH OF THE RUSSIAN FEDERATION

THE ABILITY TO EFFECTIVELY CONNECT AND COLLABORATE WITH DIVERSE STAKEHOLDERS IS ABSOLUTELY CRITICAL WHEN ENABLING AND CATALYZING MULTISECTORAL AND MULTISTAKEHOLDER ACTION FOR COMPLEX NONCOMMUNICABLE DISEASE RESPONSES. WHO'S KAP BRIDGES THE KNOWLEDGE-TO-ACTION GAP, ENHANCING RESOURCES, COHERENCE AND COLLABORATIONS BETWEEN MEMBER STATES, THE UN SYSTEM AND NON-STATE ACTORS AT THE NATIONAL, REGIONAL AND GLOBAL LEVELS. ITS PRIORITY ON THE COLLECTION AND STOCKTAking OF SUCCESS STORIES AND EXCHANGE OF BEST PRACTICES IS INVALUABLE FOR ALL STAKEHOLDERS AS WE MOVE TO ALIGN AND SCALE UP ACTION AND PROMOTE NEW FORMS OF COLLABORATION. I LOOK FORWARD TO SEEING HOW THIS COMMUNITY CONTINUES TO GROW, FURTHER CONNECTING THE GLOBAL HEALTH COMMUNITY, IN SUPPORT OF THE NONCOMMUNICABLE DISEASE AND SDG AGENDAS.

3/ MS SANNE FROST HELT, FORMER CHIEF ADVISOR GLOBAL HEALTH, MINISTRY OF FOREIGN AFFAIRS, DENMARK
WHO

- Highlight national action and regional support to all 194 Member States in the prevention and control of NCDs.

- Showcase WHO’s role as the leading voice of evidence-based health information, including by convening relevant stakeholders, to collect, produce, adapt and disseminate relevant resources to stimulate multisectoral and multistakeholder action.

- Strengthen engagement and advocacy with the UN development system in identifying opportunities and synergies for coordinatated NCD and SDG action.

- Facilitate and promote the exchange of good practices, lessons learned, experiences, and models.

- Facilitate and promote new innovative collaborations, partnerships and solutions to support achieving the global NCD goals and the NCD-related SDGs.

- Promote the effective and meaningful contribution of non-State actors to global NCD goals and the NCD-related SDGs.

- Promote the dissemination of WHO efforts across the three levels of the organization both internally and externally to key stakeholders and funders, facilitating a review of international experience in the achievement of SDG 3.4.

- Promote increased civil society capacity in contributing to accelerated progress in the prevention and control of NCDs and to achieve Universal Health Care (UHC), with specific focus to low- and middle-income countries.

“WITH THE ADDED AND GROWING CHALLENGE OF NONCOMMUNICABLE DISEASES IN THE AFRICAN REGION, WHO’S KAP IS A TIMELY TOOL WHICH SUPPORTS OUR EFFORTS TO HIGHLIGHT WHO’S ROLE AS THE LEADING VOICE ON EVIDENCE-BASED HEALTH INFORMATION AND THE KEY CONVENER OF RELEVANT STAKEHOLDERS TO ENABLE MULTISECTORAL AND MULTISTAKEHOLDER ACTION ON HEALTH. A TOOL WHICH IS ACCESSIBLE TO CONNECT AND MOBILIZE MEMBER STATES, THE UN SYSTEM AND NON-STATE ACTORS CAN SUPPORT OUR EFFORTS TO ADOPT AND ADAPT GOOD PRACTICES, LESSONS, EXPERIENCES, AND MODELS ACROSS INCOME SETTINGS – WE WELCOME INNOVATIVE COLLABORATIONS, PARTNERSHIPS AND SOLUTIONS. WE ARE COMMITTED TO SUPPORT IMPLEMENTATION OF THIS TOOL WITH OUR REGIONAL MEMBER STATES AS PART OF GLOBAL AND REGIONAL NONCOMMUNICABLE DISEASE TOOLS AND PLATFORMS.

DR STEVEN V. SHONGWE, ACTING DIRECTOR OF NONCOMMUNICABLE DISEASES CLUSTER, WORLD HEALTH ORGANIZATION REGIONAL OFFICE FOR AFRICA"
THE EUROPEAN REGION IS ON ITS WAY TO ACHIEVE THE TARGET OF REDUCING PREMATURE MORTALITY FROM NONCOMMUNICABLE DISEASES, ALTHOUGH THERE IS STILL MUCH TO BE DONE. WHO’S KAP SUPPORTS US IN UNPACKAGING AND ADDRESSING THE COMPLEX, INTERCONNECTED AND MULTISTAKEHOLDER NONCOMMUNICABLE DISEASE AND NONCOMMUNICABLE DISEASE-RELATED AGENDA THROUGH THE POWER OF COLLABORATIVE KNOWLEDGE AND ACTION. WHO HAS A MANDATE TO RESPOND TO COUNTRY NEEDS AND THE KAP SUPPORTS THIS BY PROVIDING AN INNOVATIVE PLATFORM TO ENGAGE, INFORM, CONNECT AND CATALYZE ACROSS MULTIPLE STAKEHOLDERS AND DIFFERENT SECTORS - SUPPORTING US TO SHOWCASE OUR DIVERSE REGIONAL AND NATIONAL VOICES AND PRIORITIES AND LINKING IT CLOSELY WITH THE REGION. THE WHO REGIONAL OFFICE IN EUROPE IS ABOUT TO DEVELOP WHO’S FIRST ACTION PLAN ON HEALTH LITERACY. THE KAP WILL BE A POWERFUL TOOL TO FACILITATE HEALTH LITERACY INTERVENTIONS, BUT ALSO AN INCUBATOR FOR INNOVATIVE HEALTH LITERACY APPROACHES AND A CAPACITY-BUILDING PLATFORM FOR EVIDENCE-BASED NONCOMMUNICABLE DISEASE HEALTH LITERACY DISCUSSION AND ACTION. WE WELCOME THE OPPORTUNITY TO CONTINUE ENGAGING ON THE KAP, IN ORDER TO SUPPORT OUR MEMBER STATES AND SHOWCASE THEIR MANY SUCCESSES.

DR BENTE MIKKELSEN, DIRECTOR OF THE DIVISION OF NONCOMMUNICABLE DISEASES AND PROMOTING HEALTH THROUGH THE LIFE-COURSE, WHO REGIONAL OFFICE FOR EUROPE

THE KNOWLEDGE ACTION PORTAL IS A USEFUL AND INNOVATIVE PLATFORM THAT HELPS TO VISUALIZE ONGOING NONCOMMUNICABLE DISEASE ACTIVITIES AND CAMPAIGNS, COMMUNICATE MEMBER STATES’ PROGRESS AND COMMITMENT, AND CONNECT STAKEHOLDERS ACROSS THE GLOBE AND SOCIETY IN THEIR COMMON OBJECTIVE TO ACHIEVE THE GLOBAL NONCOMMUNICABLE DISEASE GOALS. AS SUCH, THE WHO KAP HAS THE POTENTIAL TO SUPPORT OUR EFFORTS TO IDENTIFY AND NURTURE MORE EFFECTIVE COLLABORATION BETWEEN GOVERNMENT ENTITIES, CIVIL SOCIETY, ACADEMIA, MULTILATERAL ORGANIZATION AND OTHER REGIONAL KEY STAKEHOLDERS THAT STRIVE TO #BEATNCDS.

DR ASMUS HAMMERICH, DIRECTOR OF NONCOMMUNICABLE DISEASES AND MENTAL HEALTH DEPARTMENT, WHO REGIONAL OFFICE FOR THE EASTERN MEDITERRANEAN
UN AGENCIES

• Strengthen engagement and advocacy with the UN development system in identifying opportunities and synergies for coordinated NCD and SDG action.

• Demonstrate how national, regional and global UN system action is supporting Member States in addressing NCDs.

• Facilitate coordinated action among UN organizations to support achieving the global NCD goals and the NCD-related SDGs.

• Showcase UN Agencies’ role in global health information, including by collecting and disseminating relevant resources to stimulate multisectoral and multistakeholder action.

• Facilitate the exchange of best practices and creation of new innovative collaborations, partnerships and solutions to support achieving the global NCD goals and the NCD-related SDGs.

• Promote the dissemination of the One-UN approach in supporting the NCD agenda including external key stakeholders and funders.

• Facilitate the identification and prioritization of country challenges and gaps.

“THE WORLD FOOD PROGRAMME (WFP) CORPORATELY SUPPORTS THE SYSTEMATIC CAPTURING, STORING, SHARING AND APPLICATION OF KNOWLEDGE AND EXPERTISE. THE KNOWLEDGE ACTION PORTAL IS A GREAT INITIATIVE THAT BRINGS TOGETHER THE COMPLEXITY OF NONCOMMUNICABLE DISEASES WHICH CAN BE LEVERAGED TO AVOID LOSS OF CRUCIAL LESSONS LEARNT AND ENCOURAGE SHARING OF GLOBAL, REGIONAL AND NATIONAL KNOWLEDGE. WFP CAN USE THE PORTAL TO SHOWCASE HOW OUR PORTFOLIO IS CONTRIBUTING TO THE NONCOMMUNICABLE DISEASE AGENDA, IN PARTICULAR DIET-RELATED NONCOMMUNICABLE DISEASES, AND LEARN FROM OTHER PARTNERS ACTIONS AND SOLUTIONS IN ADDRESSING NONCOMMUNICABLE DISEASE-RELATED SUSTAINABLE DEVELOPMENT GOALS.”

MS FATIHA TERRI, DEPUTY DIRECTOR, NUTRITION DIVISION, WORLD FOOD PROGRAMME (WFP).
NON-STATE ACTORS

- Showcase, promote and disseminate the effective and meaningful contribution from non-State actors to global NCD and NCD-related SDG targets and goals.

- Better align the contributions of NSAs with global and national policies to promote public health outcomes for NCDs.

- Demonstrate how the respective actions from different constituencies of NSAs are tackling NCDs through public health-based projects, campaigns, case studies and success stories.

- Demonstrate how NSAs can contribute in a meaningful way to mitigate the impact of the broader determinants of NCDs.

- Increase accountability of NSAs towards the meaningful contribution of national implementation of NCD policies, programmes and interventions.

- Convene and contribute to Communities which can showcase NSA best practices on a range of NCD focus areas allowing new solutions to be disseminated, adapted and scaled.

- Showcase NSA’s contributions to the research agenda and provide opportunities for new collaborations and funding sources.

- Showcase how multistakeholder interaction, dialogue and collaboration can generate innovative ideas and allow for the development of new or alternative approaches that create shared public health value.

- Highlight national, regional and global advocacy efforts in preventing and controlling selected or multiple NCD diseases and risk factors and determinants.

“STRONG DIGITAL INNOVATION AND LEADERSHIP FROM WHO IS CRITICAL TO SOLVING OUR GLOBAL NONCOMMUNICABLE DISEASE CRISIS. WHETHER PROTECTING CHILDREN FROM ONLINE MARKETING, OR DELIVERING HEALTHCARE TO MARGINALISED COMMUNITIES, OR EMPOWERING FAMILIES IN AFFORDING HEALTHIER DIETS – THIS WORLD-FIRST, ONLINE COMMUNITY-DRIVEN PLATFORM PUTS THE TOOLS FIRMLY IN THE HANDS OF LEADERS ACROSS THE PLANET AND ALLOWS IDEAS, BREAKTHROUGHS AND IMPACT TO SPREAD. I CONGRATULATE DR TEDROS AND THE WHO TEAM. LET’S CONTINUE TO USE DIGITAL TECHNOLOGIES LIKE THIS TO ACCELERATE OUR GOAL OF LEAVING NO-ONE BEHIND!”

DR SANDRO DEMAIO, CHIEF EXECUTIVE OFFICER, VICTORIA HEALTH PROMOTION FOUNDATION.
IN LINE WITH OUR COMMITMENT TO TRANSLATE NONCOMMUNICABLE DISEASE POLICY INTO ACTION AND MEASURABLE IMPACT AT NATIONAL LEVEL, THROUGH COLLABORATIVE INTERVENTIONS, STRATEGIES AND RESEARCH, WDF ACTIVELY SUPPORTS AND CONTRIBUTES TO THE VISION AND MISSION OF THE KAP. ENABLING AND CONNECTING DIVERSE BUT RELEVANT STAKEHOLDERS, ANCHORED IN WHO’S TECHNICAL GUIDANCE, UNQUESTIONABLY LEADS TO NEW OPPORTUNITIES TO RESPOND TO THE MANY PENDING CHALLENGES FACED BY LOW AND MIDDLE INCOME COUNTRIES WHEN IMPLEMENTING COMPREHENSIVE NONCOMMUNICABLE DISEASES RESPONSES. THE KAP PLATFORM SUPPORTS AND NURTURES ALLIANCES AND NETWORKS ACROSS THE NONCOMMUNICABLE DISEASES AND SDG AGENDAS, ALIGNING WITH WDF’S VISION TO EMPOWER GOVERNMENTS, CIVIL SOCIETY AND OTHER NON-STATE ACTORS WHO STRIVE TO DELIVER ON GLOBAL NONCOMMUNICABLE DISEASE COMMITMENTS.

1/ DR XIAOQING LIU, DIRECTOR, GUANGDONG PROVINCIAL CARDIOVASCULAR INSTITUTE

"GUANGDONG PROVINCIAL CARDIOVASCULAR INSTITUTE, AS A LEADING NON-PROFIT CLINICAL AND RESEARCH FACILITY ON THE PREVENTION AND MANAGEMENT OF NONCOMMUNICABLE DISEASES FOR OVER SIX DECADES, HAS BEEN HONORED TO SUPPORT WHO'S KAP SINCE ITS INCEPTION. HAVING IMMEDIATE ACCESS TO THE LATEST NONCOMMUNICABLE DISEASE EVIDENCE-BASED INFORMATION, DATA AND RESOURCES FROM A VARIETY OF STAKEHOLDERS, IN PARTICULAR WHO, IN AN EASY, ACCESSIBLE AND DYNAMIC WAY IS HUGELY BENEFICIAL TO THE RESEARCH COMMUNITY AND HEALTHCARE PROFESSIONALS WORKING WITH LOCAL GOVERNMENTS AND CONDUCTING COMMUNITY LEVEL PROGRAMS. WE HAVE APPRECIATED PARTICIPATING IN THE KAP'S RESEARCH STEERING GROUP WORKING ON HOW THE KAP AND THE RESEARCH CONNECT CAN BEST BE IMPLEMENTED AND UTILIZED WITHIN THE NONCOMMUNICABLE DISEASES ACADEMIC COMMUNITY. WE WILL CONTINUE TO SUPPORT AND BUILD THIS GLOBAL PLATFORM TOGETHER, ENSURING EMERGING AND ESTABLISHED VOICES WITHIN ACADEMIA AND BEYOND, AND ACROSS INCOME SETTINGS, ARE SUPPORTED AND EMPOWERED.

2/ MR ROCCO RENALDI, SECRETARY GENERAL, INTERNATIONAL FOOD AND BEVERAGE ALLIANCE

"THE NONCOMMUNICABLE DISEASE AGENDA HAS GROWN TO AN EXTENT WHERE IT HAS BECOME A CHALLENGE TO KEEP TRACK OF ALL RELEVANT INFORMATION. THE KAP IS AN INVALUABLE PLATFORM FOR BEST PRACTICE SHARING, IN PARTICULAR FOR NON-STATE ACTORS WORKING ON THIS AGENDA, WHO NEED INSPIRATION TO DEVELOP THEIR CONTRIBUTIONS. PARTICULARLY COMMENDED IS THE INNOVATIVE AND USER-FRIENDLY DESIGN OF THE KAP TOOL, WHICH NO DOUBT STANDS OUT IN THE UN SYSTEM.

3/ MR BENT LAUTRUP-NIELSEN, SENIOR ADVISER, WORLD DIABETES FOUNDATION."
WHAT IS THE VALUE OF THE KAP?

Whilst there are many online platforms for specific areas of the NCD agenda and other global health areas, the KAP has several significant distinctions that elevate the impact of this platform. These include, but not limited to, the following five areas:

CONVENING AND COLLECTING

Whilst the KAP contains a vast and growing collection of resources spanning hundreds of stakeholders, it does not aim to duplicate existing sources, tools or databases. Instead it acts as a hub linking directly to these and broader knowledge resources and repositories. As such, the platform acts as a convener of information, collecting knowledge and resources from trusted sources, and reviewing these before being made accessible on the site. We leverage the convening power of WHO to unite stakeholders across the various roadmaps and political declarations linked to the NCD and SDG agendas.

The centrally managed process for resource collection is supported by the ‘upload’ features on the site which is only accessible to GCM/NCD Participants, complemented by ongoing dissemination and engagement efforts within the NCD community. Utilizing and motivating this flow of communication and information, supported by comprehensive safeguarding features, ensures a consistent flow of appropriate information directly through the KAP.
The KAP provides a ‘safe space’ that can enable current and new forms of information-sharing and collaboration. The Communities platform allows the exchange of ideas and solutions around topics and issues managed by high level community moderators and steering groups. The Research Connect allows for new research collaborations to be fostered and potential engagements to be formed. The Campaigns section allows for a comprehensive review and dissemination of context and content-specific campaigns that can support formulating future advocacy efforts. Ultimately, the KAP provides a controlled environment for idea generation where information and innovation can be shared, and partnerships can be displayed and formed.

COMMUNITY DRIVEN PLATFORM

As a core principal the KAP is a community driven platform. The community-driven ethos is reflected in the ongoing consultation of a variety of NCD stakeholders throughout the project period. Through a phased approach to development, the KAP provides ongoing and direct opportunities to provide inputs to shape future phases of development.

Within the first year, the KAP set up several strategic and high level Steering Groups, and launched a public consultation, where a range of stakeholders provided direction and feedback on the overall vision for the platform. This feedback has directly shaped the first and second phase of development, alongside future phases of development to be initiated in 2020.

By taking this inclusive, community-driven approach in building this online platform, the wide variety of stakeholders will feel a collective ownership of the KAP and will be incentivized to continually provide contributions to the site.
CONNECTING CROSS CUTTING COMMUNITIES

The KAP’s role is to provide a platform where relevant stakeholders can interact around the comprehensive NCD and NCD-related SDG agenda. In line with the KAP’s interconnected and inclusive approach to NCDs, the multiple sections of the KAP are structured around integrative ‘thematic areas’, alongside the traditional 5x5 NCD framework. This provides stakeholders multiple entry points linked to the NCD and NCD-related SDG agenda, providing an alternative to the traditional silo approach. In addition, this cross-cutting approach fully aligns with the United Nations General Assembly Political Decelerations on NCDs and UHC, Sustainable Development Goals and the WHO’s thirteenth general programme of work.

Another of the KAP’s principals is to promote collaboration across its varied activities. This includes the possibility of all activities to cross fertilize beyond their respective eco-systems. This enables further knowledge and skill sharing, co-produced outputs and facilitation of bold innovative horizontal connections.

“CIVIL SOCIETY IS CRUCIAL IN SUPPORTING COUNTRIES SCALE UP ACTION THROUGH ADVOCACY, ACCOUNTABILITY, CAPACITY DEVELOPMENT AND KNOWLEDGE EXCHANGE, AND ARE A PROVEN AND VALUED PARTNER FOR WHO IN MOBILIZING THE POLITICAL, POLICY AND SOCIAL LANDSCAPE TO ADDRESS NONCOMMUNICABLE DISEASES. THROUGH THE KAP WE CAN FURTHER ENHANCE AND EXPAND THESE CRUCIAL FUNCTIONS, AND STIMULATE INNOVATIVE AND MEANINGFUL CONNECTIONS WITH RELEVANT ACTORS, IN AN INCLUSIVE AND WHO-SAFEGUARDED ENVIRONMENT, TO TACKLE ONE OF OUR MAIN GLOBAL PUBLIC HEALTH CHALLENGES. THE KAP’S PARTICIPATORY, COLLABORATIVE AND COMMUNITY APPROACH SUPPORTS THE PEOPLE-CENTERED FOCUS OF THE NONCOMMUNICABLE DISEASE AND SDG GOALS WE STRIVE TO MEET.”

MS JOHANNA RALSTON, CHIEF EXECUTIVE OFFICER, WORLD OBESITY FEDERATION
KAP is a bold innovative platform which integrates a forward-facing interface and dynamic inclusive approach to knowledge management and dissemination and community engagement. Understanding the extensive task at hand, and the need to reach diverse stakeholders across income settings, the KAP is a user friendly platform that inspires partners going forward in our common goal of supporting Member States. The KAP engages a wide variety of audiences through its digital infrastructure and design by tailoring each section to their specific requirements. An example of this can be seen in the Research Connect which has been in extensive consultation with leading academics from around the world. Their recommendations will guide leading data visualization experts ahead of the development and full launch in 2020.

“THE KAP’S CORE STRENGTH LIES IN ITS COMMUNITY-DRIVEN MODEL WHICH ALLOWS IT TO CONNECT AND ENABLE KNOWLEDGE AND ACTION ACROSS THE NONCOMMUNICABLE DISEASE AND RELATED SDG AGENDAS. THE KAP IDENTIFIES AND CONNECTS THE DOTS BETWEEN RELEVANT STAKEHOLDERS, FROM GLOBAL TO LOCAL, ALIGNING THEIR DIFFERENT VALUES TOWARDS OUR SHARED PUBLIC HEALTH GOALS. WE SUPPORT THE KAP’S FOCUS ON IMPLEMENTATION RESEARCH WHICH UNDERSCORES THE IMPORTANCE OF CONTEXT-SPECIFIC, EVIDENCE-BASED SOLUTIONS THAT CAN ACCELERATE COLLABORATIVE ACTION ACROSS INCOME SETTINGS, IN PARTICULAR IN LOW AND MIDDLE INCOME COUNTRIES.”

PROFESSOR PABLO PEREL, CENTRE FOR GLOBAL CHRONIC CONDITIONS, LONDON SCHOOL OF HYGIENE AND TROPICAL MEDICINE.
As such, the KAP will continue to incorporate a strong design focus which is accessible to all users. This will also include refining of the existing user interface and functionalities, ensuring the user experience is maximized, alongside adding new technologies and features. While the inclusion of the six official UN languages and the virtual assistant features were significant additions in the first year, we will continue to expand the scope of existing and emerging technologies to reach new audiences and ensure the platform leaves no one behind.

**CREATING A SAFE SPACE**

Addressing the priority to offer a safe space for diverse stakeholders to engage in the platform, there are several safeguards within the design and functionality of the KAP that mitigate activities, resources and voices that are in direct conflict with public health goals. You can find the full guidelines [here](#).

By ensuring the KAP is a platform for evidence-based knowledge and pro health collaborations, it offers a credible WHO online platform, which maintains the trust of its users and the wider NCD community.

“The KAP is a platform to inspire and be inspired. It provides a space for youth voices from around the world, whether living with noncommunicable diseases or affected by them, to access knowledge and partners and also their stories to be heard. The KAP allows for joint solutions to be developed and exchanged, towards tackling this global health challenge. Through this inclusive and interactive platform, we can break down some of those traditional barriers to effective engagement, allowing us all to draw from new perspectives and innovative experiences, and take stock of lessons learnt. We also applaud the community-driven approach to the platform which allows for on-the-ground community events and support.”

**MS HANIN ODEH, DIRECTOR GENERAL, ROYAL HEALTH AWARENESS SOCIETY.**
IMPACT IN NUMBERS

November 2018 Launch

♀ 46% ♂ 54% of users 18-34 years

04:34 Average session duration

+1’000,000 Page views

61% Member States Reached

194 Teleconference, webinars, and in-person briefings given to target audiences

KAP OVERALL

650 Knowledge Resources

60 Campaigns

130 News and Events (incl. Success Stories)

11 Communities
**Users found**

**Knowledge & Country Action** was deemed the most useful

- **80%** site engaging or very engaging
- **90%** clear or very clear
- **85%** no issues accessing the site

**Selected recommendations**

- Low bandwidth option required.
- Accessibility for those with visual impairments or other disabilities.
- Further outreach efforts to support Community engagements.
2020 VISION

WHO has the unique responsibility to build capacity, support, enable and influence relevant stakeholders to enhance their impact on global public health. In doing so, WHO facilitates evidence and knowledge generation and dissemination, and promotes adherence to the Organization’s policies, norms, and standards as well as rigorously analyzing evidence of the impact of collaborative models and interventions.

The KAP will continue it’s groundbreaking journey of being an agile and adaptive WHO tool which is convening, listening and responding to the NCD community, while giving due attention to the management of real or perceived conflicts of interest. It’s vision is to become the central focal point for NCD information, interaction and inspiration, uniting and catalyzing diverse stakeholders within the NCD and global health agenda.
It will continue to build on the existing infrastructure, identifying innovative ways of informing, communicating and enabling the NCD and NCD-related topics by engaging the wide and growing range of emerging and established stakeholders. This will be further complemented by the continued implementation of the broad KAP dissemination and engagement strategy with specific focus on relevant events and platforms from global to local levels. While this has already been successfully initiated, 2020 will see a greater engagement and mobilization of Member States and relevant national partners with coordinated support from WHO regional and country offices.

Finally, the dialogue will continue with contributors, collaborators and users. We will ensure the flow of information and contribution continues to ensure the most relevant, reputable and robust evidence-based resources are included in the KAP. In addition, there will be continuous evaluation periods where users will be able to provide further information on how the KAP can continue to meet the needs and expectations of the community.

Looking ahead to the next decade, we hope that the KAP will become an essential tool, which supports diverse stakeholders to collaborate and scale up action in support of countries’ efforts to achieve the NCD and SDG targets. Ultimately, we hope this tool can continue to be shaped by the community’s needs and wants, leading to the empowerment of diverse stakeholders to provide effective and meaningful contributions, supporting countries to strengthen their national responses during the next three years to place them on a sustainable path by 2022 to reach SDG target 3.4 by 2030. We look forward to continuing this journey together and appreciate all the support and efforts to date for this community driven platform.