

How can my organisation operationalise meaningful involvement?

The fundamental principles and core strategies outlined in the Global Charter on Meaningful Involvement of People Living with NCDs underpin a range of enabling actions that different stakeholder groups can take to support the meaningful involvement of people living with NCDs.

Private Sector* can achieve meaningful involvement by:

- Working in partnership with civil society, multilaterals, and governments on whole of society actions, and promoting meaningful involvement of people living with noncommunicable diseases (NCDs) and communities in associated governance, decision-making, planning, implementation, monitoring and evaluation.
- Becoming a driving force for the meaningful involvement of people living with NCDs and communities by including their involvement in Environmental, Social and Corporate governance, sharing organisational experiences and the results and benefits of the involvement.
- Implementing health systems strengthening initiatives and access programmes that address the needs of people living with NCDs, with the adoption and tracking of adequate people-centred indicators.
- Ensuring involvement of people living with NCDs in research, design, and delivery of social business models on health programming for NCDs and SDGs more broadly.
- Supporting civil society and enabling staff, including those living with NCDs, to volunteer and contribute to community-based health promoting programmes and activities (e.g., NCD prevention awareness raising, early detection campaigns) and ensuring local healthy environments (e.g., smoke-free spaces, sports facilities, parks, walkways, potable water etc).
- Ensuring the ethical involvement of people living with NCDs in NCD strategy, research, programme, product, and service design, monitoring and evaluation (e.g., advisory groups) and in employee representative bodies.
- Supporting efforts to tackle NCD-related stigma and discrimination to foster an inclusive and adaptive workplace that enables people to manage their NCD conditions.
- Creating procedures for implementing meaningful involvement of people living with NCDs at all levels of the workplace including their recruitment as well as identifying existing workplace policies that improve or hinder their meaningful involvement.
- Mainstreaming NCD prevention and control within the organisation by developing and implementing specific health promoting and preventive workplace policies (e.g., workplace wellness programmes including mental health support).

**NCD Alliance's definition of private sector excludes industries involved in alcohol, tobacco, and nicotine, ultra-processed and foods and beverages that are high in fat, sugar and/or salt, fossil fuel extraction, and arms industries, given they are considered as either harmful to health or may increase the risk of NCDs. It is important to note that multistakeholder interactions can bring great benefits to NCDs as part of a whole of society approach, but also demand a clear understanding of the actual, potential or perceived conflicts of interest that may arise.*



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