

# REPORT

FROM THE COMMEMORATION OF THE  
2025 GLOBAL WEEK FOR ACTION ON  
NCDs



Theme:

**Time  
To Lead**



September  
18–25, 2025

# Introduction

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Non-Communicable Diseases (NCDs) such as diabetes, cancer, cardiovascular diseases, and chronic respiratory conditions remain the leading causes of death and disability worldwide, accounting for more than 70% of all annual deaths.. The burden of NCDs increase steadily in low-and middle-income countries (LMIC), where limited resources, weak health systems, and inadequate awareness compound the impact of these diseases on individuals, families, and national development. With more than three-quarter (73%) of NCD-related premature deaths occurring in these countries, According to the 2022 WHO NCD progress Monitor, NCDs claim between 100,000 and 450,000 lives annually in Africa’s most populous nations and between 50% and 88% of annual deaths in smaller countries. It is predicted that by 2030, NCDs will become the leading cause of death in Africa. In Cameroon, NCDs are a major public health concern and were responsible for an estimated 74,000 deaths in 2016, accounting for 35% of all deaths among individuals over the age of 50. Additionally, the likelihood of dying from a major NCD before the age of 70 is estimated at 21.6% (WHO, 2018). The growing burden of NCDs is strongly linked to unhealthy dietary patterns, driven by factors such as rapid urbanization, increased consumption of processed foods and sugary beverages, and the persistence of traditional diets high in starch, fats, and sugars.

Each year, the Global Week for Action on NCDs unites voices and actions around the world in a coordinated call to accelerate progress toward NCD prevention and control. In 2025, the campaign advanced under the theme “It’s Time to Lead” urging governments, organizations, and communities to demonstrate decisive leadership and transform commitments into measurable actions. The theme aligns strongly with global efforts to achieve Sustainable Development Goal (SDG) target 3.4% reducing premature mortality from NCDs by one-third by 2030.

In Cameroon, the Reconciliation and Development Association (RADA) responded to this global call with renewed determination and strategic leadership. Throughout the campaign period, RADA implemented a series of impactful interventions aimed at raising public awareness, strengthening community engagement, and influencing health policy to prioritize NCD prevention. By focusing on healthy diets, early detection, and the reduction of behavioral and environmental risk factors, RADA reinforced its mission to improve population health outcomes and advance national progress toward universal health coverage.

# Overview of activities

RADA's approach was multifaceted, blending advocacy, storytelling, media engagement, and community involvement. With a strong online presence complementing in-person events, the association reached diverse audiences across Cameroon. Key activities included a national webinar, lively radio discussions, live storytelling sessions, and a dedicated social media campaign highlighting critical risk factors for NCDs

## ▶ Key activities

### Webinar on Government Role in Restricting Unhealthy Diets and Promoting Healthy Options

On September 23, RADA hosted a high-level webinar that brought together government officials, civil society representatives, youth leaders, and health experts. Under the theme “Government Role in Restricting Unhealthy Diets and Promoting Healthy Options,” the event focused on the urgent need for stronger policies and leadership in Cameroon to promote healthy diets and combat the rise of NCDs.





Participants engaged in meaningful discussions on policy measures to restrict unhealthy food products and promote nutritious choices, with shared examples of global success stories where health education has led to long-term dietary change. Key take-home messages emphasized the importance of effective policy and taxation measures, continuous health education, and stronger collaboration between government, civil society, and the media to make Cameroon a leader in promoting healthy eating and preventing NCDs.

The webinar provided a platform to share local experiences, confront challenges, and celebrate successes in creating healthier food environments. It was a vital step toward fostering collaborative action, especially as the world looked ahead to the 4th UN High-Level Meeting on NCDs.

## Live Radio Discussion September 25, 2025



On September 25, RADA took to the airwaves on CRTV Bamenda for a one-hour live radio discussion aimed at deepening public understanding of Non-Communicable Diseases (NCDs) and their impact on communities in the North West Region. The session was hosted by Ma'am Sylvia Banta. During the discussion, RADA shared ongoing initiatives, including the Type 1 Diabetes Community Fund Project, and emphasized the importance of breast cancer awareness through education on early signs and self-breast examination.



The broadcast not only informed listeners but also reinforced RADA's leadership in advancing community health education and advocating for stronger government policies to reduce the NCD burden. As a call to action, RADA encouraged the public to adopt healthier lifestyles through balanced diets, regular exercise, and routine health check-ups, while urging policymakers and health stakeholders to strengthen preventive strategies and ensure equitable access to quality NCD care across Cameroon.

# Advocacy Campaigns and Social Media Actions

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Throughout the week, RADA maintained an active and dynamic presence on social media, focusing on Breast Cancer Awareness, Front-of-Package Warning Labels (FOPWL), taxation on unhealthy foods, alcohol consumption and NCDs, and lived experiences: storytelling for change..



## Taxation and Healthy food

On the 18<sup>th</sup> of September 2025, RADA's post recognized the link between ultra-processed foods and diseases like diabetes, heart disease, cancer and obesity, RADA pushed for taxes on unhealthy packaged foods. This fiscal policy would not only discourage consumption of products high in sugar, salt, and unhealthy fats but also incentivize the reformulation of healthier options. Revenue generated could fund health education and treatment programs, ultimately shielding vulnerable populations from aggressive marketing and reducing the growing NCD burden.

## Front Of Package Warning Labels (FOPWL)

On the 19<sup>th</sup> of September 2025, RADA's post urged the Cameroonian government to adopt clear, accessible Front-of-Package Warning Labels on food products. These labels are essential tools to help consumers, especially families and children, make informed decisions about the food they buy. The campaign highlighted how unclear and confusing labels often prevent healthy choices and called on the ministries of Health, Finance, Industry, and Trade to lead in implementing FOPWLs, restricting harmful products, and protecting public health for future generations.

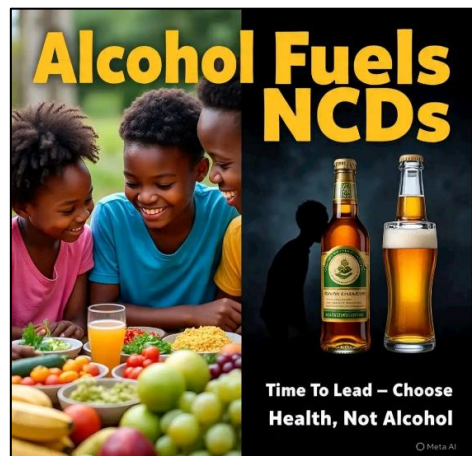


On the 20<sup>th</sup> of September 2025, RADA's post highlighted breast cancer as the most common cancer affecting women globally, underlining the lifesaving importance of early detection through self-exams and clinical screenings.

RADA's campaign aimed to break the stigma surrounding breast cancer, encouraging open conversations and educating both women and men about recognizing symptoms and accessing screening services. By fostering this dialogue, RADA empowered communities to take charge of their health and support one another in the fight against NCDs

## Alcohol Consumption and NCDs

On the 21<sup>st</sup> of September 2025, RADA's post highlighted alcohol as a major yet often underestimated contributor to NCDs. RADA raised awareness about the harmful effects of alcohol on individual health, families, and communities highlighting its role in liver disease, hypertension, stroke, and cancer. The campaign stressed alcohol's rising use among youth as a public health crisis and called on communities to promote healthier choices, reduce alcohol consumption, and support those seeking to live alcohol-free lives



# Lived Experiences: Story telling for change

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Human stories have the power to connect and inspire action. RADA brought this power to the forefront by sharing the heartfelt journeys of people living with NCDs.

On the 22nd RADA shared the story of Christine Sheila, a courageous Type 1 diabetes warrior, who opened up about her diagnosis and ongoing challenges, shedding light on the critical need for awareness and accessible care.



Likewise, Weyih Godfrey, living with hypertension for over 37 years, shared his experiences and emphasized the importance of healthy lifestyles and affordable medications.

These personal stories reminded the nation that behind every statistic is a real person, a family, a community impacted by NCDs. Their testimonies called on all Cameroonians to prioritize prevention, support those affected, and advocate for policies that make healthy living possible for all.





# Conclusion

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RADA's participation in the 2025 Global Week for Action on NCDs demonstrated the indispensable role civil society plays in advancing health policy, educating communities, and humanizing the fight against NCDs. Through webinars, radio discussions, storytelling, and online advocacy, RADA amplified the urgent need for government leadership and community engagement to tackle the growing burden of non-communicable diseases in Cameroon.

Looking forward, RADA is committed to scaling up its advocacy for healthy food policies, including taxation and front-of-package warning labels. The association will continue leveraging storytelling and media to deepen public awareness and support outreach and screening initiatives that bring care closer to communities.

As the campaign's message echoed loud and clear: "It's Time to Lead." RADA stands ready to lead, act, and advocate for a healthier and stronger Cameroon because the time to make a difference is now.