



Noha Al Afifi

Director of Marketing and
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Arthritis Action

Candidate Statement

I would cherish the opportunity to be a National Voices Trustee for two reasons. Firstly, I work for Arthritis Action, which is a national charity offering self-management approaches for people with arthritis. Our mission is closely aligned with that of National Voices – both organisations strive to help people to be in control of their health and care.

I serve on the Executive Management Team of Arthritis Action, delivering the Charity's strategic and annual business plans, and contributing to all high-level decisions related to the Charity's operations, marketing, communications and fundraising activity. Therefore, I believe that my role at Arthritis Action can certainly benefit National Voices, and vice versa.

Secondly, I have over 13 years' experience in marketing and communications in a variety of industries, and have focused on the health and charity sectors over the past six years. Having worked for a former UK health minister for several years to promote healthcare policies serving the UK population, I understand the need for both developing and promoting policies that can positively influence the government and the public, thereby improving population health, and I have been fortunate enough to witness the impact of this first-hand. A key example of this is a mental health report that was endorsed by the House of Lords in 2013:

[https://hansard.parliament.uk/Lords/2013-12-](https://hansard.parliament.uk/Lords/2013-12-16/debates/13121611000398/WorldInnovationSummitForHealth)

[16/debates/13121611000398/WorldInnovationSummitForHealth](https://hansard.parliament.uk/Lords/2013-12-16/debates/13121611000398/WorldInnovationSummitForHealth). Moreover, through this role, I was able to not only build positive relationships with top-tier media outlets in the UK, but also generate excellent press coverage and a growing digital presence.

I strongly believe that my skills and experience, in both the communications field and the health sector, can significantly add value to National Voices, and I was encouraged to see that National Voices is seeking a Trustee with a communications and digital background. I am passionate about marketing and communications, and have a keen interest in promoting various charitable causes, especially related to health, and have demonstrable experience doing so.

I appreciate the opportunity to be considered for a Trustee role at National Voices, and look forward to supporting the organisation and furthering its agenda of promoting person-centred care nationwide.