

## About the 2019 Global Week for Action on NCDs

# Theme, Opportunity, Aims and Coordination

The Global Week for Action on Noncommunicable Diseases takes place annually in the first full week of September, and is coordinated by the NCD Alliance.

### The Annual Theme

This impactful event is held within the unifying **ENOUGH. campaign**. There is a different theme each year.

In 2018 the first Global Week for Action on NCDs focused on the broad **Our Health. Our Right. Right Now.** theme, in front of the third United Nations High-Level Meeting on NCDs.

The 2019 theme is **Ensuring healthy lives for all: NCDs and Universal Health Coverage**, to ensure NCD dimensions and priorities are integrated into universal health coverage. The theme is inspired by and linked to the first UN High-Level Meeting on Universal Health Coverage to be held on 23 September 2019 during the UN General Assembly, in New York, USA.

The Global Week for Action on NCDs catalyses activity among people who are engaged in the NCD movement everywhere to celebrate successes and demand action.

**“Our health is our right, and we need action now!”**

In addition to digital and media campaigns, popular successful activities can include walks, fun runs, meetings, friendly sport matches, health check clinics, workplace health initiatives, and creative competitions – the options are many.

### The Opportunity

The Global Week for Action on NCDs **provides opportunities for people** of all ages in all locations to:

- Engage leaders, media and communities to encourage meaningful action on NCD prevention and control.
- Show solidarity with a strong and united global civil society movement addressing NCDs around a focused theme.
- Lead locally relevant and feasible activities to achieve participants' objectives.
- Celebrate successes, leadership and progress, and illuminate exemplary actions.

The **Global Week for Action on NCDs** aims to:

- **Increase visibility**, credibility and recognition of the importance of advocacy, participation of civil society, and voices of those most affected by NCDs being heard, with demonstrated commitment of civil society in national and global NCD responses.
- **Increase the transitions of heads of state**, government and other political decision makers from political commitments to meaningful action and implementation.
- **Facilitate links between local campaigns** and a cohesive global campaign, highlighting the strengths of national and regional NCD alliances and civil society communities.

## Who

**Everyone can join in**, including people living with, at risk of and affected by NCDs, civil society advocates, youth, government representatives and policy makers, economists, academics, experts, champions, and appropriate private sector.

**If you don't have the time, funds or ability to organise an activity or reach out to media, you can still participate in the Global Week for Action on NCDs!**

**Whatever your capacity, small or big, find inspiration on the [ENOUGH. website](#) under 'Take Action'!**

## Coordination, Resources and Partnerships

The Global Week for Action on NCDs campaign is led by the NCD Alliance, with collaborative support and engagement of diverse civil society groups, members, supporters, academics, advocates and the wider health and development community.

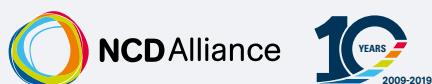
The NCD Alliance will make available resources to support members and network members, including inspiring ideas, a website platform to promote activities and messages, amplification opportunities through NCD Alliance's social media (with #enoughNCDs hashtag), sample social media messages, guides and adaptable templates. The ENOUGH. logo and guide to using the brand's visual identity is available in the resources section of the [ENOUGH. website](#).

The NCD Alliance has a coordinating role, and is not able to provide funding for activities.

We encourage event and activity organisers to partner and pool resources for the Global Week for Action on NCDs. We also encourage organisers not to engage in partnerships of any kind with tobacco, alcohol, unhealthy food and drink, fossil fuels, or other unhealthy commodity industries. Please be mindful of conflicts of interest and sensitive to incompatible partnerships which undermine health and development.



Visit [enoughncds.com](#) for more information and resources to support your participation in the Global Week for Action on NCDs, including guides on communications, and event and activity planning.



Visit [ncdalliance.org](#) to learn more about NCD prevention and control, and what the NCD Alliance is doing to achieve our vision of a world where everyone has the opportunity for a healthy life, free from preventable suffering, stigma and death caused by NCDs.



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