

Tips for organising small yet impactful activities

 **Date**
First full week of September, annually

 **Location**
Everywhere

 **Who**
Everyone

Unifying brand and banner
ENOUGH. Our Health. Our Right. Right Now.

 Website with map of events, resources, ideas
<https://enoughncds.com/>

 Primary hashtag
#enoughNCDs

Secondary hashtags
#NCDvoices #beatNCDs

 Contact
info@enoughncds.com

Large public events, like fun runs and flash-mobs can be great, but sometimes you can only manage or need smaller activities. Here are a few key tips on a selection of alternative activities you could organise for your Global Week for Action on NCDs which can meet your objectives, add to the movement's momentum, and have an impact.

Ministerial or other high-level meetings or briefings

In addition to community-level organising, convening high-level meetings are another way to sensitise decision makers ahead of high-profile multilateral meetings like UN high-level meetings or the G7. Some ideas include the following:

- Convene a discussion forum or meeting with similar stakeholders to discuss priorities and the opportunities for progress that the forthcoming high-level meeting presents, and identify how to leverage milestones along the way to maximise that progress.



Hon. Dr Tufton, Minister of Health Jamaica, >
Caribbean NCD Forum. Jamaica, April 2018,
hosted by Healthy Caribbean Coalition

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- Coordinate a briefing for ministers on NCDs, on forthcoming high-level and multilateral meetings on NCDs, and on the importance of engaging in them.
- Request a meeting with your local member of parliament or minister of health / foreign affairs / finance / development to discuss your priorities on health and NCDs. This might be a follow-up to a letter previously sent to them.
- Contact your local officials (mayors, governors, city leaders, etc.) to request an informational meeting to discuss priorities for forthcoming high-level meetings.
- Share recommendations for what your head of state/government should include in their statement at the high-level meeting to highlight what steps they are taking to reduce the burden of NCDs, and what steps others might take.



HRIDAY Stakeholder Engagement in India

Host a focus group discussion

Engage your network (including partner organisations, people living with NCDs, and any other key stakeholders that you collaborate with) as a valuable source of knowledge and an important advocacy platform. Make the most of it by hosting a focus group discussion, including people living with and affected by NCDs, modelled on the 2017 '**Community Conversations**' coordinated as part of the Our Views, Our Voices global consultation.

This type of activity requires very few resources and can be hosted anywhere from an office space to a public park. Start by setting a date, time, and location, and forming a team of at least two people to lead the logistics. Invite your selected participants or promote the event publicly through leaflets, mailing lists, or other channels.

During the event, remember to provide welcoming remarks and explain the reason for the conversation. Facilitate the discussion by asking participants, for example, what they feel are the most critical actions to be taken nationally after the HLM, what they have had ENOUGH of, or what they think the strongest and weakest aspects of the government's engagement in the HLM opportunity have been. Take notes during the discussion and don't forget to take lots of photos.

After the event, consider summarising the key points voiced and repackage them into a letter addressed to your government or into a press release to get your messages heard. For added impact, ask your participants to sign their names or add their organisational logos to the document before sharing it – together we are stronger!



NCD Alliance Lanka brought together people living with NCDs and other advocates during the Global Week for Action on NCDs

Host a health promotion booth

Community markets and fairs, shops and shopping centres, and workplaces are a few settings where you might be able to get permission to hold a health promotion and information booth.

Information

You could share information about how people can be more aware of NCDs - their symptoms, signs and risk factors - and suggest ways to reduce their risk and improve their health and wellbeing (such as using local stop smoking services, suggesting healthier food and drink swaps, encouraging active and sustainable transport use, recommending cleaner cooking and transport fuels).

Screening

Gathering and sharing details of local health check or screening services can also be helpful to support early detection of chronic diseases. If you have connections with local health professionals or services, they may be able to join your event to undertake health assessments including surveys and blood pressure checks, and refer people who need further treatment and care advice.



Egyptian NCD Alliance health awareness booth



Healthy Caribbean Coalition promote a petition

Youth engagement

Schools and sport clubs may be supportive of school activities for global health awareness raising campaigns like information booths, projects on chronic disease prevention and control, healthy canteen/cafeteria campaigns, friendly sport matches, debates with students from other schools, and art and music competitions. Make sure you get the right permissions.



HRIDAY / Healthy India Alliance engaging youth

Inspiration from past Global Week for Action Activities



NCD Child Youth Art Competition

Help get #enoughNCDs trending on social media

Schedule daily themed messaging, for example linked to NCD prevention, medicines, care, financing, community voice.

Employee volunteer days

Support established local community services such as food banks, cycle repair schemes, hospitals, youth and gender oriented health initiatives, community health checks and clinics.

Workplace wellness activities

Walk the talk and organise employee activities, such as 'Are you taking ENOUGH. Steps?' challenges, and daily internal communications around NCD prevention and health promotion (smoking cessation, walking meetings, healthy lunches, extra active to work week, drink less alcohol).

Friendly sport and physical activities

Organise community sport matches - like football and hockey, or activities like dance, aerobics or walks/runs. You could even organise coinciding health promotion activities like information booths.

Get creative

Coordinate a community art, poetry or music competition on a relevant theme, award a small prize, and announce the winner and their story in the media.

Consult with people affected by NCDs

Host a gathering of health professionals and people living with NCDs to share experiences, to better inform more effective advocacy, and to meaningfully involve people living with NCDs in advocacy and implementation.



UN Standing Committee on Nutrition promoting NCD prevention in the workplace during the Global Week for Action on NCDs

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Post a petition

Drum up community support and media interest for a specific ask of decision makers by organising a petition, introducing it to people publicly and asking them to sign up in person or electronically and share with friends and family. Organise a meeting to share and discuss it with policy makers, and alert journalists to utilise media to generate public interest and promote government engagement and accountability.

Public displays

Light up a building, publicly advertise NCD prevention and treatment messages on public transport, hold a public information display at a local shopping centre.

Host a Facebook, Twitter or other live discussion

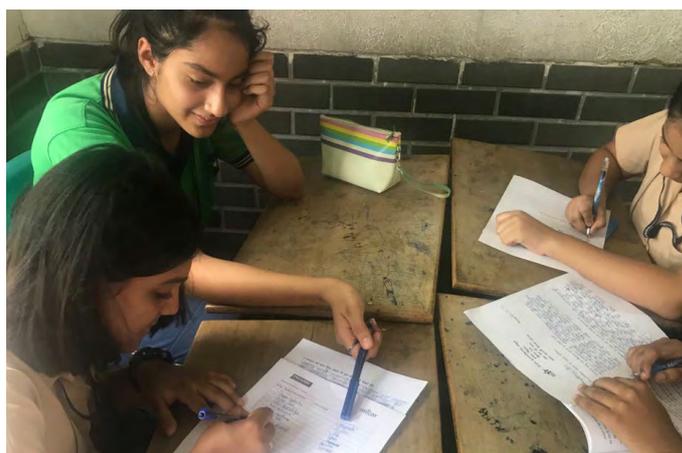
Broadcast it on social media or as a webinar.

Launch a report, publication or other NCD-oriented project

Do you have a report, article, brief or NCD-related World Day coming up around September? Promote it during the Global Week for Action on NCDs!



Egyptian NCD Alliance's friendly football game



HRIDAY / Healthy India Alliance share a petition

More ideas and inspiration for you to get involved are offered
in the Take Action section of the [ENOUGH. website.](https://enoughncds.com)



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.



Edited by NCD Alliance, August 2019
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