

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs
18-25 SEPTEMBER 2025



FINAL COUNTDOWN What can you do as Civil Society?

25 August 2025

The Political Declaration of the fourth High-Level Meeting on Noncommunicable Diseases and Mental Health will be adopted on 25 September, at the fourth UN High-Level Meeting on NCDs and Mental Health.

Join us in making our message to policymakers loud and clear: we demand leadership and bold action, now! This document outlines ways to take part in the Global Week for Action—to coordinate advocacy, influence decision-makers, and push for meaningful change at the HLM4 and beyond.

TAKE ACTION Engage with the campaign!

SPEAK UP!

Use the power of social media to call on your community, key stakeholder organisations and government to **#ActOnNCDs**. Let them know that now is the time to **#LeadOnNCDs**. See our ready-made messages [here](#).

Please use available [Resources](#)

- Use and adapt the [template press release to](#) your local context and priorities
- [Videos](#), including this year's campaign teaser
- [Time to lead posts](#) that you can repost to your social media
- [Branding guidelines](#) including the logos in 7 different languages
- [Spark the Movement Booklet](#)
- [NCDa analysis of the HLM4 Political Declaration](#) text
- Many more resources are available [here](#).

KEEP NCDa POSTED!

Add events and activities to the [Map of Impact](#). Reach out to NCDa to let us know how you have mobilised and advocated for this Global Week for Action and share any country intelligence on your government's actions for NCDs ahead of the High-level Meeting with HLM4@ncdalliance.org.

Engage governments and decision makers

Engaging governments and decision-makers is critical — now is the time to demand visible leadership at HLM4 and bold action that turns global commitments into real, lasting change. Governments need to not only commit to strong words at HLM4 but also to implementation at home — scaling up evidence-based measures, financing, and accountability mechanisms. Use and adapt this [template letter](#) to governments, available in English, French and Spanish.

Actions for HLM4

1. Advocate for High-Level Engagement

- Urge your government to attend HLM4 at the highest political level (Head of State/Head of Government).
- Stress that high-level participation signals national commitment to health and development, boosts accountability, and positions your country as a leader regionally and globally.
- Remind officials: this is not just a meeting; it's a political stage. Countries that show up gain influence, visibility, and credibility in future UN negotiations and with donors.
- If you're planning to attend the HLM/UNGA, request a meeting with your government delegation and/or your NY mission.

2. Call for Strong Intervention Statements

- Advocate for clear, evidence-based statements on the floor at HLM4 that highlight your country's national priorities, demonstrate true commitment and leadership, and make clear how the government intends to translate global commitments into domestic action.

3. Explore Civil Society Representation

- Ask whether civil society can be included in the official national delegation.
- Highlight that this demonstrates openness, transparency, and alignment with global calls for meaningful community engagement.

4. Plan for Immediate Follow-Up with the Delegation

- Request a debrief from your government delegation after the meeting to understand their commitments and next steps.

Actions at the National and Regional Level

1. Meet with and ask your government to Take the Lead on NCDs

- Identify key decision-makers involved in the HLM process — including potential members of the official delegation — and request one-on-one meetings to reinforce key policy asks.
- Engage officials and agency heads across government to build support for stronger implementation and accountability.

2. Mobilise Civil Society and Allies

- Coordinate with your national/regional NCD alliance, other civil society organisations, and networks of people living with NCDs to send joint letters and statements to government and/or relevant agencies highlighting national priorities for implementation.
- Use GW4A messaging to emphasise that weakened commitments reflect industry influence — and call for bold, people-first leadership.

3. Create Platforms for Dialogue

- Invite government officials to participate in national or regional events you are hosting around the GW4A.
- Give them the chance to hear directly from affected communities and reinforce their role in advancing commitments.

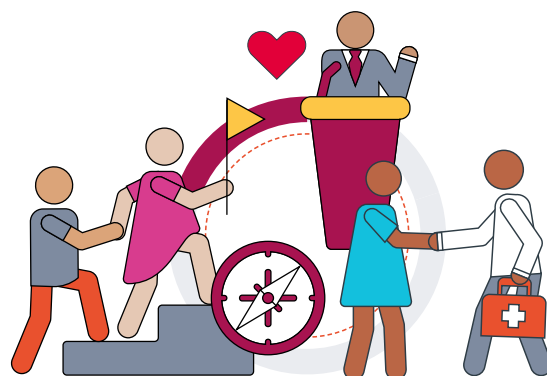
4. Develop Follow-Up and Accountability Plans

- Develop a follow-up advocacy plan to hold governments accountable for the promises made at HLM4, including monitoring progress against national targets.
- Keep up engagement with Ministries of Health, Finance, and Foreign Affairs to ensure commitments are translated into budget lines, policies, and implementation frameworks.
- Mobilise civil society and people living with NCDs to track delivery, document gaps, and maintain public pressure.
- Position your alliance/networks as a partner for implementation and accountability, not just advocacy.

Engage high-level influencers to become NCD Champions

Engage high-profile influencers in your country that would be willing to engage with the campaign and put a spotlight on NCDs during this week and beyond. NCD Champions will share messages on social media, record videos for wide dissemination and speak with their local media.

- Identify any influencers in your country that could become GW4A champions. These could be health advocates with huge followings, celebrities, civil society personalities, policymakers, heads of government institutions or well-known health care professionals. Write them a letter asking for their support.
- Keep us in the loop, so we can keep track of who is being contacted and who is responsive.
- Please feel free to refer to the attached [High-level Influencer Outreach Guidelines](#).



Engage your communities

Use your tailored Global Week for Action Key messages in your advocacy and community mobilising events during the week (18-25 September 2025) and in your work with the media. Share available campaign resources with relevant community groups and advocates. With these assets, you can:

CO-DEVELOP

with people living with NCDs, youth and other groups, organisational position statements using the GW4A messages.

ENGAGE with media groups to regularly amplify civil society messages/statements and community voices through various communication platforms (newspaper, radio, tv, etc.).

ORGANISE EVENTS

within communities to rally support from community members to #ActOnNCDs. Engage decision makers and mobilise key stakeholders.

PROVIDE

PLATFORMS, and embed opportunities, for people living with NCDs to speak on the need for leadership and action on NCDs.

Visit actonncds.org and get involved in the Global Week for Action on NCDs taking place from 18-25 September 2025