

# CALL TO LEAD

ACT on NCDs

## Spark the Movement

### INTRODUCTION

Welcome to *The Call to Lead: Spark the Movement*—your blueprint for **promoting The Call to Lead on NCDs: Three actions governments must take**. We aim not only to gain endorsements but also to enable organisations to take the next step: amplifying the message within their own networks. By sharing ready-made tools and resources, we make it easy for you to inspire others to join the cause. Together, we can address NCDs and make a real difference.

### WHAT IS THE CALL TO LEAD

This open letter to world leaders serves as a crucial advocacy tool, urging all governments to fulfil their commitments to address the burden of NCDs. It calls on Member States to take decisive action at the Fourth UN High-level Meeting on NCDs in September 2025. **Open to civil society endorsement, including both organisations and individuals**, this sign-on letter will be delivered to world leaders and Member States ahead of the Multi-stakeholder Hearing in New York City, part of the preparatory process for the high-level meeting.

By sharing and promoting **The Call to Lead**, you are actively driving efforts to ease the NCD burden, mobilise investment, accelerate implementation, and ensure accountability—helping us turn commitments into meaningful action.

### HOW TO GET STARTED

**Becoming a part of THE CALL TO LEAD is simple.**  
Follow these steps to endorse and begin amplifying the message:

#### STEP 1 Endorse the Call



Visit our **Take Action** to officially sign on to the letter. Endorsements are vital to demonstrating widespread support. Organisations as well as individuals are encouraged to sign on.

#### STEP 2 Share the Message

Use the resources in this guide to share *The Call to Lead* across your networks. Together, we can turn your endorsement into action. When you sign on to The Call to Lead you will already be encouraged to share the link. This guide offers you additional options on sharing and inviting others to join in.

A good example on how to support **The Call to Lead**



#### STEP 3 Inspire Replication



**Encourage** your partners, members, and stakeholders to endorse and replicate the effort by sharing the toolkit we provide here.

## NCD VOICES PLATFORM

We are amplifying voices of NCD advocates through our [news](#), [blogs](#) and [podcast episodes](#). We are also inviting individuals and organisations to share personal stories, experiences, and reasons for supporting The Call to Lead on social media through [NCD Voices videos](#).

### CALL FOR VIDEOS

Encourage your community to submit videos explaining why NCDs matter to them and how they're taking action.

For example:

*"I'm signing  
The Call to Lead  
because my family  
has been affected  
by cancer..."*



### SUBMISSION GUIDELINES



2'

**KEEP VIDEOS  
under 2 minutes.**

Record in a well-lit  
space with clear  
audio.



Post your videos on your YouTube and social media channels using **#ActOnNCDs** and **#LeadOnNCDs**.

You can tag **@ncdalliance**.



**SUBMIT YOUR VIDEO**  
[here](#) for NCDCA to use in further  
promotion efforts.


**These personal stories are a powerful  
way to drive engagement and solidarity.**



## SOCIAL MEDIA

To help spread the word about The Call to Lead, we've created ready-to-use content for your social media channels.

Examples include The Fourth NCDA Forum as well as the Global Week for Action on NCDs. To make social media activation even easier we have published sample social media messages on the variety of NCD themes and editable banners with Global Week for Action branding on our Post Me page.



**SAMPLE TWEETS/ POSTS**

"We've signed The Call To #LeadOnNCDs! Join us in demanding urgent action to address the global burden of NCDs."

"By uniting against #chronicdiseases (NCDs), we can protect the most vulnerable. Endorse and share the Call to #LeadOnNCDs open letter today: [link] Let's #ActOnNCDs together."

**HASHTAGS AND TAGS**

Include the following in your posts to increase visibility:


**Hashtags:** ActOnNCDs #LeadOnNCDs

**Tags:** @ncdalliance

**VISUALS & BADGES**

After signing, create your branded badges to show your organisation's support.

Download "I've Signed" [badges here](#) and use them on social media, email signatures, or websites.



## BADGES AND RECOGNITION

Show your support with our customisable digital badges.

Use these on social media, your website, or in email signatures to spread the word.

### AVAILABLE BADGES

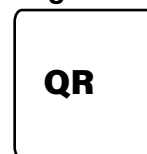


*I've signed the*  
**CALL TO LEAD**

*Our Organisation Supports*  
**CALL TO LEAD**

### HOW TO USE

After signing The Call To Lead, create your [badge here](#), and share them with the hashtag #LeadOnNCDs.



## TEMPLATE LETTERS

We've made it easy for you to spread the word with tailored template letters.

Use these to reach out to your staff, networks, stakeholders and other interested parties.

### TEMPLATE 1

#### Internal Communication

Share this letter with your staff or network members, encouraging them to endorse and replicate:

Subject: *Join Us in Signing The Call to Lead*

Dear [Name],

Our organisation is proud to endorse *The Call to Lead on NCDs*, a global movement to address the growing burden of NCDs. We invite you to join us by signing on and sharing this message within your network. Together, we can lead the charge for better health for all. [Link to sign]

Sincerely,

[Your Name/Organisation]



### TEMPLATE 2

#### Media Outreach

Use this letter to alert media about your endorsement and encourage coverage:

Subject: [Organisation] *Endorses The Call to Lead on NCDs*

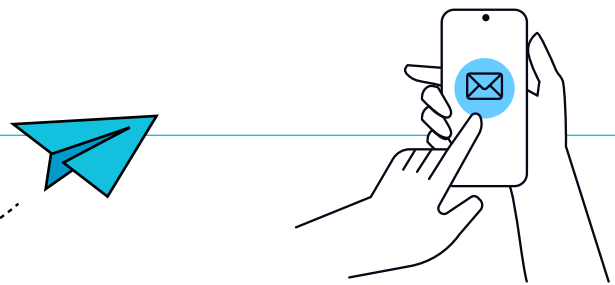
Dear [Journalist],

[Organisation] is pleased to announce its endorsement of *The Call to Lead on NCDs*, a campaign urging global leaders to take urgent action on noncommunicable diseases. NCDs are the leading cause of death worldwide, and our support for this initiative aligns with our commitment to urge world governments to fulfil their promises to address the burden of NCDs

We invite you to learn more about the [this call for action](#).

Sincerely,

[Your Name/Organisation]



# TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs

17-24 SEPTEMBER 2025

SHARE WITH US

Let us know what you're doing.  
Write to [gspanchez@ncdalliance.org](mailto:gspanchez@ncdalliance.org)



Visit [actonncds.org](http://actonncds.org) and get involved in the Global Week for Action on NCDs taking place from 17-24 September 2025