

**SPECIAL TWO-YEAR CAMPAIGN
BRIDGING THE LEADERSHIP GAP**

TIME TO LEAD



**GLOBAL WEEK FOR ACTION ON NCDs
17-24 SEPTEMBER 2025**



What can you do as a Civil Society Organisation and NCDA member?

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 LEAD!** See our [here](#).

Please use available **Campaign Assets**:

- Videos, including this year's campaign teaser: <https://actonncds.org/resources/videos>
- Time to lead posts that you can repost to your social media
- Branding guidelines including the logos in 7 different languages
- Many more resources are available at: <https://actonncds.org/resources>

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 on NCDs in September 2025.

Engage governments and decision makers!

Meet with and ask your government to Take the Lead on NCDs. Use the GW4A campaign key messages, and refer to the [NCDA advocacy priorities towards the UN High level Meeting](#) in September 2025.

Write to your government - include your tailored Global Week for Action key messages ([see campaign messages below](#)) to engage officials and heads of agencies across government including Ministries of Health and other relevant agencies. Identify key decision makers involved in the HLM meeting process (potentially part of the official delegation) and request one-to-one meetings to reinforce key messages and policy asks. Mobilise other civil society organisations, your national/ regional NCD alliance, and your networks of people living with NCDs to sign onto the letters.

Sign and share the [Call to Lead](#), an open letter to world governments urging them to fulfil their commitments to address the burden of NCDs by taking decisive action at the Fourth UN High-level Meeting on NCDs in September 2025.

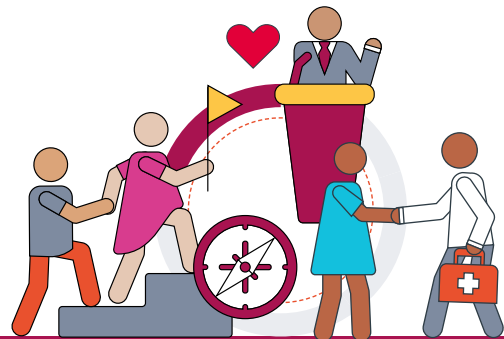
Request your government's engagement with the UN High Level Meeting on NCDs 2025 and request their participation at the highest level (Head of Government or Head of State).

Engage your government to speak at events/ activities you may be organising as part of this Global Week for Action. Provide government representatives with an opportunity to hear about how they can Act on NCDs.

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 to them a letter** asking for their support - please see a possible template letter.
- **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 (17-24 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.

CAMPAIGN KEY MESSAGES

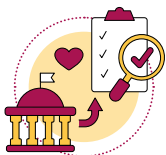
OVERARCHING MESSAGE

We have the commitments and the solutions to create a healthier world for all. This is a crucial moment for governments and decision makers to turn intent into action. Together we can spark the necessary change for NCDs. It's time to lead.

This message will frame GW4A communications and calls to action for decision makers. It embodies the five advocacy priorities as seen below, although these can be more specifically targeted through additional campaign messaging, as shown below. The overarching message is agile and can be applied to any advocacy objective.

Messaging for Advocacy Priorities within the GW4A

1



ACCELERATE IMPLEMENTATION

It's time for governments to spark change.

Fast-track national implementation of NCD policy recommendations to drive rapid progress towards universal health and well-being, ensuring no one is left behind. It's time to lead.

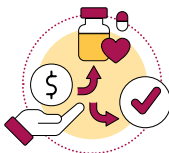
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BREAK DOWN SILOES

Together, we can break down siloes and achieve stronger outcomes that surpass traditional boundaries. Leaders can achieve more through Integrated action.

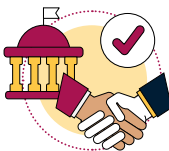
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MOBILISE INVESTMENT

Unleash vital funding for NCD prevention and care to align resources with the magnitude of the challenge. World leaders can trigger impactful investment for healthier societies.

4



DELIVER ACCOUNTABILITY

Keep tabs, measure progress, and honour commitments for NCD prevention and care for the long haul. It's about leaders staying true to their promises, holding themselves accountable, and delivering on commitments to better health for all.

5



ENGAGE COMMUNITIES

Activate community leadership and put people living with NCDs at the heart of NCD response collaborations.

SAMPLE MESSAGES ON TIME



It's time for governments to accelerate action on NCDs by fast tracking implementation of national policies to achieve health and well-being for all. The commitments are there, it's time to lead with action.

The fourth UNHLM on NCDs in September 2025 is where commitments become reality. It's time to move from words to action on NCDs. It's time lead.

The fourth UN HLM on NCDs in September 2025 is the time to show leadership. It's the time to turn government commitments into a reality that creates a fairer and healthier world.

Focused messages

The overarching message can be adapted for more targeted messaging on specific objectives such as equity, which will be especially highlighted:

A person shouldn't have to choose between buying life-saving medication or nutritious food for their family. It's time for decision-makers to prioritize equity and take proactive steps towards a fairer world. It's time to lead.

How much money we have should not determine whether or not we have access to healthy environments, including clean air. It's time for governments to create a fairer world, it's time to lead.

Insulin was discovered over 100 years ago, yet only half of those who need it to survive have reliable access to it. It's time for governments to prioritise equitable care, it's time to lead.

Investment

Did you know that for every dollar invested in NCDs in poorer countries, at least US\$7 are returned to society in increased employment, productivity and longer life? It is time to lead on NCDs with smart investments.

Meaningful engagement

We've been left out of the health conversation for far too long. It's time for decision makers to lead together with people living with NCDs.

People living with NCDs

Can make the calls to national leadership. They are also spotlighted for their own work as leaders in their communities and countries. Statements are based on the following model:

I am taking the lead by making sure insulin is available to those who need it most. Decision makers can take the lead by including full coverage of NCD care in UHC benefits packages.

I am taking the lead by bringing NCD awareness, prevention and diagnosis to rural communities who would otherwise be left out of the health system. Governments can take the lead by implementing health policies that leave no one behind.

People living with NCDs also present the 'human side' of the NCD crisis, shining a spotlight on the need for equitable access to quality care, for all NCDs across the continuum of care.

Visit actonncds.org and get involved in the Global Week for Action on NCDs taking place from 17-24 September 2025