

TIME TO LEAD

GLOBAL WEEK FOR ACTION ON NCDs
31 AUGUST - 4 SEPTEMBER 2026

What can you do as Civil Society?

August 2026



The Political Declaration adopted following the fourth UN High-Level Meeting on NCDs and Mental Health last year set important commitments and targets. The priority now is delivery. Governments must turn those commitments into funded policies, stronger health systems, and measurable improvements in prevention, care, and financial protection.

The Global Week for Action on NCDs, from 31 August to 4 September, is timed to coincide with the 3rd International Dialogue on Sustainable Financing (IFD3) for NCDs and Mental Health in the Philippines. Under the theme Leadership in Focus: From Commitments to Delivery, the campaign connects community advocacy and lived experience with global discussions on sustainable financing, access, implementation and accountability.

This guide outlines practical ways for civil society to take part, influence decision-makers and press for action through the Dialogue, the Manila Declaration and national and regional advocacy.

TAKE ACTION

Engage with the campaign!

Build on our collective momentum

Do you have an idea, campaign plan or question? Contact [Gina Sanchez, Global Week for Action Campaign Coordinator](#) and/or your regular focal point at NCDA. We would also welcome examples of progress, barriers, and lessons from your context.

Speak up

Use social media to call on governments and partners to **#ActOnNCDs** and **#LeadOnNCDs**. Share what leadership looks like in your community and make the case for investment, access, and accountability. [Use the ready-made messages and editable campaign assets.](#)

- **Share a Leadership Capsule:** record a video of up to 90 seconds explaining the challenge you faced, the action you took and what changed as a result.
- **Share One Fact, One Ask:** pair one fact about NCDs in your context with one clear action for decision-makers.

- **Show what one dollar could buy:** connect financing to the practical difference that investment can make for prevention, medicines, diagnostics, care or transport.
- **Amplify lived experience:** share a quote, story or reflection from people living with NCDs and affected communities, with their consent.

Use and share campaign resources

- **Social Media Toolkit:** ready-made messages, editable banners, GIFs and other assets in English, French and Spanish. [Access the toolkit.](#)
- **Campaign resources:** use and adapt campaign assets, guides, policy content and social media materials, with credit to NCD Alliance. [Browse the resources.](#)
- **Advancing Access brief:** use the priorities and recommendations to strengthen advocacy on medicines, diagnostics and medical devices. [Read the brief.](#)
- **Leadership Dialogues:** share the discussions on fiscal policy, community engagement, climate, air pollution and health. [Explore the series.](#)

Show your impact

Add your events, publications and activities to the [Map of Impact](#) so the collective reach of civil society action is visible worldwide.

Engage governments and decision-makers

The Financing Dialogue is a timely opportunity to turn commitments into action. Civil society can encourage governments to participate, learn from one another and commit to practical measures through the Manila Declaration and national implementation.

Encourage meaningful participation in IFD3

- Ask your government representatives if they will participate, and urge them to actively engage in the Dialogue and contribute to the Manila Declaration.
- Ask them how they will bring national evidence, community perspectives and the experiences of people living with NCDs into their preparations and interventions.
- If you or your organisation will attend, request meetings with your government delegation and relevant regional or international partners.

Press for financing that delivers access and financial protection

- Call for clear domestic financing targets and explicit budget benchmarks for NCD prevention, treatment and care.
- Advocate for publicly funded UHC benefit packages that include essential NCD services, medicines, diagnostics and medical devices, while reducing reliance on out-of-pocket spending.
- Call for health taxes and other coherent fiscal policies that reduce NCD risk, create fiscal space and support health-promoting priorities.
- Promote fair pricing, efficient and pooled procurement where appropriate, access to quality generics and biosimilars, resilient supply chains and stronger forecasting.

Demand equity, transparency and accountability

- Ask governments to prioritise marginalised and underserved populations, including women, and to report whether access and financial protection are improving for those facing the greatest barriers.

- Call for transparent, routinely published and disaggregated data on NCD spending, availability, affordability and supply.
- Ensure that people living with NCDs and civil society are meaningfully involved in decisions, implementation and monitoring.
- Ask how commitments made through the Financing Dialogue and the Manila Declaration will be reflected in national plans, budgets, procurement systems and accountability frameworks.

Take action at national and regional level

Meet decision-makers and make clear asks

- Write to your government, in capital and/or consider the Geneva missions/representations: Adapt our template letter to contact your Ministry of Health, Ministry of Finance, Ministry of Foreign Affairs and/or Permanent Mission. Use it to encourage meaningful participation in IFD3 and support strong commitments through the Manila Declaration. [Download the template letter.](#)
- Engage Ministries of Health, Finance, Social Protection, Trade and other relevant bodies. Link your advocacy to national budget cycles, UHC reforms and NCD plans.
- Use evidence from your country to show where underinvestment, high prices, weak supply systems or out-of-pocket costs prevent people from receiving care.
- Ask what action the government will take before and after IFD3, who is responsible and how progress will be measured.

Create platforms for dialogue

- Invite government officials and financing decision-makers to Global Week events, policy dialogues and community conversations.
- Create space for people living with NCDs and affected communities to describe the real impact of gaps in financing, access and continuity of care.
- Use One Fact, One Ask to focus each event or media opportunity on a clear, locally relevant action.

Mobilise civil society and allies

- Coordinate with national and regional NCD alliances, other civil society organisations, youth groups and networks of people living with NCDs.
- Develop joint letters, statements and media messages calling for sustainable financing, equitable access and accountable implementation.
- Connect with regional health and sustainable development bodies and initiatives, including efforts to strengthen access, procurement and regional resilience.

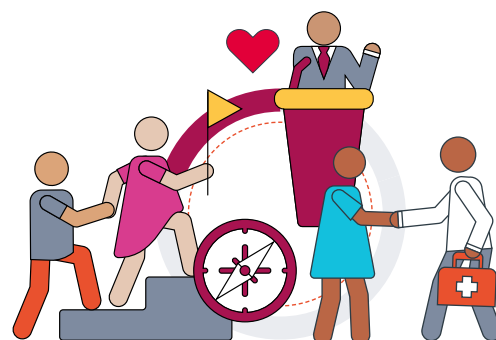
Plan for follow-up and accountability

- Request a government debrief after IFD3 and ask how Dialogue outcomes and the Manila Declaration will be implemented nationally.
- Track whether commitments are reflected in budgets, policies, benefit packages, procurement decisions and service delivery.
- Document gaps and progress, report findings publicly and position civil society as a partner in implementation and accountability.

Engage high-level influencers to become NCD Champions

Invite trusted public figures to put a spotlight on NCDs during the Global Week and beyond. Champions can share campaign messages, record short videos, speak with the media and call on decision-makers to act.

- **Identify potential champions** such as health advocates, people living with NCDs, youth leaders, public figures, policymakers or well-known health professionals.
- **Give them a focused ask** and provide the campaign messages, hashtags and assets they need to participate easily.
- **Keep NCD Alliance informed** so we can help amplify their contribution and understand the campaign's reach.



Engage your communities

Use Global Week messages and resources in advocacy, community events and media engagement from 31 August to 4 September and throughout the countdown. Adapt the messages to your national and local context.

CO-DEVELOP

position statements and advocacy asks with people living with NCDs, youth and affected communities.

ENDORSE THE GLOBAL CHARTER

and commit your organisation to meaningfully involving people living with NCDs in decisions that affect their lives. [Learn more.](#)

ORGANISE EVENTS

that bring communities, decision-makers and other stakeholders together around financing, access and delivery.

PROVIDE

PLATFORMS for people living with NCDs to lead discussions and describe what meaningful progress looks like in practice.

ENGAGE MEDIA to amplify civil society messages, community voices and evidence through print, broadcast and digital channels.

By mid-August, we will share a media release that you can adapt for your organisation and local context. Please plan now for translation, spokesperson approval, local evidence and distribution.

Visit actonncds.org and get involved in the Global Week for Action on NCDs taking place from 31 August to 4 September