

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



**GLOBAL WEEK FOR ACTION ON NCDs
14 - 21 SEPTEMBER 2023**

BRIDGING THE CARE GAP. THE MOMENT FOR CARING IS NOW!

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. The moment for caring is now! Our [social media toolkit](#) can help you reach out.

Please use available campaign assets:

- [Voices for Care cards](#)
- [Logos in 7 languages + branding guidelines](#)
- [Infographics](#)

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 on NCDs (GW4A) and share any country intelligence on your government's actions for NCD care and Universal Health Coverage (UHC) ahead of the High-Level Meeting (HLM) on UHC on 21 September 2023.

VISIT
www.ncdalliance.org
for more information.



SUBSCRIBE to
Act on NCDs campaign updates for regular updates and opportunities to engage.

SIGN UP to the
NCD Alliance newsletter and social media for regular updates on the High-Level Meeting process, as well as opportunities to engage.

Engage governments and decision makers!

Meet with and ask your government to take action on NCD care and Universal Health Coverage. Use the GW4A campaign key messages, and also refer to the NCDA advocacy priorities towards the UN HLM on UHC as a helpful resource.

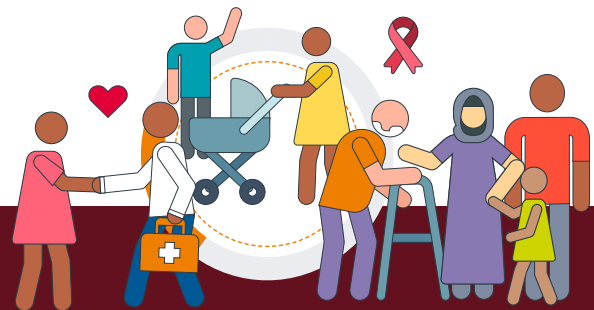
Write to your government - include your tailored Global Week for Action key messages (see campaign messages below) using a [template letter](#) to engage officials and heads of health ministries and other government agencies. Identify key decision makers involved in the UN HLM process (potentially part 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. Request your government's engagement with the UN HLM on UHC 2023 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 on NCDs. Provide an opportunity to hear about plans to take action on NCD care and Universal Health Coverage.

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 - you are welcome to use our [template letter available in English, Spanish and French](#).
- Keep us in the loop, so we can keep track of who is being contacted.
- Please feel free to refer to the attached [High-level Influencer Outreach Guidelines](#).



Engage your communities

Use your tailored Global Week for Action on NCDs key messages in your advocacy and community mobilising events during the week (14-21 September) and in your work with the media. Share available campaign resources with relevant community groups. With these assets, you can:

CO-DEVELOP ORGANISATIONAL POSITION STATEMENTS using the GW4A messages, together with people living with NCDs, youth and other groups.

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 for people living with NCDs to speak on the need for people-centred care and why the moment for caring is now.

CAMPAIGN KEY MESSAGES

We call on Heads of State and Government to engage at the High-Level Meeting on 21 September 2023, to take the lead in the progressive achievement of Universal Health Coverage (UHC) by ensuring equity in their UHC health benefits packages across the three dimensions of financial, population, and service coverage, and to meet the needs of people living with noncommunicable diseases (NCDs). Please see the full brief on NCDA Advocacy Priorities for the UN High-Level Meeting on UHC [here](#).

The right to health is a human right. Universal Health Coverage is critical to progressively achieve it. This Global Week for Action on NCDs we have one clear message for governments, Ministers of Finance and Health, donors, international agencies, and the private sector: the moment of caring about Noncommunicable Diseases and Universal Health Coverage is now.

1

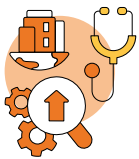


INVEST

in prevention and care of noncommunicable diseases such as cancer and diabetes

The concept of Universal Health Coverage is firmly rooted in the principle that the highest attainable standard of physical and mental health is a fundamental human right. Defined as a situation where all people, everywhere, can access quality health services without incurring catastrophic expenditure, UHC is the single most powerful concept that public health has to offer, and vital for sustainable human development across the globe. For this reason, countries must fund their health systems sufficiently, equitably and with resilience. National spending targets should maintain a goal of 15% government expenditure for this to be real and actionable.

2

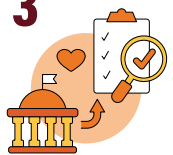


ACCELERATE

by speeding up implementation of integrated UHC packages that tackle infectious and chronic diseases comprehensively

The progressive achievement of UHC requires accelerated implementation of tried-and-tested public health policies around the world. Only a few countries have adopted clear action plans towards UHC, and most implementation efforts have revealed discriminatory practices and a lack of quality in the provision of health care services. Scaling up efforts across the continuum of care particularly health promotion, prevention, treatment, care, rehabilitation and palliative care is urgently needed. This is the moment to speed up what works to put a brake on NCDs and achieve UHC. This is the moment for caring.

3



ALIGN

sustainable development and global health priorities

NCD service provision is woefully inadequate in most low- and middle-income countries. Many of them are far behind on progress towards UHC because of poor performance outcomes, compared to their performance on infectious diseases and reproductive, maternal, and child health. This puts the attainment of the Sustainable Development Goals (SDGs) at high risk and fails to protect populations from future health emergencies. Furthermore, this entails a tremendous risk to all the investment in global health to date. This is the moment to align UHC with health security efforts to ensure resilient health systems. This is the moment to break down the silos, and prepare health systems for future pandemics. This is the moment for caring.

4



ENGAGE

people living with NCDs in decisions that affect their health

Governments alone cannot achieve UHC. People living with NCDs, civil society and communities affected by chronic diseases deserve a seat at the decision-making table. Experience speaks volumes and must inform policy and health services. If we are to provide equitable healthcare, they must be heard. Explicit reference to the engagement of people living with chronic conditions should be made in any meaningful declaration. This is the moment for caring and for listening.