

Communications Plan

THE MOMENT FOR CARING

Global Week for Action on NCDs,
14-21 September 2023

#ActOnNCDs



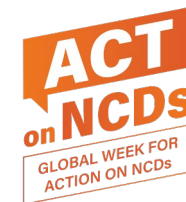
Discover the Comms Plan



This communications plan has been developed to support your participation in the 2023 Global Week for Action on Noncommunicable Diseases (NCDs) this 14-21 September.

In the lead up to and during the week, we encourage you to adapt it and use it to call on friends, peers, colleagues, your community and policymakers to **#ActOnNCDs!**

A multi-year campaign 2020-2025



ACCOUNTABILITY



COMMUNITY
ENGAGEMENT



INVESTMENT



CARE

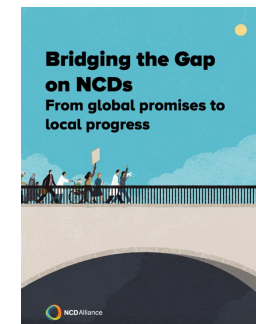


LEADERSHIP

The Global Week for Action is a multi-year advocacy and communications campaign structured around the five NCD gaps identified by the NCD movement in 2020.

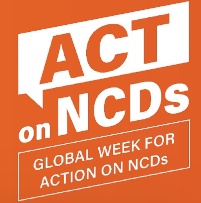
First full week in September each year

- ✓ **2020: 7-13 September (accountability + COVID-19)**
- ✓ **2021: 6-12 September (community engagement)**
- ✓ **2022: 5-11 September (NCD investment)**
- **2023: 14-21 September (care – HLM on UHC)**
- **2024: 2-8 September (leadership)**
- **2025: 1-7 September (HLM4 on NCDs)**



14-21 SEPTEMBER 2023

About the Global Week For Action on NCDs



The Global Week for Action on NCDs unites the NCD community every September, concentrating our combined efforts to help reduce the NCD burden globally and improve health equity for all. On social media, we come together under **#ActOnNCDs**.

This year, the campaign spotlights the call to close the care gap for people living with NCDs.

The campaign calls on everyone, everywhere to take action and be an agent of change. From posting on social media, to contacting local politicians and policy makers, to organising a health-promoting event for your community, no action is too small; no voice is insignificant.



actonncds.org

#ActOnNCDs

THE BASICS OF THE 2023 CAMPAIGN:

- When?: **14-21 September 2023**
- Main hashtag: **#ActOnNCDs**
- Secondary hashtag:
#NCDcaringvoices
- Campaign website: **actonncds.org**
- Join our [mailing list](#) to receive campaign updates
- Are you engaging your government, community or other influencer to act on NCD care and Universal Health Coverage? Share intelligence [here](#) so that we can map and amplify our collective impact.
- Have questions? Get in touch with **info@actonncds.org**

Who can take part in the campaign?

The campaign aims to be an open platform to amplify the voices of the NCD movement and push governments and decision-makers for progress in the NCD response. It aims to engage the following target audiences:

1. NCD Alliance members and partners, including people living with NCDs
2. Donors, champions, influencers and key opinion leaders
3. Civil society coalitions working on risk factors and sustainable development
4. Academia
5. Relevant private sector

CAMPAIGN THEME

CARE

The moment for caring about people living with noncommunicable diseases is now.

2023

The Moment for Caring

This year, Global Week for Action 2023 focusses on the theme of Care. Under the banner of The Moment for Caring we will focus on four top priorities intended to accelerate progress on the implementation of NCD prevention and care policy globally and to achieve Universal Health Coverage by:

1



INVESTING in the prevention and control of NCDs through adequate, predictable, and sustained resources for UHC.

2



ACCELERATING UHC implementation by including quality NCD prevention and care services in country UHC health benefit packages.

3



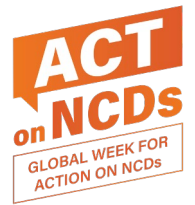
ALIGNING development and global health priorities to achieve UHC.

4



ENGAGING people living with NCDs to keep UHC people centred.

CAMPAIGN OBJECTIVES

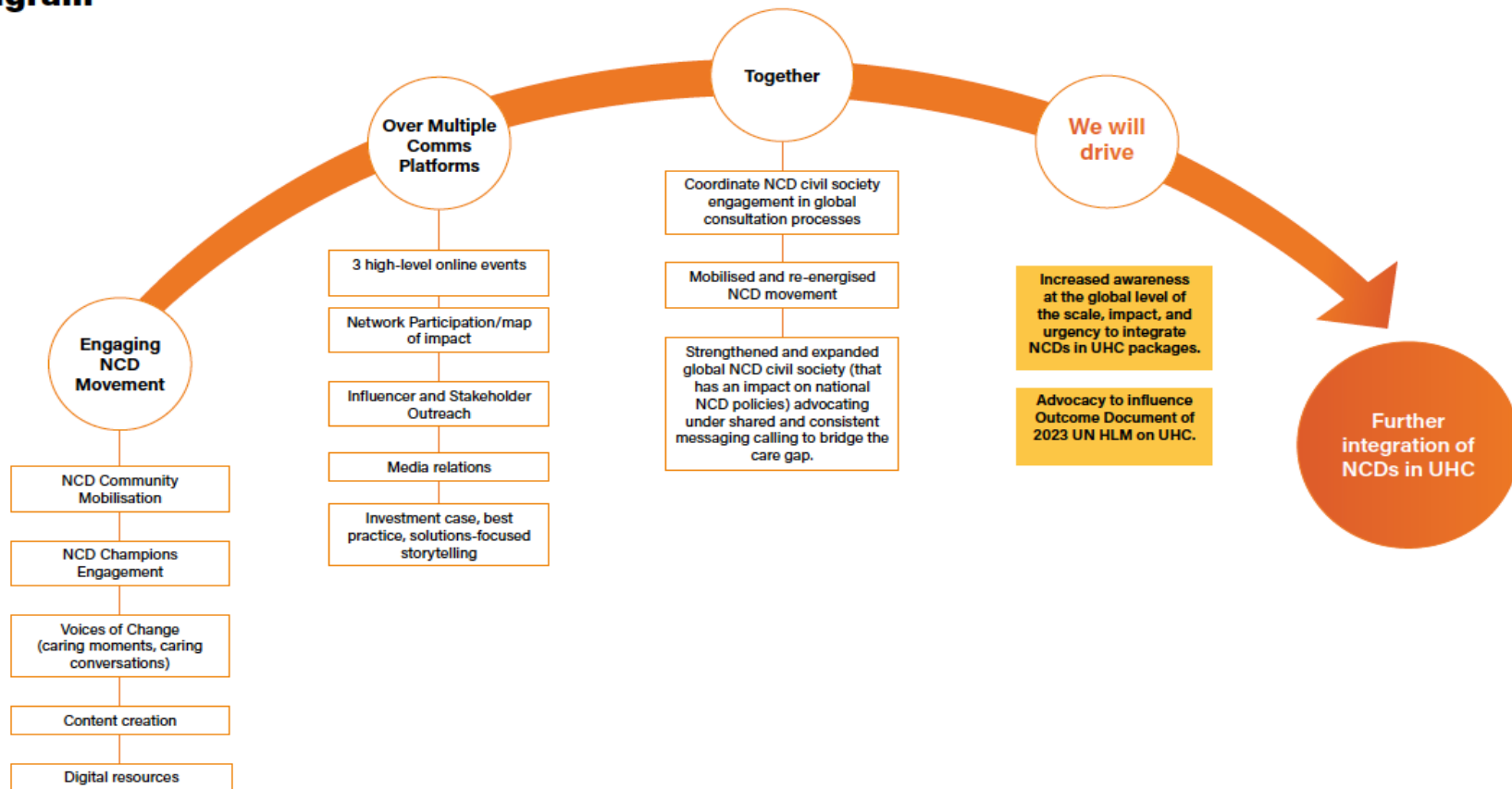


- Raise awareness of the scale, impact, and urgency of NCDs;
- Strengthen political commitment to act on NCDs;
- Assert NCDs as a priority investment for health and development; and
- Strengthen the NCD movement to take and demand action to bridge gaps to progress.

We call on governments and heads of state to uphold their commitments to Universal Health Coverage (UHC), ensuring that everyone has access to the healthcare that they need, without risk of financial hardship, and regardless of where they live or who they are.

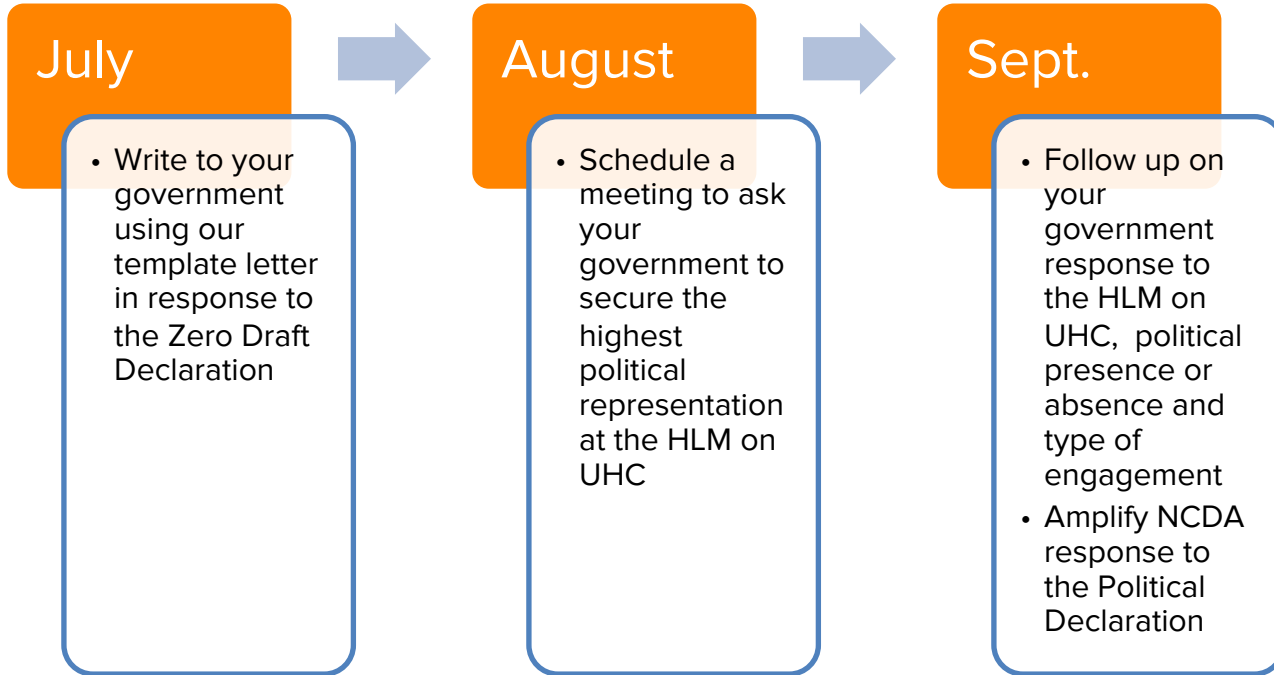
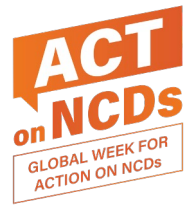
IMPACT WE ARE TRYING TO ACHIEVE IN 2023

Theory of Change Diagram

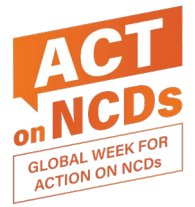


COUNTDOWN TO 21 SEPTEMBER

KEY CALLS TO ACTION



OVERARCHING MESSAGE



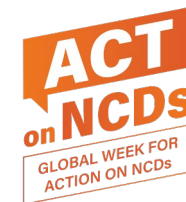
The right to health is a human right.

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.

KEY MESSAGE

INVEST

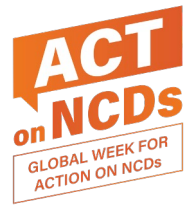


1

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.

KEY MESSAGE

ACCELERATE



2

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. This is the moment to speed up what works to put a brake on NCDs and achieve UHC. This is the moment for caring.

KEY MESSAGE

ALIGN



3

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 break down the silos and prepare health systems for future pandemics. This is the moment for caring.

KEY MESSAGE

ENGAGE



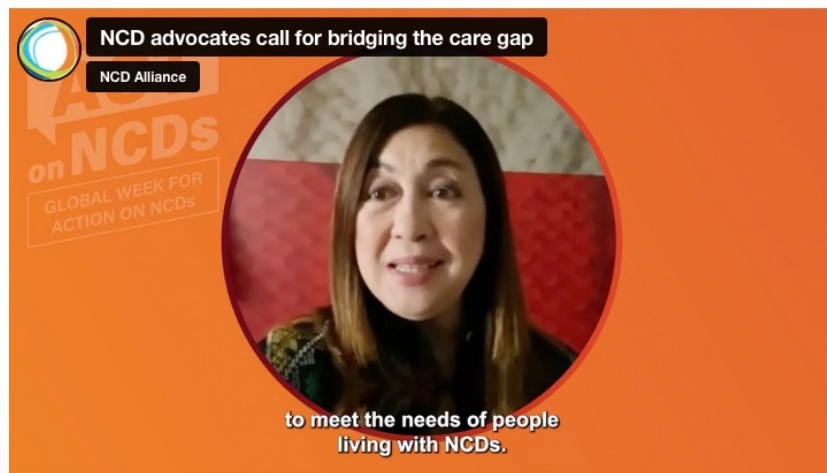
4

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, people living with NCDs must be heard. This is the moment for caring and for listening.

IN BRIEF, WE ARE CALLING GOVERNMENTS TO:

- ✓ Invest more in NCDs, and beyond.
- ✓ Speed up implementation of integrated NCD and UHC policy solutions.
- ✓ Put people first.

Act On NCDs and UHC, because the moment for caring is now.



HOW TO GET INVOLVED?

There are many ways that you can get involved and be an agent for change, from retweeting a message to hosting an event. Below are some ideas on how to engage in the campaign this year.

Get started:

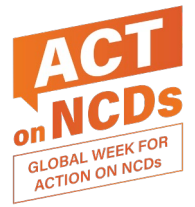
- Visit the [TAKE ACTION](#) page to learn more.
- Connect with NCD Alliance on Twitter, Linked In, YouTube

Keep the momentum:

- Share NCD Alliance messages on social media
- Author a blog or ask for a media interview

Go the extra mile:

- Host an event
- Convene a meeting with your Minister of Health.



VOICES FOR CARE



DEMAND GOVERNMENT ACTION



GET SOCIAL



LEARN FROM LIVED EXPERIENCES



MAKE NOISE: HOST & SHARE YOUR ACTIVITY



WATCH & SHARE

Campaign Resources

Check out our pack of resources to inspire you in your own activities to celebrate the Global Week for Action on NCDs.

You can download template letters for governments, infographics, action guides, a social media toolkit and other campaign assets in English, French and Spanish [here](#).



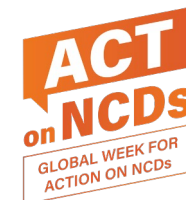
NCD Alliance MESSAGES

Zero Draft Political Declaration of the High-level Meeting on Universal Health Coverage 2023

The Moment for Caring

All people, everywhere, should have access to quality health services

Watch on YouTube



NCD Alliance Advocacy Priorities
For the 2023 United Nations High-Level Meeting on Universal Health Coverage

#ActOnNCDs

ACT on NCDs

What can you do as a Civil Society Organisation and NCD Alliance 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 to mobilise organisations and governments to address NCDs. The moment for caring is now. Our social media toolkit can help you reach out.

Please use available campaign assets:

- Letters to Governments
- Infographics

KEEP MEDIA POSITIVE!

Add events and activities to the Map of Impact. Reach out to NCDs to see how you have mobilised and advocated for the Global Week for Action on NCDs (GWC) and create your country intelligence or your government's action for NCDs and Universal Health Coverage (UHC) plan at the High-level Meeting (HLM) on UHC on 21 September 2023.

VISIT nccdalliance.org for more information.

SUBSCRIBE to our newsletter for regular updates on the latest news and opportunities to engage.

SIGN UP to the NCD Alliance newsletter and social media for regular updates on the latest news and opportunities to engage.

NCD Alliance

ACT on NCDs

THE MOMENT FOR CARING

High-level Influencer Outreach Guidelines

While starting a campaign, it will often become necessary to reach out to influencers who can help enhance your issue, taking you closer to reaching your goals and objectives. These influencers can not only multiply your audience but can multiply the effect of your message and thereby your campaign. They can help you appear on at least three of your target audience.

Global Week for Action on NCDs
14-21 September 2023

#ActOnNCDs

ACT on NCDs

Social media toolkit

THE MOMENT FOR CARING

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#ActOnNCDs

ACT on NCDs

Protect people throughout their lifetime and across the continuum of CARE

UN High-level Meeting on Universal Health Coverage
21 September 2023

Universal Health Coverage

Continuum of CARE

Prevention, Screening, Diagnosis, Treatment, Rehabilitation, Palliative care

ONE QUARTER OF THE WORLD'S POPULATION LIVES WITH NON-COMMUNICABLE DISEASES (NCDs), including diabetes, cancer and heart disease, with out-of-pocket treatment costs pushing millions into extreme poverty.

THE MOMENT FOR CARING
Global Week for Action on NCDs, 14-21 September 2023

#ActOnNCDs

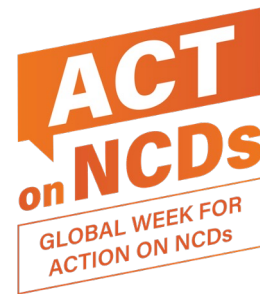
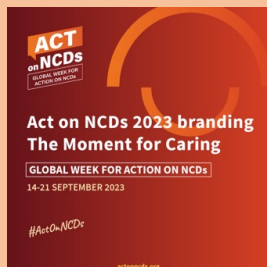
nccdncds.org

Campaign Logo use

The Act on NCDs campaign logo and resources are available for use by the NCD community, and we encourage you to do so!

We only ask that you link to the Act on NCDs website at actonncds.org and give credit; e.g. by using the #ActOnNCDs hashtag.

[You can download the logo and other campaign assets, and read the complete guidelines for use on our website.](#)



Campaign

Social Media

Toolkit

This toolkit can help guide your social media advocacy before, during and after the Global Week for Action on NCDs.

In the run-up to the launch and during the week, you are encouraged to adapt and use the ready-made messages to leverage the power of social media, calling on everyone, everywhere to #ActOnNCDs.



What you will find in this toolkit?

- Campaign theme
- Key messages
- Sample tweets
- Graphics
- Audio- and video materials
- Social media effects
- Co-creating campaigns

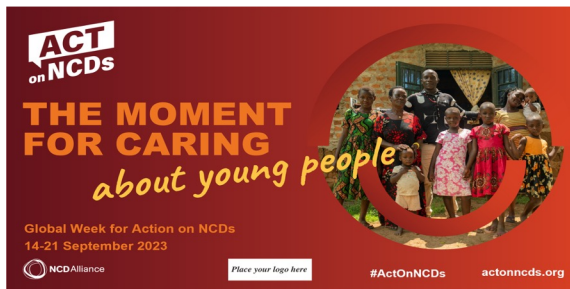
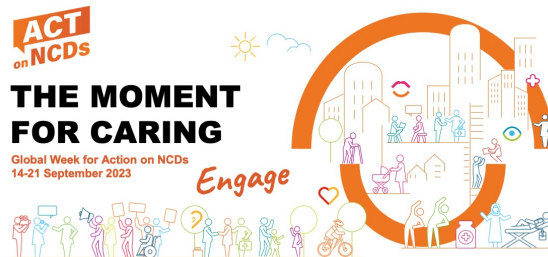
[Access here](#)

Campaign Graphics

A picture can communicate a thousand words.

Share the official social media graphics with your social media posts

[You can download the official social media graphics directly from the campaign website in English, French and Spanish.](#)



Caring GOVERNMENTS

Care about people

Incorporate NCDs into universal health coverage, national health insurance and social protection schemes.



ACT on NCDs

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Global Week for Action on NCDs
14-21 September 2023

NCDAlliance

actonncds.org

Place your logo here

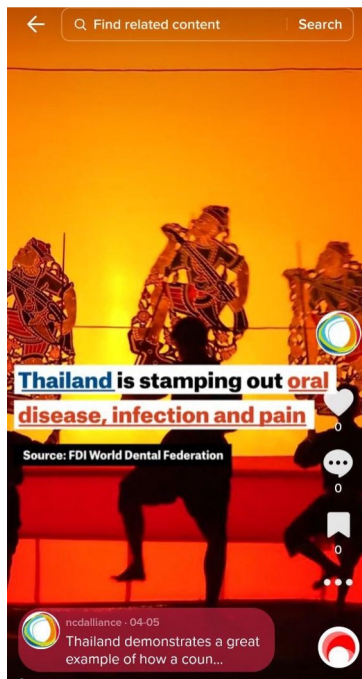
Campaign Audio & Visual Materials

Why not create and share your own #ActOnNCDs video and let the world know why the moment for caring is now!

Make your voice count this September (14-21) for the 2023 Global Week for Action on NCDs.



Listen and amplify our podcast Voices of the Health Revolution that shines a spotlight on the trailblazers who are leading bold action to protect our universal right to health



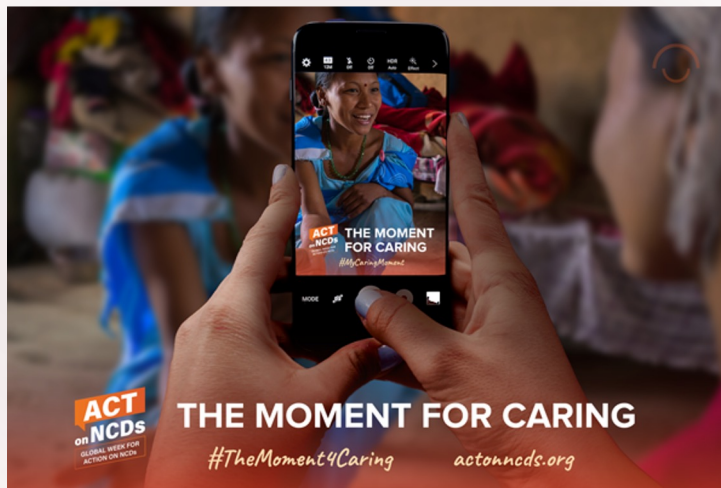
Amplify the campaign videos featuring how different countries are implementing Universal Health Coverage available in [our YouTube playlist](#)

Campaign Social effects

In 2023, we make community-building on social media even easier.

We prepared a number of effects for Instagram reels, Instagram and Facebook stories and TikTok videos. Find them on the platforms.

We have prepared all the instructions for you. We only ask you not to forget about **#NCD CaringVoices** so your content can be added to our website.

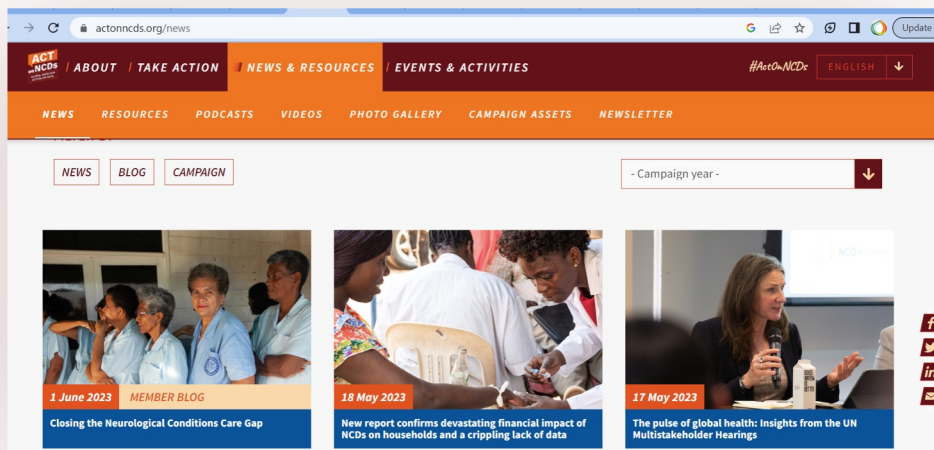


Campaign Co-creating

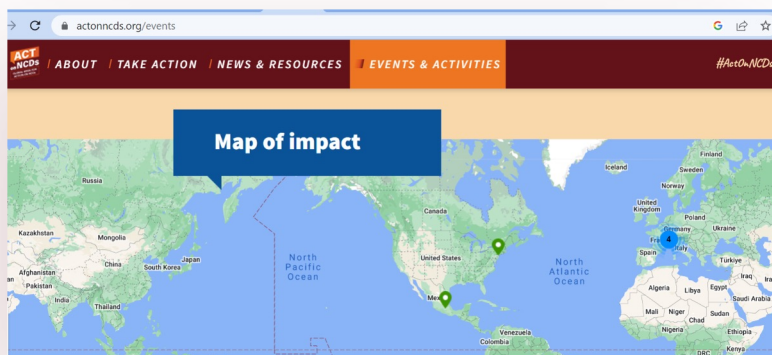
The campaign is co-created by the whole NCD community.

In the lead-up to September, actonnnds.org has been featuring blogs from NCD Alliance members and partners sharing their experiences in NCD prevention and control efforts.

[You can read and share the blogs from actonnnds.org](https://actonnnds.org)



When you participate in the campaign (develop a publication, organise an event/country campaign) please do not forget to let us know by adding your activity to our [map of impact](#).





**Thank you for being part of the
2023 Global Week for Action on
NCDs.**

**The more committed people who
#ActOnNCDs, the greater the
difference we can make, together!**

**Have questions? Get in touch with
info@actonncds.org**

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#ActOnNCDs

ACT
on **NCDS**

The moment for caring

GLOBAL WEEK FOR ACTION ON NCDS

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#ActOnNCDS

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@ncdalliance



ncdalliance.org

www.actonnlds.org