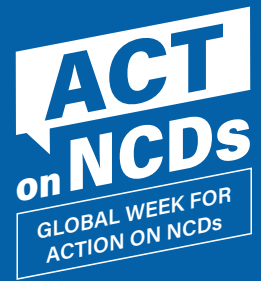


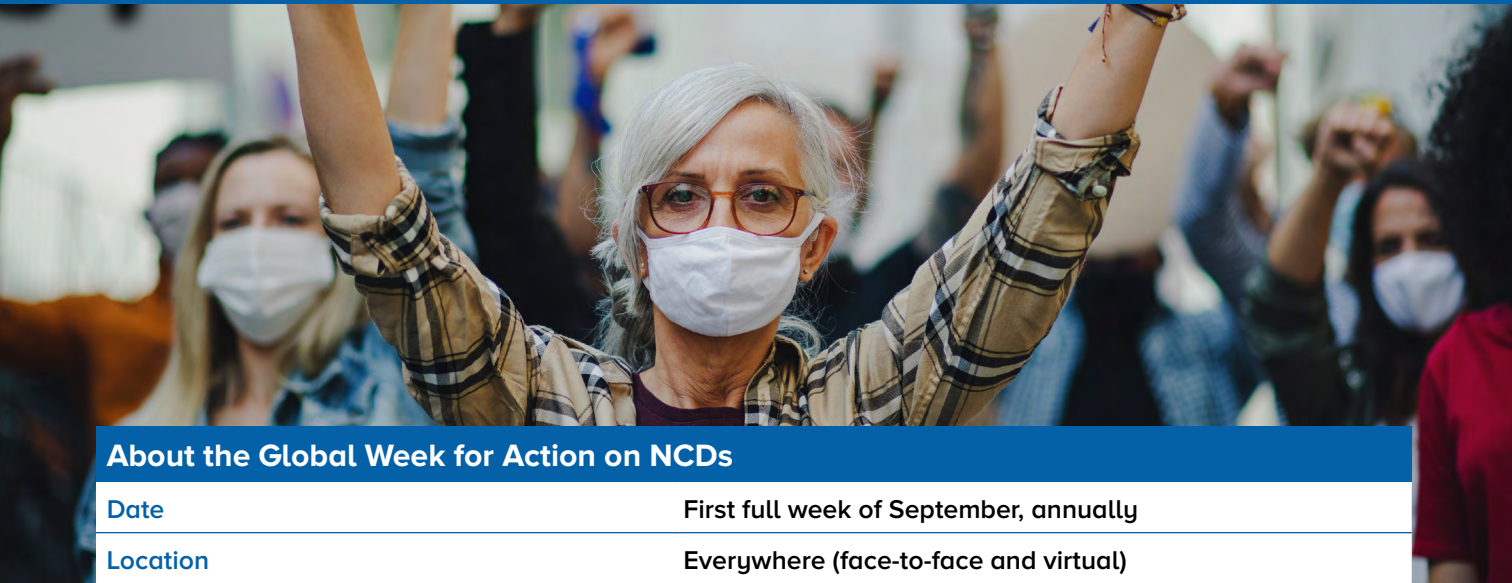
July 2021

Guide to planning your
Global Week for Action on NCDs



ONLINE/PUBLIC EVENTS GUIDE

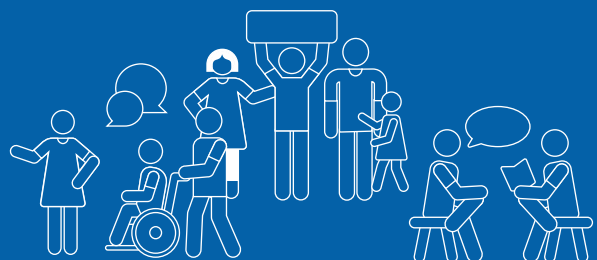
Planning, Reporting, Tips and Checklist



About the Global Week for Action on NCDs

Date	First full week of September, annually
Location	Everywhere (face-to-face and virtual)
Who	Everyone
Unifying brand and banner	Act on NCDs
Website with map of events, resources, ideas	www.actonncds.org
Primary hashtag	#ActOnNCDs
Contact	www.actonncds.org

Online and public events can include gatherings, virtual dialogues or webinars, walks, marches, flash mobs, meet and greets, street parties, sport matches (friendly) and video clips. They provide a highly visible and public opportunity to gather groups of people supporting your cause - both those engaged previously and new supporters - and don't necessarily cost much to organise. They can also capture the attention of the media and politicians.



INSPIRATION

Meeting, march, walk, dance party, feast of ideas, street party, community conversation, healthy picnic, light up buildings, street activation, car free streets day, feature leaders and champions on billboards, social media, partner collaboration, competition, virtual rally, webinars or online discussions.



Getting organised

- **Get a group of local organisations and individuals together** - alliances, members of organisations, youth and advocates - to unify around a common cause.
- **Determine what capacity you have**, and what skills, networks and accesses different group members have.
- **Think about the cost and logistical requirements of different events**, your budget, and whether there are any potential partners you may wish to discuss funding with. Please see the NCD [Conflict of Interest Policy](#) for guidance around partnerships.
- **Decide on a plan and delegate responsibilities** to different group members. You might like to set up an email, WhatsApp or Facebook group for planning and easier communication. Decide who your main contact person for information and media will be.

Decide on your objective and message:

Check the theme of the current Global Week for Action on NCDs at www.actonncds.org, or you might have a local frustration, success or political priority that you wish to address. Is your objective to get governments in your country to do more? Is it your priority to ensure the voices of people living with NCDs are heard by your government and community? Or is it to get your president or prime minister to attend a United Nations, multilateral or other high-level meeting and highlight NCD challenges and opportunities? It might be to invest more in a particular aspect of NCD prevention or control, or something else that is a priority for your organisation.

Decide on a date, time, location:

Think about whether there are other events or activities on during the week. Do you want your action to take place on a weekday? After hours? On the weekend? Is it a school holiday or public holiday? Do you want to avoid the heat of the day, or do you

want to make the most of - or avoid - peak commuter hours? Are there other high profile events that you can either leverage or don't want to compete with? Is the location recognisable, convenient and accessible to people of all ages and abilities? Does the location have the space and capacity for the number of people you expect and activity you are planning? Is the timing practical for media coverage? Once you have narrowed down locations and timing, contact the authorities - for example, the local council - and check that it is allowed to hold a public gathering in the space you have in mind, whether you need permission or a special permit, and if there are special security considerations.

When you'd like to reach large audiences across time zones without meeting in person, you could consider virtual or online events. There are many platforms to help you get started, like Zoom, Microsoft Teams or Facebook Live (some might have a cost associated with using the software). Think about the logistical requirements: Can you choose a time that is suitable for your target audience? Does the online platform you choose accommodate a large enough number of participants? Do you want it to be a plenary of speakers with limited interaction from audiences or have opportunities for exchange and dialogue between participants? Who will test the platform setup prior to the event to ensure all is working properly?

Decide on your activity and what needs to be done specifically, for example:

- **For a walk, run or cycle** – decide on the route.
- **For a dance** – what music will be played and how.
- **For a sport match** – do you need 'bibs' and equipment, and who will bring it?
- **For a flash mob** – who will choreograph the dance performance, how will you teach those coming, who will play the music and record the activity?
- **For a virtual event** – what platform will you use, and what technical aspects must be considered?

Logistics

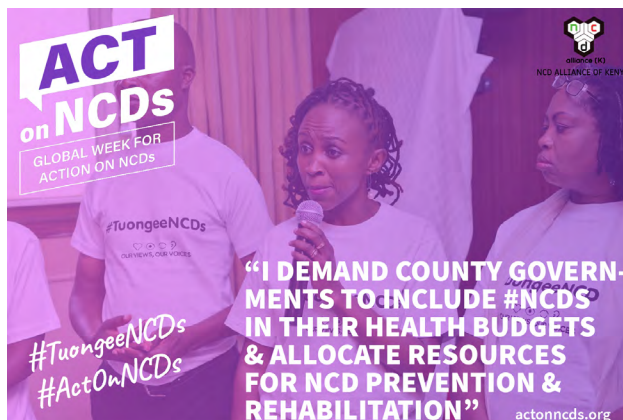
- Do you need extra help on the day in addition to your coordinating committee?
- Recruit volunteers and assign roles.
- Plan your day - allow plenty of time to set up, speak to the media, and meet helpers and volunteers.
- If there is a set time for the gathering to begin, be sure to arrive at least half an hour before to greet people and set up. People will be early!
- If you will have special guests or speakers, meet with them beforehand to thank them for their engagement, explain the plans and schedule, talk about the objectives of the event and how they might engage with the media (if they are happy to). If they are going to speak to a crowd, what themes might they (and other speakers) cover, and how long will they talk?
- If you plan to have speakers, ensure you can amplify their voices. If you plan to play music, think about how you will amplify the music.
- Make your event health promoting and eco-friendly - if you provide food, keep it healthy, encourage people to use active transport to and from your event, and if you have disposable items or merchandise, provide recycling and rubbish bins and do a clean up afterwards.

Merchandise and promotional materials:

Consider creating T-shirts, banners, pins and other signage to ensure that the event is recognisable and visible, and check what is allowed in the space chosen for your activity. Find the Act on NCDs logo and guidelines in the resources section of the actonncds.org website.

Be safe

We encourage you to hold gatherings that are peaceful, follow any in-country COVID-19 guidelines on social distancing or indoor events, are lawful, do not disrupt traffic (unless prior arrangements with councils have been made), and do not obstruct or trespass on property or risk arrest. It is a good idea to let the police know about your event. It is important that event and activity coordinators obtain relevant security clearance and permits before undertaking public activities, and are sensitive to local laws and customs including those that have been brought into force for COVID-19.



Keep health in mind

If it's hot, remind people to bring and drink water, use sunscreen and hats if appropriate, and avoid the hottest part of the day. If it's cold, remind people to bring warm coats and hats, and don't keep people outside for too long.

Assess any risks

It's a good idea to do a risk assessment in advance of your event. You can find more information and templates online, and you can follow these links to health-focused websites that provide guidance on risk assessments: Cancer Research UK or Resource Centre UK. EventBrite has put together a risk assessment guide for public events in the context of COVID-19. These sites cover the reasons to do risk assessments, as well as what they are and what they entail. They also include template grids that you can use to do a methodical assessment. These can help to go through the steps of asking questions and writing down answers, so you know what to expect, how to avoid problems relating to aspects such as safety and laws, and prepare for anything that could go wrong.



How will you promote your event and message?

Before the event

Facebook events are a great way to share details of events publicly or with a limited group, and to gather RSVPs. Alternatively, you can publish details on your own website. Once you have created your event information page, copy the url and include it in all your communications. Remember to use social media to direct people to the website to promote the details of the event. Check out the actonncds.org resources section for additional guides on communicating about NCDs. The template media release can also help you to communicate your key messages and support promotion for your event. Remember to reach out to your own networks through your member organisations, and ask them to share through their mailing lists and social media platforms. The hashtag for your events and activities during the Global Week for Action on NCDs is #ActOnNCDs.

Don't forget to let NCD Alliance know your plans by submitting details through the Map of Impact on the www.actonncds.org website, to assist with promotion of your activities. NCD Alliance member organisations can utilise 'My NCD Alliance Hub', NCD Alliance's member-only area, and request to have activities featured in NCD Alliance platforms like the newsletter, news, blogs and social media. Alternative platforms for promoting events include Google forms if you need RSVPs, and Eventbrite and Zoom for online events. Write to and invite your local member of government to join you with a polite letter or email and include your key messages. Even if they don't come, it will put the event and your messages on their radar.

Check out the www.actonncds.org resources section for the latest promotional graphics and templates. You can also use our Event Checklist (below) to help you get prepared.

During the event

Take photos, videos, and tell your event story to the world through social media (using #ActOnNCDs). It will help with reflecting on and documenting what happened on the day. Encourage other people to share on social media as well. You may wish to directly send to the media any particularly great photos or a summary of the event, and remind them of your press release (updating it if you feel it would be useful).



Document it!

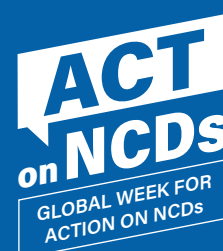
Ask people to write blogs or op-eds about their experiences, write up a report about how many people participated, which sectors were represented, and whether you had special guests, media or policy makers attending. How was it covered by the media, how was it received on social media, how much of a success do you deem the event to be? You might also like to reflect, while it's fresh in your mind, on how you might manage such an event differently next time.

Tell the world about your event by filling out a submission to the Act on NCDs Map of Impact!

More ideas and inspiration for you to get involved are offered in the Take Action section of the Act on NCDs website.

Additional resources/links:

- Act on NCDs
- NCD Alliance



EVENT CHECKLIST

TIMELINE	TASK	NOTES
Now	<ul style="list-style-type: none"> • Convene a planning and organising committee • Assign roles and responsibilities • Decide on an activity, date, location • Contact local authorities and get permissions • Engage speakers, choreographers, or other key individuals • Write up an event plan and schedule • Create an event information page and flyers • Promote through flyers, posters, social media, websites and media • Invite policy makers and influencers • Identify and reach out to special guests • Review the Communications Guide and Checklist • Submit event details to Act on NCDs Map of Impact 	
2 weeks before	<ul style="list-style-type: none"> • Contact media with photo call/advance notice • Review the Comms Guide and Checklist 	
1 week before	<ul style="list-style-type: none"> • Visit the site in order to map and plan, and take note of any arrangements to be made before or on the day • Make sure event details on Act on NCDs Map of Impact are accurate and up to date (re-submit if not) • Plan logistical and technical requirements for both online and in-person events • Review your risk assessment • Review the Comms Guide and Checklist 	
1-2 days before	<ul style="list-style-type: none"> • Share embargoed media release with journalists • Review the Comms Guide and Checklist 	
Day of the event	<ul style="list-style-type: none"> • Get to the site or online earlier than the start time • Coordinate helpers and volunteers (they should arrive early too) • Ensure clear signage is up, if appropriate • Greet media, special guests • Take photos and videos 	
1-7 days after	<ul style="list-style-type: none"> • Recap highlights on social media • Follow up with media • Write up a report of the event 	