


# Public Events Guide

## Planning, Reporting, Tips and Checklist

 **Date**  
First full week of September, annually


 **Location**  
Everywhere


 **Who**  
Everyone

Public events can include gatherings, 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.


Unifying brand and banner

**ENOUGH. Our Health. Our Right. Right Now.**

 Website with map of events, resources, ideas  
<https://enoughncds.com/>

 Primary hashtag  
**#enoughNCDs**

Secondary hashtags  
**#NCDvoices #beatNCDs**

 Contact  
[info@enoughncds.com](mailto:info@enoughncds.com)

### 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, etc.





## Getting organised

- ➔ Get a group of local organisations and individuals together - alliances, members of organisations, youth and advocates - to unify around a common cause as a good starting point.
- ➔ Determine what capacity you have, and what skills, networks and accesses different group members have.
- ➔ Think about the cost of different events, your budget, and whether there are any potential partners you may wish to discuss funding with. Please see the introduction on 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 the current Global Week for Action on NCDs at [enoughncds.com](http://enoughncds.com). This may inspire you to focus on an aspect of the tagline 'ENOUGH. Our Health. Our Right. Right Now.', or your frustration, or you might have a local frustration, success or political priority that you wish to address very specifically. Is your objective to get governments to do more on a particular issue in your country? Is it your priority to ensure the voices of people living with NCDs are heard by your government and more people in your community? Or is it to get your president or prime minister to attend a UN, 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.



HRIDAY/Healthy India Alliance youth walk the talk



NCD Alliance Lanka bringing people together

## 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 hour commuters? 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.

## Decide on your activity and what needs to be done specifically

Examples:

- **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?

## 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.



NCD Alliance Lanka translated ENOUGH. into 3 languages and brought people together to celebrate

## 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 ENOUGH. logo and guidelines for us in the resources section of the [enoughncds.com](http://enoughncds.com) website.

## Be safe

We encourage you to hold gatherings that are peaceful, 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.

## 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](http://CancerResearchUK) or [Resource Centre UK](http://ResourceCentreUK). 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.



Diverse activities in Africa and Asia

## How will you promote your event and message?

### Before the event

Facebook events are a great way to share details of events publicly or to 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 [enoughncds.com](http://enoughncds.com) resources section for additional guides on communication NCDs for more information. The template media release can also help you to communicate your key messages and support promotions 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. The hashtag for your events and activities during the Global Week for Action on NCDs is #enoughNCDs.

Don't forget to let NCD Alliance know your plans by submitting details through the Map of Impact on the [enoughncds.com](http://enoughncds.com) website, to assist with promotion of your activities. NCDA member organisations can utilise 'My NCDA Hub', NCDA's member-only area, and request to have activities featured in NCDA platforms like the newsletter, news, blogs and social media. Alternative platforms for promoting events include Google forms if you need RSVPs, Eventbrite. 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.

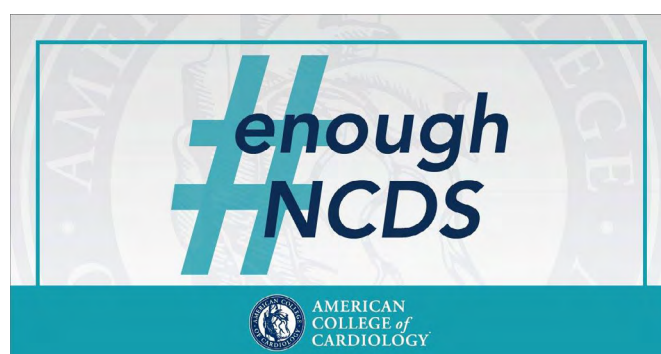
Check out [enoughncds.com](http://enoughncds.com) resources section for the latest promotional graphic and templates.

### During the event:

Take photos, videos, tell your event story to the world through social media (using #enoughNCDs). It will help with reflecting and documenting what happened on the day after wards. Encourage other people to share on social media. You may wish to directly send 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 it was covered by the media, how it was 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, how you might manage such an event differently next time.



Tell the world about your event by filling out a news item submission on the Map of Impact on the [ENOUGH. website.](http://enoughncds.com)

## Event Checklist

TIMELINE	TASK	NOTES
<b>Now</b>	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 Comms Guide and Checklist	
Submit event details to enoughncds.com Map of Impact		
<b>2 weeks before</b>	Contact media with photocall/advance notice	
	Review the Comms Guide and Checklist	
<b>1 week before</b>	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 enoughncds.com Map of Impact are accurate and up to date (resubmit if not)	
	Review your risk assessment	
	Review the Comms Guide and Checklist	
<b>1-2 days before</b>	Share embargoed media release with journalists	
	Review the Comms Guide and Checklist	
<b>Day of the event</b>	Get to the site 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	
<b>1-7 days after</b>	Recap highlights on social media	
	Follow up with media	
	Write up a report of event	

### Additional resources



Visit [enoughncds.com](https://enoughncds.com) for more information and resources to support your participation in the Global Week for Action on NCDs, including guides on communications, and event and activity planning.



Visit [ncdalliance.org](https://ncdalliance.org) to learn more about NCD prevention and control, and what the NCD Alliance is doing to achieve our vision of a world where everyone has the opportunity for a healthy life, free from preventable suffering, stigma and death caused by NCDs.



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