

SOCIAL MEDIA TOOLKIT

THE YEAR OF NCD INVESTMENT

Invest to Protect

GLOBAL WEEK FOR ACTION ON NCDs

5-11 SEPTEMBER 2022

actonncds.org

[#ActOnNCDs](https://twitter.com/ActOnNCDs)



DISCOVER THE TOOLKIT

This social media toolkit has been developed to support your participation in the 2022 Global Week for Action on Noncommunicable Diseases (NCDs) this 5-11 September.

In the lead up to and during the week, we encourage you to use the power of social media and your voice to call on friends, peers, colleagues, your community and policymakers to **#ActOnNCDs!**



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Learn more about the
Global Week for Action on NCDs
by visiting actonncds.org



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About the Global Week for Action on NCDs

5-11 September 2022

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.

This year, the campaign spotlights the need for increased and urgent investment so that NCDs are given the attention, prevention, treatment and care that they need.

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

***Join the movement and make a difference
in your community and the world!***



Learn more about the
Global Week for Action on NCDs
by visiting actonncds.org



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Campaign theme

INVESTMENT

From 2020 to 2025, each year we focus on a specific theme.
In 2022, the theme is Investment.

Lack of resources and investment in NCD prevention and care is costing the world millions of lives and dollars each year. Yet, there are powerful and cost-effective actions that countries can take to turn the tide on NCDs. An investment of less than US\$1 per person per year in cost-effective measures to prevent and treat NCDs could save 7 million lives in LMICs, add a total of 50 million years of healthy life, and help realize US\$230 billion in economic gains by 2030.

For decades, NCDs have remained one of the most underfunded global health issues relative to the billions of people impacted—with a paltry 1-2% of total development assistance for health dedicated to NCDs in the past 20 years.

This year, we are calling on governments, donors, international agencies and the private sector to bridge this investment gap and address the fundamental mismatch between the healthcare needs and rights of people living with NCDs, and the resources allocated to respond.



Learn more about the importance of investing in NCDs [here](#)



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Campaign theme

INVEST TO PROTECT

The bottom line is this: Investing in NCD prevention will translate to longer, healthier lives for people everywhere, strengthen each person's equal right to health, and save countries money.

Investment in health is within the reach of all countries, and this year the NCD community is demanding an end to the massive disregard of human life. It is time to prioritize the urgent need for increased NCD financing to prevent and treat NCDs and build resilient health systems that leave no one behind.



“Keeping people healthy from preventable NCDs is not simply about a choice to invest in health, it is an investment to a country’s economic stability, security, and tantamount for pandemic preparedness in the future.”

Katie Dain, CEO
NCD Alliance

Campaign theme

KEY MESSAGES

This year's Global Week for Action on NCDs highlights five key messages:

1

The human toll of NCDs is unacceptable, inequitable, and increasing.

Noncommunicable diseases are the #1 cause of death and disability in the world. Though mostly preventable, NCDs account for 74% of all global deaths, and half of the world's disability.

Today, over 40 million NCD deaths occur around the world each year; this number is expected to rise to 52 million by 2030 without action.

Learn more about this year's campaign theme [here](#)

Campaign KEY MESSAGES

2

NCDs are a major human rights and equity issue—and the most underfunded global health issue.

NCDs are a major cause (and consequence) of poverty, and disproportionately burden the poorest and most vulnerable populations, with the largest NCD burden occurring in low- and middle-income countries (LMICs).

Despite the destructive long-term impact on people, health systems and economies, and the convincing investment case, NCDs are the most underfunded global health issue relative to the billions of people impacted. Bridging the investment gap offers the world's greatest potential to save and improve lives by 2030: most of the 15 million annual NCD deaths in LMICs of people between 30-70 years can be prevented or delayed.

Learn more about this year's campaign theme [here](#)

Campaign KEY MESSAGES

3

The world's economies cannot afford to neglect NCDs.

NCDs drain the global economy, pose a powerful threat to human capital, and perpetuate poverty in households and communities.

In total the five leading NCDs—cardiovascular disease, chronic respiratory disease, cancer, diabetes and mental health conditions—are estimated to cost the global economy US\$47 trillion between 2011 and 2030. Meanwhile out-of-pocket costs of NCD treatment push millions of people around the world into extreme poverty every year.

Learn more about this year's campaign theme [here](#)

Campaign KEY MESSAGES

4

NCDs threaten resilience, pandemic preparedness, and health systems.

Inaction and underinvestment in NCDs will not only cost lives and economies, but will also undermine health security and preparedness of countries to respond to future pandemics and health threats.

Between 60% and 90% of COVID-19 deaths have been of people living with one or more NCD. With financing for NCDs stagnating at a pitiful 1-2% of development assistance for health for two decades, this failure to act on NCDs and their risk factors has been shown to put populations, health systems and the economy at increased risk of major impacts from epidemics, including COVID-19.

Learn more about this year's campaign theme [here](#)

Campaign KEY MESSAGES

5

Governments can achieve substantial economic benefits by taking bold action.

Reaching SDG target 3.4 to reduce premature mortality from NCDs by one third by 2030 is cost-effective and realistic. In fact, 39 million lives could be saved between 2023 and 2030 if the world's Health Ministries contribute just 20% of their budgets to high-priority NCD interventions.

By taking bold action on NCDs, including implementation of the World Health Organization's Best Buys, national governments can reap substantial economic rewards in both the short- and long-run. To achieve this, it requires a view of health as an investment and not just as a cost, as well as long-term, out-of-the-box thinking, such as leveraging multiple financing sources and innovative funding solutions for NCDs.

Learn more about this year's campaign theme [here](#)

ACTIVATE ON SOCIAL MEDIA

The more passionate people like you who join, follow and share the campaign, the stronger our messages become.

Let's show the world that together, we can be a powerful force for transformative change!

Here's how you can **#ActOnNCDs** through social media:

1. **Follow** the campaign social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#)
2. **Use** the official campaign hashtag, **#ActOnNCDs**, in your social media messages
3. **Share** the social media messages, [graphics](#) and [videos](#) with your community and network
4. **Create** and share your [Voice of Change](#) card on social media



Social Media

CAMPAIGN HASHTAGS

#ActOnNCDs is the official hashtag for the Global Week for Action on NCDs.

Don't forget to include the hashtag in your social media posts.

Want to add more hashtags to your social media messages?

- **#NCDvoices**
Can be used to share the stories and lived experiences of people living with NCDs
- **#youthNCDs**
Use this hashtag if you're a young person using your voice to support people living with NCDs
- **#IndigenousNCDs**
Help highlight the impact of NCDs on indigenous groups by using this hashtag
- **#NextGenNCD**
Also used by the World Health Organization



Social Media Messages

READY-MADE POSTS

Not sure how or where to start?

We've got you covered.

Here are some ready-made messages that you can share or use as a starting point to inspire your own messages.

Simply copy and paste to your social media, or click to **share on Twitter now!**



A simple way
to share messages

ACT
on **NCDs**

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Global Week for Action on NCDs | The Year of NCD Investment | 5-11 SEPTEMBER 2022 13

READY-MADE POSTS

THE HUMAN COST OF NCDs

 Click to Tweet

The human toll of #NCDs is unacceptable, inequitable, and increasing. Governments must INVEST to protect people, health systems and economies! Let's take action together at www.actonncds.org #ActOnNCDs

 Click to Tweet

¼ of the world's population lives with #NCDs, incl. heart disease, high blood pressure, diabetes, cancer, dementia—with out-of-pocket treatment costs pushing an estimated 100m people into extreme poverty. #NCDs affect everyone. Let's #ActOnNCDs! 🙌 www.actonncds.org

 Click to Tweet

NCDs are a major human rights issue:

- ➔ Globally, there are 40m+ NCD deaths
- ➔ This number is expected to rise to 52m by 2030
- ➔ Over 75% of all NCD deaths occur in poorer countries

The time to #ActOnNCDs is now! 🙌 www.actonncds.org

READY-MADE POSTS

WHY WE NEED TO ACT NOW

 Click to Tweet

How #NCDs impact us:

- ➔ Contribute to poverty and inequality
- ➔ Threaten health and the development of economies
- ➔ Expected to cost poorer countries US\$7 trillion+ between 2011 and 2025

Governments need to #ActOnNCDs today! 🖱️ www.actonncds.org

 Click to Tweet

The world is set to lose US\$47 trillion by 2025 because of #NCDs. By investing in NCD prevention and care, we can achieve enormous returns! We're standing with the @NCDAlliance to #ActOnNCDs 🖱️ www.actonncds.org

 Click to Tweet

#NCDs are responsible for 74% of deaths globally every year, but only 1-2% of development assistance for health is dedicated to them. Demand more! Join the Global Week for Action on NCDs, 5-11 Sep. #ActOnNCDs 🖱️ www.actonncds.org

 Click to Tweet

One more reason to #ActOnNCDs: 60%-90% of #COVID19 deaths have been of people living with one or more NCD. We must invest to protect. Join the Global Week for Action on NCDs this Sep! #ActOnNCDs 🖱️ www.actonncds.org

READY-MADE POSTS

INVEST TO PROTECT

Click to
Tweet

👥 39 million lives could be saved between 2023-2030 if the world's Health Ministries INVEST 20% of their budgets to high-priority #NCD interventions. Join the Global Week for Action on NCDs, 5-11 Sep. Let's save lives & money #ActOnNCDs 🇺🇸
www.actonnncds.org

Click to
Tweet

Did you know that for every dollar invested in #NCDs in poorer countries, at least US\$7 are returned to society in increased employment, productivity and longer life? It makes sense to #ActOnNCDs. Learn more at 🇺🇸
www.actonnncds.org

Click to
Tweet

Fact: #NCDs are the most underfunded global health issue compared to the billions of people impacted. Investing in NCDs offers the world's greatest potential to save and improve lives by 2030. It's time to #ActOnNCDs. Learn more at 🇺🇸 www.actonnncds.org

READY-MADE POSTS

EVERYONE HAS A ROLE TO PLAY

 Click to Tweet

Investment in #NCDs is within the reach of every country, but it requires everyone to work together: governments, donors, international agencies and private sector, to #ActOnNCDs. Find out how to make a difference: 🖱️ www.actonncds.org

 Click to Tweet

Are you a policymaker? Did you know that INVESTING in the @WHO Best Buys yields a return on investment of up to nearly 12:1 for certain measures to fight #NCDs? Find out more 🖱️ www.actonncds.org #ActOnNCDs

 Click to Tweet

Only 2% of health development assistance is dedicated to NCDs. We must do better! Development partners & agencies can make a catalytic difference by investing in primary healthcare that has spillover benefits for NCD care. Learn how 🖱️ www.actonncds.org #ActOnNCDs

 Click to Tweet

📋 Four ways companies can #ActOnNCDs for real social impact:

- ✅ Engage in sustainable partnerships focused on NCDs
- ✅ Innovate solutions to help fight NCDs
- ✅ Scale up private financing for NCDs
- ✅ Invest in health-promoting industries

Learn more 🖱️ www.actonncds.org

READY-MADE POSTS

ACT AND JOIN THE MOVEMENT

 Click to Tweet

We're proud to support @ncdalliance to #ActOnNCDs. It's time to invest to protect! Join the Global Week for Action on NCDs, 5-11 Sep. 👉 www.actonncds.org

 Click to Tweet

🗣️ Spread the word: governments must INVEST to protect from the death and disability caused by #NCDs. Take part in the Global Week for Action on NCDs, 5-11 Sep and #ActOnNCDs 👉 www.actonncds.org

 Click to Tweet

Let's #ActOnNCDs today to save lives and money tomorrow. Join us for the Global Week for Action on NCDs, 5-11 Sep 👉 www.actonncds.org #ActOnNCDs

 Click to Tweet

We stand together with everyone around the world living with #NCDs. #ActOnNCDs this Global Week for Action on NCDs, 5-11 Sep 👉 www.actonncds.org

 Click to Tweet

I am a person living with a noncommunicable disease and I want my government to invest to protect ME. Find out the real cost of NOT investing in NCD prevention and treatment: 👉 www.actonncds.org #ActOnNCDs

Campaign GRAPHICS

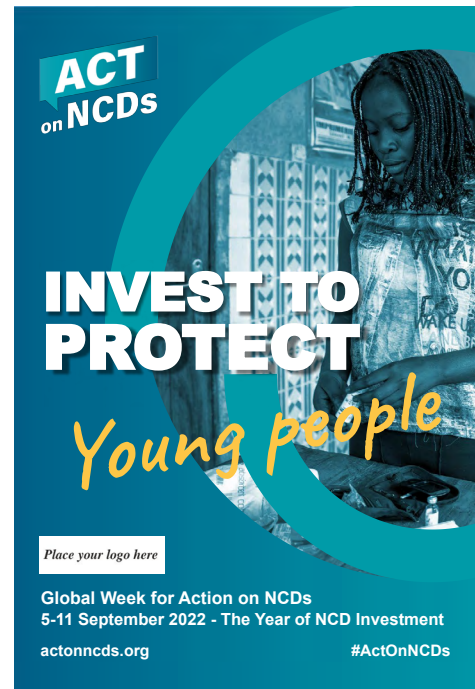
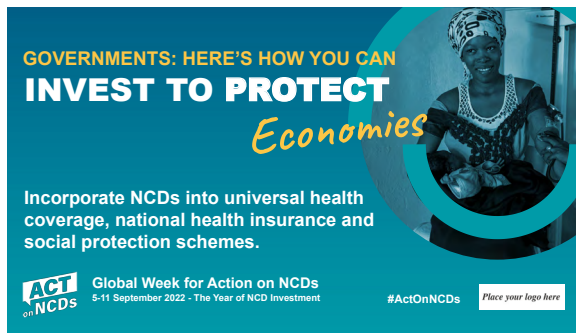
A picture can communicate
a thousand words.

Share the official social media
graphics with your social
media posts for even greater
engagement and impact.

Available in a number of languages, you
can download the official social media
graphics directly from the campaign
website in [English](#), [French](#) and [Spanish](#).



#ActOnNCDs | actonncds.org



Campaign VIDEOS

Why not create and share your own #ActOnNCDs video and let the world know why we all need to Invest to Protect.

Make your voice count this 5-11 September 2022 for the Global Week for Action on NCDs.

Watch and share the campaign **videos here**, and help spread the word further that we need to #ActOnNCDs!



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INVEST TO PREVENT: Here's what you need to know about NCDs and the cost of inaction. Join the Global Week for Action on NCDs 5-11 Sep #ActOnNCDs <https://youtu.be/1w0XeDbuGUu> via @NCDAlliance



NORWAY WALKS THE TALK ON NCD INVESTMENT: 🇳🇴 leads first-ever development strategy to fight NCDs in poorer countries. #ActOnNCDs <https://youtu.be/5hHtPnlXKW8> via @NCDAlliance



🇧🇧 BARBADOS DOUBLES SUGAR TAXES TO FIGHT DISEASE: Reducing harmful consumption of sugary drinks while raising public funds? Here's how Barbados is doing just that. #ActOnNCDs <https://youtu.be/bkYFV9oOwNs> via @NCDAlliance



Campaign LOGO USE

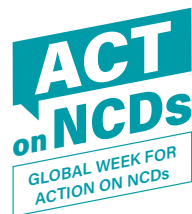
The Act on NCDs campaign logo and resources are available for use by the NCD community, and we encourage you to do so!

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.

The logo is available in seven languages with more being added. You can download the logo and other campaign assets, and read the complete guidelines for use, by following [this link](#).



ARABIC



ENGLISH



FRENCH



ITALIAN



PERSIAN



PORTUGUESE



SPANISH



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MORE WAYS TO TAKE ACTION

The campaign website offers lots of suggestions on how you can **TAKE ACTION**:



Instant Actions

5 minutes or less to take a step and engage



Generate Momentum

An hour or more to reach out to decision-makers and have your say



Go the Extra Mile

Invest in mobilising action and be an agent of change



Be a Voice of Change

Create your Voice of Change card and share on social media

EXTRA INSPIRATION

Check out more resources from NCD Alliance to inspire your ideas for your own activities to celebrate the Global Week for Action on NCDs.

#ActOnNCDs
MAKING THE CASE TO INVEST IN NONCOMMUNICABLE DISEASES TODAY

THE COSTS OF NONCOMMUNICABLE DISEASES (NCDs) ARE ASTRONOMICAL
 The total global cost of the 5 leading NCDs between 2011 and 2030 is estimated at **US\$47 TRILLION**

PUSHING MILLIONS OF PEOPLE INTO POVERTY
 Out-of-pocket costs of NCD treatment force millions of people into extreme poverty every year.




YET, ONLY 1-2% OF TOTAL DEVELOPMENT ASSISTANCE FOR HEALTH IS DEDICATED TO NCDs.
 NCDs remain one of the most underfunded global health issues relative to the billions of people impacted.

PROTECTING THE WORLD FROM NCDs IS OUR BEST INVESTMENT
 If less than US\$1 per person per year is invested in cost-effective NCD measures, this could lead to:

7 MILLION LIVES SAVED in low- and middle-income countries

50 MILLION TOTAL ADDITIONAL YEARS OF HEALTHY LIFE


US\$230 BILLION IN ECONOMIC GAINS BY 2030

20% INVESTMENT = 39 MILLION LIVES SAVED
 39 million lives could be saved between 2023 and 2030 if the world's Health Ministers contribute just 20% of their budgets to high-priority NCD interventions.

THE BOTTOM LINE = LONGER, HEALTHIER LIVES + MONEY SAVED

INVEST TO PROTECT
GLOBAL WEEK FOR ACTION ON NCDs
 5-11 SEPTEMBER 2022 - The Year of NCD Investment

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#ActOnNCDs
WE NEED TO ACT ON NCDs

WHAT ARE NONCOMMUNICABLE DISEASES?
 Noncommunicable Diseases (NCDs), also known as chronic diseases, are diseases that cannot be passed from person to person and require long term or lifelong care.

THE 5 LEADING NCDs GLOBALLY

- Cardiovascular diseases
- Cancer
- Chronic Respiratory diseases
- Diabetes
- Mental Health conditions

THE HUMAN COST OF NCDs
 Nearly 3 out of 4 deaths are caused by NCDs, making it the #1 cause of death in the world.



NCDs AFFECTS ALL OF US
 An estimated 1/4 of the world's population live with NCDs.

41 MILLION PEOPLE DIE FROM NCDs EVERY YEAR
15 MILLION + are aged between 15 and 49 years.

60%-90% of COVID-19 DEATHS have been people living with one or more NCDs.


BUT ITS IMPACT IS ALSO UNEQUAL
 Over 75% of deaths from NCDs occur in lower- and middle-income countries.

Without action, the number of deaths from NCDs is expected to rise to 52 million by 2030.

THE GOOD NEWS
An estimated 80% of NCDs are preventable.
 Millions of lives can be saved by reducing risk factors and creating health-promoting environments, including through promoting:

A healthy diet Physical activity Tobacco smoking cessation Improvement in air quality Reduced alcohol use



POWERFUL ACTIONS AND SOLUTIONS THAT CAN MAKE A BIG DIFFERENCE

INCREASE INVESTMENT in NCDs and create health-promoting societies

IMPROVE ACCESS to NCD services

STRENGTHEN LEADERSHIP and community engagement

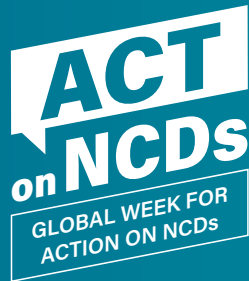
ENCOURAGE PARTICIPATION of voices at all levels—from grassroots to government



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GLOBAL WEEK FOR ACTION ON NCDs GET INVOLVED!

**Thank you for being part of the 2022 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 at info@ncdalliance.org

