

# ACT on NCDs

GLOBAL WEEK FOR  
ACTION ON NCDs

## SOCIAL MEDIA TOOLKIT

*Join the movement -  
Let's take action together*



#ActOnNCDs

# WHAT YOU WILL FIND IN THIS TOOLKIT

**Campaign key messages**

**Social media hashtags, graphics  
and videos**

**Logo and guidelines for use**

**Voices of Change visual cards**

**Suggested sample posts for  
social media**

**Additional resources**

This social media toolkit has been developed to support the NCD movement and its participation in the **2020 Global Week for Action on NCDs** from 7 to 13 September.

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

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

## **ABOUT THE GLOBAL WEEK FOR ACTION ON NCDs**

The Global Week for Action on NCDs unites the NCD movement every September, concentrating our combined efforts with the aim of reducing the NCD burden globally and increasing health and equality.

The campaign calls on everyone to take action to drive change - no action is too small; no voice is insignificant. Join the movement and make a difference in your community and the world!



# KEY THEME 2020: ACCOUNTABILITY



From 2020-2024, each year will focus on a specific theme. In 2020, the theme is Accountability.

This means taking actions that monitor the commitments made by governments, policy makers, industries, academia, and civil society to see that they become a reality. To learn more about accountability, [click here](#).

In 2020, the Global Week for Action will also highlight the challenges presented by the COVID-19 pandemic, and the need for action on NCDs to Build Back Better.



# CAMPAIGN KEY MESSAGES

These are the key messages that the campaign social media actions will focus on communicating:

Noncommunicable diseases (NCDs) are the #1 cause of death and disability in the world, accounting for 70% of all deaths and more than three out of four years lived with a disability - and many NCDs are preventable.

Governments and other stakeholders have committed to many targets to prevent and control NCDs. Now, we must all help ensure that commitments made translate into targets met, to turn back the tide on the NCD epidemic. One key way to bridge this gap is through accountability.

NCDs are driven largely by 5 risk factors – tobacco use, unhealthy diet, physical inactivity, harmful use of alcohol and air pollution. They are exacerbated by weak health systems, under-investment, and lack of accountability. NCDs are a major cause (and consequence) of poverty, and the largest NCD burden occurs in low- and middle- income countries.

Even before the COVID-19 pandemic, progress towards NCD commitments was too slow in the vast majority of countries, as shown by the Lancet [NCD Countdown 2030 study](#). In most countries, people living with NCDs were not able to access the care that they need (reiterated in 2020 in the [WHO rapid assessment study](#)).

# CAMPAIGN KEY MESSAGES

Actions to reduce the impact of NCDs on people's lives require a whole of society approach. Civil society, academia and private sector all have a role to play.

One of the factors contributing to slow NCD progress is lack of accountability among decision-makers for their commitments. Their failure to keep their promises has made us all more vulnerable to pandemics like COVID-19, especially people living with NCDs and other high-risk groups like the elderly.

Accountability involves monitoring of commitments and how governments are using resources, and tracking policies and actions of public and private sector to identify what works, why and where increased action is needed.

The NCD burden is projected to increase by 17% by 2025 - so the time to ACT is now! The Global Week for Action on NCDs aims to slow this increasing NCD burden, thanks to the contributions of people everywhere. It's an opportunity for all of us to take a step towards a world where everyone enjoys equal rights to health.

# ACTIVATE ON SOCIAL MEDIA

The more the campaign is followed and shared on social media, the stronger the messages become! Our collective aim is to show that together, we can be a powerful force for transformative change.



Here's how you can #ActOnNCDs through social media!

- Follow the campaign social media channels: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#)
- Use the campaign **hashtags** in your social media messages
- Share our social media **messages**, [graphics](#) and [videos](#) with your online networks
- Create and amplify [Voice of Change cards](#)

Find more tips on social media with this [Social Media Basics guide!](#)

# USE THE CAMPAIGN HASHTAGS

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

Please include it in all your social media messages relating to the campaign.

There are also **other hashtags** you may wish to use.

**#NCDvoices** can be used to share the stories and lived experiences of people living with NCDs, young people can share via **#youthNCDs**, and indigenous groups can share via **#IndigenousNCDs**.

You can also use the hashtag **#NextGenNCD**, which is being used by the World Health Organization.



# SOCIAL MEDIA MESSAGES

## PROMOTE THE WEEK BEFORE IT STARTS

This is a quick, easy and effective way to be part of the campaign! You can post these messages on your social media channels and use them to inspire your own original messages. Copy and paste to your social media, or click the 'TWEET' button and share them on Twitter now!

TWEET

The Global Week for Action on #NCDs takes place from 7 to 13 September. Everyone can join, anywhere to #ActOnNCDs. More info on how to get involved at <http://www.actonncds.org>

TWEET

The Global Week for Action on NCDs takes place from 7 to 13 September. You can find ideas to support the campaign online and offline here <http://www.actonncds.org>. Let's take action together! #ActOnNCDs

TWEET

This Global Week for Action on NCDs we will celebrate progress in the NCD response and call for sustained leadership to turn the tide on the #NCD pandemic. Global Week for Action on NCDs, 7 – 13 September, #ActOnNCDs <http://www.actonncds.org>



# SOCIAL MEDIA MESSAGES DURING THE WEEK

## TWEET

We stand in solidarity with @NCDAlliance to #ActOnNCDs. It is time to move from commitment to action! <http://www.actonncds.org>

## TWEET

This year's Global Week for Action on NCDs, 7 – 13 September, is focused on #accountability to push for progress on #NCDs. Check out <http://www.actonncds.org> for campaign resources and ideas on how to #ActOnNCDs.

## TWEET

Actions can be big or small - the power of the Global Week for Action comes through collaboration towards a common goal: increasing health and equity around the world. Join the movement! #ActOnNCDs <http://www.actonncds.org>

## TWEET

#NCDs contribute to poverty and inequality, threaten health and the development of countries, and are expected to cost low- and middle-income countries more than USD \$7 trillion over the next 15 years. Governments need to urgently #ActOnNCDs! <http://www.actonncds.org>

# SOCIAL MEDIA MESSAGES

## JOIN THE MOVEMENT

TWEET

#NCDs are responsible for 70% of deaths globally every year, yet they receive just 1.3% of development assistance for health. We need real action now! Demand more! Join the Global Week for Action on NCDs, 7 – 13 September #ActOnNCDs <http://www.actonncds.org>

TWEET

Each year, 15 million people between age 30 and 69 die from an NCD; over 85% of these “premature” deaths occur in low- and middle-income countries. Raise your voice against the injustice! Global Week for Action on NCDs, 7 to 13 September #ActOnNCDs <http://www.actonncds.org>

TWEET

We can all help ensure that commitments made translate into targets met, to turn back the tide on the NCD epidemic and bridge the accountability gap for progress on NCDs. Add your voice to the movement. <http://www.actonncds.org> #ActOnNCDs

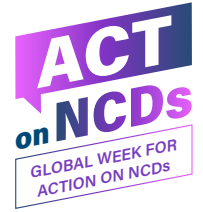
TWEET

#NCDs will result in a total economic loss of 47 trillion USD by 2025. The return on investment for NCDs is enormous! We're standing with the @NCDAlliance to #ActOnNCDs <http://www.actonncds.org>



# SOCIAL MEDIA MESSAGES

## ACCOUNTABILITY



### TWEET

Accountability is a cornerstone of good governance and a way for civil society to hold governments and private sector to their commitments. This September we are joining the Global Week for Action on #NCDs and calling on our government to #ActOnNCDs now! <http://www.actonncds.org>

### TWEET

Governments have committed to many targets for NCDs through the #SDGs. Civil society can help ensure that commitments made translate into targets met. Check out ideas on how to get involved in the Global Week for Action on NCDs <http://www.actonncds.org> #ActOnNCDs

### TWEET

#Accountability can help to bridge the gap on #NCDs - when cyclical monitoring, review, action, data, and surveillance systems fill the void between political promises and plans! Check out the new @ncdalliance toolkit to bridge the gap on #NCD progress! #ActOnNCDs #civilsociety <https://bit.ly/2POn5Gi>

### TWEET

Looking for ideas on how to get involved in accountability to push for progress on #NCDs? Check out <http://www.actonncds.org> Join the Global Week for Action on NCDs, 7 – 13 September #ActOnNCDs



# SOCIAL MEDIA MESSAGES

## MEANINGFUL INVOLVEMENT

TWEET

The most essential voices in a decision about prevention & treatment of NCDs MUST be those living with #NCDs. Our leaders must give them the political, legal and social environments to speak up and be heard #NCDvoices #ActOnNCDs <http://www.actonncds.org>

TWEET

Have you heard about what people living with #NCDs want and need? Knowledge about the “lived experience” is powerful and must guide those who #ActOnNCDs. Find out more in the @ncdalliance Advocacy Agenda for #PLWNCDs! <http://bit.ly/AdvAgPLWNCDs>

TWEET

If you have never felt what it is like to live with #NCDs, the challenges with treatment, the stigma and the discrimination, then how can you decide what is best? Leaders must involve #NCDVoices in decisions at all levels, today. #ActOnNCDs <http://www.actonncds.org>

# SOCIAL MEDIA MESSAGES

## URGENT IMPERATIVE TO ACT

TWEET

The NCD burden is expected to increase by 17% by 2025  
- so the time to ACT is now! Actions can be big or small  
- the power of the Global Week for Action on NCDs is collaboration around the world. Join the movement! 7 to 13 September #ActOnNCDs <http://www.actonncds.org>

TWEET

Every year, over 41 million people die from NCDs. But many lives can be saved if action is taken now. Take action for ourselves and for future generations. Join the movement! Global Week for Action on NCDs, 7 to 13 September <http://www.actonncds.org> #ActOnNCDs



# VOICES OF CHANGE

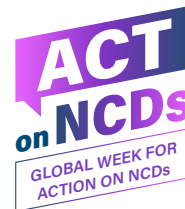
Everyone is affected by NCDs in some way, and your voice matters as we collectively call on governments for meaningful NCD action.

Tell the world how NCDs impact you, what action you call for, and why leaders must move from commitments to action.

The **Voices of Change** [online picture generator](#) will quickly and easily upload your message and picture, and share it on social media. You can also be added to the Global Week for Action on NCDs Map of Impact!



# SOCIAL MEDIA GRAPHICS



Sharing different types of graphics on social media is a great way for the NCD movement to engage in the campaign. Various ACT on NCDs graphics have been created, depicting the priority messages of the campaign.

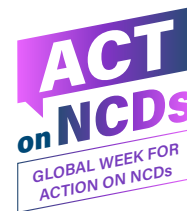
These are available for [download on the campaign website](#) to share in various languages. You can adapt them to fit into your local context and priorities.



# CAMPAIGN VIDEOS

Videos are a great way to get a message across, and sharing video content across social media platforms is one of the most effective methods of communication today.

Check out [ACT on NCDs videos](#) and share them with your network!

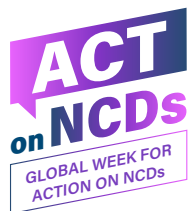




# LOGO AND GUIDELINES FOR USE

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](http://actonncds.org) and give credit; e.g. by using the #ActOnNCDs hashtag.

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



# FURTHER RESOURCES FOR ENGAGEMENT



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



# FURTHER RESOURCES FOR ENGAGEMENT

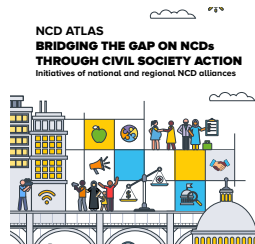
You can also check out the resources below for more ideas on planning your own activities:



**NCD Civil Society Compass** and associated **Bridging the Gap** discussion paper



**Pushing for Progress – Accountability Toolkit**



**NCD Civil Society Atlas** (2020 edition).



**NCD Countdown 2030** (2nd edition)



# **GLOBAL WEEK FOR ACTION ON NCDs GET INVOLVED!**

**THANK YOU for being part of the Global Week for Action on NCDs!**

**The more of us who #ActOnNCDs  
the greater the difference we can make, together!**