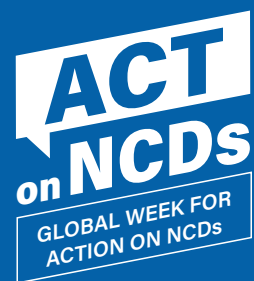


Guide to planning your  
Global Week for Action on NCDs



# COMMUNICATIONS GUIDE AND CHECKLIST



## About the Global Week for Action on NCDs

Date	15-22 October 2024
Location	Everywhere (face-to-face and virtual)
Who	Everyone
Unifying brand and banner	Act on NCDs
Website with map of events, resources, ideas	<a href="http://www.actonncds.org">www.actonncds.org</a>
Primary hashtag	#ActOnNCDs
Contact	<a href="http://www.actonncds.org">www.actonncds.org</a>

## Media and Social Media Communication Tips

**#ActOnNCDs** is the primary hashtag for the Global Week for Action on NCDs.  
*Please include it in all your social media messages.*

The Global Week for Action on NCDs is a prime opportunity for you to engage with media and raise awareness of your organisation's advocacy priorities and messages. Through events, activities, social media, and traditional media you can tap into the momentum of the globally unified NCD movement.



## Key messages

For all media, be clear on your top four or five key messages and prepare some talking points on these key messages. These should form the basis of all your communications. Your key messages might be a mixture of suggested global priority key messages guided by NCDA and focused on national or regional priorities. You may wish to prepare a short quote by your organisation's spokesperson, or from a person living with or affected by NCDs.

## Media outreach

One classic way of connecting with journalists is through a written media release. You can send media releases to attract interest from local, national, regional and/or global media outlets. We suggest that you keep your media release short and to the point (a maximum of one page), and share media releases 'under embargo' until the date you want them to go public. This is understood by journalists and publishers to mean that it's for their information only until the specified date and time.

Although the focus of your media release in this case would be the Global Week for Action on NCDs, you should plan to include some of your national key messages in your media release, such as highlighting what your government is doing well or not so well in regard to NCDs. You can also find plenty of relevant NCD messaging on the Act on NCDs website.

If you are organising an event for the Global Week for Action on NCDs, you may wish to send a media advisory. This is an advance 'heads up' and opportunity to flag that there is an activity taking place (be it an event or launch) and to provide background information to the media, which will then inform subsequent stories. You can send this out about two weeks before the Global Week for Action on NCDs. Remember to include your contact details for follow-up questions.

## Engaging journalists

If you or others in your network have existing relationships with journalists, or you are familiar with the names of journalists who follow and write on global, national or local health news, you should focus your outreach on them in the first instance. If you can't find their contact details on a media outlet's website, try social media. Many journalists have their own profile and search Twitter for stories, and may appreciate a polite but enticing message alerting them to your news. Remember to invite them to contact you for more information, or to share their email address so you can forward information directly.

## Letter to the editor and op-eds

Another way to get media coverage and convey your message to broad audiences is by writing a letter to the editor or a proposal for an opinion piece, editorial, comment or blog where the platform has space for community submissions. This is a particularly powerful option for people living with and affected by NCDs to raise their voices and be heard, and could be an opportunity for a coordinated approach with several individuals writing to a media outlet during the Global Week for Action on NCDs. These kinds of pieces are less formal, more accessible (making complex issues understandable), and can have a personal voice. Check if the platform has a word limit, provides editorial guidelines, requests to review before publication, or offers the opportunity to provide photos. Read some previous examples of published pieces and try to adopt a similar tone.



And all the way from Ghana, we end our week for action on #NCDs with @chriskoriginal's rap song '#enoughncd'. The week has ended but demand for Accountability & Action on #NCDs from govt just started. Ayekoo to all who participated in the week for ACTION. GOOD JOB. @ncdalliance



1:38 AM · Sep 14, 2020 · Twitter Web App

## Social media

Your main Global Week for Action on NCDs activity might be to harness the enormous potential and power of social media such as Twitter, Facebook and Instagram. Remember to include the hashtag #ActOnNCDs in all your social media posts!

Diverse social media strategies and techniques can be used during the Global Week for Action on NCDs. For example, for each day of the working week you might highlight one of the following:

- Successful interventions (ie. WHO best buys or good buys) for each of the five main NCD risk factors: alcohol, tobacco, physical inactivity, diet and air pollution
- Information about NCDs, and/or lived experiences of people living with NCDs
- Five system challenges (for example in the health system or food system) in your country that need strengthening and improvement
- Five areas of synergy with other health and development areas that could be better leveraged - or are leveraged well - in your country. Greater policy coherence between energy, trade and health sectors is an example. Explain how greater policy coherence would bring benefits, and what those benefits would be. Key actions related to the year's main theme of the Global Week for Action are found on the [Act on NCDs website](#).

**TIME TO ACT ON NCDs**

HCC and partners are calling on CARICOM to prioritise childhood prevention policies

**1**

HIGH IN SUGAR  
HIGH IN SODIUM  
HIGH IN SATURATED FATS  
HIGH IN FAT  
CONTAINS TRANS FAT  
CONTAINS ARTIFICIAL SWEETENERS

**MANDATORY 'HIGH IN' FRONT OF PACKAGE NUTRITION WARNING LABELLING**

NONE of the 20 CARICOM Countries have implemented this policy!

GLOBAL WEEK FOR ACTION ON NCDs

HEALTH CARE COURTESY ACT ON NCDs

#ActOnNCDs



**MG MODERN GHANA**

FEATURED: The Ghana Medical And Dental Council Election And Matters Arising...

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09.09.2020 : OPINION

**Global Week For Action On NCDs...A Week Of Accountability: Govt. Must Step Up Its Efforts To Addressing NCDs In Ghana**

By Christopher Agbega Our Views, Our Voices Global Advisory Committee & Stella Nagertey, NCDs Youth Advocate, Ghana NCD Alliance

**GhNCDCA**

Non- Communicable Diseases (NCDs) are a growing pandemic gaining deep roots in every country in the world. All countries across the globe lose a large percentage of its citizens through NCDs. It is estimated that globally 41million people die from NCDs. This means little or no attention is given to NCDs and people living with NCDs (PLWNCDs) hence the high mortality rate.

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](#)

**ACT**  
**on NCDs**  
GLOBAL WEEK FOR  
ACTION ON NCDs

# COMMS CHECKLIST

DATES	INFO	YOUR NOTES
Now until last week of August	<p>Engage local champion/s, see if they can come to your event/s, share a comment with the media, amplify your communications.</p> <p>Determine who your spokesperson will be - they need to be available at your event, and be well versed on talking points and comfortable speaking in interviews.</p>	
Now until end September	<p>Promote your activity plans and any related news as it happens in the lead up to the Global Week for Action on NCDs on the <a href="http://actonnncds.org">actonnncds.org</a> Map of Impact.</p>	
First 2 weeks of August	<p>Prepare key message and talking points based on your priorities (<b>see guidance</b>) and target media outlets, for example radio, TV, and print/digital news.</p>	
First 2 weeks of August	<p>Identify your potential media outlets. Do a little research on who might be interested in following and promoting your activities.</p> <p>Prepare a list of media contacts including:</p> <ul style="list-style-type: none"> <li>• Their name</li> <li>• Outlet/Outlet website</li> <li>• Medium</li> <li>• Contact email / phone number</li> <li>• Space for comments (ie note when you contacted them and any response)</li> </ul>	
All of August	<p>Be sure to let NCDA know of your plans as soon as they are confirmed, so that they might be included in the global media outreach from the end of August.</p>	
Up to 2 days before your event	<p>If you have a photo friendly activity, send out a 'photo call' to media.</p>	
Up to 1 week before your event	<p>Send out a media advisory (up to one week before your event).</p>	
First or second full week in September	<p>Send out a media release, UNDER EMBARGO, one or two days before your event.</p>	
First or second full week in September	<p>Send out a targeted reminder to key media, ideally addressing specific journalists by name, including your media release.</p>	
14 - 21 September	<p><b>Global Week for Action on NCDs</b></p>	
Event day	<p>Keep your phone and/or camera handy, and take lots of good quality photos, share live coverage on social media with #ActOnNCDs, encourage your community to support the event through social media (e.g. sharing photos, videos).</p>	
Day after	<p>Follow up with the media who attended or received your media release and update them with a brief release and some high quality photos and short videos. Share your updates with NCDA, as we may share them with global media. Share a recap of news about your event by submitting 'news' to the Map of Impact on the Act on NCDs campaign.</p>	
First 2-3 weeks of September	<p>Share photos and recaps through website, social media, and NCDA. Be sure to promote any media coverage.</p>	
Late September	<p>United Nations General Assembly (in 2018 the 3rd UN High-Level Meeting on NCDs and in 2019 the 1st UN High-Level Meeting on UHC were held during UNGA).</p>	
End September / start October	<p>Reflect on and write a campaign report detailing what you did, what happened, and any immediate outcomes or impact. Then share your news and updates, and report back to NCDA and your community.</p>	