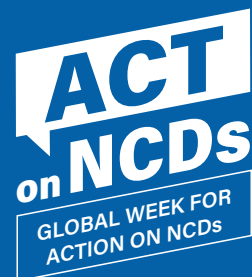


Guide to planning your  
Global Week for Action on NCDs



## TIPS FOR ORGANISING SMALL YET IMPACTFUL ACTIVITIES



### About the Global Week for Action on NCDs

Date	14 – 21 September 2023
Location	Everywhere
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>

*Large public events like fun runs and flash-mobs can be great, but sometimes you can only manage or need smaller or virtual/online activities. Here are a few tips on a selection of activities you could organise for your Global Week for Action on NCDs which can meet your objectives, add to the movement's momentum, and have an impact.*



## Ministerial or other high-level meetings or briefings



In addition to community-level organising, convening high-level meetings are another way to raise awareness among decision makers ahead of high-profile multilateral events like UN High-Level Meetings (HLM) on health and development related topics or the global / regional High-Level Summits and Conferences (eg G7, C20, Food Systems and COP for Climate Change).

Some ideas (which can be adapted to be held virtually) include:

- **Convene a discussion forum or meeting** with similar stakeholders to discuss priorities and opportunities for progress that the forthcoming high-level meetings and summits present, and identify how to leverage milestones along the way to maximise that progress.
- **Coordinate a briefing for ministers on NCDs**, on forthcoming high-level and multilateral convenings relevant to NCDs, and on the importance of engaging in them and highlighting NCD priorities.
- **Request a meeting** with your local member of parliament or minister of health / foreign affairs / finance / development to discuss your priorities on health and NCDs. This might be a follow-up to a letter previously sent to them.
- **Contact your local officials** (mayors, governors, city leaders, etc.) to request an informational meeting to discuss priorities for forthcoming high-level meetings.
- **Share recommendations** for what your head of state/government should include in their statement at the high-level meeting to highlight what steps they are taking to reduce the burden of NCDs, and what steps others might take.

## Host a focus group discussion

Engage your network (including partner organisations, people living with NCDs, and any other key stakeholders that you collaborate with) as a valuable source of knowledge and an important advocacy platform. Make the most of it by hosting a focus group discussion, including people living with and affected by NCDs, modelled on the 2017 'Community Conversations' coordinated as part of the Our Views, Our Voices global consultation.

This type of activity requires very few resources and can be hosted anywhere, from an online platform, to an office space or a public park. Start by setting a date, time, and location, and forming a team of at least two people to lead the logistics. Invite your selected participants or promote the event publicly through leaflets, mailing lists, or other channels.

During the event, remember to provide welcoming remarks and explain the reason for the conversation. Facilitate the discussion by asking participants, for example, what they feel are the most critical actions to be taken on NCDs locally or nationally, and how community engagement can be strengthened. You could also ask participants what they think the strongest and weakest aspects of the government's engagement in the high-level convening and the opportunity that could best be leveraged for NCDs. Take notes during the discussion and don't forget to take photos if you can (being mindful of asking for and receiving permission to take and share photos).

After the event, consider summarising the key points voiced so you can repackage them into a letter addressed to your government, a press release, or an event report to amplify your messages. For added impact, ask your participants to sign their names or add their organisational logos to the document before sharing it.

**Together we are stronger!**

## Host a health promotion booth

Community markets and fairs, shops and shopping centres, and workplaces are a few settings where you might be able to get permission to hold a health promotion and information booth.

### Information

You could share information about how people can be more aware of NCDs - their symptoms, signs and risk factors - and suggest ways to reduce their risk and improve their health and wellbeing (such as using local stop smoking services, suggesting healthier food and drink swaps, encouraging active and sustainable transport use, recommending cleaner cooking and transport fuels, etc.).



### Screening

Gathering and sharing details of local health check or screening services can also be helpful to support early detection of chronic diseases. If you have connections with local health professionals or services, they may be able to join your event to undertake health assessments including surveys and blood pressure checks, and refer people who need further treatment and care advice.



## Youth engagement

Schools and sport clubs may be supportive of school activities for global health awareness raising campaigns like information booths, projects on chronic disease prevention and control, healthy canteen/cafeteria campaigns, friendly sport matches, debates with students from other schools, and art and music competitions. **Make sure you get the right permissions.**



## Inspiration from past Global Week for Action activities

- **Help get #ActOnNCDs trending on social media** – Schedule daily themed messaging; for example, linked to NCD prevention, medicines, care, financing, community voice and engagement.
- **Employee volunteer days** – Support established local community services such as food banks, cycle repair schemes, hospitals, youth and gender oriented health initiatives, community health checks and clinics.
- **Workplace wellness activities** – Walk the talk and organise employee activities, and daily internal communications around NCD prevention and health promotion (smoking cessation, walking meetings, healthy lunches, extra active to work week, drink less alcohol).
- **Friendly sport and physical activities** – Community sport matches - like football and hockey, or activities like dance, aerobics or walks/runs can be lots of fun and health prompting. You could even organise coinciding activities, like providing health information.
- **Get creative** – Coordinate a community art, poetry or music competition on a relevant theme, award a small prize, and announce the winner and their story in the media.
- **Consult with people affected by NCDs** – Host a gathering of health professionals and people living with NCDs to share experiences, better inform more effective advocacy, and meaningfully involve people living with NCDs in advocacy and implementation.
- **Post a petition** - Drum up community support and media interest for a specific ask of decision makers by organising a petition, introducing it to people publicly and asking them to sign up in person or electronically and share with friends and family. Organise a meeting to share and discuss it with policy makers, and alert journalists to utilise media to generate public interest and promote government engagement and accountability.
- **Public displays** – Light up a building, publicly advertise NCD prevention and treatment messages on public transport, hold a public information display at a local shopping centre.
- **Host a Facebook, Twitter or other live discussion** – Broadcast it on social media or as a webinar.
- **Launch a report, publication or other NCD-oriented project** – Do you have a report, article, brief or NCD-related World Day coming up around September? Promote it during the Global Week for Action on NCDs!



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](#)

