



SOCIAL MEDIA TOOLKIT

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



#ActOnNCDs

WHAT YOU WILL FIND IN THIS TOOLKIT

Key theme 2021:

COMMUNITY ENGAGEMENT

Campaign key messages

Activate on social media

Use the campaign hashtags

Social media messages

Social media graphics

Campaign videos

Logo and guidelines for use

Further resources for engagement

This social media toolkit has been developed to support the NCD movement and its participation in the **2021 Global Week for Action on NCDs from 6 to 12 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 2021: COMMUNITY ENGAGEMENT



From 2020-2024, each year will focus on a specific theme. In 2021, the theme is Community Engagement.

Everyone in society plays a critical role in accelerating progress on health - as change agents, demand creators, campaigners and drivers of innovation, in monitoring and surveilling, and holding governments to account. To learn more about community engagement, [click here](#).

In 2021, 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.

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.

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](#)).

Find out more about our [2021 campaign theme!](#)



CAMPAIGN KEY MESSAGES

Actions to reduce the impact of NCDs on people's lives require a whole of society approach. Civil society, academia, communities and people living with NCDs all have a role to play and should be at the heart of that approach.

Sustainable Development Goal target 16.7 aims to "Ensure responsive, inclusive, participatory and representative decision-making at all levels." This includes communities, civil society and people living with NCDs.

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 community engagement.

One of the factors contributing to slow NCD progress is lack of environments that facilitate participation by communities and people living with NCDs. Governments must create conditions in which diverse community members can demand action on NCDs, engage in decision making, and take part in creating healthier environments.

Find out more about our [2021 campaign theme!](#)



GLOBAL WEEK FOR ACTION ON NCDs | 6-12 September 2021

#ActOnNCDs actonncds.org

CAMPAIGN KEY MESSAGES

Diverse groups - including academia, civil society, private sector, and people living with NCDs - all have a role to play in reaching shared goals, like better health for all, improved access to healthcare, and environments that make it easier to enjoy physical activity and healthy food.

Everyone has the right to participate in decision making about their health, helping authorities to deepen understanding of the needs of communities including people living with NCDs. Your participation also helps identify gaps, explore solutions to challenges, and balance the inputs, perspectives and interests of different people and groups.

When communities and civil society are engaged, they bring their lived experience, perspectives and expertise to knowledge generation, policy making and health responses. When communities are not effectively engaged in health action, health threats can escalate significantly.

Find out more about our [2021 campaign theme!](#)

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. For example, **#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 6 to 12 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 6 to 12 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, 6 to 12 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, 6-12 September, brings together NCD civil society, people living with NCDs, and communities 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, 6 to 12 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, 6 to 12 September #ActOnNCDs <http://www.actonncds.org>

TWEET

Communities have the power to help ensure that commitments made translate into targets met, to turn back the tide on the NCD epidemic. 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

COMMUNITY ENGAGEMENT



TWEET

Looking for ideas on how to get your community involved in action on #NCDs? Check out <http://www.actonncds.org>! Join the Global Week for Action on NCDs, 6-12 September #ActOnNCDs

TWEET

People. Participation. Progress. In 2021, we are celebrating the power and potential of communities to co-create healthier societies. Join the Global Week for Action on NCDs, 6-12 September #ActOnNCDs <http://www.actonncds.org>

TWEET

COMMUNITIES power governments. YOU have the right to be heard and participate in all aspects of society, including health. Join the Global Week for Action on NCDs, 6-12 September #ActOnNCDs <http://www.actonncds.org>

TWEET

Governments and communities can build healthier societies together. See how YOU can drive action on NCDs! Join the Global Week for Action on NCDs, 6-12 September #ActOnNCDs <http://www.actonncds.org>



SOCIAL MEDIA MESSAGES

MEANINGFUL INVOLVEMENT OF PEOPLE LIVING WITH NCDs

TWEET

The most essential voices in a decision about 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 people living with NCDs! <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! 6-12 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, 6-12 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!



Being a T1D and Fitness Coach, I want to create awareness amongst T1Ds about the importance/benefits of physical activity and its positive impact on blood sugar levels, mental and physical health.



Amandeep Singh
FITNESS COACH & T1 ATHLETE
India

#ActOnNCDs



We must take **COLLECTIVE ACTION** to promote healthy living for ALL to #beatNCDs. I eat more fruits and vegetables in my diet while exercising regularly. What about you? #ActonNCDs



Elizabeth Kanfor (Aunt Queen)
FASHION DESIGNER
Cameroon

#ActOnNCDs



Como sano, cuidate, haz ejercicio regularmente, hazte un check up, y aciéndote con un tratamiento eficaz y seguro y de esta manera estarás peleando en contra de las ENT



Gustavo Romo Ortega
UPJOHN MEXICO
Mexico

#ActOnNCDs



Having (so far) survived a life-threatening #NCD. I'm an advocate of treatment for all. But we can't treat ourselves out of the epidemic. We need to implement @WHO Best Buys to step up prevention.

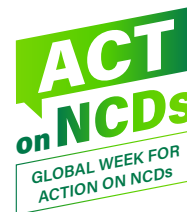


Prof Kent Buse
CANCER SURVIVOR
United Kingdom
@kentbuse

#ActOnNCDs

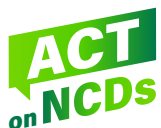


SOCIAL MEDIA GRAPHICS



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!



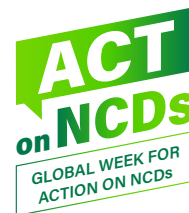
LOGO AND GUIDELINES FOR USE

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 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](#).



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

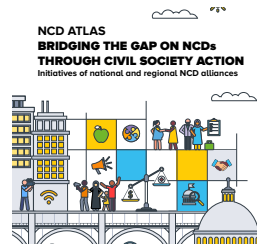
You can also check out the resources below for more ideas on planning your own activities:



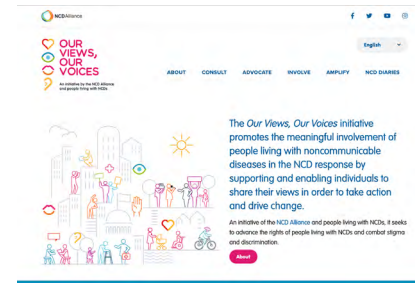
NCD Civil Society Compass and associated **Bridging the Gap discussion paper**



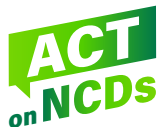
Community Engagement: Opportunities for Civil Society Action



NCD Civil Society Atlas (2020 edition)



Our Views, Our Voices website





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!**