

The launch of two mini-films featuring NCD leaders marks the beginning of the Global Week for Action

Language English



Still from NCD Alliance mini film Raise your voice © Elena Molina/NCD Alliance

Tuesday 15 October 2024, Geneva – Today marks the beginning of this year's [Global Week for Action on NCDs](#) [1] (GW4A), a worldwide advocacy event led by civil society, with a call for world leaders to create a fairer and healthier world by implementing evidence-based solutions for tackling NCDs, the number one cause of death and disability worldwide. To kick-off the week, the NCD Alliance has launched two short films spotlighting the impactful stories of local leaders advocating for better NCD care in their communities.

[“Going Full Circle”](#) [2] gives a view into life for women living with diabetes in India, and the myriad of social, emotional and economic challenges that go beyond managing blood sugar. Diagnosed with type 1 diabetes in their childhoods, Nupur Lalvani and Snehal Nandagawli dedicate their lives to supporting women living with diabetes across India through the Pune-based, patient-led Blue Circle Diabetes Foundation. The circles of care created by peer support groups play a crucial role in educating communities, advocating for insulin for all and providing practical and emotional support. Nupur and Snehal show us how their circle helps to ensure access and empower women, especially in underserved areas.

[“Raise Your Voice”](#) [3] is filmed in Malawi, where NCDs such as cancer and diabetes are still relatively new as a major health burden. Limited access, low investment and long distances to medical clinics contrast dramatically with the healthcare provided in high-income countries. Chikhu Ng’ombe and Samuel Kumwanje are advocates living with NCDs, and they are raising their voices to help others access the diagnosis, treatment and care they need. The film documents their daily realities of accessing care, while standing up for their right to health and helping change the lives of thousands. The Raise Your Voice micro-documentary is an inspiration for all those who would like to advocate for change. Every voice counts.

The NCD Alliance encourages everyone to watch the mini-films and take part in the Global Week for Action. These are some of the ways to get involved:

- Use the hashtags **#ActOnNCDs** and/or **#LeadOnNCDs** on your social media posts.
- Promote [The Call to Lead – 3 actions all governments must take](#) [4] - across your networks.

The launch of two mini-films featuring NCD leaders marks the beginning of the Global Week for Action

Published on NCD Alliance (<https://old.ncdalliance.org>)

- Add your voice to NCD Voices by posting your video stating: “I’m leading on NCDs by....” or “It’s time to lead on NCDs because...” Videos should be no more than 15-30 seconds long. When sharing on social media please use the **#ActOnNCDs** and/or **#LeadOnNCDs** in the description or in post for the possibility of being featured on our [NCD Voices Wall](#) [5].
- Go to our [Post Me](#) [6] page where you will find ready-made messages (available in EN, FR, ES) . Scroll down and explore to see more resources and to download branded GIFs and easily customizable social media banners for sharing.
- Explore and share the [collection of this year’s campaign videos](#) [7] featuring messages from advocates from around the world and best NCD case studies on our YouTube channel.
- Use our [campaign assets](#) [8], including Act on NCDs logo in 7 languages, [virtual meetings backgrounds](#) [9] and other resources
- Download and share NCDA Priorities [Policy Brief](#) [10] in EN, FR, ES.
- Download and share [“Getting fiscal policies right”](#) [11] Policy Brief
- Promote the NCDA [Voices of the Health Revolution Podcasts](#) [12]
- Share the [Campaign Priorities Infographic](#) [13] (Available in EN, FR, ES)
- Find more ideas in our [Take Action Guide](#) [14] for civil society (available in EN, FR, ES)
- Host an event and add it to the [Map of Impact](#) [15]
- Subscribe to the [campaign updates](#) [16] to receive the latest news and opportunities to engage.

Post Date: Tuesday, 15 October, 2024

Tags: [NCD voices](#) [17]

[Global Week for Action on NCDs](#) [18]

[leadership on NCDs](#) [19]

Category - News: Announcements

Search Keywords: NCD voices, Global Week for Action on NCDs, time to lead, people living with NCDs



Teaser Image:



Square Image:

Tag feed: [leadership on NCDs](#) [19]

Source URL: <https://old.ncdalliance.org/news-events/news/the-launch-of-two-mini-films-featuring-ncd-leaders-marks-the-beginning-of-the-global-week-for-action>

Links

- [1] <https://actonnncds.org>
- [2] <https://actonnncds.org/resources/videos/going-full-circle>
- [3] <https://actonnncds.org/resources/videos/raise-your-voice>
- [4] <https://actonnncds.org/take-action/call-to-lead-on-ncds>
- [5] <https://actonnncds.org/take-action/social-wall>
- [6] <https://actonnncds.org/take-action/post-me>
- [7] <https://www.youtube.com/playlist?list=PLfW7ITVOaF8G26yDID0F159krZnl16xSs>
- [8] <https://actonnncds.org/resources/campaign-assets>
- [9] <https://actonnncds.org/resources/2024/time-lead-virtual-meeting-backgrounds>
- [10] <https://actonnncds.org/resources/2024/ncd-alliance-advocacy-priorities-4th-high-level-meeting-un-general-assembly>
- [11] <https://actonnncds.org/resources/2024/getting-fiscal-policies-right-lessons-and-recommendations-across-ncd-risk-factors>
- [12] <https://actonnncds.org/stories/podcasts/voices-health-revolution>
- [13] <https://actonnncds.org/resources/2024/call-action-ncd-alliance-advocacy-priorities>
- [14] <https://actonnncds.org/resources/2024/what-can-you-do-civil-society-organisation-and-ncda-member>
- [15] <https://actonnncds.org/events>
- [16] <https://actonnncds.org/stories/campaign-newsletter>

[17] <https://old.ncdalliance.org/taxonomy/term/756>

[18] <https://old.ncdalliance.org/taxonomy/term/919>

[19] <https://old.ncdalliance.org/taxonomy/term/1620>