

---

## **NCD Alliance Advocacy Institute webinar: Communication Campaign Strategies, 20 June 2019**

NCD Alliance Advocacy Institute webinar: Communication Campaign Strategies, 20 June 2019

Language English

The NCD Alliance's Advocacy Institute webinar series is a benefit of our members to help them strengthen their coalition building and capacity development work. This webinar recording focuses on effective communications campaign strategies.

Webinars

1 June, 2019

**Resource Section:** Publications and Multimedia

**Create page?:**

**Extended Description:** The NCD Alliance's Advocacy Institute webinar series is a benefit of our member alliances to help them strengthen their coalition building work, but they are also open to all NCD Alliance members and NGO supporters as it may help inform their own coalition building and capacity development work.

The objective of this webinar is to share the general elements of an effective communications campaign strategy and how to develop such a strategy for upcoming international windows of opportunity, such as the UN HLM on UHC (23 September 2019).

It features three case studies from the NCD Alliance, the Healthy Caribbean Coalition and the Ghana NCD Alliance. These case studies will help discuss and identify some of the characteristics and lessons learned from engaging in a communications campaign, and encourage peer-to-peer knowledge sharing and support.

This second webinar is part of a series of three webinars NCD Alliance is organising in 2019. The first one was held on 30 April on Strategic Planning for Alliances (webinar and slides available through 'My NCD Alliance Hub') and the third webinar will be in Q4 on Resource Mobilisation (exact date to come).

Slides are available at '[My NCD Alliance Hub](#)' [1]

Recording:

*Please note that from January 2019, live access to NCD Alliance webinars and recordings and slides are an exclusive benefit to NCD Alliance members (full and associate) and partners. If you are not already a member or partner of the NCD Alliance, and would like to learn more about the benefits of being one, please [click here](#) [2] to learn more and apply.*

**Author:** [NCD Alliance](#) [3]

---

**Source URL:** <https://old.ncdalliance.org/resources/ncda-advocacy-institute-webinar-communication-campaign-strategies-20-june-2019>

**Links**

[1] <https://ncdalliance.org/user>

[2] <https://ncdalliance.org/membership>

[3] <https://old.ncdalliance.org/taxonomy/term/214>