

CAMPAIGN FUEL

**An NCD Alliance guide to
social media campaigning for
the 2018 UN High-Level Meeting on NCDs**

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This guide has been developed to help members of the NCD civil society community, such as NCD alliances, members and people living with NCDs, join the campaign to demand meaningful change in the lead up to the 2018 United Nations High-Level Meeting on NCDs.

Unleashing the power of the **ENOUGH** campaign

On 27 September 2018, the United Nations General Assembly will hold the third High-Level Meeting (HLM) on the prevention and control of noncommunicable diseases (NCDs). This represents the most significant milestone since the General Assembly committed to time-bound national actions in 2014. Despite this commitment, action to prevent and control NCDs has been unacceptably slow, which is why 2018 is a critical moment to demand more real change.

The third UN HLM on NCDs will be preceded by a comprehensive review and negotiations for an outcome document to be adopted at the UN HLM, prior to the 73rd session of the UN General Assembly in September 2018. Throughout this process, we need ALL stakeholders and supporters to rally behind common calls for action and to demand that decision makers do the right thing and put people first.

Ask anyone advocating about or affected by NCDs and they will be quick to share that they **HAVE HAD...**

ENOUGH of my voice and views being ignored

ENOUGH of inadequate funding to prevent and control NCDs

ENOUGH of struggling to budget for meals and medicines

ENOUGH of harmful commodity industries interfering with policy making

ENOUGH of governments talking about “no more childhood obesity” but not acting

ENOUGH of political inertia and lack of accountability for commitments

ENOUGH of political promises not being supported with political will to beat NCDs.

In short, NCD advocates everywhere have had ENOUGH. Governments and leaders simply cannot afford to miss the opportunity presented by the 2018 UN High-Level Meeting on NCDs. And we cannot afford for them to be complacent.

Political leaders, policy makers, and others who make decisions about people’s health and futures need to hear that we have had ENOUGH. Our health is our right, and all people need effective and meaningful policies to protect it right now.

There is simply far too much preventable death and suffering due to NCDs.

ENOUGH IS ENOUGH.

The UN General Assembly is the main decision making body of the UN and has only held six previous HLMs:

HIV/Aids (2001, 2011)

NCDs (2011, 2014)

Disability (2013)

Antimicrobial Resistance (2016)

To learn more, visit:

[UN HLM](#)

enoughNCDs.com

and read our [FAQs](#)

Join the
NCD Alliance campaign

ENOUGH.
OUR HEALTH. OUR RIGHT. RIGHT NOW.

www.enoughncds.com

Hashtags and handles

#enoughNCDs	Noncommunicable Diseases: We have had ENOUGH. Have you?
#NCDs	Noncommunicable diseases
#HLM3	The third UN High-Level Meeting (on NCDs)
#UNHLM	
#beatNCDs	Led by the World Health Organization: It's time to unleash the world's potential to beat NCDs
@ncdalliance	
@who	

New to social media?

Check out "Social media basics: A guide to mobilising digital channels for NCDs"!

This resource provides an overview of the most popular platforms of 2018 and how organisations like NCD alliances can use them to scale up their communications.

[Read more](#)



Noncommunicable Diseases
We've had enough. Have you?

ENOUGH.
OUR HEALTH. OUR RIGHT. **RIGHT NOW.**

NCD Alliance

 #enoughNCDs #NCDs #HLM3 #UNHLM #beatNCDs
 enoughncds.com

Campaign priorities

The **ENOUGH campaign** was launched on **28 March 2018**, marking six months until the UN HLM. It provides everyone in the NCD community a chance to get behind the campaign and amplify the message that we have had ENOUGH. Our health is our right, and people everywhere need action now to protect their health.

NCD Alliance has **six campaign priorities for the UN HLM**, which are detailed in the infographic to the right. Social media plays a critical role in supporting these priorities by acting as a key communication channel for sharing content, engaging with supporters, encouraging action and inspiring change.

Social media messages should engage everyone fighting NCDs to advocate for strong actions and commitments from high-level decision makers at the UN HLM. This includes all individuals and member organisations of the NCD Alliance and its supporters, as well as people beyond the campaign working towards sustainable development and better health outcomes.

Via the ENOUGH campaign, we can shout with one voice and call for:

- ➔ Heads of State/Government to attend the UN HLM
- ➔ Meaningful involvement of civil society
- ➔ A broad coalition of civil society partners (including those from the TB community, which also has a UN HLM on 26 September 2018)
- ➔ Sensitisation of local, national and global media on the issue of NCDs and the massive opportunity that the UN HLM represents.

The more the campaign is shared on social media, the stronger the message becomes. National and regional NCD alliances are encouraged to support the campaign on social media and share how together, we can be a powerful force for transformative change.

NCD Alliance CAMPAIGN PRIORITIES 2018 United Nations High-Level Meeting on NCDs

OUR GOALS

The NCD Alliance's campaign for the 2018 UN HLM on NCDs has **4 overarching goals**:

- ➔ Raise awareness of the scale, impact and urgency of NCDs as a social justice and equity issue and NCD investments as a major opportunity to drive sustainable development.
- ➔ Increase high-level political commitment by governments and multilateral agencies.
- ➔ Establish NCDs as a priority investment for health and development, building support for cost-effective interventions and sustainable funding models to support national NCD responses.
- ➔ Strengthen and mobilise the NCD civil society movement, and the voices of youth and people living with NCDs (PLWNCDs).

OUR PRIORITIES

We advocate for an **Outcome Document** that commits to the following **6 priorities**:

1 PUT PEOPLE FIRST



People living with, at risk of and affected by NCDs (PLWNCDs), young people, and civil society must be at the heart of the NCD response.

2 BOOST NCD INVESTMENT



Scaling up investment for NCDs is a critical priority to achieve the 2025 NCD targets and the Sustainable Development Goals.

3 STEP UP ACTION ON CHILDHOOD OBESITY



Childhood obesity is an issue with a clear health and economic imperative for action, and is increasingly garnering public and political attention worldwide.

4 ADOPT SMART FISCAL POLICIES THAT PROMOTE HEALTH



Real increases in excise taxes and prices for tobacco products, alcoholic beverages, and sugar-sweetened beverages (SSBs) are cost-effective fiscal policies that reduce consumption recommended in the WHO Best Buys.

5 SAVE LIVES THROUGH EQUITABLE ACCESS TO NCD TREATMENT AND UHC



Access to treatment and care is a fundamental human right for everyone to achieve the highest possible standard of physical and mental health and well-being.

6 IMPROVE ACCOUNTABILITY FOR PROGRESS, RESULTS AND RESOURCES



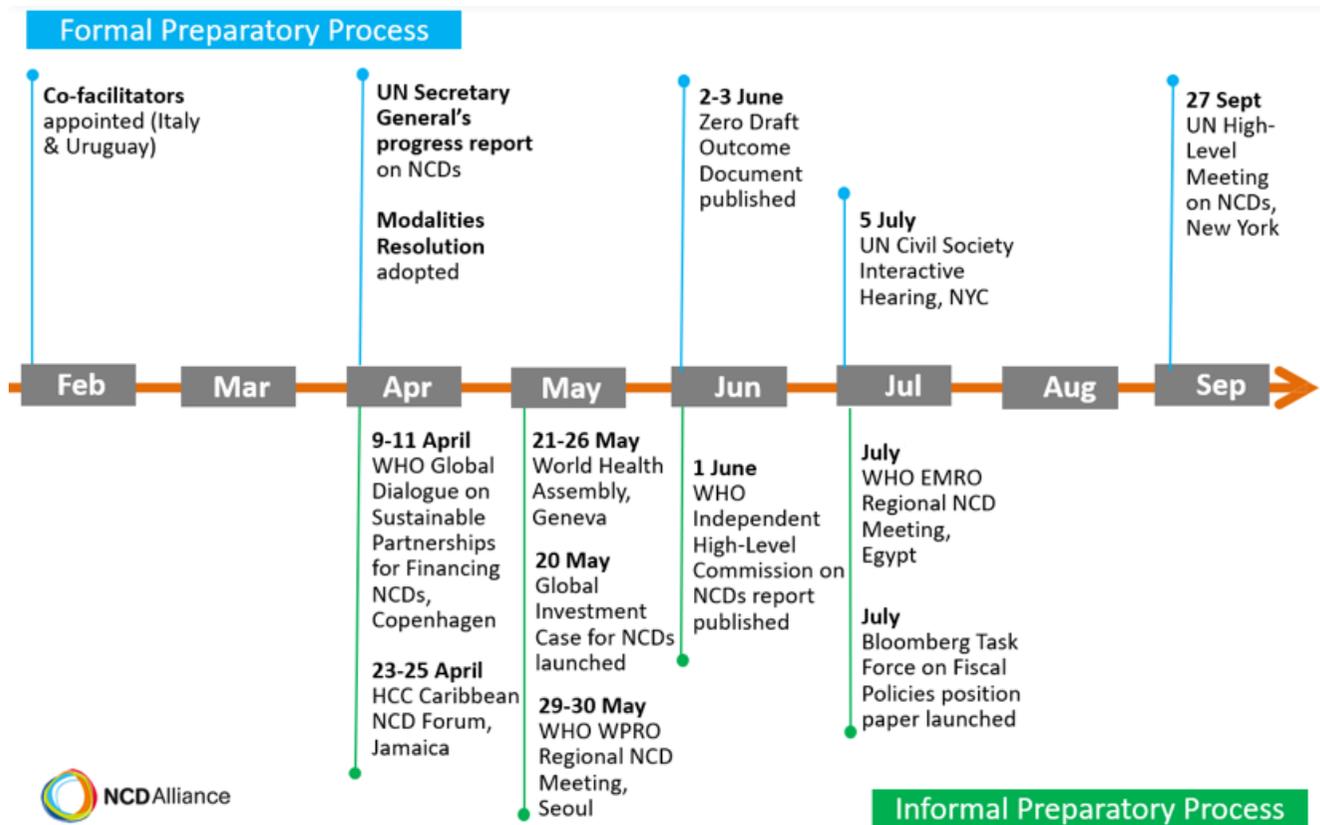
Accountability is a crucial force for political and programmatic change. It enables tracking of commitments, resources, and results and ensures that decision makers have the information required to meet the health needs and realise the rights of all people at risk of or living with NCDs.

 NCD Alliance
[Read more](#)
ncdalliance.org
[Twitter](#)
[Facebook](#)
[Instagram](#)
[#NCDs](#)
[@ncdalliance](#)

Download infographic [here](#)

Key moments

A number of key dates represent opportunities for social media to boost the ENOUGH campaign in the lead up to the UN HLM. Following a full house formal briefing to Member States in New York on 2 May 2018, co-sponsored by Brazil, Denmark, Jamaica, the Russian Federation, WHO and the NCD Alliance, statements from co-sponsors clearly expressed the urgent need to turn commitments on NCDs and health into action - with priorities including financing, mental health and air pollution.



The 71st World Health Assembly

20-26 May

Decisions made at the annual World Health Assembly (WHA) contribute to determining priorities within the global health agenda. At this year's 71st World Health Assembly in Geneva, Switzerland (20-26 May), NCDs were placed higher than usual on the agenda and key outcomes have provided the NCD community with content, direction and commitments needed from leaders, to hold them to account, especially in the lead up to the UN HLM.

Follow the link below for a summary of relevant agenda items and the full text of statements made by the NCD Alliance and its partners, as well as a recap of some WHA71 side events about and related to NCDs.

Visit

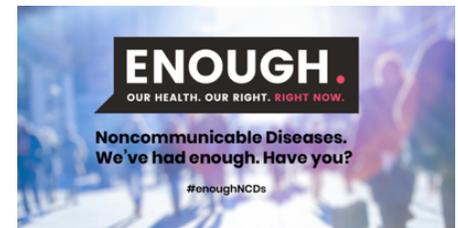


Day of Action

14 June 2018

On 14 June 2018, NCDA and its supporters came together to generate massive amounts of social media noise and website traffic to maximise awareness about the ENOUGH campaign. This collective action was designed to push global leaders to move from their pledges and commitments to meaningful action, aiming to ensure that the UN HLM brings about real progress for them nationally and for us all globally.

One exciting outcome of the day was the level of support via Thunderclap. **The message reached 2.4 million people across the world.**



Because of you, **378** supporters shared our message to reach



2.4 M
PEOPLE



62
COUNTRIES



169
CITIES



37
DAYS

THANK YOU!

POWERED BY THUNDERCLAP

Interactive Hearing for the UN HLM

5 July 2018

As part of the preparatory process for the UN High-Level Meeting on NCDs, the President of the General Assembly, with the support of the World Health Organization, will organise and preside over an interactive hearing in New York. The hearing will call for the active participation of Member States, observers of the General Assembly, parliamentarians, representatives of local government, relevant United Nations entities, non-governmental organisations, civil society organisations, philanthropic foundations, academia, medical associations, the private sector and broader communities.

More info



What can you do?

DEMAND that your national leaders join the dialogue by tagging them in a post:

There is simply far too much suffering due to #NCDs. The #HLM3 this year needs your attention [tag national leader]. Please show your leadership & dedication to this country's future and join the @UN_PGA & @WHO led hearing with civil society and other non-state actors #enoughNCDs

Share



SHARE data from the [NCD progress monitor](#) to call out the need for action:

[country name] is off track to achieve global targets and people are suffering. [add data]. [tag national leader] Follow the @UN_PGA and @WHO led #HLM3 interactive hearing on 5 July to hear about what needs to be done #enoughNCDs

Share



UN High-Level Meeting on NCDs

27 September 2018

On Thursday, 27 September 2018, between 10:00 - 13:00 and 15:00 - 18:00, UN Member States will come together under the theme "Scaling up multi-stakeholder and multi-sectoral responses to the prevention and control of NCDs in the context of the 2030 Agenda for Sustainable Development." The outcome will be a concise and action-oriented Political Declaration, agreed in advance by consensus through intergovernmental negotiations.

What can you do?

- **SHARE** the priority messages of this campaign, taking inspiration from this guide as well as from supporters globally and local to you, and keep up the messaging from now until the UN HLM.
- **JOIN** the various calls to action - check for the latest updates at enoughNCDs.com
- **DEMAND** that your national leaders join the meeting by tagging them in a post:

There is simply far too much suffering due to #NCDs. [tag national leader] our country's future health depends on your leadership and dedication. Your presence at #HLM3 on #NCDs is critical. #enoughNCDs

Share



Campaign website

A multimedia toolbox for NCD advocacy

The campaign website is a critical platform in the lead up to the UN High-Level Meeting. It is a one-stop-shop for the latest news and updates about the UN HLM process as well as a platform where tools and resources can be downloaded and inspirational quotes from NCD champions can be found.

ENOUGH logo assets

In order to maximise the reach of the campaign, all national and regional alliances and NCD supporters are encouraged to use the campaign identity and are welcome to integrate the ENOUGH logo and branding into their own communications. If an NCD alliance has existing communication materials, integrating the ENOUGH logo into these materials for the duration of the campaign will help ENOUGH to grow.



Download resources at:

[EnoughLogoNCD](#)

(English, Arabic, Russian, Spanish and French)

The logo is supported by a **branding guide (English)**. It includes important information, such as how the logo should be used on billboards, merchandise, letterheads and email signatures.



ENOUGH social media graphics and GIFs

Sharing different types of graphics on social media is a great way for people to engage in the campaign.

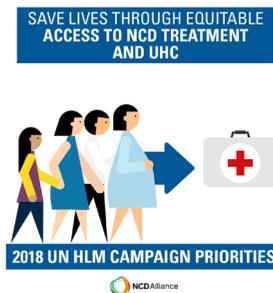
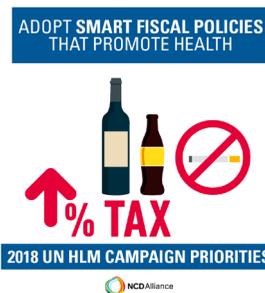
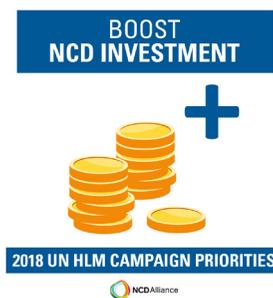
A number of ENOUGH graphics are being created, ranging from creative quote graphics to fun GIFs depicting the priority messages of the campaign. These will be available for [download on the campaign website](#) to share in multiple languages and adjusted to suit the varying dimensions of top social media platforms. If you need a graphic or GIF in a language or size that is not already available, please get in touch with the team at info@enoughNCDs.com.

Quote cards



Be inspired and share the images in this [Social Media Toolkit](#)

NCD Alliance UN HLM campaign priorities



NCD Alliance priorities for the modalities of the UN HLM

DATE

Schedule the UN HLM during the high-level week of the **UN General Assembly in September** to allow for the UN HLM on NCDs and the UN HLM on Tuberculosis to take place back-to-back. This will reinforce a “OneHealth” approach at the UN, and help garner high-level participation.

HIGH-LEVEL PARTICIPATION

Ensure participation of **Heads of State and Government** throughout the UN HLM process and **at the meeting**. Progress on NCDs requires attention and leadership at the highest political level to commit to and coordinate strategic action across all sectors of government.

CIVIL SOCIETY ENGAGEMENT

Facilitate meaningful engagement of **civil society, youth and people living with, at risk of and affected by NCDs**, including through a UN Civil Society Task Force and an Interactive Hearing held no later than June.

OUTCOMES

Work toward an **action-oriented Outcome Document** with time-bound commitments, including to boost NCD investment and accelerate implementation of cost-effective best practice interventions, free from commercial interests.

Be inspired and share the images in this [Social Media Toolkit](#)

ENOUGH videos

Sharing video content across social media platforms is one of the most effective methods of communication today, with more than five billion videos watched each day on YouTube. Here is a snapshot of NCD Alliance videos, which can be shared as part of the ENOUGH campaign across social media and accessed at [NCDAllianceYouTube](#).



Noncommunicable Diseases:
We have had enough. Have you?



Why is the third UN High-Level Meeting on NCDs so important?



Playlist
"Our Views Our Voices" -
an initiative that seeks to
meaningfully involve people living
with NCDs in the NCD response.

Bigger, better and louder

Posting messages about the prevention and control of NCDs during the campaign period (from now until 27 September 2018) is always complementary to the campaign. However, when the messages are aligned, the campaign is boosted significantly. Here are some examples of messages adapted to align with campaign priorities:

PRIORITY 1. Put People First



We don't have enough partnerships with local leaders and civil society. To achieve SDG 3.4 we need to develop and scale up community-led #NCD services and address stigma and discrimination against people living with #NCDs. #PLWNCDs join us at @ncdalliance #enoughNCDs #HLM3

Share



If people living with #NCDs - from heart and lung disease to diabetes and cancer - are not heard, understood and meaningfully involved in the policy making process, how can we possibly believe we are doing enough? #enoughNCDs #PLWNCDs #HLM3

Share



The most essential voices in a decision about the prevention and treatment of #NCDs MUST be those living with NCDs. Our leaders must give #PLWNCDs the political, legal and social environments to speak up and be heard. #enoughNCDs @ncdalliance

Share



Have you heard about what people living with #NCDs want and need? Knowledge about the "lived experience" is powerful and must be a guiding compass. Find out more in the @ncdalliance Advocacy Agenda for #PLWNCDs! <http://bit.ly/AdvAgPLWNCDs>

Share



I've had enough of being left out. People living with, at risk of, and affected by #NCDs must be at the heart of the #NCD response! Join us at @ncdalliance #enoughNCDs #HLM3 #PLWNCDs #UNHLM

Share



ENOUGH! 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 #PLWNCDs in decisions at all levels, today. #HLM3 #enoughNCDs @ncdalliance

Share



Enough exclusion! We must have more meaningful involvement of people living with #NCDs in all aspects of the #NCD response. It's our health, it's our right, and we want action now. Join us at @ncdalliance #enoughNCDs #PLWNCDs #HLM3

Share



PRIORITY 2.

Boost NCD investment



I've had enough of severely lacking resources for #NCDs. This remains a bottleneck in #NCD response. We need sustainable and adequate resources NOW! Join the campaign @ncdalliance #enoughNCDs #HLM3 #UNHLM

Share



#NCDs are responsible for 40 million deaths globally every year, yet they receive just 1.3% of development assistance for health. We need real action now - demand that your Heads of State and Govt pay attention this year at #HLM3 #enoughNCDs

Share



#NCDs constitute a major global health and development challenge, often killing people in their most productive years. We've had enough. Let's call on our leaders to act now at #HLM3. Join us @ncdalliance #enoughNCDs #UNHLM

Share



The @UN Sustainable Development Goal target 3.4 = reducing premature deaths from NCDs by one-third by 2030 - so why isn't it a top priority? We need to tackle this global health burden in EVERY country #HLM3 #UNHLM. Join us @ncdalliance #enoughNCDs #SDGs

Share



The status quo is not enough. The burden of #NCDs is rising disproportionately among lower-income countries, with an immense impact on economic growth. Allocating 5% of GDP to health to address NCDs will be impossible without catalytic funding from donors #enoughNCDs @ncdalliance

Share



Too often heart attacks, strokes, cancer, diabetes and chronic respiratory diseases kill people in their most productive years. Investing in #NCDs now is an investment in the future #SDGs #HLM3 #enoughNCDs @ncdalliance #UNHLM

Share



"The global burden and challenge of #NCDs is of such scale and magnitude that it requires thinking out of the box and new partnerships and financing mechanisms" - @Ulla_Tornaes @DanishMFA Let's demand more at #HLM3 #enoughNCDs @ncdalliance

Share



PRIORITY 3.

Step up action on childhood obesity



I've had enough of inaction against childhood #obesity - the staggering health and economic consequences are finally receiving public and political attention globally. Let's make it count at #HLM3 @ncdalliance #enoughNCDs

Share



Unsustainable, unhealthy #foodsystms and environments are making childhood #obesity an even more complicated challenge - we need global action at the highest political level NOW! Join us @ncdalliance #enoughNCDs and demand more at #HLM3

Share



If current trends continue, childhood overweight and #obesity will increase to 70 million children by 2025, even though leaders have agreed a global target of 'zero increase in overweight in under 5s'. More action is needed at #HLM3 this year! #enoughNCDs @ncdalliance

Share



The #ICN2 Framework and the @WHO Commission on Ending Childhood #Obesity are rich sources of recommendations on addressing childhood obesity - now they need to be implemented! #enoughNCDs @ncdalliance @PeterGluckman @SaniaNishtar

Share



The support, promotion and protection of #breastfeeding is a critical factor in the fight against childhood #obesity and tackling #NCDs. Join the @ncdalliance #enoughNCDs campaign to demand action at #HLM3 @1000days @WABAsecretariat

Share



Leaders must make sure that kids aren't being targeted with unhealthy products. Regulations on front-of-pack labelling and marketing foods and drinks will go far in protecting communities from childhood #obesity @ncdalliance #HLM3 #enoughNCDs #AdEnough @jamieoliver @FoodRev

Share



PRIORITY 4.

Adopt smart fiscal policies that promote health



There are not enough fiscal policies that promote health and the issue of #NCDs keeps rising. At #HLM3 we want to hear about real increases in taxes and prices of tobacco, alcohol and sugary drinks, as recommended by the @WHO Best Buys! #enoughNCDs @ncdalliance #BeatNCDs

Share



Good for health, good for govt revenues
>> Increased tobacco taxation is a legally binding commitment in the @WHO @FCTCofficial and a recommendation in the Addis Ababa Action Agenda for financing the #SDGs. We want leaders to act on this now! #enoughNCDs @ncdalliance #HLM3

Share



Good for health, good for govt revenues
>> Taxation of unhealthy commodities is supported by clear evidence. Many govts are increasing taxes on tobacco, alcohol and sugary drinks. At #HLM3 we want all leaders to make this the norm! #enoughNCDs @ncdalliance #SSBTax

Share



Taxing unhealthy commodities is a win-win: people's health improves and so does the health budget! How about dedicating the tax revenue to awareness raising, health promotion and disease prevention? #HLM3 #enoughNCDs @UHC2030 @ncdalliance

Share



The cost of #NCDs goes beyond treatment - indirect costs include lost time and productivity. Fiscal policy can help correct this when the price of a product does not reflect its full social cost. Our leaders must do more because we have had enough! #HLM3 @ncdalliance #enoughNCDs

Share



PRIORITY 5.

Save lives through equitable access to NCD treatment and UHC



Not enough is being done to reach the global target of “80% availability of essential medicines and tech for #NCDs in public and private facilities”; by 2025, especially for the world’s poorest and most vulnerable. Let’s turn this around - we need action right now! #HLM3 #enoughNCDs

Share



Access to treatment and care is a fundamental human right so we can achieve our best physical and #mentalhealth and wellbeing, yet millions of people around the world find treatment out of reach. This is not good enough. Let’s demand more at #HLM3! #enoughNCDs @ncdalliance

Share



There is simply far too much suffering due to #NCDs. Millions of people living with NCDs lack enough adequate pain relief and palliative care. Our health is our right, and all people need action to protect it right now! #HLM3 #enoughNCDs @ncdalliance

Share



Inadequate training of the health workforce, insufficient resources, weak supply chains and lack of patient education all contribute to the lack of lifesaving treatment and care of people living with #NCDs. We must act now. #enoughNCDs #PLWNCDs @ncdalliance

Share



Reducing the burden of #NCDs will be essential to achieving #UHC and #SDGs - NCD prevention and treatment in UHC schemes and a strong focus on equity is fundamental to strengthening all health systems #enoughNCDs @ncdalliance @UHC2030

Share



Living with NCDs is tough enough - financial hardship and limited access to treatment is not fair. Our health is our right, and all people need action to protect it right now! #HLM3 #enoughNCDs @ncdalliance

Share



A strong health system is one that promotes patient empowerment, rehabilitation, and palliative care for persons of all ages - how does your government stand? Is it enough for #PLWNCDs and the future health of citizens? #HLM3 #enoughNCDs @ncdalliance

Share



#NCDs span from heart and lung disease to cancer and mental illness. Does your head of state/govt recognise the fundamental importance of prevention and control across the continuum of care for all citizens? Ask them now! #HLM3 #enoughNCDs @ncdalliance

Share



PRIORITY 6.

Improve accountability for progress, results and resources



Accountability is a crucial force for change - how is your country tracking against global targets to prevent and control #NCDs? Our health is our right, and all people need leaders to keep their promises right now! #enoughNCDs @ncdalliance

Share



Is your government doing enough to prevent and control #NCDs for the best physical and #mentalhealth and wellbeing of its citizens? Find out in the @WHO Progress Monitor now! #enoughNCDs @ncdalliance <http://bit.ly/NCDProgressMonitor>

Share



The prevention and control of #NCDs is critical for our health. Are your policy makers asking themselves often enough what works and why, what needs improving, and what requires increased attention? Demand that they tell us at #HLM3! #enoughNCDs @ncdalliance

Share



People with “lived experiences” of #NCDs are best placed to inform and support implementation, monitoring and review of progress on NCDs - active involvement of all stakeholders will help reach our goals faster! #HLM3 #enoughNCDs @ncdalliance

Share



Our health is our right, and all people need action on #NCDs right now. Is your govt doing enough to prevent and control #NCDs? Find out what @WHO recommends with their latest list of “best buys”. #enoughNCDs #HLM3 <http://bit.ly/WHOBestBuys>

Share

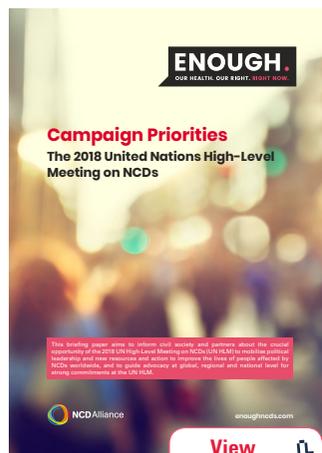


If we see and hear commitments, we can hold governments to account - that is why at #HLM3, we must already think ahead to what we need and when we want it! Let’s demand #HML4 for 2022! #enoughNCDs @ncdalliance

Share



Complementary NCD Alliance resources



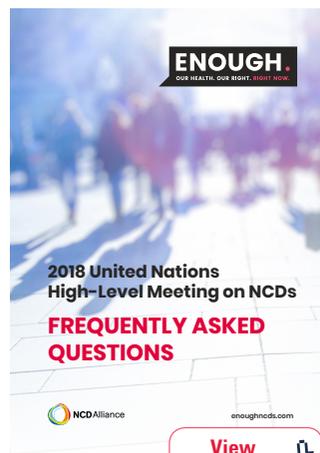
HLM campaign priorities

Available in:
English, French and Spanish

[Infographic](#)

68% of all deaths are caused by #NCDs. We have had enough. That is why we demand action from our leaders at #HLM3. Join us and support the @ncdalliance #enoughNCDs campaign priorities here: <http://bit.ly/2JZOT5D>

[Share](#)

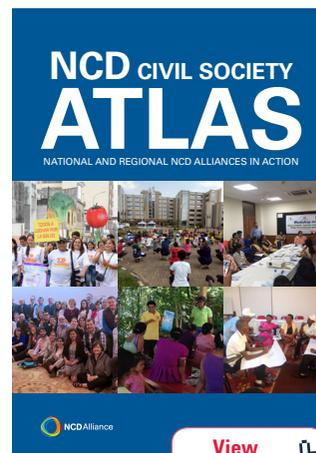


Frequently asked questions about the UN HLM

Available in English

What is the UN #HLM3 on preventing and controlling #NCDs all about? Find out in this handy FAQ by @ncdalliance here #enoughNCDs: <http://bit.ly/2JXIt0C>

[Share](#)

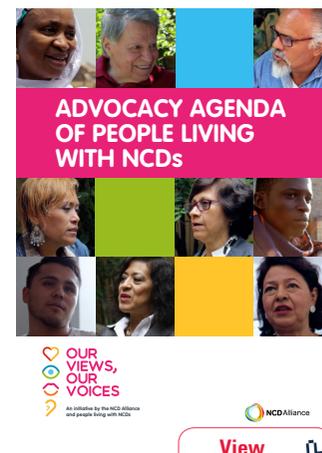


NCD Atlas of National and Regional NCD Alliances in Action

Available in English

From community mobilisation to high level advocacy, learn about the phenomenal efforts of NCD alliances around the globe in the @ncdalliance #NCDAtlas here! <http://bit.ly/NCDAtlas>

[Share](#)



Advocacy Agenda of People Living with NCDs

Available in:
English, French and Spanish

If only the experiences of people living with #NCDs could be heard to meaningfully inform policy... now they can! Access the @ncdalliance Advocacy Agenda of #PLWNCDs for a collection of 1,893 voices of people from around the world <http://bit.ly/2rvOlrh>

[Share](#)



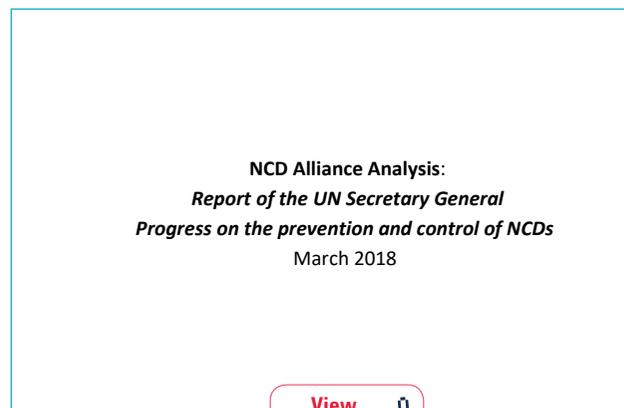
[View](#)

NCD Alliance Webinar recording 9 April 2018

Available in English

To access all previous NCD Alliance bi-monthly webinars

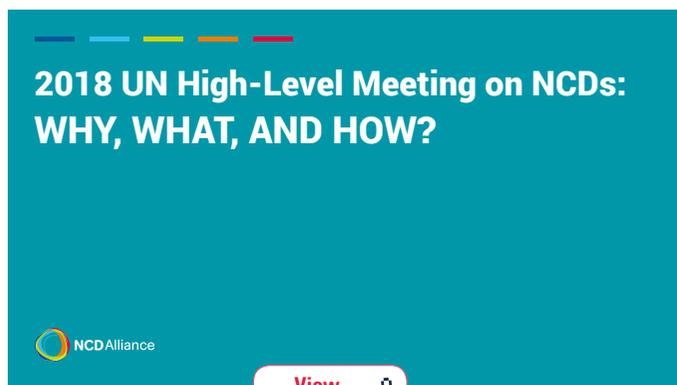
[Visit](#)



[View](#)

NCD Alliance analysis of the UN Secretary General Report on progress on the prevention and control of NCDs 2018

Available in English



[View](#)

HLM Why, What and How presentation for NCD advocates

Available in English, French and Spanish



[View](#)

YouTube playlist featuring a series of quotes from the NCD community in support of the ENOUGH campaign

Key global resources about NCDs



NONCOMMUNICABLE DISEASES
PROGRESS MONITOR 2017



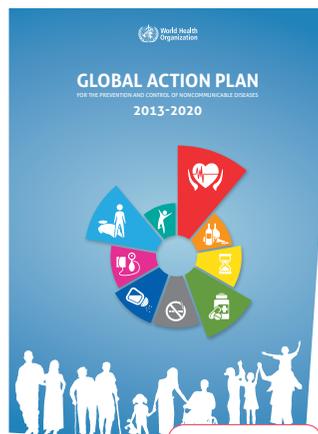
[View](#)

WHO NCDs Progress Monitor 2017

Available in:
English, French and Spanish

ENOUGH inaction. As of 2017, only 48% of all member states have national plans or targets to prevent and control #NCDs. This year, our leaders must wake up and step up! #enoughNCDs #HLM3 <http://bit.ly/2HTZRwS>

[Share](#)



World Health Organization
GLOBAL ACTION PLAN
FOR THE PREVENTION AND CONTROL OF NONCOMMUNICABLE DISEASES
2013-2020

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NCD Global Action Plan 2013 - 2020

Available in English

[Infographic](#)

[flyer](#)

The conditions in which people live and work and their lifestyles influence their health and quality of life. View the Global Action Plan to see the roadmap and menu of policy options to take coherent action at all levels #enoughNCDs #HLM3 <http://bit.ly/2rvhGbB>.

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World Health Organization
Implementation tools

Package of Essential Noncommunicable (PEN) disease interventions for primary health care in low-resource settings

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Package of Essential Noncommunicable (PEN) disease interventions for primary health care in low-resource settings.

Available in English

The tools of the @WHO Package of Essential #NCDs Interventions (WHO PEN) support the implementation of very cost-effective interventions through an integrated approach. The answers exist. Now we need leaders to act. #enoughNCDs #HLM3 <http://bit.ly/2HUhmX6>

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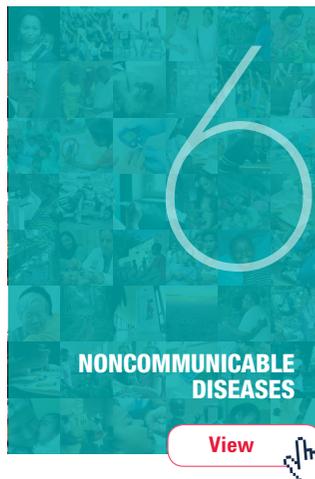
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WHO and UNDP: What Government Ministries Need to Know about Non-communicable Diseases

Seven sectoral briefs available in English

What do Govt Ministries Need to Know about #NCDs? Seven sectoral briefs for #education #labour #finance #localgov #trade #execs and #ICT are available here #enoughNCDs #HLM3: <http://bit.ly/2rvjktN>

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NCDs and the Sustainable Development Goals. "Health in 2015: From MDGs to SDGs". Chapter 6 on NCDs

Available in English

NCDs are estimated to kill around 38M people/year (68% of all deaths). The main NCDs (#CVD #cancers #CRD & #diabetes) are among the top 10 killers and yet they have long been hidden, misunderstood & under-recorded #enoughNCDs #SDGs Find out more here: <http://bit.ly/2JVcQej>

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'Best buys' and other recommended interventions for the prevention and control of noncommunicable diseases

TACKLING NCDs



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Tackling NCDs

Available in Arabic, Chinese, English, French, Russian and Spanish

Mortality and morbidity from #NCDs constitutes one of the major challenges for development in the 21st century. Thankfully we have clarity about What Works Best with the cost-effective @WHO Best Buys #enoughNCDs #HLM3 <http://bit.ly/2lgdxBR>

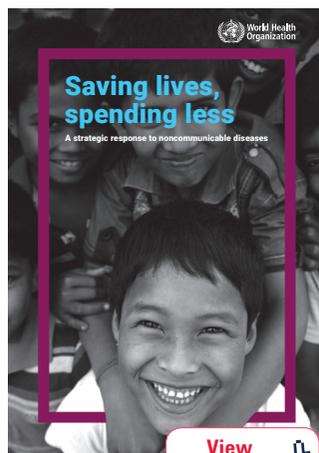
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World Health Statistics 2017: Monitoring health for the SDGs

Available in English



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Saving Lives, Spending Less. A Strategic Response to Noncommunicable Diseases

Available in English



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Time to deliver: report of the WHO Independent High-Level Commission on Noncommunicable Diseases

Available in English, Russian & Spanish

Good news: Globally, the probability of dying prematurely from the four main #NCDs declined by 17% (2015 vs 2000). Bad news: This is insufficient to meet #SDG 3.4. Our leaders must step up now #enoughNCDs #HLM3 <http://bit.ly/2luePZO>

Finally! @WHO report illustrates the financing needs and ROIs of the #BestBuy policies to protect people from #NCDs in low- and lower-middle-income countries. <http://bit.ly/2JShMRr>

The @WHO Independent High-Level Commission on #NCDs 1st report is out now with 6 recommendations to help accelerate action against #NCDs <http://bit.ly/2JVqiCy>

Read the civil society statement in response to the @WHO Independent High-Level Commission on #NCDs 1st report here <http://bit.ly/NCDsCSOstatement>

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NCD Alliance, June 2018

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Acknowledgements

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