Global NCD Alliance Forum 2020

## **Bridging the Gap**

9-11 FEBRUARY 2020

Sharjah, United Arab Emirates (UAE)



# #NCDAF2020 SOCIAL MEDIA TOOLKIT

#NCDs #Sharjah @focpuae @ncdalliance







## #NCDAF2020 SOCIAL MEDIA TOOLKIT

#### WHY THIS SOCIAL MEDIA TOOLKIT?

Social media helped make the 2017 Global Forum a major success. During Forum week, the hashtag #NCDAF2017 (this year #NCDAF2020) had 35 million impressions, and reached 73 countries and 160 cities.

1,211 contributors engaged via Twitter and many more via Facebook and LinkedIn. Our goal for 2020 is to use social media to spread the word about the Forum and the NCD agenda even further, and we will need your help! We're calling on NCD advocates and activists and the broader health and sustainable development community to join us to use social media to help shape the online discourse on NCDs, raising awareness about the epidemic and inspiring a sense of urgency to act. In this way, we can leverage the voice of civil society, highlighting the vibrant and dynamic role that it plays in efforts to tackle the NCD epidemic.

#### Are you ready to get active?

See our prepared messages about #NCDAF2020 and start sharing!



## GLOBAL NCDA FORUM 2020 AT A GLANCE

WHERE	Sharjah, United Arab Emirates
MAIN HASHTAGS	#NCDAF2020, #NCDs, #Sharjah
WHEN	9-11 February 2020
TIME ZONE	GST, Gulf Standard Time
ORGANISERS	@focpuae @ncdalliance
WHO	The Forum will bring together 400 representatives from NCD civil society from across the world, building links with multilaterals, international NGOs, select government representatives and NCD experts
WHY	To work collectively on 'Bridging the Gap' between promises and action on NCDs globally
MORE INFO	ncdalliance.org/ncdaf2020
QUESTIONS ABOUT THIS TOOLKIT?	Contact: marty@martylogan.net







## THE EVENT

#### The Global NCD Alliance Forum 2020 will be held 9-11 February 2020 in Sharjah, United Arab Emirates



Plenary session at the 2017 Global NCD Alliance Forum.

With the theme, 'Bridging the Gap', Forum 2020 aims to accelerate global efforts to translate political commitments and rhetoric on NCDs into action and implementation at national and local levels.

The Forum will offer a civil society perspective and use a political economy lens to examine the key catalysts for change that can bridge the major gaps in the NCD response.

**LEARN MORE about the Global NCDA Forum 2020** from NCDA CEO Katie Dain in this video clip.







## THE EVENT



### **TWITTERSTORM**





For the 2017 Forum we used a 'Thunderclap' to send a resounding global message about the need to act on NCDs. It received over half a million impressions on social media and reached 156 supporters in 81 cities. For this year's Forum we plan to conjure up a 'Twitterstorm' using the hashtag #ActOnNCDs.

We'll use #NCDAF2020, #NCDs & #Sharjah for all our posts throughout the Forum. #ActOnNCDs will be reserved for a series of tweets on our final day, Day 3 (11 Feb), that will highlight concrete actions that can be taken, or are already happening, to advance the global NCDs agenda, now and in the future.

Posting with #ActOnNCDs signals that talk on NCDs must be translated into action! It will also be one way for us to carry over the momentum from the Forum into the rest of our work on NCDs in 2020, and beyond.

## DAY 3 #ActOnNCDS

With all of us posting simultaneously using #ActOnNCDs we will send our messages farther and wider than ever on 11 Feb.

#### **GET SOCIAL**

- If you're already active on social media, on the following pages you will recognise some of the tools and techniques we'll be using to share goings-on at and around the Forum.
- If you're new to social media, read on to learn how you can participate.
- > If you have questions or contacts, please send them to

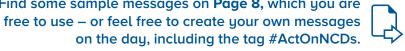


marty@martylogan.net

The official Forum hashtag is **#NCDAF2020**, for use on Twitter, Facebook, Linkedin and Instagram.

By consistently using this hashtag, all those interested, even if they're not attending the Forum, can follow proceedings, connect with other social media users, and engage and contribute. The hashtag also acts as an effective filter to help create a social media picture of the event.













## NCD ALLIANCE ON SOCIAL MEDIA

#### **ACCOUNTS TO TAG**

The following are some influential Twitter accounts in the global NCD community. Tag them when relevant to get likes and shares, which will help spread the word about the Forum

@Amref\_Worldwide

@SandroDemaio

@NCDFREE

@NCDChild

@AlzDisInt

@VitalStrat

@uicc

@WorldObesity

@worldheartfed

@IntDiabetesFed

@fdiworlddental

@DrTedros

@dinamired

@American\_Heart

@AmericanCancer

@silviafbarrio

@SaniaNishtar

@richardhorton1

@CR UK

@worldheart

@kentbuse

@katiedain1

@ZolekaMandela

#### **Twitter**

#### Join us @ncdalliance @focpuae

Twitter will be NCDA's primary social media tool (@ncdalliance @focpuae) for NCDA Forum 2020. We'll use it to promote sessions and speakers, update delegates, share images and graphics, launch publications, inform you about news and commitments, and provide instant summaries of some sessions (via 'live Tweeting'). Local hosts FOCP (@focpuae) will also be active on Twitter and across social media.

#### **TIPS FOR TWITTER**

#### Tweet any message up to 280 characters

Use the @ sign to signal organisations or individuals in Tweets: "Hello @ncdalliance", or, "We look forward to hearing from @DrTedros"

Use the hashtag # symbol before a word to link your Tweet to others on the same topic. #NCDAF2020. #NCDs and #Sharjah are the main hashtags for Global Forum 2020

**BE SHORT & SWEET**: This will help make your message clear and easy to understand.

BE CREATIVE: GIFs, photos and hyperlinks typically receive more attention and engagement – don't forget to tag people (@personsname) in photos!

BE CONSTRUCTIVE: As advocates, we should hold others accountable to commitments but remember, positivity will always foster dialogue.

#### **Facebook**

#### Join us www.facebook.com/ncdalliance/



We'll be using Facebook to share new publications, announcements and photos, and to live-broadcast plenary sessions and more.

- Engage with us to help spread the word about civil society's action against NCDs with your friends and wider communities.
- Like and share our posts or engage with us further via Comments.

#### LinkedIn

#### Join us

#### www.linkedin.com/company/ncd-alliance/



On LinkedIn we'll be sharing news, publications, announcements and more about the Global NCDA Forum 2020 with our member alliances and other partners in international health and beyond.

• Like and share our posts with your colleagues and wider community

#### Instagram

#### Join us www.instagram.com/ncdalliance/



With more interactive events this year, we'll have lots of images from Global NCDA Forum 2020 to feature on Instagram. We'll also share our graphics. You can:

- · Like and comment on them
- Share our posts with your followers









## **HIGHLIGHTS**

The following are some of the activities and events planned for the Forum that you can feature in your posts. We have prepared messages (page 8) to promote many of them, which you can easily share. Much more will be happening live and online during the Forum. Follow #NCDAF2020 so you don't miss any of the action!

An interactive chalkboard at the 2017 Global NCD Alliance Forum

#### **FACEBOOK LIVE**

We will broadcast via Facebook live the plenary sessions and more. Keep an eye on our FB page so you don't miss anything.

**Sharjah Awards:** We will celebrate some of the best initiatives by NCD civil society worldwide to fight the NCD epidemic.

#### **LAUNCHES**

We plan to launch various publications and promote activities at Forum 2020, including:

- > Bridging the Gap policy brief
- NCD Civil Society Compass
- **NCD Atlas -** Bridging the Gap on NCDs through Civil Society Action: Initiatives from National and Regional Alliances
- > Pushing for Progress on NCDs A toolkit for civil society-led accountability actions to bridge the gap between commitments, targets and results
- > Turning the Tide audiovisual series on NCDs
- 3rd Global Week for Action on NCDs

#### SUPPLEMENTARY SESSIONS

(by invitation only)

- Elevating the youth NCD agenda to high-level stakeholders
- Our Views, Our Voices event -ImPatient for Change: The power of lived experiences in Bridging the Gap for NCDs
- **Civil Society Coordination Session:** national, regional and global action
- **Satellite Sessions**





## **HIGHLIGHTING INTERACTIVE SPACES**

Forum 2020 will be even more interactive than its predecessors. The following are some of the events and spaces planned that we will spotlight on social media. Watch for them!

#### **Community in Action**

Here we will showcase selected digital posters featuring the work of national and regional alliances.

#### **Fireside Chats**

In-depth conversations between two or more speakers during the Forum's Plenary sessions that we will live Tweet and plan to broadcast on Facebook Live.



Youth delegates at the 2017 NCD Alliance Global Forum

#### **Interactive Walls**

- **Pledge Map -** Where delegates can post their pledge to Bridge the Gap on NCDs on the world map.
- **Dream Wall -** Delegates will complete the phrase, As an NCD Advocate My Dream Is...



Winners of the Sharjah Awards at the 2017 Global NCD Alliance Forum





### **MESSAGES**

#### On the following pages are messages for posting before and during the Forum.

They have been developed for Twitter, esp. the limit of 280 characters, but can be easily adapted for other channels. Of course, these represent only a fraction of what will be posted about the Forum, particularly 9-11 Feb. during the event.

#### TO BE SURE TO NOT MISS ANY OF THE ACTION, FOLLOW **#NCDAF2020**

#### **GRAPHICS**

Some of the following Tweets include visuals. See the full selection of graphics in this





Just click on a message to start sharing



#### PRE-FORUM

The global #NCD movement is growing & is reuniting in #Sharjah at #NCDAF2020! National & regional NCD alliances:

- 2015 = 43
- 2017 = 55
- 2019 = 65

Read how civil society works to bridge the gap on #NCDs #http://bit.ly/2020Atlas @focpuae @ ncdalliance

**TWEET** 

2020 #Sharjah Awards for Excellence in #NCD civil society will hail action by nat'l and reg'l NCD alliances in 3 areas: Saving lives w/ transformative policies/ solutions, Building demand, Enhancing accountability #NCDAF2020 #NCDs @focpuae @ncdalliance

**TWEET** 

Civil society delegates at #NCDAF2020 will join a CS Coordination Session to assess how global #NCD gaps translate regionally and to develop regil 'compasses' to 1 the #NCD response http://ncdalliance.org/ NCDAF2020 #Sharjah @focpuae @ncdalliance

**TWEET** 

#NCDAF2020 = 4 plenaries and 18 workshops and sessions led by youth & #NCDvoices, all devoted to Bridging the Gap between promises and action to advance the #NCD agenda, starting 9 Feb. in #Sharjah 
http://bit.ly/NCDAF2020Pgm @focpuge @ncdalliance

**TWEET** 

Convening 400 members of #NCD civil society fm 100+ alliances = #NCDAF2020. Streams:

- Saving lives through transformative policies and solutions
- Building demand 4 action
- Enhancing accountability https://ncdalliance.org/ncdaf2020 #NCDs @focpuae









#### **FORUM**

#### **Delegates**

Excited to be at @ncdalliance @focpuae #NCDAF2020 working with 400 #NCD civil society colleagues from around the globe to Bridge the Gap between pledges made to tackle #NCDs and the reality on the ground 🥏 http://bit.ly/NCDAF2020Pgm #Sharjah

**TWEET** 

#### **Sunday 9 February** (Forum Day 1)

Now at #NCDAF2020: meetings of #youthNCDs and #NCDVoices will strategise on how to get their voice heard and neaningful engagement of communities to advance the #NCD agenda 💣 http://bit.ly/NCDAF2020Pgm #Sharjah @focpuae #NCDs @ncdalliance

**TWEET** 

The @friendshipbench is at #NCDAF2020! An evidence-based intervention developed in Zimbabwe to address 'kufungisisa' - the local word closest to depression - the bench seeks to bridge the #mentalhealth treatment gap - http://bit.ly/2G46GIU #NCDs #Sharjah @focpuae @ncdalliance http://bit.lu/20nFauw

**TWEET** 

Civil Society Coordination Session at #NCDF2020 today is a chance 4 civil society delegates to assess current global #NCD gaps in their regions, as identified in the new NCD Civil Society Compass http://bit.ly/NCDcompass #Sharjah @focpuae @ ncdalliance

**TWEET** 

Announcing #TurningTheTide, 26 @BBCStoryWorks mini-films on #NCDs, spotlighting work of institutions, orgs and communities globally influencing dialogue and encouraging action 2 advance the #NCD agenda 👉 ncdalliance.org/Turning-The-Tide #NCDAF2020 #Sharjah @focpuae @ncdalliance

**TWEET** 

Launching today at #NCDAF2020 -'Bridging the Gap on #NCDs: From Global Promises to Local Progress' @ncdalliance discussion brief outlining major gaps to progress in 1st decade of the #NCD response http://bit.lu/ BridgingNCDs

**TWEET** 

What actions can civil society orgs take to help Bridge the Gap between global commitments & effective action to prevent and control #NCDs in every region / country? Read the new #NCD Civil Society Compass 
http://bit.ly/ NCDcompass #NCDAF2020 #Sharjah @focpuae @ ncdalliance







#### **FORUM**

#### **Monday 10 February** (Forum Day 2)

Workshops start today at @ncdalliance #NCDAF2020! Bridging the Gap on #NCDs via 3 streams:

- Saving lives through transformative policies and solutions
- Building demand for action
- Enhancing accountability https://ncdalliance.org/ncdaf2020 @focpuae

**TWEET** 

Launching now at #NCDAF2020: @WHO NCD Progress Monitor 2020 achievements and challenges faced by all countries in fulfilling promises made since 1st UN High-level Meeting on #NCDs in 2011 #beatNCDs #Sharjah @focpuae @ncdalliance

**TWEET** 

being done by @ncdalliance members globally to Bridge the Gap between promises and effective action on #NCDs #Sharjah @focpuae

The Community in Action exhibition

at #NCDAF2020 is sharing work

**TWEET** 

Launching at #NCDAF2020: NCD Atlas 'Bridging the Gap on #NCDs through Civil Society Action' = 11 case studies on global action:

- Saving lives with transformative policies and solutions
- **Building demand**
- Enhancing accountability @focpuae @ncdalliance
- http://bit.lu/2020Atlas

**TWEET** 

New! NCD Atlas: 'Bridging the Gap on #NCDs through Civil Society Action' = current status of national/regional #NCD alliances and their views on enablers/barriers to achieving 25x25 targets and 2030Agenda 👉 http://bit.ly/2020Atlas #NCDAF2020 #Sharjah @ focpuae @ncdalliance







#### **FORUM**

#### **Tuesday 11 February** (Forum Day 3)

Drive the #NCD agenda forward, create a new narrative on #NCDs and expand audience's reach considerably = 1 goal of #TurningTheTide, 26 new mini-films on #NCDs launched at #NCDAF2020 by @BBCStoryWorks & @ncdalliance ncdalliance.org/ Turning-The-Tide #Sharjah @focpuae

**TWEET** 

5 big gaps to bridge for progress. 5 years until 2025 and #HLM4 on #NCDs. The movement is primed and mobilised. We've had ENOUGH, of not enough. We're ready to #ActOnNCDs -Are you in? #enoughNCDs Stay tuned!

**TWEET** 

New @ncdalliance accountability toolkit will support NCD #civilsociety to:

- review and monitor in-country and regional responses to NCDs
- identify advocacy priorities based on these findings
- http://bit.lu/NCDtoolkit #NCDAF2020 #NCDs @focpuge

**TWEET** 

Accountability actions are essential to Bridge the Gap between govts' commitments to #NCD prevention and control and national action to reduce prevalence/burden of #NCDs globally to reach 2030 targets 
http://bit.ly/ NCDtoolkit #NCDAF2020 #Sharjah @focpuae @ncdalliance

**TWEET** 

#NCDAF has ended. Thank you to the 400 members of #NCD civil society who gathered in #Sharjah to strategize on Bridging the Gap between political pledges and the reality in communities globally. It's time to #ActOnNCDs! @focpuge @ ncdalliance







#### **Twitterstorm: 11 February**

The following messages all include the hashtag #ActOnNCDs because they are designed to generate action and help Bridge the Gap. Our goal is to create a 'storm' of activity with this hashtag, thus expanding the number of people who are sharing online an ever growing number of messages about #NCDs. The Twitterstorm is scheduled for Day 3 of the Forum, 11 Feb. Please share and/or post the following messages and watch for other #ActOnNCDs messages that will be posted on the day.

5 big gaps to bridge for progress. 5 years until 2025 and #HLM4 on #NCDs. The movement is impatient, primed and mobilised to #ActOnNCDs – Will you join us? Stay tuned! #enoughNCDs #NCDAF2020

TWEET

The NCD movement has had ENOUGH. It's time to #ActOnNCDs! Join us for the 3rd Global Week for Action on #NCDs, 7-13 September 2020 and raise your to say #enoughNCDs like @chriskoriginal #NCDAF2020 http://bit.ly/2ShODon

**TWEET** 

My #NCDAF2020 pledge to #ActOnNCDs and help bridge the gap from commitment to progress is: [your action pledge]





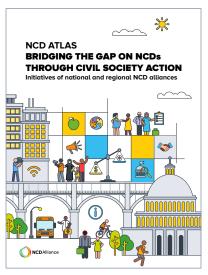


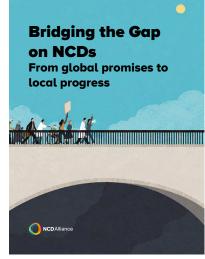
#### **UPDATED PRELIMINARY PROGRAMME**



#### **PUBLICATIONS**

Visit ncdalliance.org to access to all publications and resources launched during the Forum





#### NCD CIVIL SOCIETY COMPASS **CARDS**





