


Communications Guide and Checklist


 **Date**
First full week of September, annually


 **Location**
Everywhere

 **Who**
Everyone


Unifying brand and banner

ENOUGH. Our Health. Our Right. Right Now.

 Website with map of events,
resources, ideas
<https://enoughncds.com/>

 Primary hashtag
#enoughNCDs

Secondary hashtags
#NCDvoices #beatNCDs

 Contact
info@enoughncds.com

Media and Social Media Communication Tips

#enoughNCDs is the primary hashtag for the Global Week for Action on NCDs. Please include it in all your social media messages.

The Global Week for Action on NCDs is a prime opportunity for you to engage with media and raise awareness of your organisation's advocacy priorities and messages. Through events, activities, social media, and traditional media you can tap into the momentum of the globally unified NCD movement.

Key messages

For all media, be clear on your top four or five key messages and prepare some talking points on these key messages. These should form the basis of all your communications. Your key messages might be a mixture of suggested global priority key messages guided by NCDA and focused on national or regional priorities. You may wish to prepare a short quote by your organisation's spokesperson, or from a person living with or affected by NCDs.



Maldives NCD Alliance secured morning a television interview

Media outreach

In addition to the NCD Alliance’s media engagement, media release templates can be adapted by you to attract interest from local, national, regional and/or global media outlets. Please note, we suggest that you keep your press release short and to the point (a maximum of one page), and share media releases ‘under embargo’ until the date you want them to go public - journalists and publishers understand this to mean that it’s for their information only until that date and time.

The **Photo Call / Media Advisory** is an advance ‘heads up’ in which you can flag that there is an activity taking place and provide background information to the media, which will then inform subsequent stories. You can send this out about two weeks before the Week for Action, and be sure to include your contact details for follow-up questions.

You can also use NCD Alliance’s template **Media Release**. It will be circulated to alliances and network members in the weeks before the Global Week for Action on NCDs and will incorporate the latest messaging, with spaces for you to ‘fill the gaps’ and tailor to your local, national or regional context with statistics, insights from people in your community living with NCDs, and local and organisational priorities. You should plan to include some of your national key messages, such as highlighting what your government is doing well in regard to NCDs.

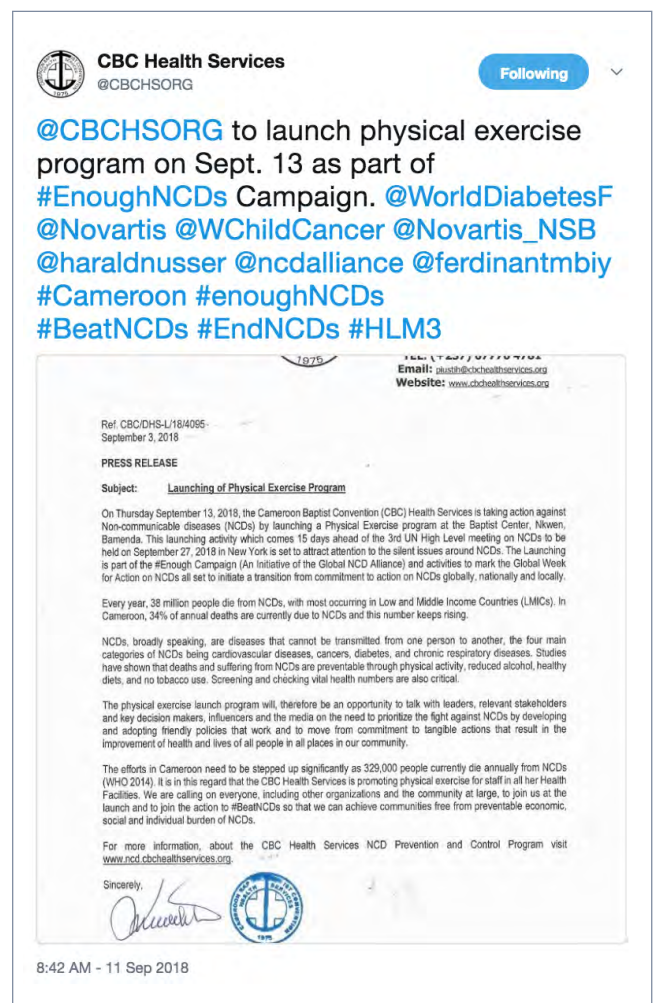
Engaging journalists

If you –or others in your network– have existing relationships with journalists, or you are familiar with the names of journalists who follow and write on global, national or local health news, you should focus your

outreach on them in the first instance. If you can’t find their contact details on the outlet’s website, try social media –many journalists search Twitter for stories, and may appreciate a polite but enticing message alerting them to your news and inviting them to contact you for more information, or to share their email address so you can forward information directly.

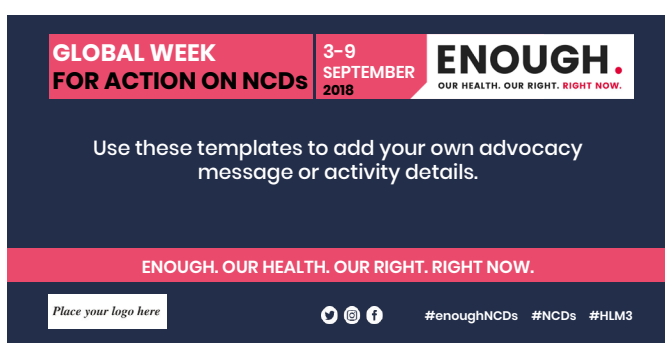
Letter to the editor and op-eds

Another way to get media coverage and convey your message to broad audiences using the media is a letter to the editor or a proposal for an opinion piece, editorial, comment or blog where the platform has space for community submissions. This is a particularly powerful option for people living with and affected by NCDs to raise their voices and be heard, and could be an opportunity for a coordinated approach with several individuals writing to a particular media outlet during the Global Week for Action on NCDs. These kinds of pieces are shorter, less formal, more accessible (making complex issues understandable), and can have a personal voice. Check if the platform has a word limit, provides editorial guidelines, requests to review before publication, or offers the opportunity to provide photos. Read some previous examples of published pieces and try to adopt a similar tone.



Social media

Your main Global Week for Action on NCDs activity might be to harness the enormous potential and power of social media such as Twitter, Facebook and Instagram. See the **NCD Alliance’s Social Media Basics – a guide to using digital channels to achieve change on NCDs** for further guidance on understanding different social media platforms and getting started on them. Most importantly, remember to include #enoughNCDs in all your social media posts!



Diverse social media strategies and techniques can be used during the Global Week for Action on NCDs. For example, for each day of the working week you might highlight one of the following:

- Successful interventions (best buys or good buys) for each of the five main NCD risk factors: alcohol, tobacco, physical inactivity, diet and air pollution
- Information about NCDs, and/or lived experiences of people living with NCDs
- Five system challenges (for example in the health system or food system) in your country that need strengthening and improvement
- Five areas of synergy with other health and development areas that could be better leveraged – or are leveraged well – in your country. For example, greater policy coherence between energy, trade and health sectors. Explain in what way and for what dual benefits.
- Key actions related to the year’s main theme of the Global Week for Action (found on the **ENOUGH. website**) For example, High-Level Meeting campaign priorities.
- Messages from Voices of Change and Champions pages of **enoughncds.com**, or from members of your own network or organisation. When sharing messages or quotes from people living with NCDs, please be sure to hashtag #NCDvoices.
- Create short informal videos interviewing people in your network and publish them (with the person’s permission) on social media.

Remember, the main hashtag for the Global Week for Action on NCDs is **#enoughNCDs**.

The NCD Alliance will be active around the Global Week for Action on NCDs on Twitter via **@ncdalliance**. In addition to using NCDA social media for inspiration, Voices of Change, and Champions, sample social media messages will be shared through the enoughncds.com website, and with campaign subscribers. Try to identify key handles for champions, stakeholders and leaders in your country or region and tag them in your social media communications to draw attention to your messages.

