

Bridging the Community Engagement Gap Opportunities for Civil Society Action

Call for and participate in inclusive NCD governance mechanisms, institutionalising the role of PLWNCDs and civil society in health decision-making at national, regional and international level

Learn from the AIDS response as a pioneer in establishing inclusive governance mechanisms. For example, NGOs are represented on the boards of the Global Fund, and civil society and PLWHIV are specifically included in the governance structure of UNAIDS.

Team up with legal experts to explore how a rights angle could accelerate NCD action

Explore how binding legal instruments and treaties can advance the NCD agenda, including legal measures against governments for failure to meet commitments to rights and equity.

Join forces with social movements representing people left behind, including environment and equity advocates, youth movements, indigenous communities and others advocating systemic reform

In addition to the strong links already forged with child rights, women's health and HIV/AIDS movements, NCD civil society can make a common cause with campaigners for environment, climate, and others who campaign for wellbeing to be put ahead of short-term economic indicators in decision making. Ensure that social and environmental policies are also understood as health and wellbeing policies.

Coordinate civil society action across all SDGs

It is essential that CSOs across different sectors work more closely together, to ensure that there are no trade-offs between the different aspects of sustainable development.

Communicate effectively by leveraging outrage, rebuking injustice, translating evidence, sharing personal stories, celebrating successes, and campaigning collaboratively

Mobilise for the annual Global Week for Action on NCDs and other milestone days, weeks and political campaigns to use diverse communication strategies. Use traditional and social media to make noise, demand change, and put issues, insights and solutions in front of policy makers.

Celebrate and share successes

'Yes We Can' is a legendary political slogan that inspired a movement to believe that unprecedented change was possible, becoming a self-fulfilling prophecy. Showcasing successful and courageous NCD actions and leaders who implement effective measures can encourage and inspire others to emulate these successes for their own countries and people

