

## **Social media toolkit**

# **THE MOMENT FOR CARING**

**Global Week for Action on NCDs,  
14-21 September 2023**

**#ActOnNCDs**



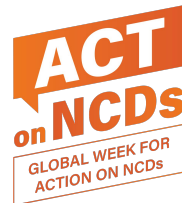
# Discover the toolkit

This social media toolkit has been developed to support your participation in the 2023 Global Week for Action on Noncommunicable Diseases (NCDs) this 14-21 September.

In the lead up to and during the week, we encourage you to use the power of social media and your voice to call on friends, peers, colleagues, your community and policymakers to **#ActOnNCDs!**

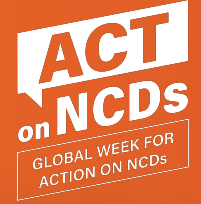
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14-21 SEPTEMBER 2023

# About the Global Week For Action on NCDs



The Global Week for Action on NCDs unites the NCD community every September, concentrating our combined efforts to help reduce the NCD burden globally and improve health equity for all. On social media we are united with #ActOnNCDs.

This year, the campaign spotlights the call to close the care gap for people living with NCDs.

The campaign calls on everyone, everywhere to take action and be an agent of change. From posting on social media, to contacting local politicians and policy makers, to organising a health-promoting event for your community, no action is too small; no voice is insignificant.



[actonncds.org](https://actonncds.org)

[#ActOnNCDs](https://twitter.com/ActOnNCDs)

# CAMPAIGN THEME

# CARE

From 2020 to 2025, each year we focus on a specific theme.  
**In 2023, the theme is care.**

**We have one clear message for governments, ministers of finance and health, donors, international agencies, and the private sector: the moment for caring about people living with noncommunicable diseases is now.**

**We call on governments and heads of state to uphold their commitments to Universal Health Coverage (UHC), ensuring that everyone has access to the healthcare that they need, without risk of financial hardship, and regardless of where they live or who they are.**

**ACT**  
**on NCDs**  
GLOBAL WEEK FOR  
ACTION ON NCDs

## 1 INVEST

Invest in the prevention and control of NCDs through adequate, predictable, and sustained resources for UHC.



## 2 ACCELERATE

Accelerate UHC implementation by including quality NCD prevention and care services in country UHC health benefit packages.



## 3 ALIGN

Align development and global health priorities to achieve UHC.

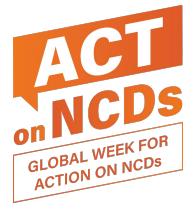


## 4 ENGAGE

Engage people living with NCDs to keep UHC people-centered.



## The campaign theme for 2023 is **THE MOMENT FOR CARING**



When we look at the economics of health, we see a story of inequity. World leaders have promised to ensure everyone has access to healthcare, regardless of ability to pay, by 2030 – this is known as **Universal Health Coverage (UHC)**.

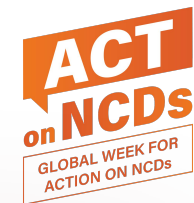
**In 2023, the Global Week for Action on NCDs will advocate for this inequity to end by putting the spotlight on the care gap for NCDs.** We aim to catalyse fair and effective solutions to support every person, every family and every community affected by NCDs and make the cost for care and treatment affordable.

Heads of State and Governments will meet in September 2023 in New York to discuss UHC at the High-Level Meeting. This will be an opportunity to advance UHC policy and implementation in the lead up to 2030.

*“The brutal fact is that for many people around the world, the chances of surviving an NCD depend on their ability to pay for care out of their own pocket. With the UHC High-Level Meeting happening this September 2023, we are calling on governments to change this, to make bold commitments for people living with NCDs around the world.” - Katie Dain NCD Alliance CEO*

## The moment for caring

### OVERVIEW OF THEMES OF THE DAY



- Cross-cutting Action on NCDs - 14 September
- Caring: from prevention to palliation - 15 September
- Joining efforts for development and health priorities - 18 September
- Considerate caring: engaging people living with NCDs - 19 September
- Investments for caring – 20 September
- NCD care in Universal Health Coverage - 21 September



# Cross-cutting Action on NCDs

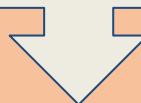
**NCDs remain one of the most pressing developmental public health issues today. It is time to act collectively and address care gaps through the whole-of-government and whole-of-society approaches.**

Only a handful of countries are on track to reduce by one third the premature mortality from noncommunicable diseases by 2030 and meet SDG target 3.4.

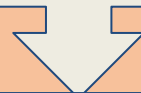
To turn the tide on NCDs and achieve SDG 3.4 and 3.8, the highest level of leadership is essential. We also need policy coherence and coordination through a whole-of-government approach and engaging with non-state actors in an appropriate, coordinated, comprehensive and integrated response.

## Caring: from prevention to palliation

**People around the world need affordable high-quality essential healthcare across the whole spectrum of services – from prevention and treatment to palliative care – to protect themselves from NCDs throughout their lifetime.**



Half of adults living with diabetes are undiagnosed and are unable to access the insulin they need; hypertension is only under medical control for one in five people; chronic kidney disease tends to go untreated with up to 90% of cases undiagnosed until lifesaving dialysis or a transplant is needed, and more than 90% of cancer patients in low-income countries lack access to radiotherapy.



Health systems should adopt an integrated, life course approach, including services across the continuum of care. Countries should fund those services in national UHC health benefits packages by drawing on WHO 'best buys' and other international recommended interventions.



## Joining efforts for development and health priorities

There is a crucial need to align development and global health priorities to achieve UHC, act on NCDs, and uphold the right to health for all.



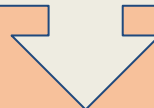
Many people live with multiple NCDs or live with both an NCD and a chronic communicable disease, such as HIV/AIDS or tuberculosis.



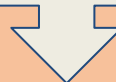
It is crucial to keep UHC people-centred and overcome the challenge of treating individual diseases in silos. A whole-of-government and whole-of society approach, beyond health sectors, is necessary to deliver a comprehensive response to NCDs and achieve UHC and health security.

## Considerate caring: engaging people living with NCDs

**Governments alone cannot achieve UHC. Engagement of all stakeholders, particularly communities and civil society, makes health systems more transparent and based on real people's needs.**



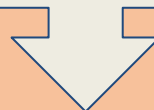
Only a few countries have implemented formal accountability mechanisms for UHC. More can be done to strengthen the coordination of multi-stakeholder ecosystems and involvement of people living with NCDs.



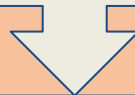
The [Global Charter on Meaningful Involvement of People Living with NCDs](#) & WHO Framework provide key guidance to enable the meaningful involvement of people living with NCDs in decision-making at all levels.

## Investments for caring

**NCD response needs adequate funding in countries. By investing in Universal Health Coverage (UHC) we can contribute to saving lives, reducing poverty, and promoting equity.**



Equity in access to essential health services means that the entire population is covered, not only those who are able to afford services. Without UHC those who are unable to pay for healthcare might end up paying with their lives.



To reach UHC, countries should spend at least 5% of their gross domestic product (GDP) on health. Also, WHO recommends to increase spending on primary healthcare by one extra percent of GDP as part of national UHC plans.

## NCD care in Universal Health Coverage


**Building on national basic healthcare packages, UHC can ensure that everyone has equal access to a broad range of high-quality health services throughout the life and across services from prevention to palliative care.**

Only a few countries have adopted clear action plans towards UHC, and most implementation efforts have revealed discriminatory practices and a lack of quality in the provision of healthcare services.

UHC requires more efforts at the national level of tried-and-tested public health policies, including ones on health promotion and NCD prevention. National UHC roadmaps should integrate efforts to build health-enabling environments and speed up the roll-out of UHC by 2030.

## Ready-made posts:

### In the run-up to the Global Week - up to 14 September

 [BREAKING: The dates and time for The Global Week For Action on NCDs 2023 have been announced! Join the whole NCD community 14-21 Sep. Theme: Closing the care gap #TheMoment4Caring #ActOnNCDs <http://actonncds.org>](#)

[Join us & the whole community of #NCD advocates on 14-21 Sep to call on decision-makers to #ActOnNCDs & improve care for everyone everywhere! #TheMoment4Caring !\[\]\(e2376d476d06eb31946dc01a69a4403a\_img.jpg\) <http://actonncds.org>](#)


[Learn how you can add your voice and participate in this year's Global Week for Action campaign. Share your moment for caring \[www.actonncds.org\]\(http://www.actonncds.org\)](#)

[We are joining the Global Week for Action 2023 because we care about people at risk of & living with #NCDs, economies, healthcare workers and systems. Will you join us 14-21 Sep? Let's #ActOnNCDs together. <https://actonncds.org/>](#)

## Ready-made posts:

In the run-up to the Global Week - up to 14 September

[At this year's UN High-Level Meeting on UHC, we call on UN Member States to set clear national targets for healthcare: 15% of government expenditure. WHO 'best buys' can generate funds to fill in the gaps to achieve #HealthForAll! #ActOnNCDs](#)

 [UN Member States: Investment in NCDs is the world's biggest opportunity to save and improve lives by 2030. At the UN HLM on UHC, ensure national spending targets align with the Abuja Declaration goal of 15% government expenditure on health! #ActOnNCDs](#)

[Are you a Low- and middle-income country & think you don't have the budget to #ActOnNCDs? 💡 WHO's Appendix 3 \('best buys'\) is full of proven policies for NCD prevention that generate domestic resources that can be used for UHC. Take action! 🖱️ \[actonncds.org\]\(https://actonncds.org\)](#)

## Ready-made posts:

### In the run-up to the Global Week - up to 14 September

[UN Member States: Let's speed up !\[\]\(feabb98897b440bc8695a03336a6e2df\_img.jpg\) progress on Universal Health Coverage \(#UHC\) incl. legal and regulatory measures to guarantee access to essential medicines and services for NCDs.](#)

[👉 Let's #ActOnNCDs Find out more: \[actonncds.org\]\(https://actonncds.org\) #ActOnNCDs](#)

[UN Member States: If implemented, these 4 asks will save lives and money](#)

- [✅ Invest in NCDs](#)
  - [✅ Accelerate Universal Health Coverage](#)
  - [✅ Align global health and development priorities](#)
  - [✅ Engage people living with NCDs](#)
- [Learn more !\[\]\(5774573cf757c446bb08af21f46b2969\_img.jpg\) <https://bit.ly/40j3ilm>](#)

[UN MEMBER STATES: ⚡ 60-90% of COVID-19 deaths were people living with NCDs. !\[\]\(642aa997563f9a325b310230bb5078b7\_img.jpg\) The Political Declaration of UHC must specifically recognise people living with NCDs as vulnerable populations within health security efforts. ⚡ We can't repeat the same mistake! #ActOnNCDs](#)

## Ready-made posts:

### Cross-cutting Action on NCDs - 14 September

We need all hands on deck to #ActOnNCDs! We can achieve SDG goals for NCDs & Universal Health Coverage only if we collaborate across sectors and with multiple stakeholders. Learn more about how you can join the Global Week for Action on NCDs 2023: <https://actonncds.org/take-action>

To achieve progress on Universal Health Coverage (UHC) countries need meaningful involvement of civil society & people living with NCDs in UHC policies in line with the whole-of-society approach. We must #ActOnNCDs together 🙌 <https://actonncds.org/take-action>

Caring should not be a lonely business. 🤝 Let's unite our efforts across multiple government sectors and stakeholders to #ActOnNCDs. Join us this Global Week for Action (14-21 September): [actonncds.org](https://actonncds.org)

Policy coherence and coordination through a whole-of-government approach and civil society engagement are essential for effective NCD response and achieving Universal Health Coverage (UHC). 🙌 Let's #ActOnNCDs together 🙌 <https://actonncds.org/take-action>



## Ready-made posts:

### Caring: from prevention to palliation - 15 September

[Health-harming industries influence our food choices & healthcare policies.](#)

[By regulating them & preventing #NCDs we care. #ActOnNCDs](#)  
[More: actonncds.org](https://actonncds.org)

[SHOCKING STAT: chronic kidney disease tends to go untreated with up to 90% of cases undiagnosed until lifesaving dialysis/a transplant is needed.](#)

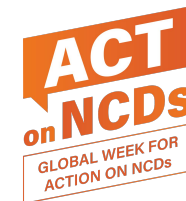
[Join us in our call for governments to change that by investing in NCD services, from prevention to palliation.](#)

[What does caring include? Caring is awareness raising, regular screening, timely diagnosis, treatment & palliation. Find out more about the NCD continuum of care: actonncds.org #TheMoment4Caring](#)

[Prevention is cheaper than treatment. To #ActOnNCDs we need to limit the influence of health-harming industries over our choices & our policies. More: actonncds.org](#)

## Ready-made posts:

### Joining efforts for development and health priorities - 18 September



[Many people live with multiple #NCDs / with both an NCD and a communicable disease such as HIV/AIDs or tuberculosis. Let's ALIGN care & #ActOnNCDs together at actonncds.org](#)

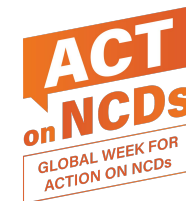
[Let's integrate #NCD prevention and care services into primary healthcare and existing health service structures, incl. humanitarian crises, to achieve both #UHC and health security <http://actonncds.org> #ActOnNCDs](#)

[We need a whole-of-government and whole-of-society approach. By involving non-health sectors, we can #ActOnNCDs & enable access to essential care for everyone. \[actonncds.org\]\(http://actonncds.org\)](#)

[Join us this Global Week For Action on #NCDs \(14-21 Sep\) as we call for bringing global health and development priorities closer. Because caring is everyone's business & #TheMoment4Caring is now. Learn more: \[actonncds.org\]\(http://actonncds.org\)](#)

## Ready-made posts:

### Considerate caring: engaging people living with NCDs - 19 September



[This Global Week For Action calls for the development of civil society's capacity to support community engagement in policy-making in countries. #UHC should be informed by people living with #NCDs More: <http://actonncds.org> #ActOnNCDs](#)

[Let's use this Global Week for Action as #TheMoment4Caring about people living with #NCDs. We call on governments to make policies for Universal Health Coverage that meet real needs <http://actonncds.org> #ActOnNCDs](#)

[#TheMoment4Caring about people at risk of & living with #NCDs is now. Join the Global Week for Action campaign now. Let's #ActOnNCDs together. Resources: <http://actonncds.org>](#)

[UN Member States: 1.7 billion people, or 22% of the global population, lives with an NCD. Keep UHC people-centred with specific language to include people living w/ #NCDs in UHC governance. More !\[\]\(cbe2492b119e39e02a1dab2af4a4b296\_img.jpg\) \[actonncds.org\]\(http://actonncds.org\) #ActOnNCDs](#)

## Ready-made posts: Investments for caring - 20 September

[Fact: #NCDs are the most underfunded global health issue compared to the billions of people impacted. Investing in NCDs offers the world's greatest potential to save and improve lives by 2030. It's time to #ActOnNCDs. More at !\[\]\(2bdfe261b986065ee0ac76460d6528c9\_img.jpg\) \[www.actonncds.org\]\(http://www.actonncds.org\)](#)

[Taxes on unhealthy commodities such as fossil fuels, unhealthy food, tobacco and alcohol can generate revenues for the inclusion of #NCDs into Universal Health Coverage. #ActOnNCDs. More: \[actonncds.org\]\(http://actonncds.org\)](#)

[Where you live or how much you earn should not decide IF you live! We call on governments to ensure access to essential NCD services for everyone. Join us. <https://actonncds.org/> #actonncds](#)

[No one should go into debt or choose between food and essential medicines. Let's invest in #NCDs to save lives & protect our economies. More at !\[\]\(23d9fc146e83b5c3013cfa32c784f8d5\_img.jpg\) \[actonncds.org\]\(http://actonncds.org\) #ActOnNCDs](#)

## Ready-made posts:

### Including NCDs into Universal Health Coverage - 21 September

[Universal Health Coverage is attainable. We need quality primary healthcare that caters to the needs of all, including people living with multiple conditions, from prevention to palliation. More 📍 \[actonncds.org\]\(http://actonncds.org\) #ActOnNCDs](#)

[Universal Health Coverage \(#UHC\) is a proven tool to ensure that anyone can access the essential care they need without financial hardship. 📣 We call for governments to accelerate UHC implementation by including NCDs. \[actonncds.org\]\(http://actonncds.org\) #ActOnNCDs](#)

[NCDs are a major human rights issue:](#)

[➡ Globally, there are +40m NCD deaths](#)

[➡ This number is expected to rise to 52m by 2030](#)

[➡ Over 75% of all NCD deaths occur in poorer countries](#)

[The time to #ActOnNCDs is now!](#)



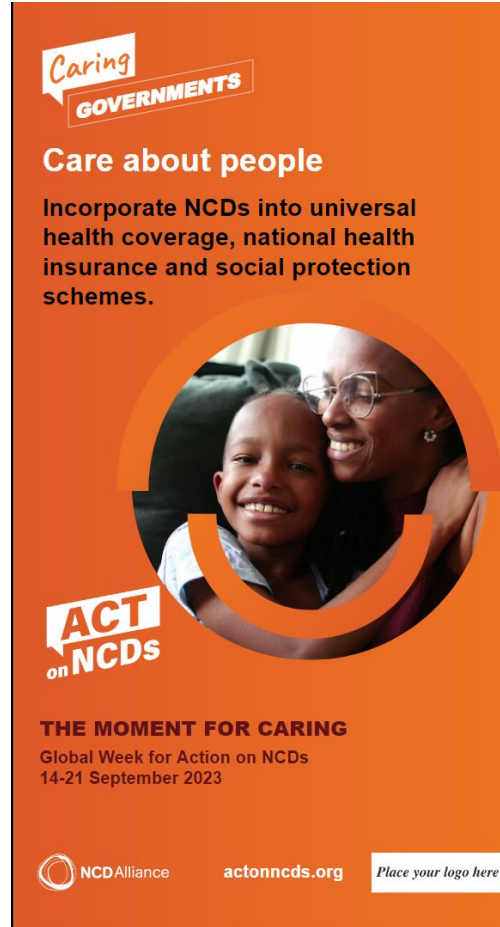
[www.actonncds.org](http://www.actonncds.org)

# Campaign Graphics

A picture can communicate a thousand words.

Share the official social media graphics with your social media posts

[You can download the official social media graphics directly from the campaign website in English, French and Spanish.](#)



**Caring GOVERNMENTS**

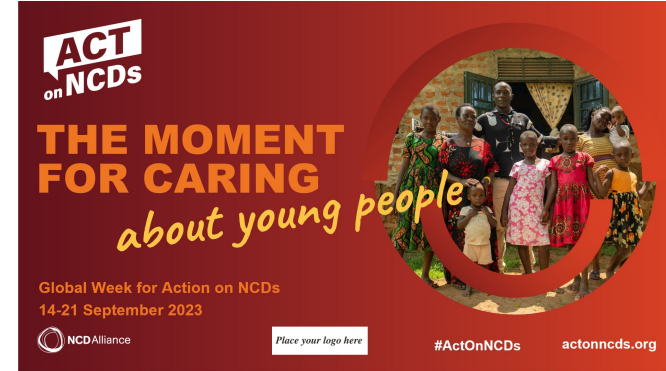
**Care about people**

Incorporate NCDs into universal health coverage, national health insurance and social protection schemes.

**ACT on NCDs**

**THE MOMENT FOR CARING**  
Global Week for Action on NCDs  
14-21 September 2023

NCDAlliance [actonncds.org](#) *Place your logo here*

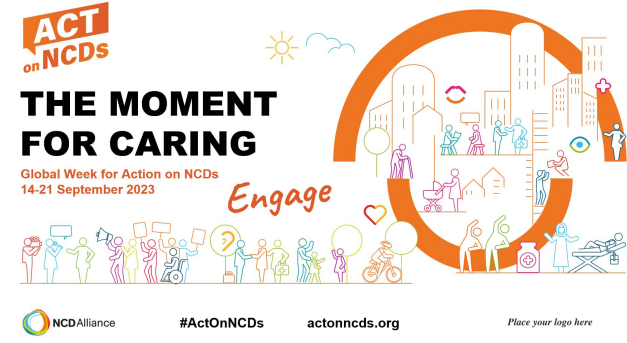


**ACT on NCDs**

**THE MOMENT FOR CARING**  
*about young people*

Global Week for Action on NCDs  
14-21 September 2023

NCDAlliance *Place your logo here* #ActOnNCDs [actonncds.org](#)



**ACT on NCDs**

**THE MOMENT FOR CARING**  
*Engage*

Global Week for Action on NCDs  
14-21 September 2023

NCDAlliance #ActOnNCDs [actonncds.org](#) *Place your logo here*

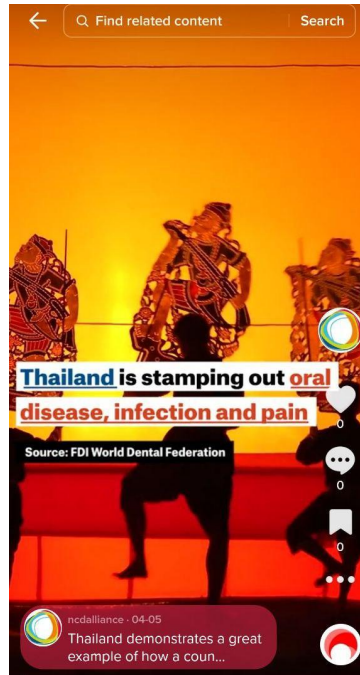
# Campaign Audio & Visual Materials

Why not create and share your own #ActOnNCDs video and let the world know why the moment for caring is now!

Make your voice count this September (14-21) for the 2023 for the Global Week for Action on NCDs.



Listen and amplify our podcast Voices of the Health Revolution that shines a spotlight on the trailblazers who are leading bold action to protect our universal right to health



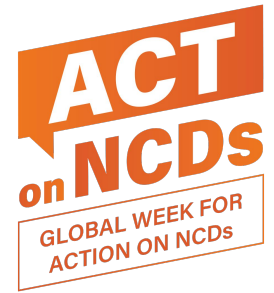
Amplify the campaign videos featuring how different countries are implementing Universal Health Coverage available in [our YouTube playlist](#)

# Campaign Logo use

The Act on NCDs campaign logo and resources are available for use by the NCD community, and we encourage you to do so!

We only ask that you link to the Act on NCDs website at [actonncds.org](http://actonncds.org) and give credit e.g. by using the #ActOnNCDs hashtag.

[You can download the logo and other campaign assets, and read the complete guidelines for use on our website.](#)





# Campaign Social effects

In 2023, we make community-building on social media even easier.

We prepared a number of effects for Instagram reels, Instagram and Facebook stories and TikTok videos. Find them on the platforms.

[We prepared all the instructions for you.](#)

We only ask you not to forget about #NCD CaringVoices so your content can be added to our website.



ACT on NCDs  
GLOBAL NEED FOR ACTION ON NCDs

THE MOMENT FOR CARING

#TheMoment4Caring

actonncds.org

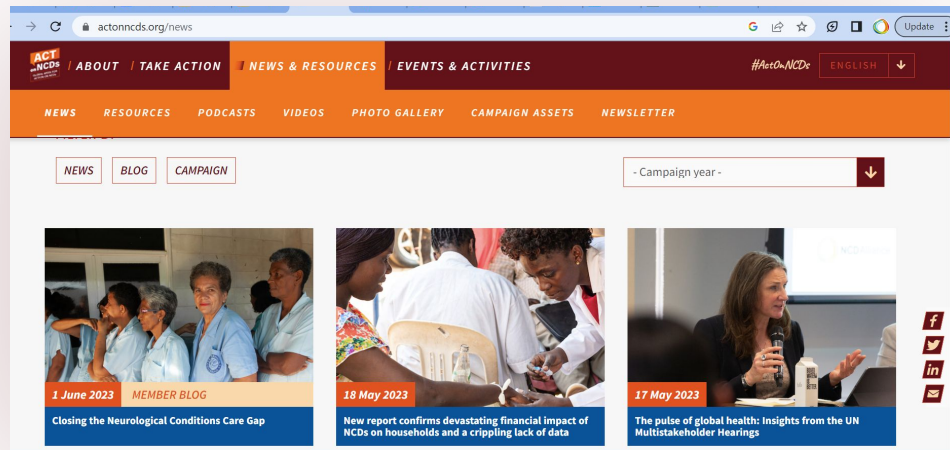


# Campaign Co-creating

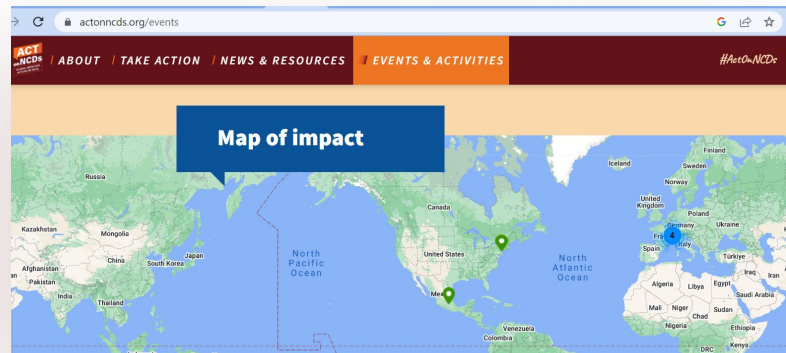
The campaign is co-created by the whole NCD community.

In the lead-up to September, actonncds.org has been featuring blogs from NCD Alliance members and partners sharing their experiences in NCD prevention and control efforts.

[You can read and share the blogs from actonncds.org](https://actonncds.org)



When you participate in the campaign (develop a publication, organise an event/country campaign, please do not forget to let us know by adding your activity to our [map of impact](#).



**ACT**  
on **NCDS**

*The moment for caring*

GLOBAL WEEK FOR ACTION ON NCDS

14-21 September 2023



#ActOnNCDS

#NCDS

@ncdalliance



[ncdalliance.org](http://ncdalliance.org)

[www.actonnlds.org](http://www.actonnlds.org)