

# ENOUGH.

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

**Social media toolkit**

<https://www.enoughncds.com>



**NCD Alliance**

# Join ENOUGH.

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OUR HEALTH. OUR RIGHT. RIGHT NOW.

NCDs are the #1 cause of death and disability worldwide.

NCDs – mainly **cancer, cardiovascular disease, chronic respiratory diseases, and diabetes** account for 70 percent of global mortality; **80 percent of premature deaths from NCDs** occur in low- and middle-income countries, and **everywhere** they disproportionately impact the most vulnerable people. Many NCDs are **preventable** – no person should have to endure **avoidable suffering**.

**We invite you to join us as we make 2018 a pivotal year for NCDs.**

Political leaders, policy makers, and others who make decisions about our health and future need to hear that we have had **ENOUGH**.

**Want to join? Here are just a few ways you can support our campaign...**

# 1. Help ENOUGH. build a movement!

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The quickest and easiest thing for you to do today is share our pinned tweet by going to our [twitter](#), [facebook](#) or [instagram](#) account and following, liking and sharing the pinned posts to promote ENOUGH. You can also follow the links to the campaign [video](#) and launch [blog](#) and share them through social media.

**For all of your posts, an engaging array of social assets are [here](#), with more being added soon.**

Please use freely! When you do, we hope you'll tag five or more people who you think will support our movement and include our campaign hashtag [#enoughNCDs](#)

Links to the main '#enoughNCDs' social platforms are: [Facebook](#), [Twitter](#), & [Instagram](#)

## 2. Share your ENOUGH. now.

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What have **you** had ENOUGH of when it comes to NCDs? What needs to change?

Take a look at our [campaign priorities](#) to see what we think needs to change to truly make a difference in the global epidemic of NCDs and millions of lives.

Then share your thoughts:

- Share a selfie or record a **video** message describing your experience with NCDs and what you think needs to change to stop NCDs robbing people of their health.
- Share your '**Voice of Change**' on [enoughncds.com](https://enoughncds.com)
- A suggested prompt when composing your messages: *I've had ENOUGH of...*

### 3. Support our day of social action.

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On **June 14**, we want to drive traffic to our campaign website and raise the volume of discussion to maximise awareness and engagement in the ENOUGH campaign.

We want to ensure our leaders engage in this important meeting of global leaders, and pledge to move from commitment to meaningful action.

**Join our digital rally!** Sign up to our Thunderclap [here](#).

## 4. Share a message of solidarity

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**NCDs affect all of us**, whether that be living with, at risk of, or caring for someone who lives with an NCD.

### Some suggested posts:

- In 2015, NCDs accounted for 70 percent of global mortality. We stand in solidarity with @NCDAlliance and say – ENOUGH of preventable suffering and death from #NCDs #enoughNCDs enoughncds.com
- We stand in solidarity with @NCDAlliance to say ENOUGH of inaction on #NCDs. Put people and lives free from preventable suffering and death first in 2018! #enoughNCDs enoughncds.com
- Join us to make 2018 the year for action on NCDs; we have had ENOUGH. Our health is our right, and we need action to protect it now. Together we can #beatNCDs. #enoughNCDs enoughncds.com
- NCDs will result in a total economic loss of 47 trillion USD by 2025. The return on investment for health is enormous. We're standing with the @NCDAlliance to say #enoughNCDs enoughncds.com

## 5. Alert your local government representatives

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Local government representatives, ministers, and city and municipal mayors and councillors all have a role to play. Let them know how NCDs are affecting your community and what they can do to change that!

### Suggested posts

- We've had ENOUGH of preventable suffering from #NCDs. Will you @[Elected Representative] support the @NCDAlliance and help us #beatNCDs? #enoughNCDs #HLM3
- We've had ENOUGH of political inertia and lack of action and accountability to reduce suffering from #NCDs. @[Elected Representative] will you help bring our message to the United Nations? #enoughNCDs #HLM3

## 6. Support ENOUGH. offline

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You can find more ideas for how you can support the campaign online and offline [here](#).

### You can also:

- Learn more about NCDs, the HLM, and what needs to be done to stop preventable death and suffering from noncommunicable diseases at [enoughncds.com](https://enoughncds.com).
- We invite you to step up and **pledge** how you will take action to ensure that that the 2018 HLM on NCDs accelerates the NCD response, and that the momentum continues well beyond September.
- **Become an NCD Champo: If you would like to do more to build momentum and make an even bigger difference, we invite you to [contact us](#) to discuss other opportunities to collaborate.**



**THANK YOU!**

**ENOUGH.**  
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Share. Engage. Act. Inspire. Change.  
#EnoughNCDs [enoughncds.com](https://enoughncds.com)



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**Much NCD suffering is preventable,  
and we know the solutions.**

#enoughNCDs