

#theface campaign launched today, share your story

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NCDFREE launched today [#theface](#) [1], its latest global online and crowdsourced campaign.

For the month of October, the campaign aims to put a human face to Non-Communicable Diseases, or NCDs.

#theface intends to [start a conversation around NCDs](#) [2] and bust the common myths and misconceptions by inviting everyone who is affected by, or working in NCDs, to share their story.

Through this online community, you can add your face and show your support.

Read more [here](#) [1]

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Links

[1] <http://www.thefaceofncds.org>

[2] <https://www.youtube.com/watch?v=FlrEQ4q0cSs>