
Waking up and walking the talk on NCDs



The NCD Alliance is pleased to launch the mini-film [Waking up and walking the talk on NCDs](#) [1] calling for urgent action to prevent and control noncommunicable diseases. It highlights solutions to tackle the NCD epidemic and help deliver health for all.

“Health is a rights issue but also a means to development. NCDs cannot be tackled by the health sector alone, that’s why we are calling for multisectoral approaches”, says Dr Tedros Adhanom Ghebreyesus, World Health Organization Director-General.

“We need to wake up. We need more action, policy for governments, but you also need for industry to provide the right products for people to be able to make healthy choices”, says Anders Nordström, Ambassador for Global Health, Swedish Ministry for Foreign Affairs.

Produced by BBC StoryWorks for NCD Alliance and filmed in Geneva during May 2019, the [mini-film](#) [1] was launched today to coincide with the second Global Week for Action on NCDs (2-8 September). With the 2019 theme *Ensuring healthy lives for all: NCDs and Universal Health Coverage*, the week catalyses activity among people who are engaged in the NCD movement everywhere to celebrate successes and demand action.

In addition to digital and media campaigns, popular activities include walks, fun runs, meetings between government officials and people living with NCDs, health check clinics, workplace health initiatives, and creative competitions. The Global Week for Action on NCDs aims to increase recognition of the importance of civil society participation and advocacy, and ensures voices of those most affected by NCDs are being heard, with demonstrated commitment of civil society in national and global NCD responses.

Watch it [here](#) [1]

Join the campaign! Visit enoughncds.com [2]

Post Date: Wednesday, 4 September, 2019

Tags: [noncommunicable diseases](#) [3]

[NCDs](#) [4]

[health](#) [5]

[global health](#) [6]

[world health organization](#) [7]

[campaign](#) [8]

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Related Resource: [New mini-film: Waking up and walking the talk on NCDs](#) [9]



Teaser Image:



Tag feed: [HLMUHC](#) [10]

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Links

- [1] <https://youtu.be/bFeiiPlnXhw>
- [2] <http://enoughncds.com>
- [3] <https://ncdalliance.org/taxonomy/term/920>
- [4] <https://ncdalliance.org/category/tags/ncds>
- [5] <https://ncdalliance.org/taxonomy/term/862>
- [6] <https://ncdalliance.org/taxonomy/term/821>
- [7] <https://ncdalliance.org/taxonomy/term/347>
- [8] <https://ncdalliance.org/taxonomy/term/36>
- [9] <https://ncdalliance.org/resources/new-mini-film-waking-up-and-walking-the-talk-on-ncds>
- [10] <https://ncdalliance.org/taxonomy/term/820>

Square Image: