



NCD Alliance
ADVOCACY INSTITUTE

MODULE 2: ADVOCATING IN AN ONLINE ENVIRONMENT

Advocacy Institute Seed Programme Virtual Training 2020
27 August 2020

Agenda & Speakers

- 14:00** **Welcome & Introduction to the Advocacy Institute Seed Training**
- Moderator: Luis Manuel Encarnación, Capacity Development Manager, NCDA
- 14:10** **Shaping advocacy and communications strategies to respond to a new global health emergency**
- Jimena Márquez, Communications Director, NCD Alliance
- 14:20** **Leveraging social marketing to maximise online advocacy efforts: examples and lessons learned**
- Diana Vaca-McGhie, Director of Global Advocacy, AHA; Dr Pasha Mahmooda, WHO Collaborating Center on Social Marketing and Social Change
- 14:30** **Ghana's experience strengthening its advocacy efforts through online efforts during the COVID-19 context.**
- Labram Musa, National Coordinator, Ghana NCD Alliance;
 - Chris Agbega, member of the Our Views, Our Voices Advisory Committee
- 14:40** **Q&A - questions from participants**
- 14:55** **Breakout group distribution - participants are automatically assigned to a breakout group**
- 15:00** **Discussion in breakout groups**
- 15:30** **Feedback from breakout groups (in plenary)**
- 15:50** **Closing and next steps**

Introduction to NCDA's Advocacy Institute Seed Programme virtual training 2020



Advocacy Institute 2020-2022

NCDA's multi-year programme:

- **Seed Programme:** supports coalition building and sets foundations for advocacy.
- **Accelerator Programme:** fast-tracks advocacy efforts to advance the NCD & UHC agendas.

1st phase (2017-2019) - 14 alliances (9 Seeds & 5 Accelerators)

- 7 new alliances formed
- Exemplary campaigns: #HealthyVote (MX); regional efforts with PLW/youth (IND)
- Advocacy wins: National Alcohol Law (VN); UHC Law (PHIL)



2nd phase (starting 2020) - 14 alliances

- **Seed Programme:** Côte d'Ivoire, Malawi, Malaysia, Senegal (new), and African NCDs Network
- **NCDs and UHC Accelerator Programme:** Egypt, Ghana, India, Japan, Kenya, Mexico, Rwanda, Tanzania and Vietnam.

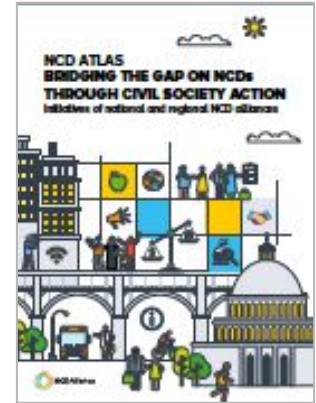
Seed Programme Virtual Training 2020

Training focus informed by capacity needs identified in:

- [NCD Atlas 2020 - Bridging the Gap on NCDs Through Civil Society Action](#) (Feb 2020)
- NCDA's recent COVID-19 survey of members (April 2020)

The Seed Programme Virtual Training 2020 aims to:

- Explore opportunities for NCD alliances to engage in accountability, particularly during COVID-19.
- **Provide alliances with tools and examples on how to advocate in an online environment.**
- Support NCD alliances to improve and acquire stronger skills and knowledge on financial management.
- Promote alliances' meaningful involvement of PLWNCDs and people-centred advocacy during COVID-19.



Module 2: Advocating in an Online Environment

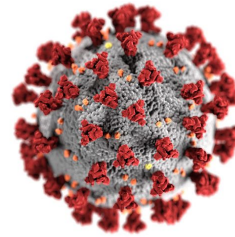
Learning objectives:

- Provide alliances with tools/examples for advocating in an online environment, and opportunities to include digital advocacy in their work plans during and beyond COVID-19.
- Showcase digital advocacy examples from NCDA and its network, particularly during COVID19.
- Identify opportunities to advocate in an online environment, identifying windows of opportunities, and leveraging tools and resources at hand.
- Provide a shared learning space.



Why advocacy & why engage in digital advocacy?

Key roles of civil society (4 A's):



COVID-19 affecting how we work & advocate

Immediate challenge - Cancelling activities for not being able to carry them out under current circumstances – 72.5%

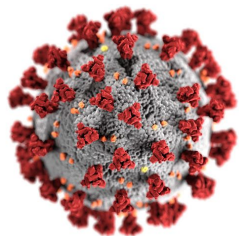
Addressed COVID-19 limitation - Moving into virtual work as possible; adapting work plans; launching virtual campaigns (social media, etc)

Adapted advocacy efforts - addressing the needs of PLWNCDS; sharing info/expertise on NCDs; adapting to COVID-19 related actions

Understanding advocacy in a simple way

WHERE & WHEN?

Understanding your context and opportunity windows



WHO?

Identify who has the power to give you what you want & who's your target audience (key stakeholders & decision makers)

ADVOCACY IS A CYCLICAL PROCESS

WHAT & WHY?

What you want to achieve & why advocating - problem identification & goals



HOW?

How can you achieve what you want - solutions & actions



Shaping advocacy and communications strategies to respond to a new global health emergency

Jimena Márquez Donaher
Communications Director
NCD Alliance



A golden age for digital communication



THIS IS WHAT HAPPENS
IN AN INTERNET
MINUTE
(2019)

Created by @LoriLewis and
@OfficiallyChadd

What is digital advocacy?

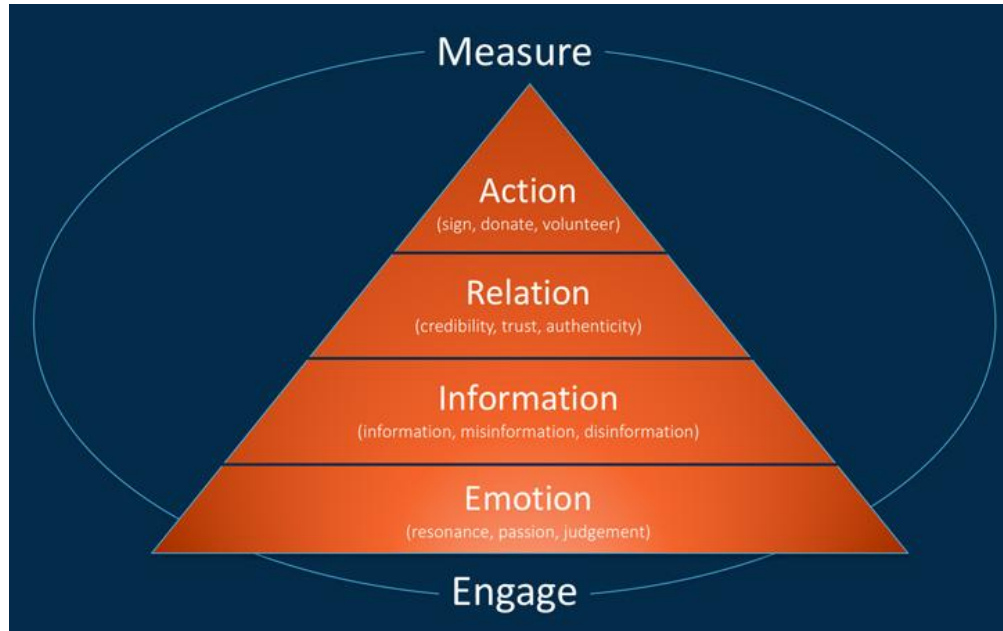
- Digital advocacy describes efforts to mobilise constituents to participate in political advocacy through the use of technology.
- Digital advocacy tools enable organisations to influence policy or regulatory processes through collective civic engagement.
- The term, “*digital advocacy*”, broadly encompasses all online activities conducted by citizens directed towards influencing policies, legislation or rules.



Source:

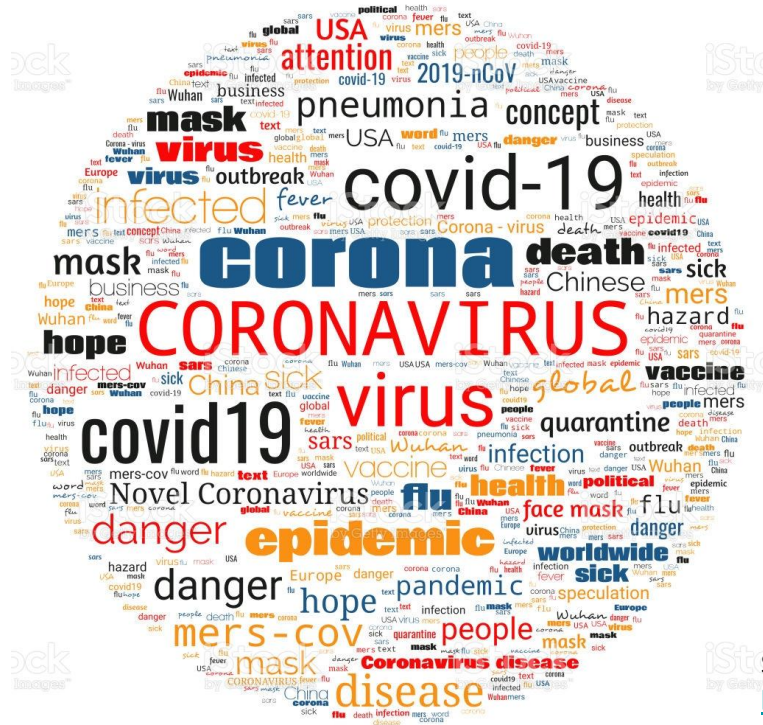
<https://medium.com/policy/digital-advocacy-the-good-the-bad-and-the-ugly-f861791030c9>

Build a narrative - Digital advocacy hierarchy of needs



Source:
<http://digitalpublicaffairs.com/digital-advocacy-hierarchy-needs/>

Context assessment: Infodemic & misinformation



As stated by WHO, the COVID-19 outbreak and response has been accompanied by a massive infodemic: an overabundance of information – some accurate and some not – that makes it hard for people to find trustworthy sources and reliable guidance when they need it.

Source:

https://iris.paho.org/bitstream/handle/10665.2/52052/Factsheet-infodemic_eng.pdf?sequence=14

Reshaping advocacy and communications efforts

People living with NCDs (PLWNCDs) and older people are more vulnerable to COVID-19, with a substantially higher risk of becoming severely ill or dying from the virus.

As countries' **health systems** come under strain in managing their responses to COVID-19, PLWNCDs are likely to experience obstacles and additional pressures in managing their conditions on a daily basis.

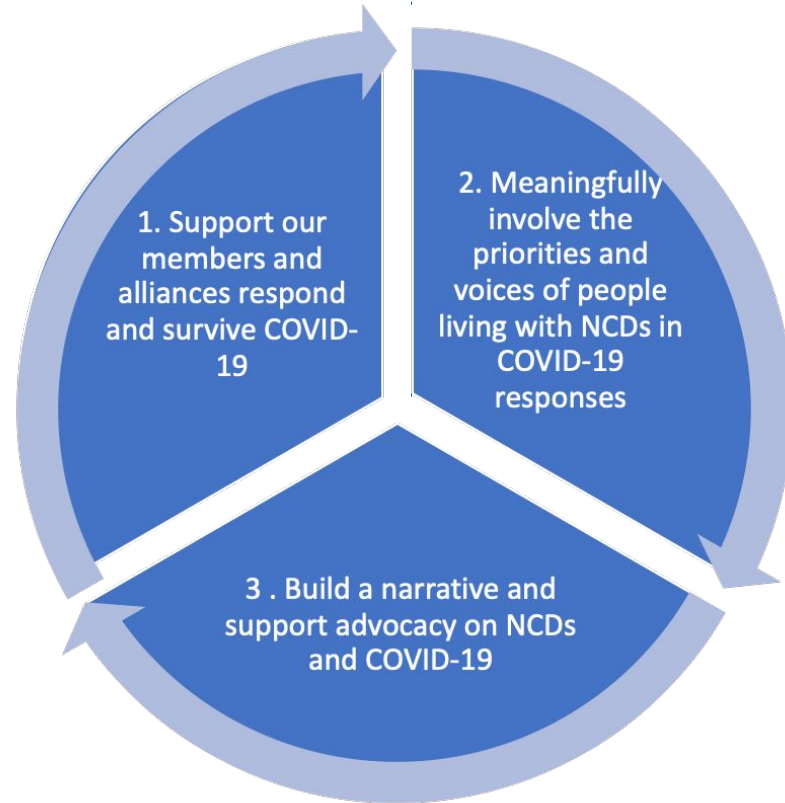
As governments introduce policies and measures such as “lockdowns” and physical distancing to reduce transmission of COVID-19, there is an important **NCD prevention lens to be applied.**

The most vulnerable and poorest groups will be hit the hardest and **inequalities** will be exacerbated by COVID-19.

Initial areas of concern that NCD Alliance has identified

NCDA's approach and role

Our overall objective is to provide an NCD lens on the COVID-19 pandemic and to ensure that people living with NCDs' perspectives and voices are meaningfully involved and reflected within COVID-19 dialogue and responses.



Build a narrative & support advocacy

- The narrative, and NCDA's communications, media and advocacy, are sensitively framed and aligned to the evolving landscape.
- Adopt a phased approach, with different messaging for different phases of the COVID-19 pandemic.

Specific areas of work

Coordinating a phased advocacy strategy on NCDs and COVID-19, leveraging virtual events and webinars, tools and resources to support our membership, and linking in with WHO/UN processes.

Developing the framing and messaging on COVID-19 and NCDs for use by the NCD community during and in the aftermath of the pandemic.

Mobilising and supporting the work of relevant coalitions and groups NCDa is involved in to respond to COVID-19, including the WHO Civil Society Working Group on NCDs, the Coalition on NCD Medicines and Products, and UHC2030.

Coordinating communications on COVID-19 and NCDs across our membership.

Build a narrative & support advocacy

- People first language, non-discriminatory & inclusive
- Counteract 'infodemic'
- Link COVID-19 with NCDA priority topics
- WHO best buys, support to civil society coalitions working on the ground
- A sensitive, phased approach, monitoring closely the impact of the pandemic on vulnerable populations and re-assessing priorities.

Specific areas of work

Coordinating communication on COVID-19 and NCDs across our membership, including:

Collate a list of disease-specific experts from across our founding federations and members for fielding media questions and interviews on NCDs and COVID-19

Pitch NCDA national alliances spokespeople and PLWNCDs representatives for media interviews around their government's COVID-19 response and impact in their own communities

Develop briefings on NCDs and COVID-19, co-authoring with members and communicable diseases leaders where appropriate

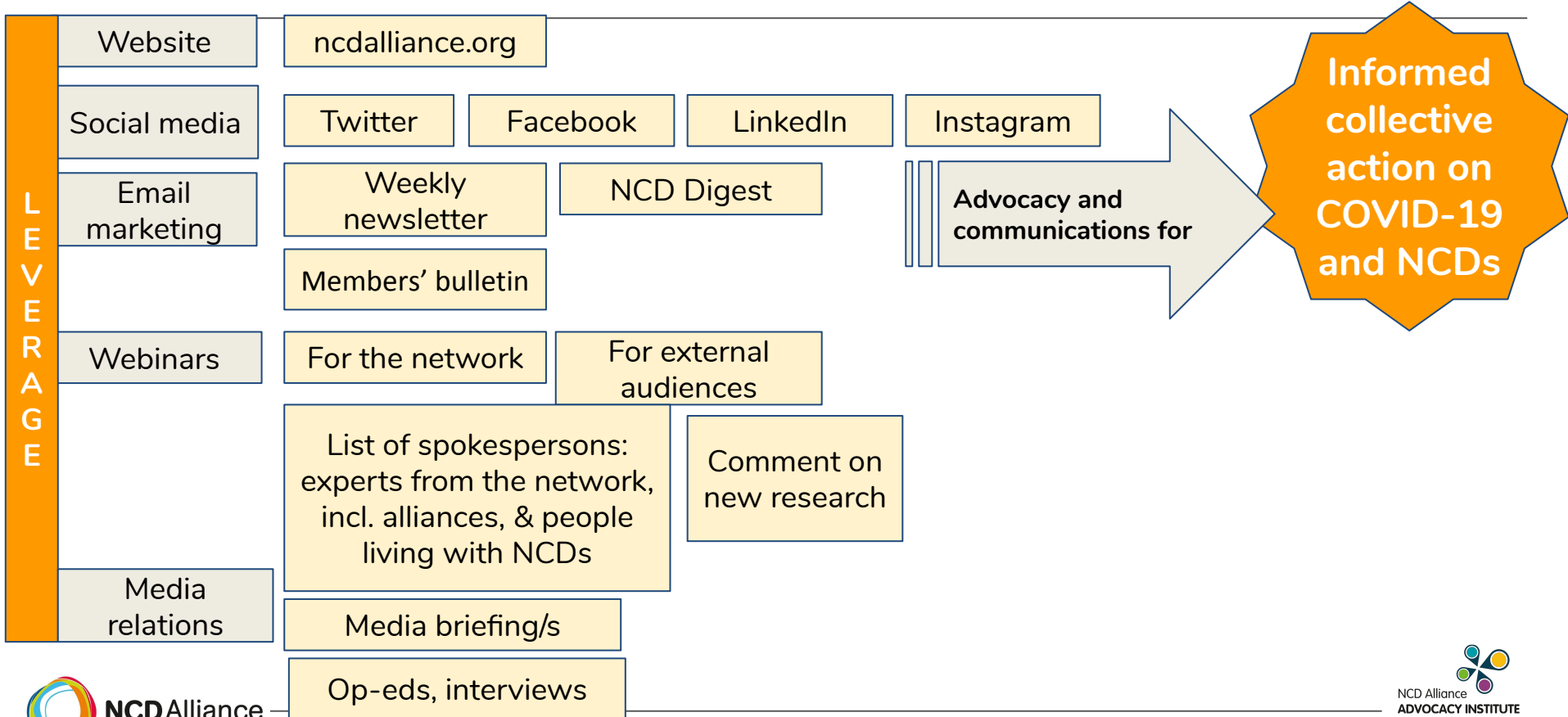
Keep ahead of WHO and other entities' relevant announcements on COVID-19 that the NCD Alliance could comment on

Keep ahead of institutions releasing studies on relevant COVID-19 research that the NCD Alliance could comment on

Build a narrative & support advocacy

- Amplify relevant content on COVID-19 and NCDs shared by NCD advocates, members, partners, alliances, academics, and the global health and sustainable development movement.
- Focus on messaging that is people-centred and community based, highlighting major gaps and the need for an integrated response to COVID-19 and NCDs.
- Design social media content that summarises linkages between COVID-19 and NCD Alliance thematic areas and resources; articulate the latest resources and information on risk factors and key messages on determinants of health..
- Engage with, listen to and monitor members, alliances, NCD audiences, and mainstream media coverage on COVID-19 and NCDs to gather the most up-to-date and accurate information. Respond to messages and anticipate any risk in terms of negative comments to NCDA.

Platforms



Media tele-briefings for journalists

- Two media tele-briefings were held in April and June, targeting English and Spanish speaking journalists.
- Focused on lessons learned on NCDs and COVID-19, sharing information and resources.
- Speakers provided a comprehensive overview of the linkages between NCDs and COVID-19 and shared information on how members and alliances are responding to the emergency.
- Both events included people living with NCDs in the panel, who were the most sought-after participants.
- 70+ news stories were generated between the two events, including news coverage, op-eds and TV interviews.



<https://www.youtube.com/watch?v=5lwPom0vEa4&feature=youtu.be>

Media tele-briefings facilitated a space for PLWNCDs to share insights and calls to action, and have their stories reach the public.

Digital events & launches

BRIEFING NOTE Impacts of COVID-19 on people living with NCDs

This briefing note is for policymakers and provides key messages on the impact of COVID-19 on people living with NCDs (PLWNCDs), along with supporting evidence. It is based on recent data as of April 2020, whilst recognising that the evidence base is still rapidly developing. Please see NCD Alliance's resource page for updates.

The response to the COVID-19 pandemic at the national, regional and global levels must consider the healthcare needs of people living with or affected by non-communicable diseases (NCDs), in particular hypertension and cardiovascular disease, cancer, diabetes, respiratory diseases, and mental and neurological health conditions. Emerging evidence from the COVID-19 pandemic suggests that people living with NCDs are at higher risk of becoming severely ill or dying from the virus.

The COVID-19 pandemic exposes the existing link between NCDs, communicable diseases and health emergencies, and the need to also addressing health issues in cities. Both COVID-19 and NCDs are indiscriminate killers, reinforcing one another and disproportionately impacting the poorest communities around the world and the most vulnerable people in every country.

Considering COVID-19, tackling NCDs must be better understood as fundamental to health equity. As ever during global health crises, the most vulnerable and poorest groups will be hit the hardest and inequalities will be exacerbated by COVID-19. Epidemic preparedness – today and in future – depends on strong health systems, a resilient, qualified, well-resourced health workforce and healthy populations. NCD Alliance calls for leadership, investment, care, community engagement and accountability in national and international responses to the COVID-19 pandemic, in ensuring national COVID-19 responses, with support from WHO, governments must recognise the compounding severity of NCDs and act to mitigate the impact on PLWNCDs and health systems.

“Claims and counter-claims of whether infectious diseases are the bigger health or economic threat are futile and counterproductive. They reinforce each other. Infections lead to inflammation, which can set off biological processes that result in blood vessel damage, diabetes, cancer and other NCDs. The NCDs, in turn, predispose affected individuals to infections and increase the risk of severe illness and death among the infected. Neither the human body nor human society has the option of choosing one over the other.”

Dr K. Sivathambi, April 2020¹



https://ncdalliance.org/sites/default/files/resource_files/COVID-19_%26_NCDs_BriefingNote_27A_prii_FinalVersion_0.pdf

Civil Society Advocacy Briefing and Workshop

HOME / CIVIL SOCIETY ADVOCACY BRIEFING AND WORKSHOP

NCDs at the 73rd World Health Assembly and Beyond

Advocacy for inclusion of NCDs in global, regional and national COVID-19 responses

Friday 15 May, 07:30 - 10:00 New York time / 13:30 – 16:00 Geneva time / 18:30 – 21:00 Bangkok time

Online meeting for NGOs only, registration link has been shared with NCD Alliance members and NGO supporters

Guest speaker: **Dr. Bente Mikkelsen, Director NCD Department, WHO**

This year's WHA will convene decision-makers and stakeholders online

NCD Alliance

Solidarity Fund

will support 20 NCD alliances to strengthen civil society's response to COVID-19

HOME / NEWS & EVENTS / NEWS / NCDs NEW SOLIDARITY FUND WILL SUPPORT 20 NCD ALLIANCES TO STRENGTHEN CIVIL SOCIETY'S RESPONSE TO COVID-19

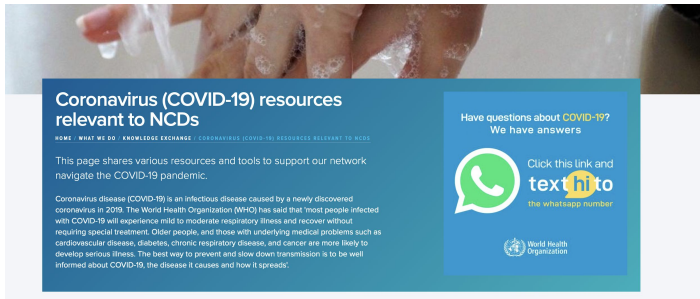
13th July 2020

- Online advocacy briefings for UN missions
- Q&A on COVID-19 and NCDs

Advocacy resources & social media



Access to the page [here](#)



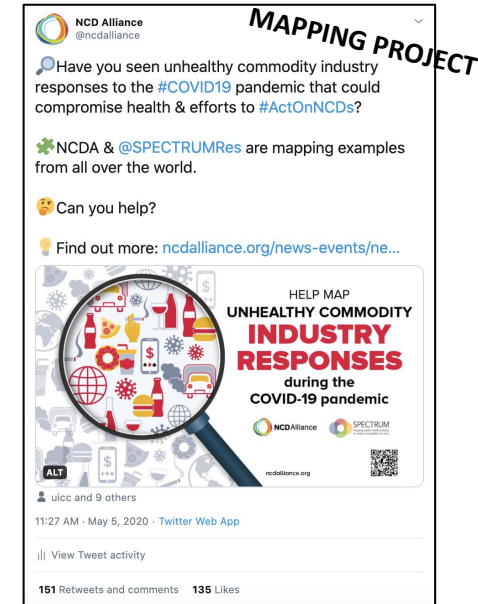
Access the page [here](#)



Top 2 tweets from @ncdalliance (by engagement)



124,000 impressions
650 likes
190 RT



30,000 impressions
135 likes
151 RT



Lessons learnt

The storyteller factor:

- **Information + emotion** as key components of a strong public narrative.
- Who tells the story is as important as the message itself: give priority to people living with NCDs. Humanise your narrative.
- A collaborative approach: The power of the network of +65 alliances, members, partners, allies. Together we are stronger!

The time factor:

- Go first! (make sure to have support from leadership in your organisation).

The specialist factor:

- Your organisation/network has to be recognised as a leading source on the topic. Why are you different from others? What's your added value?
- Provide meaningful information, brief, concise and from diverse sources. Use visuals and avoid jargon!

Lessons learnt

Myth

Digital advocacy is easy and does not require an investment.

Digital advocacy is a communications department task.

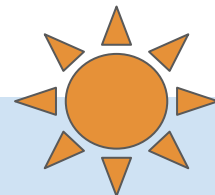
Digital advocacy efforts can be quickly done.

Reality

Digital advocacy is as complex as any offline campaign and does require investing time and resources.

A successful digital advocacy campaign requires involvement and support across the whole organisation.

Technology and online platforms are complex environments which need dedicated human resources to be effectively managed.



Digital advocacy has taken central stage as a crucial component of any civil society effort to drive change. Embrace it! Enjoy it!

Approaches to Advocate: Social Marketing

Dr. Mahmooda Khaliq Pasha
WHO Collaborating Center on Social Marketing
and Social Change

Diana Vaca McGhie
American Heart Association, Global Advocacy





UNIVERSITY OF SOUTH FLORIDA

Approaches to Advocate: Social Marketing

Dr. Mahmooda Khaliq Pasha

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mkpasha@usf.edu

Diana Vaca McGhie

American Heart Association, Global Advocacy
Washington D.C.
Diana.vaca.mcghie@heart.org



American
Heart
Association.



What is Social Marketing?

Social Marketing is Not

- Social Media
- Advertisement
- Using social causes to sell products



FEED^{USA} + 

With every purchase, you help provide meals to children and families across America.



Social marketing

An approach to behavior change that uses traditional marketing tools to promote sustainable and positive social change

Human-
centered

Research-
guided

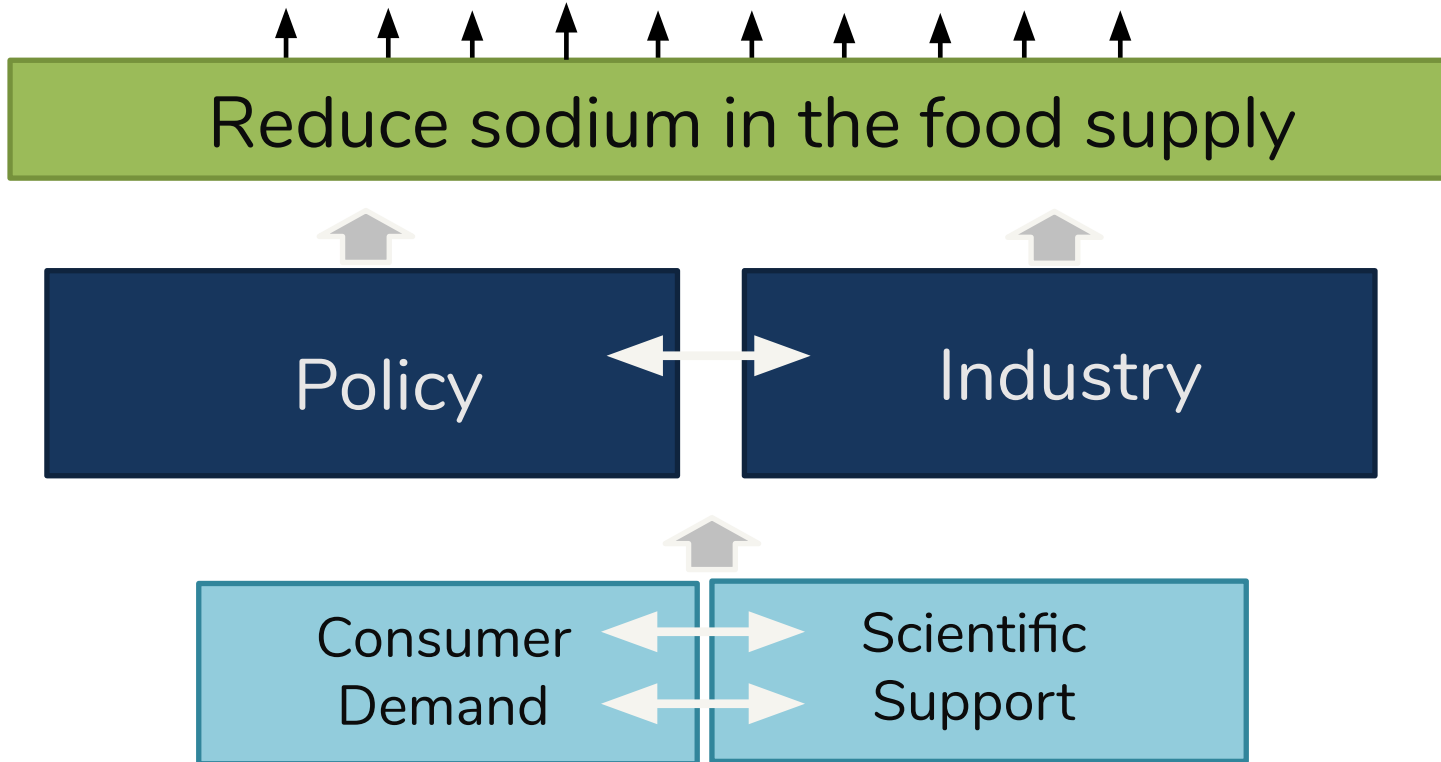
Marketing
techniques

Social good

Key ingredients of social marketing

- Use of **marketing concepts** to influence behaviors to **promote social good**
- Influence
 - Individuals and consumers
 - Providers and stakeholders
 - Policy makers

Strategic Approach for greatest impact



Social Marketing distinctive features & advocacy

- Consumer research to better understand
- Gain insight into consumers lives
 - Select behavioral target
 - Segment and select priority population
 - Understand competition
 - Develop integrated marketing mix

Program on Social Marketing for Public Health

- This interactive multi-course curriculum prepares professionals in public health to use social marketing as a program development approach to achieve behavior change
- **Participants:** no prior experience in social marketing required



Program on Social Marketing for Public Health

- Curriculum comprises of 5 courses, each with 4-8 lessons that are interactive, practical and based on the experience of social marketers around the globe.
 - **Course 1** - Social marketing for public health
 - **Course 2** – Initial planning in social marketing.
 - **Course 3** – Social marketing & communication strategy
 - **Course 4** – Program development & implementation
 - **Course 5** – Monitoring and evaluation

<https://www.campusvirtuallsp.org/en/helpdesk>





What is advocacy?

Advocacy is the application of **pressure** and **influence** on the people and institutions that have the **power** to give you what you want.



Consumer Campaign Collateral

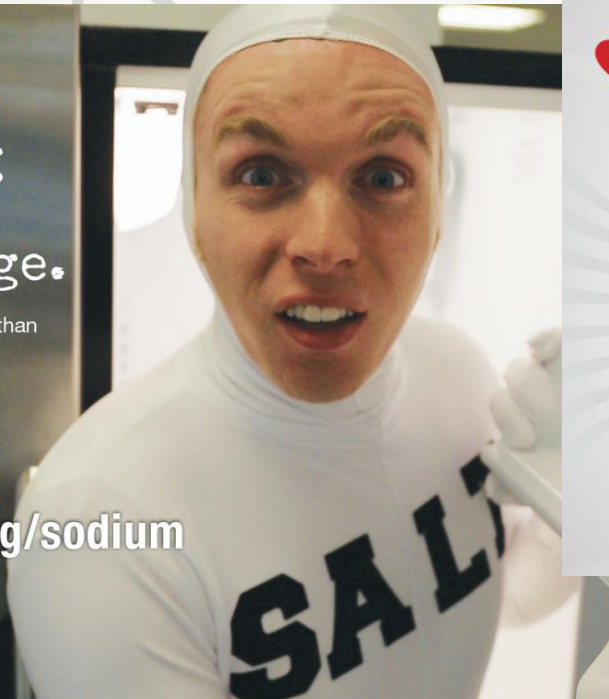
“Don’t Let Salt Sneak Up On You”

<http://bit.ly/1trMjLv>

There’s
something
scary in
your fridge.

Excess salt is in more foods than
you think. Learn more now!

www.heart.org/sodium



Consumer Website

As of August 2015, we have 95,000 consumers who support reducing sodium and eating healthier for yourself, your family and your community.



We offer consumers an opportunity to get active with industry and policy

We have many different infographics and information about sodium for consumers.

Contact Us

We have a weekly blog post, and we are adding guest blogger posts to expand the breadth of blog content

I love you salt,
but you’re
breaking my
heart.

Pledge to break up with excess
sodium and start living healthier!

Take The Pledge

Break the Breakup Meter!



Sodium Quiz

Test Your Knowledge

www.heart.org/sodium

The Three Key Questions

What do
you want?

Why do
you want
it?

Who has
the power
to give it to
you?

Voices for Healthy Kids

Advocacy

Training Series



Can we build more power for our mission by triggering any or all “**power tools**?”





Voices for Health Kids Advocacy Institute

Pre-Recorded & UPCOMING On-line Trainings

- [The Power Prism:](#)

<https://www.youtube.com/watch?v=zY9Wsnj52Zw>

- **Voices for Healthy Kids Training: Digital Advocacy (2 Sessions)**

- <https://www.youtube.com/watch?v=iCyGybHfj64&t=1329s>

- https://www.youtube.com/watch?v=2Yv7lst_M7E&t=23s

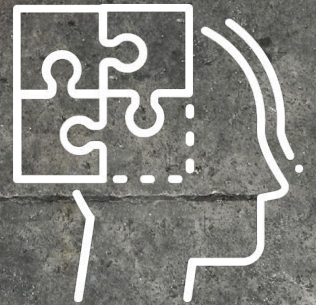
- **Grassroots: How Voices for Healthy Kids Can Boost Your Campaigns - September 2, 2020: 3 p.m. ET/ 2 p.m. CT/ 12 NOON PT [REGISTER HERE](#)**

- **Grassroots: The COVID Effect – Lessons Learned from the Advocacy Boom - September 16, 2020: 3 p.m. ET/ 2 p.m. CT/ 12 NOON PT [REGISTER HERE](#)**



American
Heart
Association.

Facing the Future **TOGETHER**



Ghana's experience strengthening its advocacy efforts through online efforts during the COVID-19 context.

Labram Musah

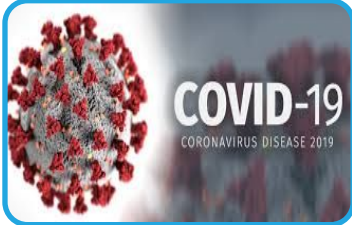
National Coordinator, Ghana NCD Alliance

Christopher Agbega

Our Views, Our Voices Global Advisory Committee



COVID-19 Situation in Ghana



As of 21st August, 2020:

🇬🇭 Ghana

Total: 43,505

Deaths: 261

Recovered: 41,532



Measures put in place by government

- Mandatory Face mask wearing
- WHO Protocols
- Gathering is allowed for 200 people with strict observance of protocols

Realigned our strategies to address emerging challenges

PROTECT YOURSELF FROM COVID-19

People living with NCDs and Chronic Diseases must avoid going out unless it's very critical practice the following measures:



WEAR A FACE MASK



MAINTAIN A DISTANCE OF ABOUT 2 METRES

It is very important to keep a healthy lifestyle, therefore observe the following to boost your immune system:



EXERCISE REGULARLY



EAT A WELL-BALANCED MEAL

A STRENGTHENED IMMUNE SYSTEM HELPS FIGHT #COVID-19

Reduce your risk of infection

NCDs Patients are at higher risk of Covid-19 due to weak immune system



Wash hands regularly



Wear face mask always



Cover a cough or sneeze



Avoid crowded places



Stay home

For emergency call: 0558439868 | 0509497700 | 112 | 0307011419
Don't smoke, Don't drink alcohol
Eat healthy diet and be physically active



The Ghana NCD Alliance Secretariat
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 P.O. Box 44, 112/114 Accra North Ghana
 Location: VALD office, No. 1 Hamilton Street,
 P.O. Box 100, Off Albert Adetia Road



LIVING WITH A NON-COMMUNICABLE DISEASE



Stay home when you feel sick and call your doctor for advice.



Stick to your prescribed drugs. Avoid self-medication...

DO NOT PUT YOUR HEALTH AT RISK

#StaySafe

Covid19

#coronavirus

Don't STIGMATIZE NCDs and Covid-19 PATIENTS



Everyone is a potential victim of covid-19 and NCDs

Covid-19 affects everyone everywhere

Together we can win the fight against the virus

NCDs and Covid-19 patients' needs love, care and support
 Stigma and discrimination only increases one's disease burden.

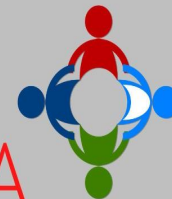
I pledge to stand against stigmatization of Covid-19 patients and NCDs

@GheneNCDalliance @GheneNCD @GheneNCD



The Ghana NCD Alliance Secretariat
 Tel: +233 (0) 303 938 058
 P.O. Box 44, 112/114 Accra North Ghana
 Location: VALD office, No. 1 Hamilton Street,
 P.O. Box 100, Off Albert Adetia Road

STOP THE STIGMA



RECOVERED COVID-19 PATIENTS NEED LOVE

WE ARE ALL AT RISK OF CONTRACTING THE VIRUS.



#SHOWLOVE

COVID19

- These were produced and run via all our social media network
- The posters were dispatched to many parts of the hard to reach communities
- The Network of PLWNCDs were involved in developing and promoting on social media

Realign our strategies to address emerging challenges

#MYCOVID19Experience

Ghana NCD Alliance
881 Tweets



87 views 0:03 / 2:02

You Retweeted **Dr. Kelly Henning** @drkellyhenning · May 29
#COVID19 is a global challenge requiring support and coordination between countries to lessen the negative impact it's having across the globe. Leaving the @WHO during a global pandemic is counterproductive and will not help stem this crisis.

Ghana NCD Alliance
881 Tweets



75 views 0:02 / 0:59

Ghana NCD Alliance
881 Tweets

AGAINST PLWNCDs using her mother tongue- Dagbani @ncdalliance



1:04 68 views



Strategies/Approaches

Petition to President

Key requests included:

- Ensure adequate stock of medicines required to control NCDs are available at public, private and community health centers.
- Ensure adequate treatment, care and safety measures for PLWNCDs who test positive for COVID-19
- Minimize waiting times at hospital
- Clear guidelines for protection of PLWNCDs and chronic conditions to address stigma and discrimination
- Awareness campaigns to allay fear, anxiety and isolation among PLWNCDs, esp. those with mental health condition

Online consultation in COVID-19 Era

- Understand concerns and challenges of PLWNCDs
- Questionnaires
- Audio, video etc
- Created a platform where all videos shared experiences shared

Postcard advocacy

- At the community level where the lock down did not affect
- Understand concerns and challenges of PLWNCDs

Jingles on NCDs and COVID-19

- Engage key media outlets to include specific NCDs messages in their COVID-19 response



Ghana NCD Alliance (GhNCDA)
Tel: +233-(0)30 393 8058
P. O. Box 7K 1158, Kanda Accra, Ghana
Email: GhanaNCDalliance@gmail.com
No. 1 Hamilton Street, First Floor-Phaza
Plaza, Oyarifa, Off Aburi-Adenta Road

20th April, 2020

His Excellency,

President of the Republic of Ghana

Jubilee House-Accra

Dear Your Excellency, President Akufo-Addo,

MEETING THE NEEDS AND CARE OF PEOPLE LIVING WITH NON-COMMUNICABLE DISEASES IN THE ERA OF COVID-19

Ghana has joined hands with countries around the world in the fight against the Covid-19 pandemic as declared by the World Health Organization (WHO). Currently, Ghana has a total of 1,042 recorded cases as of April 19 with 9 deaths and 99 recoveries.

It is evident that people living with non-communicable diseases (NCDs) and adults aged 60 years and above as well as those with underlying health conditions are highly vulnerable to Covid-19. People living with NCDs such as cancer, chronic respiratory diseases, and kidney diseases among others are in a compromised situation due to their weak immune system and are more likely to get poor outcomes of Covid-19 infection.

Currently, 94,400 people are killed by NCDs in Ghana according to WHO NCD Progress Monitor, 2020.

Access to routine medicines during Covid-19

Tweet



Labram Musah @LabramM · Apr 27

As part of Ghana NCD Alliance efforts to ensure people living with #NCDs are protected and their needs met in the era of #COVID19 the @GhanaNcd made wrote a letter to the President @NAkufoAddo of #Ghana @WHO @NCDGhana @mohgovgh @SDGsPresidency



1 5 16

Online Experiences of PWLNCDs that informed the report

GhNCDA
Ghana Non-Communicable Diseases Alliance

MY COVID-19 STORY
OUR VIEWS, OUR VOICES

"As a person living with diabetes, I encounter great challenges with how to afford certain basic needs like the necessary diet required for person's with such conditions. I am still a student and currently takes care of myself. It has been a difficult moment for me in this COVID-19 era due to restrictions on movement and the banned on schools. As you are aware, person's living with NCDs easily die when they contract the virus. I urge stakeholders to offer some kind of financial assistance to PLWNCDs to helpus stay indoors to remain safe from contracting the virus."

YAKUBU NAJAWU

#MYCOVID19Experience

OUR VIEWS, OUR VOICES

ghncda
@GhanaNcd
Ghana NCD Alliance
www.ghanancdalliance.org

- Some of the responses and videos received have been published on the Ghana NCD Alliance website

<http://www.ghanancdalliance.org/covid19.html>

GhNCDA
Ghana Non-Communicable Diseases Alliance

MY COVID-19 STORY
OUR VIEWS, OUR VOICES

"My challenges are difficulty in accessing my prescribed drugs due to the closure of the boarders since i purchase my prescribed drugs outside Ghana I fear that due to my condition I will be mistaken to have Covid-19 when I have a crises and I may also not survive in case I contract the virus because my immune system is not strong.I am not allowed to go out and people make fun of me. My hope is for all PLWNCDs to stay safe. "

STELLA NAGETAY

#MYCOVID19Experience

OUR VIEWS, OUR VOICES

ghncda
@GhanaNcd
Ghana NCD Alliance
www.ghanancdalliance.org

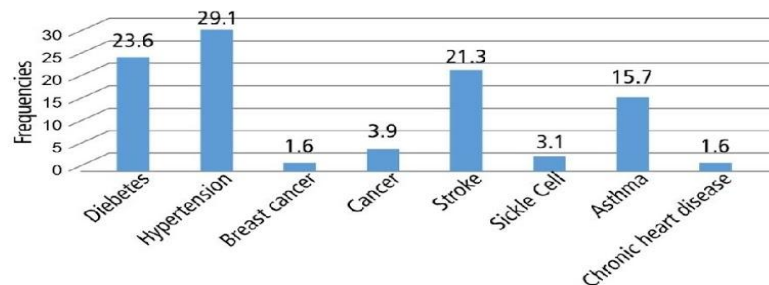
Challenges and experiences of COVID-19

- Fear of visiting health care facilities during COVID-19 due to fear of neglect and discrimination by the public and healthcare providers
- Limited access to essential NCDs medications in most health facilities.
- Lack of funds to purchase NCDs medications
- Most of the NCDs medications often prescribed by the medical staff were not covered by the NHIS
- High level of stigma and discrimination
- Negligence or lack of proper care by families and community members

Recommendations for policy action

- Reconfiguration of health systems to ensure easy and accessible healthcare services are provided to PLWNCDs during COVID-19
- Regular screening services, OPD visits, and drug supplies should be strengthened
- Government need to absorb medical bills of PLWNCDs under the NHIS
- Psychological support from Psychologists should be made available and accessible by all nationally
- Provide an adequate supply of medication to reduce the frequency of visiting the health facility
- Prioritize health of PLWNCDs through setting aside a special fund
- More education on COVID-19 and NCDs to reduce stigma, neglect, and discrimination
- Asthmatic patients should be provided with special nose masks to aid breathing
- Physiotherapy centers should be available at all health centers to cater for the needs of stroke patients

Figure 1: Graphical national summary of NCDs category



Overall, as presented in the figure, of the 127 participants enlisted in the study, hypertension was the most predominant NCD (29.1%), followed by diabetes (23.6%), stroke (21.3%), asthma (15.7) respectively.

Advocacy and awareness using music

COVID-19 music:

Key messages included:

- High cost medications
- NCD not given the needed attention in COVID-19 era
- The need to prioritise care
- Govt have the utmost responsibility
- Govt and policy makers called to do the needful

Impact

- Resonated with the youth
- Shared widely on social media and the Network of PLWNCDs in Ghana
- Caught the attention of policy makers
- Played at some events to raise awareness

Watch the video here:

<https://ghanancdalliance.org/multimedia.html>



Ghana NCD Alliance
@GhanaNcd

...

WATCH THIS: 📌 📌 📌

@GhanaNcd present #NCDs
&Covid-19 music

People living with NCDs are at higher risk of infection Covid-19 has exposed the inefficiencies in our healthcare system globally This is the time to fix & invest in NCDs!!

#Ncdvoices #beatncds
#enoughncds @WHO @mohgovgh



460 views

11:56 · 13/05/2020 · Twitter for Android

Time to scale up action

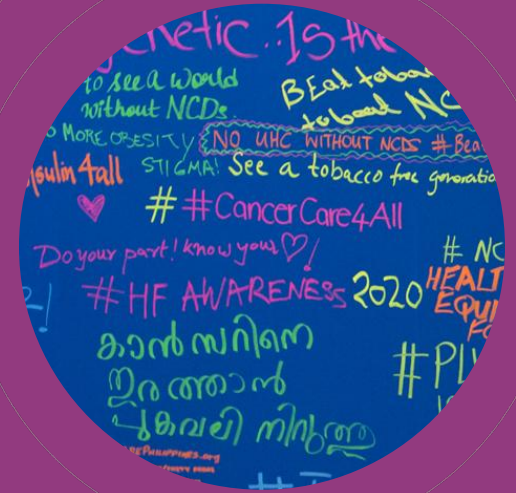


Thank you!
Me daa si!



Q&A

Discussion in breakout groups



Breakout group discussion

Instructions:

- Groups will have 30 mins to discuss the below questions; each should nominate one person to report key highlights back to the plenary (2 mins per group).
- When speaking, please introduce yourselves and indicate which alliance are you from.

Discussion guiding questions:

1. What opportunities and challenges can digital advocacy bring to your alliance, particularly during the COVID-19 context?
2. What are your 3 main recommendations for alliances to engage in advocacy in an online environment?

Feedback from breakout groups



Closing & next steps



SHARE your feedback - complete the poll & share your feedback with us!

SAVE THE DATE for our upcoming Seed Programme virtual trainings:

- Module 3 - Promoting meaningful involvement of people living with NCDs (29 Sept 2020*)
- Module 4 - Strengthening financial management of NCD civil society (tbc Oct 2020)

PARTICIPATE in the Global Week for Action (7-13 Sept 2020)! - www.actonncds.org

- Apply for the **2020 Campaign Fuel Awards (\$3,000 USD x 10 alliances)** - register an 'activity plan' before 4 Sept 2020 through this [FORM](#)



NCD Alliance
ADVOCACY INSTITUTE

THANK YOU



www.ncdalliance.org