



Training Manual

on Non-Communicable
Disease (NCD) advocacy
for media personnel and
art professionals





Training Manual

on Non-Communicable Disease (NCD) advocacy for media personnel and art professionals

Copyright © 2024 Non Communicable Diseases Alliance East Africa

All rights reserved. No part of this manual may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without permission in writing from the EANCDA.



Contents

ABOUT NCD ALLIANCE EAST AFRICA	5
FOREWORD	6
ACKNOWLEDGMENT	7
INTRODUCTION	8
WHY THE MANUAL?	9
OBJECTIVES OF THE MANUAL	10
WHO IS THIS MANUAL FOR?	11
THEORETICAL FRAMEWORK AND APPROACH	13
MODULE ONE: GETTING STARTED AND SETTING THE PACE	15
MODULE TWO: UNDERSTANDING THE BURDEN OF NCDS	21
MODULE THREE: SOCIO-ECONOMIC IMPACT OF NCDS	29
MODULE FOUR: INTERVENTIONS TO ALLEVIATE THE IMPACTS OF NCDS	36
MODULE FIVE: INTERNATIONAL AND OTHER LEGAL AS WELL AS POLICY FRAMEWORKS	41
MODULE SIX: THE ROLE OF MEDIA AND ART IN NCD ADVOCACY	44
MODULE SEVEN: MEDIA AND ART STRATEGIES ON NCD ADVOCACY	53
MODULE EIGHT: TRANSFORMATIONAL JOURNALISM	60
MODULE NINE: WRAPPING UP THE TRAINING SESSIONS, DEVELOPING AN ACTION PLANNING AND WORK ON THE SUSTAINABILITY PROCESS	64



ABOUT NCD ALLIANCE EAST AFRICA

NCD Alliance East Africa (EANCDA) was formed in 2014 as an informal network of the national Non-Communicable Diseases Alliances of East Africa. The goal was to create a strong Alliance of advocates to increase awareness and advocate for action against NCDs in East Africa.

The Alliance is organized in a cascading structure at two main levels; the regional and national levels. The regional level is constituted by the National Alliance of Burundi, Kenya, Rwanda, Tanzania, Uganda, and Zanzibar. The national NCD Alliances are in turn made up of member Associations with a strong membership of different national societies of non-communicable diseases such as Cancer Societies, Diabetes Associations, Cardiovascular Disease Associations, patients' associations, and other civil society organizations working in the area of non-communicable diseases. The member associations also in turn have diverse membership for example the Stroke or Cancer Societies have medical professionals, patient groups, hostels, or health advocates.

The EANCDA is currently working to strengthen the institutional capacity of NCD Alliances and regional NCD collaboration. At the same time, it is working to support governments, regional institutions like the East African Community and WHO Africa Region, and other NCD civil societies to increase regional response towards NCDs prevention, management and control in East Africa.

For a copy of this Training Manual, contact:

NCD Alliance East Africa (EANCDA)

📍 Plot 78 Kira Road, Bukoto, Kampala - Uganda.

✉ Tel: +254 20 271 2971/2

☎ Fax: +254 20 271 2974

🌐 Administrator@eancda.org

🖨 www.eancda.org

Follow/ engage with us on social media:-

✖ @eancdalliance

in @NCD ALLIANCE EAST AFRICA

f @NCD ALLIANCE EAST AFRICA



FOREWORD

Non-communicable diseases (NCDs) are the dominant cause of disease burden and mortality in the world today. The World Health Organization's Global Status Report on Non-communicable Diseases 2010 reports on the worldwide epidemic of cardiovascular diseases (CVDs), cancer, diabetes and chronic respiratory diseases, along with their risk factors and determinants. The magnitude of NCDs is a global issue for both high-income, low- and middle-income countries. In response to the report, the United Nations (UN) convened a special high-level meeting in New York in September 2011- the UN's second ever on a health issue, to discuss solutions to the NCD crisis. In the landmark Political Declaration from the United Nations High-Level Meeting on NCDs, heads of State acknowledged the global burden and threat of NCDs, not just to health but to economies and development. They further recognized the primary role of Governments in responding to the challenge.

These landmark global developments present an

unprecedented opportunity for interventions in prevention, awareness, care and control systems, especially given the degree to which the four main NCDs (CVDs, cancers, diabetes and lung disease) are fuelled by four modifiable and preventable risk factors; tobacco use, an unhealthy diet, lack of physical activity, and harmful alcohol use. This hence highlights that sustained advocacy, carried out by a skilled workforce, is an important strategy to realize the political will and implement the policy changes necessary to reduce the global burden of NCDs. Competencies for effective advocacy include a combination of scientific and technical as well as media and communication-based skills.

In an era where media shapes public perception and art captivates hearts and minds, the power to advocate for change lies within our hands.

As media personnel and art professionals, we are entrusted with a unique responsibility to not only inform and entertain but also to inspire and incite action. This training manual on Non-Communicable

Disease (NCD) advocacy for media personnel and art professionals serves as a beacon of guidance for us all. It empowers us to leverage our platforms and talents to raise awareness, drive conversations, and ignite movements aimed at combating the silent epidemic of NCDs. Through compelling storytelling, impactful visuals, and strategic communication techniques, we have the potential to transform attitudes, policies, and ultimately, lives. Together, let us embark on this journey of advocacy, using our voices and creations to champion health and well-being for all.

May this manual serve as a catalyst for change and a testament to the profound impact we can collectively achieve when we unite our efforts for a healthier, more equitable world.

Harriet Abeda

*Programmes Manager
NCD Alliance East Africa*

ACKNOWLEDGMENT

The NCD Alliance East Africa, EANCDA is extremely appreciative of the support and partnership of the World Diabetes Foundation (WDF) for the actualization of this Training Manual. Empowering media practitioners and communities with knowledge and information on NCDs is relevant in our collective journey of contributing to people-centered NCD prevention and control in East Africa and Africa at large. The Training Manual on Capacity Development of Media Personnel and Arts Professionals on NCD Advocacy in East Africa is very critical at this stage when EANCDA is ensuring that there is enhanced and supportive media as well as community action towards NCD prevention, management and control in East Africa.

The production of this important Manual; would not have been possible without the immense and outstanding research and compilation of the content by a team of Media and Communications experts under the consultancy umbrella- UPEPO Media Ltd who worked closely with the NCD Alliance East Africa team. EANCDA appreciates the conclusive input and reviews made by the NCD experts, advocates, journalists, art professionals and all other partners. Your strong efforts to ensure that we have this manual in a thought-proving manner is laying a firm foundation upon which EANCDA will always engage media practitioners and other partners to provide information and food for thought to journalists media practitioners, content creators, communication experts and art professionals on the important subject of NCD advocacy.

Special thanks to the EANCDA leadership, together with the alliances within the six targeted countries; Burundi, Kenya, Rwanda, Tanzania, Uganda, and Zanzibar who continue to be great contributors and implementers of this Training Manual and by extension, impacting greatly to the information dissemination and broadening the NCD and health care knowledge base in the respective countries.

EANCDA lastly appreciates the immense direction and contribution of its Communications team that closely monitored and coordinated the production of this Manual.

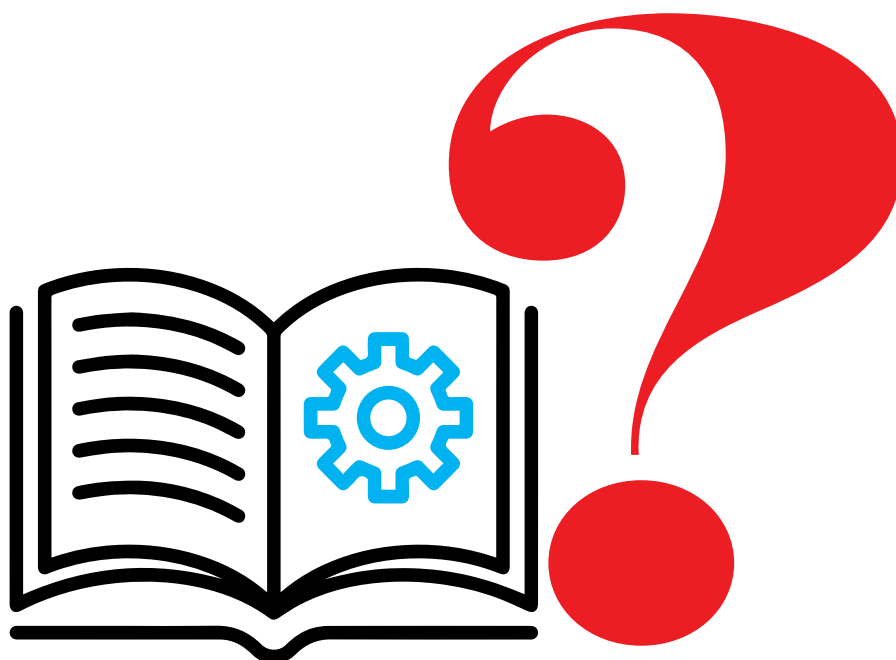


INTRODUCTION

In today's fast-paced world, where information spreads rapidly and creativity knows no bounds, advocates have had a unique opportunity to harness the power of media and art to address pressing global health challenges. Non-communicable diseases, represent a significant threat to public health worldwide. These diseases are often preventable, yet they continue to exert a heavy toll on individuals, families, and societies, disproportionately affecting vulnerable populations. Media personnel and art professionals play pivotal roles in shaping public discourse, influencing behavior, and mobilizing action. Through compelling storytelling, visual arts, music, film, and other creative mediums; media, communication, and art can raise awareness, challenge stigma, and advocate for meaningful change.

This training manual is therefore designed to equip media personnel and Art Professionals with the knowledge, skills, and resources necessary to become effective advocates for NCD prevention and control. It provides practical guidance on understanding the burden of NCDs, crafting impactful messages, engaging diverse audiences, and leveraging digital platforms for advocacy efforts. Whether you are a journalist, filmmaker, graphic designer, musician, or any other type of creative professional, there is a role for you to play in the fight against NCDs. By working together, we can amplify our voices, amplify our impact, and drive positive change for health and well-being. We hope this manual serves as a valuable resource on your journey toward becoming a champion for NCD advocacy. Together, let us harness the power of media and art to build a healthier, more equitable future for all.

Let the advocacy begin!



WHY THE MANUAL?

Media training in today's always-on, always-connected world still retains the core goal of any communications effort: effective, meaningful, actionable messaging." This manual therefore is a tool for trainers of NCD Alliance East Africa during the different capacity development sessions with Media personnel and art professionals. It serves as a comprehensive guide during the training sessions to effectively advocate for NCD prevention, Management and control ultimately contributing to improved health outcomes and well-being for individuals and communities worldwide. The training manual ensures that advocacy efforts for NCD prevention and control are consistently and effectively promoted across diverse audiences.

Throughout the training period, trainers will need standardized resources to ensure consistency in the information and skills being conveyed to media and art professionals across different sessions. The training Manual provides a structured framework the trainers can rely on to deliver high-quality training and experiences. It serves as a repository of resources, materials, and exercises that trainers can incorporate into their sessions. This saves time and effort for trainers, allowing them to focus on facilitating discussions and engaging

participants effectively.

While the manual provides a comprehensive overview of NCD advocacy, trainers can adapt the content to the specific needs and interests of their participants. Whether they are working with journalists, graphic designers, filmmakers, or musicians, trainers can customize the training materials to resonate with different audiences. The manual includes interactive activities, case studies, and discussion prompts that trainers can use to promote active participation and engagement during sessions. These tools help create dynamic learning environments where participants can exchange ideas, share experiences, and learn from one another.

Trainers may encounter challenges or questions from participants during sessions. The manual provides guidance and support on how to address common issues, navigate sensitive topics, and facilitate constructive dialogue around NCD advocacy. Trainers can use the manual as a reference for their own professional development, continuously refining their training techniques and approaches based on best practices outlined in the manual. This interactive process helps trainers enhance their effectiveness over time.



OBJECTIVES OF THE MANUAL

1

To support and guide trainers' efforts during different capacity development sessions with Media personnel and art professionals. The trainers will use the manual as a guiding tool while preparing and conducting training sessions with media and art professionals. It will be referred to for some critical capacity development tools such as the assessment forms and other key supporting documents.

2

To build the capacity of media personnel and art professionals on NCD trends, and burdens.

There is need for training on how to change negative and retrogressive cultural and societal norms on NCD risk factors. Culture is a learning process that changes over time and journalists and art professionals can play a huge role in changing social thinking and attitudes. The media and community advocacy on access to NCD care will lead to the abandonment of discriminatory practices and encourage policies and practices by several communities. This move will also enable People Living with NCDs to boldly and actively table their demands and find solutions to their problems.

3

To enhance media knowledge on professional reporting with impact on NCD advocacy work. EANCDA recognizes the role of the media and art in challenging norms and putting NCD issues into the open by playing the role of the public watchdog. The objective of this training manual is to build the capacity of journalists and art professional as messengers to communicate NCD care in the right way. The manual is a step towards supporting regional media in developing winning transformational NCD advocacy Stories.



WHO IS THIS MANUAL FOR?

The training manual for media personnel and art professionals on NCD advocacy is designed for individuals and organizations involved in the fields of media, communications, and art who are interested in advocating for Non-Communicable Disease (NCD) prevention and control. Overall, the training manual is intended for a diverse audience of individuals and organizations committed to leveraging the power of media and art to advocate for positive change in the realm of NCD prevention and control. These include:

1) Media Personnel:

Journalists, reporters, editors, producers, and other professionals working in print, broadcast, and digital media platforms who have the potential to shape public discourse and influence attitudes and behaviors.

2) Art Professionals:

Visual artists, graphic designers, filmmakers, musicians, writers, performers, and other creative professionals who use art as a means of expression and communication.

3) Advocacy Organizations:

Non-governmental organizations (NGOs), community-based organizations (CBOs), and advocacy groups that are engaged in NCD advocacy efforts and seek to collaborate with media and art professionals to amplify their messages.

4) Health Professionals:

Doctors, nurses, public health practitioners, and other healthcare professionals who recognize the importance of media and art in health promotion and are interested in integrating these strategies into their advocacy work.

5) Educators and Trainers:

Individuals and institutions responsible for providing training and capacity development opportunities for media personnel and art professionals interested in NCD advocacy.

6) Policy Makers and Decision Makers:

Government officials, policymakers, and other stakeholders involved in shaping public health policies and initiatives related to NCD prevention and control, who can benefit from understanding the role of media and art in advocacy efforts.

Target Group for Training

The training aims to build a diverse coalition of advocates who can collaborate effectively to raise awareness, challenge stigma, and drive action on NCDs through media and art. The target group for the training is diverse and includes;

a) Journalists and Reporters:

Individuals working in print, broadcast, and digital media platforms who report on health-related topics and can shape public opinion and policy.

b) Editors and Producers:

Professionals responsible for overseeing content production and dissemination, including decision-making on which NCD-related stories and projects to prioritize.

c) Graphic Designers and Visual Artists:

Creative who specialize in visual communication and storytelling, including those who design infographics, posters, and other visual materials for NCD advocacy campaigns.

d) Filmmakers and Documentarians:

Professionals who produce documentaries, short films, and video content that can raise awareness about NCDs, share personal stories, and advocate for policy change.

e) Musicians and Performing Artists:

Artists who use music, theater, dance, and other performing arts to convey messages about health, wellness, and social change, engaging audiences in dialogue and action.

f) Public Relations and Communications Specialists:

Professionals responsible for crafting messaging, developing campaigns, and managing media relations for organizations involved in NCD advocacy.

g) Educators and Trainers:

Individuals who provide training and capacity-building opportunities for media personnel and art professionals interested in NCD advocacy, including workshops, seminars, and online courses.

h) Healthcare Professionals:

Doctors, nurses, public health practitioners, and other healthcare professionals who recognize the importance of media and art in health promotion and may collaborate with media and art professionals on advocacy initiatives.

i) Advocacy Organizations:

Non-profit organizations, community groups, and advocacy coalitions focused on NCD prevention and control, who may partner with media and art professionals to amplify their messages and reach wider audiences.

j) Policy Makers and Decision Makers:

Government officials, policymakers, and other stakeholders involved in shaping public health policies and initiatives related to NCD prevention and control, can benefit from understanding the role of media and art in advocacy efforts.



THEORETICAL FRAMEWORK AND APPROACH

Adopting the theory of practice and a Social and Behavioral Change Communication (SBCC) approach to teach advocacy competencies among media practitioners and art professionals

While developing this manual we adopted the theory of change and the Social Behavior Change Communication (SBCC) approach because; the theory of change provides a structured framework for understanding how advocacy efforts lead to desired outcomes, and the social behavior change communication approach offers evidence-based strategies for influencing attitudes and behaviors effectively. By combining these approaches, media and art professionals can gain a comprehensive understanding of how their advocacy efforts can drive meaningful social impact. Additionally, integrating these approaches into the training manual ensures that practitioners have the necessary tools and knowledge to plan, implement, and evaluate advocacy campaigns that resonate with their target audiences and create lasting change.

Understanding Advocacy:

Advocacy is the deliberate process of influencing decision-makers and stakeholders to bring about positive change in policies, practices, and attitudes. Media and art professionals play a crucial role in advocacy efforts by leveraging their platforms to raise awareness, challenge perceptions, and mobilize support for various causes.

Theory of Practice:

The theory of practice emphasizes the importance of experiential learning and active engagement in honing advocacy skills. Through repeated practice and reflection, media and art professionals can enhance their ability to effectively communicate messages that drive social change.

Social Behavioral Change Communication (SBCC) Approach:

SBCC is a systematic process that utilizes communication strategies to influence individual behaviors and social norms. By integrating theories of behavior change, such as the Transtheoretical Model and the Social Cognitive Theory, SBCC aims to promote positive behavior change at the individual, community, and societal levels.

Trainers should therefore explore and be mindful of the following practical strategies for integrating the theory of practice and the SBCC approach into advocacy efforts during the capacity development sessions.

Role-Playing Exercises:

Media and art professionals can benefit from role-playing exercises where they simulate advocacy scenarios and practice delivering messages to different audiences. These exercises provide an opportunity to refine communication skills and adapt messaging strategies based on audience feedback.

Creative Storytelling:

Storytelling is a powerful advocacy tool that engages audiences on an emotional level and inspires action. Media and art professionals can use storytelling techniques, such as narrative arcs and character development, to convey advocacy messages in a compelling and relatable manner.

Audience Segmentation:

Effective advocacy requires a deep understanding of the target audience's demographics, attitudes, and behaviors. By segmenting audiences based on factors such as age, gender, and socioeconomic status, media and art professionals can tailor their messaging to resonate with specific audience segments and maximize impact.

Formative Research:

Before launching an advocacy campaign, media and art professionals should conduct formative research to identify key barriers to behavior change and determine the most effective messaging strategies. This may involve conducting focus groups, surveys, and interviews with target audiences.

Message Development:

Based on the findings from formative research, media and art professionals can develop advocacy messages that are clear, concise, and culturally sensitive. Messages should highlight the benefits of behavior change and address common misconceptions or concerns held by the target audience.

Channel Selection:

Advocacy messages can be disseminated through a variety of channels, including traditional media (e.g., television, radio, newspapers) and digital platforms (e.g., social media, websites, and podcasts). Media and art professionals should select channels that reach the target audience effectively and consider incorporating multimedia elements to enhance message visibility and engagement.



MODULE ONE: GETTING STARTED AND SETTING THE PACE



Activity 1: introducing the topic

The trainer should introduce the training agenda, purpose and goal to participants at the beginning of the training.

Learning objectives:

1. To prepare their minds for the training
2. To reflect on the training relevance as per their areas of expertise



Activity 2: Setting the Pace

Purpose:

This session helps the trainer to assess the participants' knowledge about NCDs and other related health issues before the training kicks off

Objectives

1. Assessing participants' prior knowledge of NCDs and related health issues
2. Guides the trainers on which strategies to use when introducing the training
3. Highlights and evaluates participant's expectations
4. Set the pace for the trainer on areas that need critical emphasis during the training

Exercise:

1. *Collective sharing of participants' expectations of the training (on this, the trainer can use a random selection process of participants sharing but they should ensure all participants share their expectations*
2. *A Pre- knowledge assessment tool should be shared to all participants to fill out at the beginning of the session*

The pre-knowledge Assessment tool

The following assessment is designed to gauge your current knowledge, skills, and attitudes related to Non-Communicable Disease (NCD) advocacy as a media professional or art practitioner. This assessment will help tailor the training to meet your specific needs and interests. Please answer the following questions honestly and to the best of your ability.

1. Knowledge Assessment:

- a. What are Non-Communicable Diseases (NCDs), and can you name at least three examples?

Examples

1.

2.

3.

- b. Describe the impact of NCDs on global health and society.

Limited understanding ☐ Moderate understanding ☐ Advanced understanding ☐

- c. How familiar are you with current NCD prevention and control strategies?

Limited familiarity ☐ Moderate familiarity ☐ Advanced familiarity ☐

2. Skills Assessment:

- a. Rate your ability to craft compelling messages for advocacy purposes.

Novice ☐ Intermediate ☐ Expert ☐

- b. Have you ever participated in advocacy campaigns or initiatives related to health issues, including NCDs?

Yes ☐ No ☐

- c. How comfortable are you with using media or art as a tool for advocacy and social change?

Not comfortable ☐ Somewhat comfortable ☐ Very comfortable ☐

3. Attitudes Assessment:

- a. Do you believe that media and art have the power to influence public opinion and drive social change?

Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree ☐

- b. What is your motivation for participating in NCD advocacy efforts?

Personal interest ☐

Professional development ☐

Desire to make a positive impact ☐

Other (please specify): _____

- c. Are you open to learning new skills and strategies for effective NCD advocacy?

Yes ☐ No ☐

4. Additional Comments:

Please use this space to provide any additional comments, questions, or concerns you may have regarding NCD advocacy or this assessment.

Thank you for completing the pre-knowledge assessment. Your responses will help us tailor the training content to meet your needs and ensure a more enriching learning experience.



Activity three: Introducing the key concepts

Purpose:

This session helps the trainer to define key concepts, and provide a clear and comprehensive background about NCDs and their risk factors, prevalence, and epidemiology



Exercise:

The trainer should be able to creatively engage participants in an activity that can help them understand the topic. This could be a 20-minute group activity of selecting and reflecting on some photos that highlight different NCDs and risk factors. Each group should choose two types of NCDs and one risk factor to represent to fellow participants. Participants should also be able to reflect on the socio-economic burden of these NCDs among the respective countries.

After the activity, the trainer should be able to discuss the topic as;

What are NCDs?- Non-communicable diseases (NCDs), also known as chronic diseases, tend to be of long duration and are the result of a combination of genetic, physiological, environmental, and behavioral factors.

The main types of NCD are:

1.  Cardiovascular diseases (such as heart attacks and stroke)
2.  Cancers
3.  Chronic respiratory diseases (such as chronic obstructive pulmonary disease and asthma)
4.  Diabetes.

Other types of NCDs can be defined by the trainer (sickle cell disease, mental illness, injuries and disabilities)

NCDs risk factors

Modifiable behavioral risk factors, such as



Tobacco use



Physical inactivity



Unhealthy diet and the harmful use of alcohol

The trainer can go ahead and discuss the detailed facts of the risk factors. For example;



Tobacco accounts for over

8,000,000

deaths every year (including from the effects of exposure to second-hand smoke)



1,800,000

Annual deaths have been attributed to excess salt/sodium intake



More than half of the

3,000,000

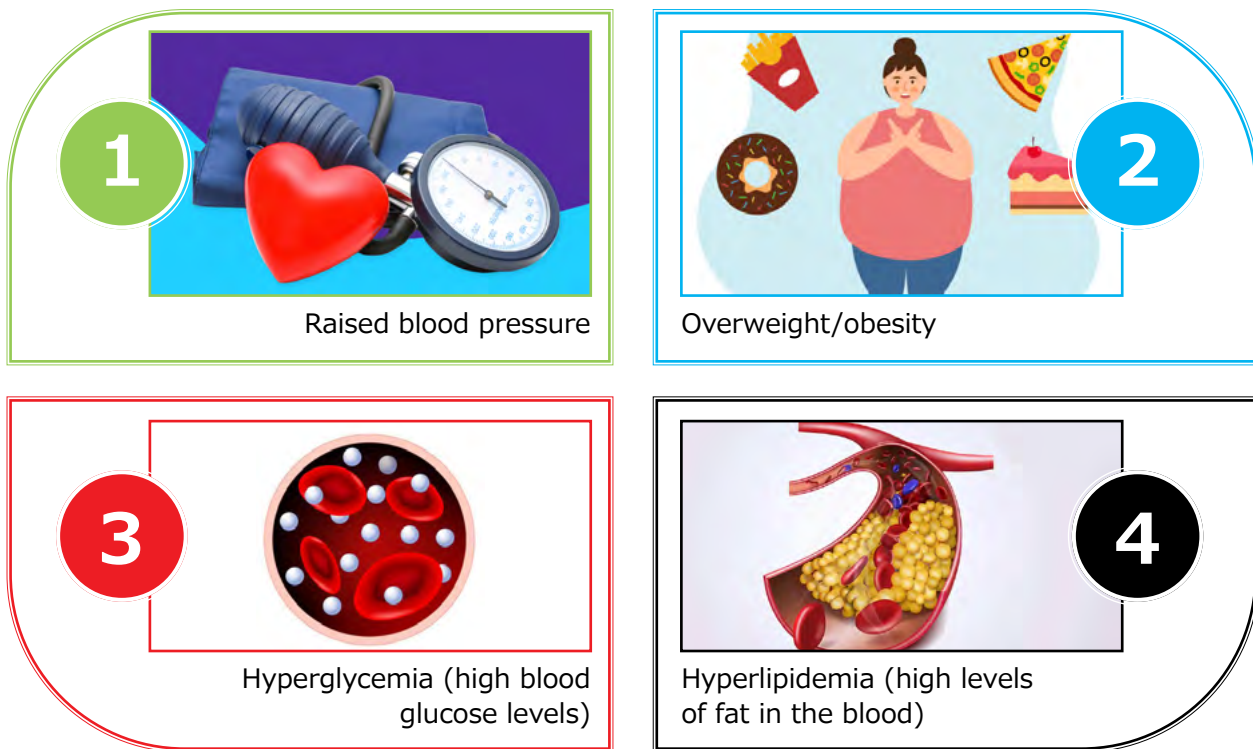
annual deaths attributable to alcohol use are from NCDs, including cancer.



830,000

deaths annually can be attributed to insufficient physical activity

Metabolic risk factors-Metabolic risk factors contribute to four key metabolic changes that increase the risk of NCDs:

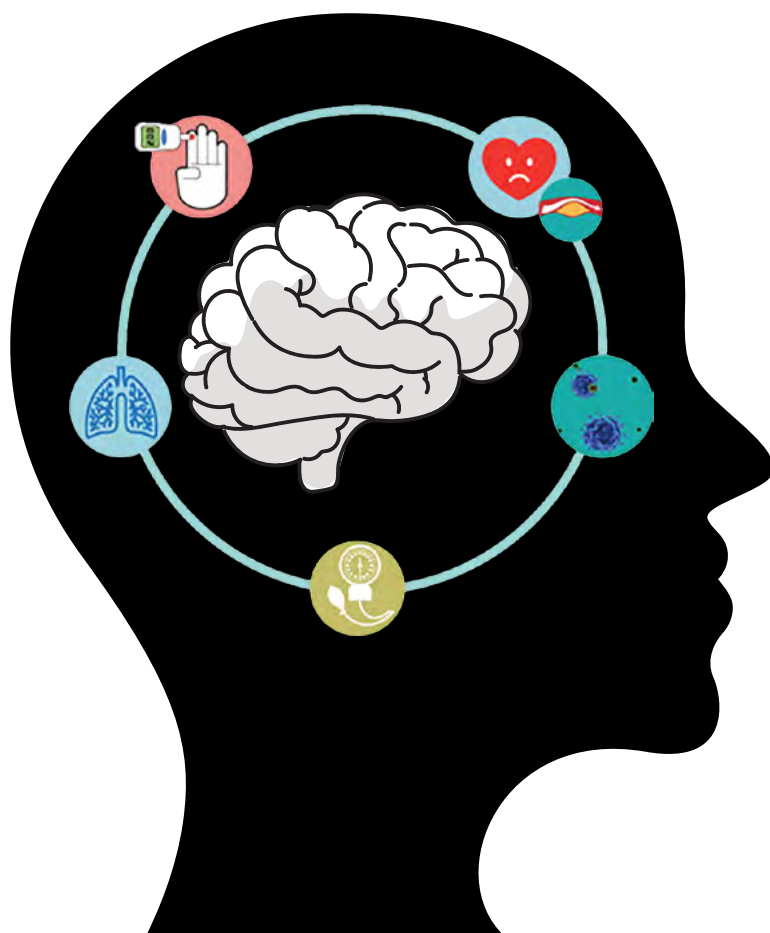


In terms of attributable deaths, the leading metabolic risk factor globally is elevated blood pressure (to which 19% of global deaths are attributed), followed by raised blood glucose and overweight, and obesity.

Environmental risk factors- Several environmental risk factors contribute to NCDs. Air pollution is the largest of these, accounting for 6.7 million deaths globally, of which about 5.7 million are due to NCDs, including stroke, ischaemic heart disease, chronic obstructive pulmonary disease, and lung cancer.

More readings to support trainers' and participants' knowledge of NCDs and their risk factors:

- <https://www.who.int/data/gho/data/themes/topics/topic-details/GHO/ncd-risk-factors>
- <https://ncdalliance.org/why-ncds/risk-factors-prevention>
- Wang H, Naghavi M, Allen C, et al. Global, regional, and national life expectancy, all-cause mortality, and cause-specific mortality for 249 causes of death, 1980–2015: a systematic analysis for the Global Burden of Disease Study 2015. *Lancet* 2016; 388: 1459–1544. [PMC free article] [PubMed] [Google Scholar]
- Beaglehole R, Bonita R, Horton R, et al. Priority actions for the non-communicable disease crisis. *Lancet* 2011; 377: 1438–1447. [PubMed] [Google Scholar]
- World Health Organization. *World report on aging and health*. Geneva: World Health Organization, 2015. [Google Scholar]
- Lopez D, Mathers C, Ezzati M, Jamison T, Murray C. *Global Burden of Disease and Risk Factors*. New York: Oxford University; 2006. [PubMed] [Google Scholar]



MODULE TWO: UNDERSTANDING THE BURDEN OF NCDs

Purpose:

To provide participants with an in-depth understanding of the burden of NCDs at global, regional, and national levels, including epidemiological trends, disparities, and implications for public health and advocacy.

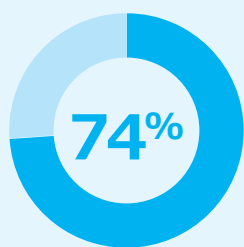
Learning objectives

1. To enable participants to comprehend the burden of Non-Communicable Diseases (NCDs) within their immediate communities, starting with their closest surroundings.
2. To trigger participants' emotions and concerns on the current wider negative impact of NCDs at the national, regional, and global levels.
3. To equip participants with the knowledge and skills to assess disparities in the burden of NCDs across different populations, considering variations by age, gender, socioeconomic status, and geography.

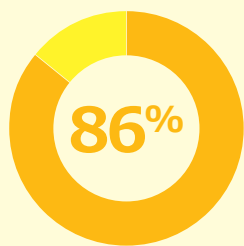
Mode of training:

This module is facilitator driven and the trainer can reflect on but not limited to the following facts and figures to drive their training. Additionally the training should be supported by quotes and case studies and live examples.

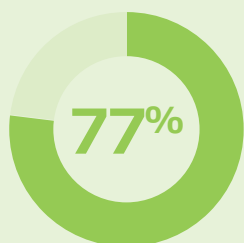
Facts about NCD burden at the global level



- Non-communicable diseases (NCDs) kill **41,000,000** people each year, equivalent to 74% of all deaths globally.



- Each year, **17,000,000** people die from an NCD before age 70; 86% of these premature deaths occur in low- and middle-income countries.



- Of all NCD deaths, 77% are in low- and middle-income countries.

- Cardiovascular Diseases account for most NCD deaths, or **17,900,000** people annually, followed by Cancers **9,300,000**, Chronic Respiratory Diseases **4,100,000**, and Diabetes **2,000,000** including kidney disease deaths caused by diabetes.



- These four groups of diseases account for over 80% of all premature NCD deaths.

- Tobacco use, physical inactivity, the harmful use of alcohol, unhealthy diets and air pollution all increase the risk of dying from an NCD.

- Detection, screening and treatment of NCDs, as well as palliative care, are key components of the response to NCDs.

NCD burden at the regional level -African perspective

The trainer should lead this session with a humanistic perspective highlighting with quotes and statements the burden of NCDs in Africa. The beauty of leading this session with personality quotes and statements is to open the minds of media and art professionals to the different possibilities of accessing information.

Additionally, Quotes add a human element to news stories, and content, making them more relatable and engaging for the audience. Hearing directly from key figures can evoke emotion and interest in the topic being discussed

For learning purposes, we have provided some quotes by Tedros Adhanom Ghebreyesus, the Director-General of the World Health Organization (WHO) and Dr Matshidiso Moeti, WHO Regional Director for Africa. However, the trainer is free to incorporate other quotes from familiar NCD advocates, and experts.

Non-communicable diseases such as cancer, cardiovascular diseases and diabetes are increasingly becoming the main cause of mortality in sub-Saharan Africa, where the diseases were responsible for 37% of deaths in 2019, rising from 24% in 2000 largely due to weaknesses in the implementation of critical control measures including prevention, diagnosis and care. In Africa, between 50% and 88% of deaths in seven countries, mostly small island nations, are due to non-communicable diseases, according to the 2022 World Health Organization (WHO) Non-communicable Disease Progress Monitor. The report also finds that in seven other countries – the majority of them being Africa’s most populous – the diseases claims between 100,000 and 450,000 lives annually.

The rising burden of non-communicable diseases will exert pressure on treatment and care services. In the African region, the number of people living with diabetes, for example, is expected to reach 47 million by 2045 up from 19 million registered in 2019.

Quote one:

Tedros Adhanom Ghebreyesus, the Director-General of the World Health Organization (WHO), has emphasized the significant burden of non-communicable diseases (NCDs) in Africa. One of his notable quotes on this issue is:



Africa is facing a double burden of disease: infectious diseases like malaria, tuberculosis, HIV/AIDS, and now COVID-19, and at the same time, non-communicable diseases like diabetes, cardiovascular diseases, cancer, and respiratory diseases are on the rise.

He often stresses the urgent need for comprehensive strategies to address both infectious and non-communicable diseases to improve the health outcomes of people in Africa.

Quote two:

“

NCDs are no longer just a problem of wealthy nations. They are a growing crisis in developing countries, including those in Africa. We cannot afford to wait until NCDs become an even bigger problem. Prevention is key, and we must invest in promoting healthy lifestyles and improving healthcare infrastructure.

Said the WHO Director-General when highlighting the need to take action.

Quote three:

“

Addressing NCDs requires collaboration across different sectors, including health, education, agriculture, and finance. Only through coordinated efforts can we effectively tackle this growing challenge,”

Said Tedros Adhanom Ghebreyesus, the Director-General of the World Health Organization (WHO) while emphasizing the need for multi-sectoral approaches.

Quote four:

“

The growing burden of non-communicable diseases poses a grave threat to the health and lives of millions of people in Africa: over a

third of deaths in the region are due to these illnesses. What is particularly concerning is that that premature deaths from non-communicable diseases are rising among people younger than 70 years.

Said Dr Matshidiso Moeti, WHO Regional Director for Africa.

Quote five:



Decisive action is needed to address the risk factors for non-communicable diseases for these preventable diseases.

Dr Moeti said in Accra at the launch of Ghana's National Non-communicable Disease Policy which seeks to reduce the risk factors of non-communicable diseases, enhance early detection, bolster collaboration with other actors and ensure sustainable funding for prevention and control programmes.

Progress against non-communicable diseases has also suffered setbacks due to disruptions by the COVID-19 pandemic on essential health services. About 80% of countries in the African region reported disruption to at least one health service against non-communicable disease between May and September 2021. Countries are striving to restore services, although many have not yet been fully re-established. One of the crucial ways of controlling non-communicable diseases is by reducing the risk factors which include tobacco consumption, harmful use of alcohol, unhealthy diet and physical inactivity. Improved investment in detection, screening and treatment contributes notably by ensuring access to health services at the primary level to boost early detection are the other significant measures to lower the growing burden of non-communicable diseases.

NCD burden at the regional level-East African perspective

- ♥ Sub-Saharan Africa has seen a rapid increase in non-communicable diseases (NCDs) over the last decades.
- ♥ Between 1990 and 2017, the proportion of all disability-adjusted life years attributable to NCDs rose from 19% to 30% of the total burden.
- ♥ On this trajectory, NCDs are set to overtake communicable, maternal, neonatal and nutritional conditions and diseases as causes of mortality by 2030 and are causing the so-called double burden of disease.

- ♥ In the countries of the East African Community (EAC) which comprises the countries Burundi, Rwanda, Kenya, Tanzania, South Sudan and Uganda with a population of 177 million, 40% of all deaths are currently attributable to NCDs.
- ♥ In addition to the five major NCDs (cardiovascular diseases, cancers, respiratory diseases, mental illness and diabetes), other non-communicable conditions like sickle cell disease, mental illness, injuries and disabilities are highly prevalent in East Africa.

NCD burden at national levels with respective countries

By using live examples and case studies, Trainers should be able to highlight the NCD burden in their respective countries based on the existing facts and key figures among communities.

For learning purposes, Uganda has been outlined in this manual as the case study. However, trainers from Uganda can also refer to basic and specific communities such as a city, small towns, and villages in Uganda as they prepare their training materials and content

NCD burden in Uganda

Uganda, like many other low- and middle-income countries, is experiencing an epidemiological transition characterized by a shift from communicable to non-communicable diseases as the leading causes of morbidity and mortality. Factors such as urbanization, changing lifestyles, and population aging contribute to the rising burden of NCDs. The prevalence of NCDs in Uganda is steadily increasing. Conditions such as cardiovascular diseases, cancer, diabetes, chronic respiratory diseases, and mental health disorders are becoming more common.

According to the World Health Organization (WHO), NCDs account for approximately **35%** of all deaths in Uganda and every Ugandan citizen, the probability of dying prematurely from one of the four main NCDs is **22%**. Although tobacco smoking has been declining in Uganda, **15%** of men and **3%** of women still use tobacco products.

Alcohol use is another NCD risk factor with a relatively high prevalence in Uganda. Unhealthy diet and insufficient physical activity are all increasing problems in Uganda and the prevalence of overweight and obesity has been on the rise over recent years. Nearly one-fifth of adults have raised blood pressure, and about **3%** have diabetes. Furthermore, Uganda is one of the countries with the highest rates of fatalities due to road traffic accidents, with an estimated **29** deaths per **100,000** population in **2016**.

Several challenges exacerbate the burden of NCDs in Uganda:

Limited Healthcare Infrastructure:

Access to quality healthcare services, particularly for NCD prevention, diagnosis, and treatment, is limited, especially in rural areas.

Lack of Awareness and Prevention Programs:

There is lack of awareness about the risk factors associated with NCDs and preventive measures. Health education and public awareness campaigns are often inadequate.

Socioeconomic Factors:

Poverty, limited education, and cultural beliefs influence health-seeking behaviors and contribute to the prevalence of NCDs. Affordability and availability of healthy food options, as well as sedentary lifestyles, contribute to the rise in NCDs.

Weak Health Systems:

The healthcare system in Uganda faces challenges such as insufficient funding, a shortage of healthcare workers, and limited access to essential medicines and technologies for NCD management.

Response and Interventions:

The Ugandan government, in collaboration with international organizations and NGOs, has initiated several interventions to address the burden of NCDs:

National NCD Strategic Plan:

Uganda has developed a strategic plan focusing on prevention, early detection, and management of NCDs. The plan includes measures to strengthen health systems, promote healthy lifestyles, and improve access to essential medicines and technologies.

Health Promotion and Education:

Efforts to raise awareness about NCD risk factors and promote healthy behaviors include community-based health education programs, school health initiatives, and mass media campaigns.

Strengthening Healthcare Infrastructure:

Investments in healthcare infrastructure, including the expansion of healthcare facilities and training of healthcare workers, aim to improve access to NCD prevention, diagnosis, and treatment services.

Policy and Regulatory Measures:

Uganda has implemented policies and regulations to control tobacco use, promote healthy diets, and encourage physical activity. These measures include tobacco taxation, food labeling, and urban planning initiatives to create environments conducive to physical activity.



Activity:

Each participant to benchmark their communities, and highlight some of the key NCDs, their risk factors, and the challenges that impaired the burden of NCDs in these communities. Participants should be able to present these findings to stimulate a discussion on the advocacy priorities.

More readings to support trainers' and participants' knowledge of the burden NCDs at national, regional and global levels

- <https://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases>
- Kengne AP, Amoah AGB, Mbanya JC. Cardiovascular complications of diabetes mellitus in sub-Saharan Africa. *Circulation*.
- Global, regional, and national comparative risk assessment of 79 behavioral, environmental and occupational, and metabolic risks or clusters of risks, 1990–2015: a systematic analysis for the Global Burden of Disease Study 2015.

- WHO Regional Office of Africa:
<https://www.afro.who.int/health-topics/noncommunicable-diseases>
- Burden of non-communicable diseases in sub-Saharan Africa, 1990–2017: results from the Global Burden of Disease Study 2017.
- Community health workers for non-communicable diseases prevention and control in developing countries: Evidence and implications.
- Multiple risk factor interventions for primary prevention of cardiovascular disease in low- and middle-income countries.
- Task shifting interventions for cardiovascular risk reduction in low-income and middle-income countries: a systematic review of randomized controlled trials.
- Community health workers in diabetes prevention and management in developing countries.
- Burden of undiagnosed hypertension in sub-Saharan Africa: a systematic review and meta-analysis.
- Noncommunicable diseases among HIV-infected persons in low-income and middle-income countries: a systematic review and meta-analysis.
- Building on the HIV platform: tackling the challenge of noncommunicable diseases among persons living with HIV.



MODULE THREE: SOCIO-ECONOMIC IMPACT OF NCDs

Purpose of this module:

To examine the socioeconomic impact of NCDs including their effects on individuals, communities, and economies, and to discuss the implications for advocacy and policy interventions. The module therefore equips participants with the knowledge, skills, and tools necessary to understand, analyze, and respond to the socio-economic challenges posed by NCDs, ultimately contributing to improved health outcomes, reduced inequalities, and enhanced socio-economic development.

Learning objectives

1. Help participants understand the socio-economic disparities exacerbated by NCDs, particularly in low- and middle-income countries and among marginalized groups.
2. Help participants understand how NCDs contribute to poverty, social inequality, and reduced quality of life, particularly in vulnerable populations.
3. Support participants to create effective advocacy messages that highlight the socio-economic burden of NCDs and the need for comprehensive policy interventions.
4. Help participants learn how to use data and storytelling to engage stakeholders, including policymakers, in discussions about the socio-economic impact of NCDs.

Mode of training:

Case studies, sharing lived experiences (through stories), hosting guests including but not limited to people living with NCDs, NCD survivors, caregivers, advocates, policymakers and NCD experts. Guest speakers play a crucial role in enriching advocacy training sessions by providing real-world perspectives, fostering empathy, and encouraging collaboration toward creating meaningful change. They offer authentic insights into living with NCDs, policymaking processes, and caregiving, helping participants understand the realities and challenges faced by those directly involved. Hearing personal stories and perspectives can inspire and motivate media and art professionals to create more impactful and empathetic content related to NCDs and healthcare advocacy. Hosting guest speakers fosters connections between media and art professionals and individuals directly involved in NCDs advocacy,

potentially leading to collaborations on projects, campaigns, or initiatives.

Trainers should take note of the agenda of the training that is; ensuring that knowledge gained by the media and art professionals is turned into positive energy geared to change society's behavior towards NCD prevention and control. Much emphasis and effort should be deployed in this module and trainers should discuss in depth the derailing implication of NCDs at all community levels; highlighting the societal misconceptions, the financial burden as well as other implications.

The trainer can discuss the socioeconomic burden of NCDs with reference to the following supporting information

Non-communicable diseases (NCDs) not only place a significant burden on population health but also economic and social development. Indeed, NCDs lead to high treatment costs, imposing a direct economic burden on health systems, households, and society as a whole. NCDs also impose an indirect economic burden through significant productivity losses via premature mortality, early labor force exits, absenteeism, and work at lowered capacity. Multisectoral action is vital to tackle NCDs. Evidence has consistently demonstrated that the health sector cannot tackle the NCD epidemic alone. Cooperation and strategic action with relevant sectors such as finance, trade, agriculture, transportation, foreign affairs, and education, which all play a role, particularly in addressing NCD risk factors, allow for a strengthened response. Unless urgently and adequately addressed, the health and economic burden of NCDs will continue to rise.

With a focus on the country level, Non-communicable diseases have socioeconomic implications from the household level to the national level. The basic unit of any community is the family. When NCDs cause poverty to the family, the community is affected and thus the whole nation gets affected in the long run. Addressing the socio-economic impact of NCDs requires a multi-sectoral approach involving governments, healthcare providers, civil society organizations, businesses, and communities. Strategies include promoting healthy lifestyles, implementing preventive measures, strengthening healthcare systems, reducing health inequalities, and advocating for policies that prioritize NCD prevention and control. The lower the socioeconomic status of individuals is, the more severe.

Non-communicable diseases (NCDs) have significant socio-economic impacts at both individual and societal levels:



Healthcare Cost:

NCDs such as cardiovascular diseases, cancer, chronic respiratory diseases, and diabetes account for a substantial portion of healthcare expenditure worldwide. Treating and managing NCDs require long-term medical care, medications, surgeries, and rehabilitation, placing a financial burden on individuals, families, and healthcare systems.



Productivity Loss:

NCDs contribute to reduced productivity due to absenteeism, working while ill, and disability. This affects individuals' ability to work and earn income, as well as the overall productivity of economies. Additionally, caregivers may need to reduce their working hours or leave the workforce entirely to care for family members with NCDs, further impacting productivity.



Poverty and Inequality:

NCDs disproportionately affect socioeconomically disadvantaged populations, exacerbating existing inequalities. Limited access to healthcare services, healthy food options, and safe living environments can increase the risk of NCDs among low-income individuals and communities. The financial burden of NCD treatment and management can push households into poverty or deepen existing poverty levels.



Education:

NCDs can impact educational attainment and cognitive development, particularly in children and young adults. Chronic health conditions may lead to school absenteeism, reduced academic performance, and decreased opportunities for higher education and skill development, limiting future earning potential and socioeconomic mobility.



Employment Opportunities:

Individuals with NCDs may face challenges in accessing and maintaining employment due to health-related limitations and discrimination. Employers may be hesitant to hire individuals with chronic health conditions or may offer lower wages and fewer benefits, further perpetuating economic disparities.



Economic Impact:

The cumulative effect of NCDs on healthcare expenditures, productivity losses, and reduced economic growth can have broader macroeconomic implications for countries. High NCD prevalence rates can strain government budgets, weaken labor markets, and hinder sustainable development efforts.



Health System Strain:

NCDs place strain on healthcare systems, particularly in low- and middle-income countries with limited resources and infrastructure. The rising burden of NCDs requires investments in healthcare facilities, workforce training, preventive services, and health promotion initiatives to meet growing demand and address unmet needs.

A case study:

Socioeconomic Impacts of Non-Communicable Diseases at household, health system and government levels in Kenya.

For learning purposes, This case study was borrowed from the Systematic review undertaken by Anthony Kiragu Mucheru et al to highlight the socioeconomic impact of NCDs at household, health system and government levels in Kenya. Hence trainers can bench on this case study to prepare befitting case studies in their respective countries or communities.

Introduction

NCDs contribute approximately more than 27% of all deaths in Kenya, and socioeconomic impacts are felt from the household level to the government level. They impose a financial and emotional burden on households in Kenya. The households spend more on treatment of NCDs at the expense of other household welfare expenses. The rapid rise of NCDs strained the healthcare system in terms of human resources and finances. The county and national governments are strained economically by the NCDs as they have to purchase the most advanced technology equipment required for diagnosis and treatment of NCDs which is usually expensive as it is imported.

Socioeconomic impacts of NCDs at the household level

The basic unit for a community or a nation is the family. NCDs impose a financial burden on households and reduce their ability to spend in other areas, reducing household welfare. The risk of suffering financial burdens as a result of out-of-pocket health payments is usually consistently higher for households with NCDs than others. The average monthly cost for a patient with uncomplicated diabetes and hypertension is approximately \$33, about one-third of the average monthly income. Generally, ailments reduce household income by 13.63%, and NCDs reduce household income by 28.64%. NCDs are associated with a 23.17% reduction in household income relative to a household affected by communicable diseases. This could be attributable to the high treatment cost of NCDs, as well as lost labor hours by sick members and the household, members offering care to the affected member(s) of the family.

Kenyan households spend over a tenth of their budget on healthcare payments. With the increase of NCDs which require expensive and long treatments, households are drained to poverty each year, 1.48 million Kenyans are pushed below the national poverty line annually due to health care payments as most do not have health insurance coverage. Poverty, late and poor cancer diagnosis and lack of medical cover are the top-ranking serious challenges facing cancer patients in the country. Low-income earners are less likely to seek treatment on time due to financial constraints, 81% of the 245 sample size worked incur debts while seeking cancer treatments. Poor parents with children with any form of cancer tend to refrain from hospital treatment due to financial constraints. They end up seeking traditional treatment which is considered cheaper yet no research has been done to show that traditional medicine reduces tumors. There is also an emotional aspect which mostly lead to depression of the family members. Spending a higher proportion of the family's income is associated with a higher psychological distress index and economic challenges have significantly heightened tension in the family. A two-times increase in depression in people with diabetes was discovered in Kenya compared with the general global population, resulting in adverse effects on morbidity and mortality.

Socioeconomic impacts of NCDs on the Kenyan health system

The rapid rise of NCDs has strained Kenya's health care in terms of human resources and finances. The rise of NCDs has increased workload in the hospitals and the government funds allocation to hospitals has not improved so much. Cancer cases increase every year, most hospitals have inadequate chemotherapy and radiotherapy services, suitable strong analgesics and palliative care facilities. This is because the budget allocation for non-communicable diseases does not match the rising cases the healthcare has to handle daily. Health profiles in Africa show that healthcare systems struggle to start and maintain integrated policies and deliver a comprehensive variety of essential primary care services, including health promotion, early detection, and timely and quality management of NCDs. This due to inadequate resource allocation, poor priority setting and insufficient effective and feasible approaches, as the health funding by the governments is still far away below the WHO recommendation (15% of GDP).

The health system in Kenya is devolved, all the hospitals apart from two national hospitals are run by the county governments.

Socioeconomic impacts of NCDs on the national and county governments

Kenya is a lower-middle-income economy, and the most advanced technology required for diagnosis and treatment of NCDs is usually imported from developed countries, which drains the national economy. These pieces of equipment are expensive and require the government to train health professionals on how to operate them. The government has made NCDs a national priority and has developed a cancer registry this has increased budget allocation to health as well as human resources. The funding for this development has been from donations from developed countries and loans from the International Monetary Fund (IMF). The funds that could have been used for other developmental programs are channeled to the management of NCDs. Most policies have been formulated to counter the rise of NCDs but only a few are implemented. This is because of the financial constraints as most communicable diseases that affect the majority of Kenyans are still given priority. The major hindrances to the implementation of these policies are the cost they incur and the inadequate human resources available.

Note:

The costs highlighted in the case study above should be computed and directly explained in terms of the respective local currencies to highlight the concern



Activity: Preparing fireside chat events

The trainer should organize a fireside chat where where guest are hosted to share some incites on the socio economic burden of NCDs in their respective communities.

Incorporating fireside chat events into guest-hosting sessions adds a dynamic element that promotes relevancy, authenticity, and meaningful interaction, ultimately strengthening the impact of NCD advocacy within the media and art sectors. They provide an informal setting for open dialogue between guest speakers and participants, allowing for deeper exploration of topics, sharing of personal experiences, and answering specific questions. The relaxed atmosphere of fireside chats encourages greater engagement and connection between guest speakers and participants, fostering a sense of community and shared purpose in NCD advocacy and participants have the opportunity to ask spontaneous questions and receive real-time insights from guest speakers, enriching their understanding of NCDs and advocacy strategies.

Below are the topics that can be discussed to spark engaging discussions, facilitate knowledge-sharing, and inspire actionable insights among participants in the fireside chat session.



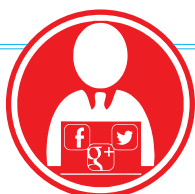
1. Personal experiences:

Guest speakers can share their personal experiences living with NCDs or caring for someone with an NCD, highlighting challenges, triumphs, and insights gained.



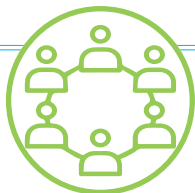
2. Policy and advocacy:

Discussion can focus on current policies related to NCDs, gaps in implementation, and advocacy strategies to drive policy change and improve access to healthcare services.



3. Media representation:

Exploring how NCDs are portrayed in the media and art, including challenges in representation, stereotypes, and opportunities for more accurate and empathetic storytelling.



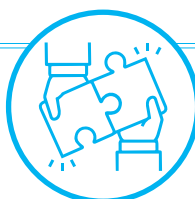
4. Community engagement:

Strategies for engaging communities affected by NCDs in advocacy efforts, including the role of media and art in raising awareness, reducing stigma, and fostering support networks.



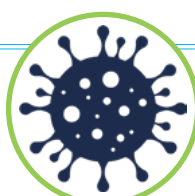
5. Intersectionality:

Examining how factors such as race, gender, socio-economic status, and geography intersect with NCDs and the importance of addressing these intersections in advocacy work.



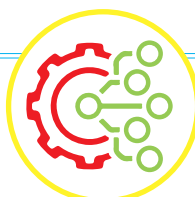
6. Collaboration opportunities:

Identifying potential collaborations between media, art professionals, advocacy organizations, and healthcare providers to amplify advocacy efforts and reach wider audiences.



7. Impact of COVID-19:

Discuss the impact of the COVID-19 pandemic on NCD prevention, treatment, and care, and strategies for mitigating its effects on vulnerable populations.



8. Innovation and technology:

Exploring innovative approaches and technologies for NCD prevention, diagnosis, and management, and the role of media and art in promoting these innovations.

More readings to support trainers' and participants' knowledge on the socio economic impact of NCDs

- WHO. Non-communicable diseases. Available from:
<http://www.who.int/news-room/factsheets/detail/noncommunicable-diseases>
- WHO. Global status report on noncommunicable diseases 2014. Available from:
<http://apps.who.int/iris/bitstream/handle/106>
- United Nations. Transforming our world: the 2030 Agenda for Sustainable Development.
- World Bank. World Bank: Country and Lending Groups [Internet]. World Bank Data Website. Available from:
<https://datahelpdesk.worldbank.org/knowledgebase/articles/906519-world-bank-countryand-lending-groups>
- National Bureau of Statistics Nairobi K. Republic of Kenya Kenya Demographic and Health Survey 2014. Available from:
www.DHSprogram.com.
- World Health Organization. Kenya. Available from:
http://www.who.int/nmh/countries/ken_en
- Roser M, Ritchie H. Burden of Disease. Available from:
<https://ourworldindata.org/burden-of-disease#non-communicable-diseases-ncds>



MODULE FOUR: INTERVENTIONS TO ALLEVIATE THE IMPACTS OF NCDs

Purpose of this module:

To help participants understand the different interventions put in place to alleviate the impact on NCDs at national, regional, and global levels.

Learning Objectives:

1. Enable participants to identify and analyze various interventions implemented at the national, regional, and global levels to mitigate the impacts of non-communicable diseases (NCDs).
2. Equip participants with the ability to assess the effectiveness of different NCD interventions and their applicability in various contexts, considering factors such as resources, cultural considerations, and healthcare infrastructure.
3. Foster participants' skills in designing or advocating for innovative and context-specific interventions to address the challenges of NCDs in their own communities.

Mode of training:

Group discussions and presentations and reading passages. This mode of training should be supported by sticker notes, of which the respective groups use these sticker notes to write down the key interventions they have identified from the reading (with each intervention written on a separate sticker note). At the end of the sessions, the respective groups should discuss their findings and finally stick their work on the wall.

Activity:

The trainer can customize the reading passage and discussion questions provided below exploring the interventions to alleviate the impact of NCDs to align with the specific focus areas and priorities of their group discussions.

Introduction:

Welcome to our group discussion on interventions to alleviate the impact of Non-Communicable Diseases (NCDs). NCDs, such as cardiovascular diseases, cancer, diabetes, and chronic respiratory diseases, are a leading cause of mortality worldwide. It's essential to explore and identify effective interventions to address this growing public health challenge. Let's delve into various interventions and discuss their potential impact.

Reading Passage:

NCDs require a multifaceted approach that includes prevention, early detection, and management strategies. Here are some interventions to consider:

1. Prevention Interventions:

Preventing NCDs involves targeting modifiable risk factors such as tobacco use, unhealthy diet, physical inactivity, and harmful use of alcohol. Effective prevention interventions include:

- ◆ **Tobacco Control Policies:**
Implementing measures such as taxation, smoke-free legislation, and public awareness campaigns to reduce tobacco consumption.
- ◆ **Promoting Healthy Diets:**
Encouraging the consumption of nutritious foods and limiting the intake of processed foods and sugary beverages.
- ◆ **Physical Activity Promotion:**
Promoting regular physical activity through community programs, workplace initiatives, and urban planning strategies.
- ◆ **Alcohol Harm Reduction:**
Implementing strategies to reduce the harmful use of alcohol, such as taxation and restrictions on advertising.

2. Screening and Early Detection:

Early detection of NCDs is crucial for timely intervention and improved outcomes. Key interventions include:

- ◆ **Screening Programs:**
Implementing population-based screening programs for common NCDs to detect individuals at risk.
- ◆ **Risk Assessment Tools:**
Developing tools to identify individuals with elevated risk factors for NCDs, allowing for targeted interventions.
- ◆ **Access to Diagnostic Services:**
Improving access to diagnostic services to facilitate early detection and diagnosis of NCDs.

3. Management and Treatment:

Effective management and treatment are essential for reducing morbidity and mortality associated with NCDs. Interventions include:

- ◆ **Access to Medications:**
Ensuring access to essential medications for the treatment of NCDs.
- ◆ **Chronic Disease Management Programs:**
Implementing integrated, multidisciplinary programs that provide comprehensive care for individuals with NCDs.
- ◆ **Palliative Care Services:**
Providing palliative care for individuals with advanced NCDs to alleviate symptoms and improve quality of life.

Discussion Questions:

- 1) *Which prevention interventions do you think would have the most significant impact on reducing the burden of NCDs in our community?*
- 2) *How can we improve access to screening and early detection services for underserved populations?*
- 3) *What challenges do you foresee in implementing chronic disease management programs, and how can we address them?*
- 4) *In your opinion, what additional interventions are needed to effectively alleviate the impact of NCDs in our community?*

The trainer can then discuss the different interventions to alleviate the impact of NCDs with reference to the following supporting information

Prevention is always considered cheaper than cure, so strategies to reduce the modifiable risk factors of NCDs have been suggested by the World Health Organization (WHO). The term “Best-buys” has been used, and a list of options is presented for each of the four key risk factors for NCDs (tobacco, harmful use of alcohol, unhealthy diet and physical inactivity) and four disease areas (cardiovascular disease, diabetes, cancer and chronic respiratory disease). For instance, Kenya has developed a national strategy for the prevention and control of NCDs, the strategic plan was set to run from 2015- 2020. The goal of this strategic plan is to reduce the preventable burden of morbidity, mortality and disability due to non-communicable diseases through multi-sectoral collaboration at the county and national levels and ensure the highest attainable standards of health and productivity throughout the life cycle for sustainable socioeconomic development. To alleviate the impact of non-communicable diseases (NCDs), a comprehensive approach involving various interventions is necessary.

Here are several key interventions:



Preventive Measures:

Focus on primary prevention strategies aimed at reducing the risk factors associated with NCDs, such as tobacco use, unhealthy diet, physical inactivity, and harmful alcohol consumption. This includes public health campaigns, policy interventions (e.g., tobacco taxation, food labeling, and restrictions on advertising), and educational programs to promote healthy behaviors and lifestyles.



Early Detection and Screening:

Implement programs for early detection, screening, and diagnosis of NCDs to facilitate timely intervention and treatment. This involves promoting regular health check-ups, screening tests (e.g., mammograms, blood pressure measurements, cholesterol tests), and raising awareness about the importance of early detection in improving health outcomes.



Access to Healthcare Services:

Ensure universal access to quality healthcare services for the prevention, diagnosis, and management of NCDs. This includes strengthening healthcare infrastructure, expanding health coverage, training healthcare providers, and improving the availability of essential medicines and technologies for NCD treatment and management.



Integrated Care Models:

Develop integrated care models that address the holistic needs of individuals with NCDs, including physical, mental, and social aspects of health. This involves coordinating care across different healthcare providers and settings, promoting multidisciplinary approaches, and involving patients in decision-making and self-management of their conditions.



Lifestyle Interventions:

Implement lifestyle interventions targeting behavior change to reduce NCD risk factors and improve health outcomes. This includes nutrition counseling, physical activity programs, smoking cessation support, stress management techniques, and interventions to promote healthy sleep habits.



Community-Based Interventions:

Engage communities in NCD prevention and control efforts through community-based interventions. This may involve grassroots initiatives, social support networks, peer education programs, and community empowerment strategies to address social determinants of health and promote healthy environments.



Policy and Regulatory Measures:

Advocate for and implement policy and regulatory measures to create supportive environments for NCD prevention and control. This includes policies to regulate the marketing and availability of unhealthy products, promote urban planning and transportation policies that encourage physical activity, and support workplace wellness programs.



Health Education and Awareness:

Raise awareness and improve health literacy about NCDs and their risk factors, symptoms, and preventive measures. This involves targeted health education campaigns, school-based interventions, workplace wellness initiatives, and media advocacy to empower individuals and communities to make informed health decisions.



Research and Innovation:

Invest in research and innovation to advance our understanding of NCDs, develop new interventions and treatments, and improve healthcare delivery and outcomes. This includes funding for basic and translational research, clinical trials, health technology assessments, and implementation science to identify effective strategies for NCD prevention and control.

By implementing these interventions in a coordinated and sustained manner, it is possible to alleviate the impact of NCDs and improve the health and well-being of populations globally.

More readings to support trainers' and participants' knowledge of some of the interventions to alleviate the impacts of NCDs

- From Burden to “Best Buys”: Reducing the Economic Impact of Non-Communicable Diseases in Low-and Middle-Income Countries
- https://ncdalliance.org/sites/default/files/resource_files/WHO%20From%20Burden%20to%20Best%20Buys.pdf



MODULE FIVE: INTERNATIONAL AND OTHER LEGAL AS WELL AS POLICY FRAMEWORKS

Purpose:

To enhance participants' knowledge of the legal obligations and frameworks related to NCD prevention and management at the international, national, and local levels. This helps ensure compliance with relevant laws and regulations. Such training empowers professionals to navigate the complex landscape of NCD-related laws and policies, contributing to more impactful and ethical initiatives in public health communication and advocacy.

Learning objectives

1. Provide participants with a thorough understanding of key international treaties, agreements, and legal frameworks that shape non-communicable disease (NCD) prevention and management globally.
2. Enhance participants' knowledge of national and local laws and policies related to NCDs, enabling them to navigate and comply with relevant legal requirements within their own jurisdictions.
3. Equip participants with the skills to advocate for stronger legal and policy measures that support NCD prevention and management, including the integration of ethical considerations in public health initiatives.

What should we do as media workers and content creators?

- Closely follow up and seek information on the process to highlight in our media, blogs Etc
- Look for previous reports on the legal frameworks and policies as the process goes on for comparative reporting.
- Engage with various CSOs, alliances and individual NCD experts and advocates for more information and updates on the implementation process and actualization of the international, and other legal as well as policy frameworks on NCDs in the East African region as well as the national countries
- Seek the national reports and shadow reports.

Mode of training:
this should be a participatory lecture session.

Session wrap up

The trainer wraps up this session with some of the key international and regional legal and policy frameworks that address the prevention and control of non-communicable diseases (NCDs).

For learning purposes, some are outlined below:



WHO Framework Convention on Tobacco Control (FCTC):

Adopted in 2003, the FCTC is the world's first global public health treaty aimed at reducing the demand for tobacco products. It provides a comprehensive set of evidence-based measures to control tobacco use, including tobacco taxation, smoke-free policies, tobacco advertising bans, and tobacco product regulation.



Global Action Plan for the Prevention and Control of NCDs:

Endorsed by the World Health Assembly in 2013, the Global Action Plan provides a roadmap for countries to address the growing burden of NCDs. It outlines a set of priority interventions across key areas such as surveillance, prevention, treatment, and monitoring, with targets to be achieved by 2025.



United Nations Political Declaration on NCDs:

Adopted by the UN General Assembly in 2011, the Political Declaration on NCDs recognizes the urgent need for a coordinated global response to address NCDs. It calls for multisectoral action, including the implementation of cost-effective interventions to prevent and control NCDs and their risk factors.



Development Goals (SDGs):

Goal 3 of the SDGs aims to ensure healthy lives and promote well-being for all at all ages, including a target (3.4) to reduce premature mortality from NCDs by one-third by 2030. The SDGs provide a framework for addressing the social, economic, and environmental determinants of health, including NCDs.



UN High-Level Meeting on NCDs:

Held in 2011 and 2018, the UN High-Level Meetings on NCDs brought together world leaders to review progress and accelerate action on NCD prevention and control. These meetings resulted in political commitments, declarations, and action plans to address the NCD burden globally.



Regional Frameworks and Declarations:

Regional organizations, such as the European Union, African Union, and Pan American Health Organization, have developed regional frameworks, strategies, and declarations on NCD prevention and control. These initiatives aim to adapt global recommendations to regional contexts and promote collaboration among member states.



NCD Strategies and Action Plans:

Many countries have developed national NCD strategies and action plans aligned with international commitments and recommendations. These national frameworks outline country-specific priorities, interventions, and targets for addressing NCDs within their populations.



Trade and Investment Agreements:

Trade and investment agreements can have implications for public health policies related to NCD prevention and control, particularly in areas such as tobacco control, food labeling, and access to essential medicines. Advocates have called for greater consideration of public health objectives in trade and investment negotiations to minimize potential conflicts with NCD prevention efforts.

Role of journalists

Demand	Demand accountability from policymakers and custodians of culture	Make debates on NCDs and other health-related issues and call for action
Publish	Publish stories of human interest by documenting the experience	Create awareness of NCD issues
Media	Make reporting on NCDs a core internal responsibility	Use media platforms including those airing in local languages to reach out to greater segments of the population with the right information on NCD prevention, management and control

More readings to support trainers' and participants' knowledge of international and other legal as well as policy frameworks NCDs prevention, management and control

- Garrett E. The purposes of framework legislation. Journal of Contemporary Legal Issues 2004;
- United Nations. Outcome document of the high-level meeting of the General Assembly on the comprehensive review and assessment of the progress achieved in the prevention and control of non-communicable diseases.
- http://www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/68/300
- World Health Organization. Global action plan for the prevention and control of noncommunicable diseases
- http://apps.who.int/iris/bitstream/10665/94384/1/9789241506236_eng.pdf
- World Health Organization. Draft updated appendix 3 to the global action plan for the prevention and control of noncommunicable diseases
- United Nations. Transforming our world: the 2030 agenda for sustainable development, http://www.unfpa.org/sites/default/files/resource-pdf/Resolution_A_RES_70_1_EN.pdf



MODULE SIX: THE ROLE OF MEDIA AND ART IN NCD ADVOCACY

Purpose of the module:

Equipping participants with knowledge, skills, and inspiration to harness the power of media and art as powerful tools for NCD advocacy, contributing to positive health outcomes and social change. The module also helps participants to understand and appreciate the different roles played and responsibilities undertaken by the different players in the media and art industry.

Learning Objectives:

1. Equip participants with the skills to effectively utilize various forms of media and art to advocate for non-communicable disease (NCD) prevention and management, fostering awareness and driving social change.
2. Enhance participants' understanding of their unique roles and responsibilities as media professionals, artists, and other key stakeholders in NCD advocacy, enabling them to collaborate effectively across disciplines.
3. Inspire participants to create innovative and impactful media content and artistic expressions that resonate with diverse audiences, promoting positive health outcomes and raising awareness of NCD-related issues.
4. Develop participants' ability to critically analyze existing media and art-based NCD advocacy campaigns, identifying best practices and areas for improvement.
5. Empower participants to design and implement media and art-based advocacy strategies that are culturally sensitive, ethically sound, and tailored to the needs of their specific communities.

Mode of training:

this should be a participatory lecture session and the trainer can refer to the content below to guide them when facilitating this training session

Understanding media

Media refers to the various means of communication used to transmit information, entertainment, and messages to a large audience. Media serves various purposes, including informing, educating, entertaining, persuading, and mobilizing audiences. It plays a significant role in shaping public opinion, influencing cultural norms and values, and facilitating social and political change. Media can disseminate news and information, raise awareness about social issues, amplify marginalized voices, foster dialogue and debate, and provide a platform for expression and creativity. It encompasses a wide range of platforms and formats, including:

1. Mass Media:

Traditional forms of mass media, such as newspapers, magazines, radio, and television, which reach a broad audience across geographic regions.



2. Digital Media:

Online platforms and digital technologies that facilitate the creation, distribution, and consumption of content, including websites, social media, blogs, podcasts, streaming services, and mobile apps.



3. Broadcast Media:

Radio and television broadcasting, which transmit audio and video content over the airwaves to receivers in homes, vehicles, and other locations.



4. Print Media:

Publications printed on paper, including newspapers, magazines, books, pamphlets, and posters, which are distributed physically or digitally.



5. Social Media:

Online platforms and applications that enable users to create, share, and interact with content and connect with others, such as Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok.



6. New Media:

Emerging forms of digital communication and interactive technologies that blur the boundaries between producers and consumers of media content, including virtual reality (VR), augmented reality (AR), gaming, and immersive storytelling.



7. Alternative Media:

Non-mainstream or independent media outlets and channels that provide alternative perspectives, voices, and narratives outside of the dominant corporate or government-controlled media landscape.



Understanding Art

Art is a diverse range of human activities and creations that express ideas, emotions, or experiences through visual, auditory, or performance mediums. Art can be created for various purposes, including personal expression, cultural preservation, social commentary, political activism, religious or spiritual rituals, entertainment, and commercial or institutional use. It reflects the cultural, social, and historical contexts in which it is produced and consumed, and it often stimulates thought, emotion, and dialogue among audiences. Artists, creators, and practitioners of art may draw inspiration from their surroundings, experiences, beliefs, and imaginations, and they may employ a wide range of techniques, materials, and styles to realize their artistic visions. Art is subjective and open to interpretation, inviting viewers and audiences to engage with it on personal, intellectual, and emotional levels. It encompasses various forms of creative expression, **including:**

Visual Arts:

Painting, drawing, sculpture, printmaking, photography, ceramics, and other forms of two-dimensional and three-dimensional artwork.



Media Arts:

Film, television, video, animation, digital art, and other forms of multimedia expression that combine visual, auditory, and digital elements.



Applied Arts:

Design, architecture, fashion, textiles, interior design, graphic design, and other forms of art that serve practical or functional purposes while also embodying aesthetic and creative principles.



Performing Arts:

Theater, dance, music, opera, spoken word, and other forms of live performance that engage audiences through movement, sound, and storytelling.



Literary Arts:

Poetry, prose, fiction, non-fiction, essays, and other written works that convey ideas, narratives, and emotions through language and text.



Crafts:

Handmade objects and artisanal products, such as pottery, jewelry, woodworking, weaving, and metalworking demonstrate skillful craftsmanship and artistic expression.



The role of media and art in NCD advocacy

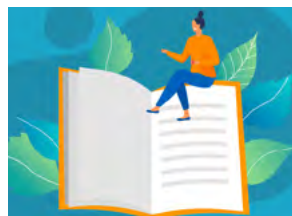
The role of media and art in NCD advocacy is multifaceted and crucial for raising awareness, shaping perceptions, and driving behavior change. Media and art serve as powerful tools for NCD advocacy, leveraging the influence of storytelling, visual communication, and community engagement to raise awareness, drive policy change, and ultimately improve public health outcomes. Here's how media and art contribute to NCD advocacy:

Raising Awareness:



Media platforms, including television, radio, newspapers, and social media, play a vital role in disseminating information about NCDs to the public. They can highlight the prevalence, risk factors, and consequences of NCDs, helping to increase understanding and knowledge among audiences.

Storytelling:



Both media and art are powerful storytelling tools. Through compelling narratives, documentaries, visual arts, music, and theater, they can humanize the impact of NCDs by sharing the personal stories of individuals affected by these diseases. Personal narratives can evoke empathy, foster connection, and motivate action among audiences.

Education and Information:



Media outlets can provide educational content on NCD prevention, early detection, treatment options, and healthy lifestyle choices. Artistic mediums, such as infographics, illustrations, and animations, can simplify complex health information and make it more accessible and engaging to diverse audiences.

Advocacy Campaigns:



Media campaigns and art initiatives can serve as platforms for NCD advocacy, promoting policy change, fundraising efforts, and community mobilization. They can advocate for increased government funding for NCD prevention and treatment programs, as well as for the implementation of public health policies aimed at reducing risk factors like tobacco use, unhealthy diet, physical inactivity, and harmful alcohol consumption.

Challenging Stigma and Misconceptions:



Media and art can challenge stereotypes, stigmas, and misconceptions surrounding NCDs, such as blaming individuals for their health conditions or overlooking the social determinants of health. Artistic expressions, in particular, have the potential to provoke thought, spark dialogue, and challenge societal norms, contributing to shifts in attitudes and perceptions.

Engaging Diverse Audiences:



Media and art can reach diverse audiences across different demographics, languages, and cultural backgrounds. By employing culturally relevant messaging, imagery, and storytelling techniques, they can resonate with specific communities and address unique barriers to NCD prevention and treatment.

Fostering Community Empowerment:



Media and art can empower communities to take ownership of their health and advocate for change. They can amplify the voices of grassroots organizations, community leaders, and individuals affected by NCDs, fostering a sense of solidarity and collective action in the fight against these diseases.

Can media and art professional work together?

Media and art can work together synergistically to enhance NCD (Non-Communicable Disease) advocacy in East Africa. This can successfully be achieved by leveraging their respective strengths and engaging diverse audiences. By working together collaboratively, media and art can amplify NCD advocacy efforts in East Africa, reaching diverse audiences, fostering community engagement, and driving positive change in attitudes, behaviors, and policies related to NCD prevention and control.

We can! Media and art work together to enhance NCD advocacy in East Africa

And here are several ways they can collaborate effectively:

Joint Campaigns and Collaborations:



Media outlets and artistic organizations can collaborate to develop joint NCD advocacy campaigns. For example, they can create multimedia campaigns that combine informative articles, radio and television spots, social media posts, and artistic content such as posters, videos, and music performances to raise awareness about NCDs and promote healthy behaviors.

Creative Storytelling:



Media professionals and artists can collaborate to create compelling narratives and visuals that humanize the impact of NCDs on individuals, families, and communities in East Africa. By telling the stories of real people affected by NCDs through articles, documentaries, films, and artistic expressions, they can evoke empathy, foster connection, and inspire action among audiences.

Cultural Sensitivity and Relevance:



Artists can create culturally relevant and contextually appropriate artworks, performances, and messages that resonate with diverse communities in East Africa. By incorporating local languages, traditions, and symbols into their work, artists can ensure that NCD advocacy efforts are culturally sensitive and inclusive, reaching audiences in meaningful ways.

Community Engagement and Participation:



Media and art initiatives can actively involve communities in NCD advocacy efforts by inviting participation in creative projects, events, and workshops. For example, they can organize community art exhibitions, film screenings, storytelling sessions, and interactive theater performances that engage audiences in dialogue, reflection, and action around NCD prevention and control.

Capacity Building and Skills Development:



Media and art organizations can provide training and support to local artists, journalists, and community leaders to enhance their capacity to effectively communicate about NCDs. Workshops, seminars, and mentorship programs can equip participants with the skills and knowledge to produce high-quality media content, artwork, and advocacy materials.

Policy Advocacy and Mobilization:



Media and art can play a crucial role in advocating for policy change and mobilizing public support for NCD prevention and control efforts in East Africa. Through investigative journalism, opinion pieces, public forums, and artistic interventions, they can raise awareness about the need for government action, funding, and multisectoral collaboration to address NCD risk factors and improve access to healthcare services.

Monitoring and Evaluation:



Media and art initiatives can contribute to monitoring and evaluating the impact of NCD advocacy efforts in East Africa. By collecting feedback from audiences, tracking media coverage, and assessing changes in knowledge, attitudes, and behaviors related to NCDs, they can measure the effectiveness of their advocacy strategies and inform future interventions.



Activity:

two respective panels should be formed from the media and art participants to share some professional incite with regard to the following questions. (Their contributions can be enhanced by their colleagues in the audience)

- 1) What do Media and art industries lack in terms of skills and capacity to cover NCD stories;
- 2) How can the media and art industry prioritize NCDs and other health-related issues?
- 3) What would the best way to carry out a media advocacy
- 4) What would work in the advocacy and what would not?

While media and art are powerful tools for NCD (Non-Communicable Disease) advocacy, there are some limitations and challenges they may face:

Challenges/ Factors limiting use of media and art in NCD advocacy

- a) In some cases, media coverage of NCDs may prioritize sensationalistic or dramatic narratives over accurate and evidence-based reporting. This can lead to misinformation, stigmatization, and a lack of understanding among the public about the true causes, risk factors, and prevention strategies for NCDs.
- b) Media coverage of NCDs often focuses on treatment and management rather than prevention.
- c) There may be a lack of emphasis on promoting healthy behaviors, addressing underlying risk factors, and advocating for policy change to create environments that support healthy living.
- d) Media representations of individuals living with NCDs may perpetuate stereotypes, stigmatization, and victim-blaming attitudes. This can discourage people from seeking care, contribute to social isolation, and undermine efforts to promote inclusivity and empathy for those affected by NCDs.

- e) Media coverage of NCDs may be influenced by commercial interests, including advertising from industries that contribute to NCD risk factors such as tobacco, alcohol, and unhealthy food. This can create conflicts of interest and undermine efforts to promote evidence-based public health messages.
- f) Media and art may not always reflect the diversity of experiences and perspectives related to NCDs, particularly those of marginalized communities and underrepresented groups. This can perpetuate disparities in access to information, resources, and healthcare services for vulnerable populations. While traditional media outlets (e.g., television, and newspapers) have broad reach, they may not always effectively reach marginalized or remote communities where NCDs are prevalent.
- g) Similarly, access to art and cultural events promoting NCD advocacy may be limited by factors such as cost, location, and cultural barriers.
- h) Media and art initiatives may not always be accessible to individuals with low literacy levels or limited proficiency in the dominant language of communication. This can exclude certain segments of the population from NCD advocacy efforts and limit their ability to engage with health information and resources.
- i) Media campaigns and artistic interventions aimed at NCD advocacy may be short-lived and lack sustained engagement with audiences over time. Without ongoing reinforcement and follow-up, messages about NCD prevention and control may not lead to sustained behavior change or policy impact.
- j) Not all segments of society have access to media or art platforms, which can hinder the dissemination of advocacy messages.
- k) Lack of funding and resources for media campaigns or art projects focused on NCDs can limit their effectiveness and reach.
- l) NCDs are often complex and multifaceted, requiring nuanced understanding and representation in media and art, which can be challenging to achieve.

Addressing these limitations requires collaboration between advocates, artists, media professionals, and policymakers to ensure accurate representation, broad dissemination, and effective messaging.

Building capacity and consistency in NCD reportage involves several strategies:

By implementing these strategies, media organizations and journalists can enhance their capacity to report on NCDs effectively and consistently, contributing to greater public awareness, understanding, and action on these important health issues.

- ♦ Providing training programs for journalists on NCDs, including understanding the science behind these conditions, their impact on individuals and societies, and how to accurately report on them.
- ♦ Developing guidelines and standards for NCD reportage to ensure accuracy, sensitivity, and fairness in media coverage.

- ◆ Collaborating with healthcare professionals, researchers, and advocacy groups to provide journalists with access to expert information and sources.
- ◆ Launching awareness campaigns targeted at media professionals to highlight the importance of NCDs and the role of the media in shaping public perceptions and policy responses.
- ◆ Encouraging diverse representation in NCD reportage, including stories from different demographics and perspectives, to ensure a comprehensive understanding of the issues.
- ◆ Implementing mechanisms to monitor and evaluate NCD reportage for accuracy, balance, and adherence to guidelines, and providing feedback to journalists and media outlets.



MODULE SEVEN: MEDIA AND ART STRATEGIES ON NCD ADVOCACY

Purpose:

Equipping participants with knowledge and effective tools to raise awareness, engage communities, and influence policymakers through creative and impactful means.

Learning Objectives:

1. Equip participants with practical tools and techniques to design and implement media and art strategies that effectively raise awareness about non-communicable diseases (NCDs) within their communities.
2. Develop participants' ability to create and deploy media and art campaigns that engage diverse audiences, foster community involvement, and amplify the voices of those affected by NCDs.
3. Empower participants to strategically use media and art as advocacy tools to influence policymakers, drive public health agendas, and contribute to the development of NCD-related policies and programs.
4. Enhance participants' skills in evaluating the impact and reach of their media and art-based advocacy efforts, ensuring that their strategies are both effective and sustainable.
5. Inspire participants to innovate and adapt media and art strategies to address emerging NCD challenges, ensuring their advocacy remains relevant and impactful over time.

Mode of training:

This is a brainstorming session and trainers should allow the participants to come up with various strategies for how they can advocate for NCD prevention, management, and control in East Africa.

For learning purposes, the trainer can refer to the outlined strategies to build on what participants have presented.

Storytelling:



Use storytelling techniques to convey the impact of NCDs on individuals, families, and communities. Personal narratives, testimonials, and case studies can humanize the statistics and make the issue more relatable and compelling to audiences.

Visual Communication:



Utilize visual mediums such as infographics, illustrations, and photography to convey key messages about NCD prevention, risk factors, and healthy behaviors. Visuals can simplify complex information, attract attention, and enhance audience understanding and retention.

Multimedia Campaigns:



Develop multimedia campaigns that leverage multiple communication channels, including television, radio, print, social media, and digital platforms. Consistent messaging across different media channels can reach diverse audiences and reinforce key advocacy messages.

Community Engagement:



Engage communities directly in NCD advocacy efforts through participatory approaches such as community-based workshops, art projects, and storytelling events. Empower community members to share their experiences, voice their concerns, and mobilize for action in addressing NCDs.

Cultural Sensitivity:



Ensure that advocacy messages and artistic expressions are culturally relevant and sensitive to the diverse traditions, beliefs, and practices of different communities. Collaborate with local artists, cultural leaders, and grassroots organizations to tailor advocacy efforts to specific cultural contexts.

Policy Advocacy:



Advocate for policy change and government action to address NCD risk factors and improve access to prevention and treatment services. Use media campaigns, artistic interventions, and public awareness initiatives to raise public awareness, mobilize support, and hold policymakers accountable for addressing NCD-related challenges.

Youth Engagement:



Engage young people as advocates and change agents in NCD prevention and control efforts. Utilize art-based activities, social media campaigns, and youth-led initiatives to empower young people to promote healthy lifestyles, advocate for policy change, and drive community action.

Intersectoral Collaboration:



Foster collaboration between media, arts, healthcare, education, and other sectors to develop holistic approaches to NCD advocacy. Partner with schools, workplaces, faith-based organizations, and community groups to integrate NCD prevention messages into existing programs and initiatives.

Empathy and Empowerment:



Cultivate empathy and empowerment among audiences by highlighting stories of resilience, recovery, and hope in the face of NCDs. Showcase examples of individuals and communities taking positive action to prevent and manage NCDs, inspiring others to do the same.

Measurement and Evaluation:



Monitor and evaluate the impact of media and art-based advocacy efforts on NCD awareness, attitudes, and behaviors. Collect data on reach, engagement, and outcomes to assess effectiveness, identify areas for improvement, and inform future advocacy strategies.

Developing an NCD Behavior change story for media and art



Activity:

Pitching a story- Present to an Editor with a thoughtful, detailed short proposal of the story you wish to do. Describe to the Editor why the story and the possible impact on the readers. Describe why the audiences would be interested in the story. Provide details of the potential sources and when you wish to do the story. Will there be traveling?

Some of the topics that can guide stories developed by media and art professions include;

■ Personal journeys:



Highlighting the experiences of individuals living with NCDs such as diabetes, cancer, cardiovascular diseases, or mental health disorders. These stories can showcase the challenges they face, their resilience, and the importance of early detection and treatment.

■ Prevention and lifestyle changes:



Creating narratives that promote healthy behaviors such as physical activity, balanced nutrition, stress management, and tobacco/alcohol cessation. Artistic representations can illustrate the benefits of preventive measures in reducing the risk of NCDs.

■ Access to healthcare:



Exploring the barriers to accessing healthcare services for NCD prevention, diagnosis, and treatment, particularly in underserved communities or low-income countries. Art can highlight the disparities in healthcare access and advocate for equitable solutions.

■ Stigma and discrimination:



Addressing the stigma associated with certain NCDs, such as mental illness or obesity, and the impact it has on individuals' lives. Media and art can challenge stereotypes and promote empathy and understanding.

■ Policy and advocacy:



Amplifying the voices of NCD advocates and organizations working to address systemic issues related to NCD prevention and control. Stories can advocate for policy changes, increased funding for research and programs, and greater public awareness.

“

Imagine a captivating visual journey that transcends the barriers of language and culture, shedding light on the silent epidemic of Non-Communicable Diseases. Through the lens of a seasoned photographer and the brushstrokes of a talented artist, we'll unveil the unseen struggles of individuals battling NCDs. Their stories will resonate deeply with viewers, touching hearts and inspiring action. Coupled with the power of music and the stage, our narrative will come alive, igniting conversations and mobilizing communities towards healthier lifestyles and improved access to care. This isn't just a story; it's a call to arms, a beacon of hope in the fight against NCDs.

**Activity:**

Participants to develop a story with regards to the topics approved by their editors during the pitching session. The story should speak to their areas of expertise as writers, filmmakers, photographers, poets, sculptors, painters, comedians, craft makers, designers, and comics among others. Participants should be given enough time to build the stories and present them during the last session of the training.

Building a bank of experts and advocates as sources:

In journalism, a source is a person, publication, or other record or document that gives timely information. Outside journalism, sources are sometimes known as “news sources”. Become an expert. The more you learn about the complicated issues, technology and economics of your beat, the more your sources will respect you, and the easier it will be for you to spot good stories. Read books, articles, and reports. Research on the Internet. Ask lots of questions.

Strategies for identifying a community impactful story

- ♣ Be Curious about issues
- ♣ Talk to people: People like to read about people and their issues make good stories
- ♣ Reading different documents, and newspapers can give you an idea
- ♣ Observing what’s happening around, including trends
- ♣ Scenario building Futuristic – envisioning what the future will be like by 2030, what is likely to happen by 2050 what will be the NCD trends and policy frameworks that will respond to future needs.
- ♣ Eavesdrop on conversations
- ♣ Keep an idea file
- ♣ Undertake demographic Surveys
- ♣ Highlight International days-including internationally recognized days of commemorating NCDs,
- ♣ Follow up on government pronouncements
- ♣ Get ideas from cultivated sources

Developing an NCD Advocacy Story

Things to consider when developing an NCD advocacy story

- ♣ Whom are you writing for?
- ♣ Write for the reader and not yourself
- ♣ Develop an angle
- ♣ For features, as the story unfolds as you write it, keeping the reader in suspense.
- ♣ Proximity, how close is this story to the reader?
- ♣ How relevant is the story to the reader?
- ♣ To create an emotional hook – do the following: Bring a face to the fact, who is at risk? Who is suffering? -Who will be affected?

- ♣ Your reader is interested in their cause or issues close to them not your project.
- ♣ Use town, and regional data that is close to the reader instead of national to describe the problem and give examples here.
- ♣ Focus on Facts: Know the facts of your story - how many women in a particular region are facing infertility. How many women die out of abortion annually?
- ♣ Keep the story short.
- ♣ Have a good conclusion

Gender-sensitive:



Media and art professionals should use gender-sensitive and gender-inclusive language which helps in ensuring that their work in a way, is appealing to both men and women. Avoid gender stereotyping and treat men and women equally as sources and subjects of a story. For instance, you cannot have only male subjects talking about cervical cancer without including women.

Creating a story bank:



A journalist or any content creator must have the capacity to create a story bank on NCD advocacy and all related health issues to keep the fire burning and the issues alive if they are to make reporting NCDs their specialty.

A story toolbox:



Where do you get tips and ideas for stories around NCDs and advocacy? Though social media, Twitter, Instagram and Facebook have been the places to go to, there are other places like websites of organizations, publications, and books among others.

Goal-oriented:



As in any campaign, a journalist and content creators must understand the objectives of NCD advocacy and deliver stories with messages that speak to this. They must know what they want to communicate and what they want the message to achieve. They should think about how they can take the story through the long haul and not make it a one-off.

Follow-up:



It is a journalism strategy that is used especially in instances where a story is not conclusive. Or if something happened to a community or a group of people you want to know how they are faring after that event. Follow-up enables the provision of additional information to see that the story is conclusive and that all the gaps are filled. Follow-up brings about balance to the story including being able to cover areas that were missed in the original story. It could be by quoting those who were not there at the initial time that a story was being done. Follow-up is a strategic way of keeping fire burning in a story.

Follow through:



This is the ability of a journalist to make a continuous movement around a story always looking at different angles and developments within the issue in the story to a conclusion by doing everything possible to completely exhaust the matter. The story should be able to have additional information such as data, new facts, background information, and chain reactions to the earlier story and ensuring that there are no gaps left since it will be exhausted. Follow-through ensures an aspect of transformation that points towards change because of a journalist's effort to sustain a critical story.



MODULE EIGHT: TRANSFORMATIONAL JOURNALISM

Purpose:

Equipping participants with the skills and mindset to go beyond reporting acts and aim instead to inspire change and promote social progress through their storytelling. This type of journalism focuses on solutions, empathy, and empowering communities to address issues effectively

Learning Objectives:

1. Equip participants with the skills to produce journalistic content that goes beyond traditional reporting, focusing on storytelling that inspires change and promotes social progress.
2. Develop participants' ability to practice solutions-oriented journalism, highlighting effective strategies and initiatives that address community challenges, particularly in the context of non-communicable diseases (NCDs).
3. Enhance participants' understanding of the importance of empathy in journalism, enabling them to create stories that resonate with and empower communities to take action.
4. Foster participants' capacity to use journalism as a tool for advocacy, encouraging dialogue and collaboration among stakeholders to address pressing social issues.
5. Empower participants to critically analyze the impact of their storytelling on audiences and communities, ensuring that their work contributes to meaningful and sustainable social change.

Mode of training:



Activity:

Have a journalist pitch and write or record a short story or video clip of an NCD awareness or advocacy story that is: Original, exclusive, exotic, has never been published before, creative, with diversified sources and ethically correct. This can then be critiqued by the rest. They could go out and speak to sources or just within. Critiquing is to build our skills and not look down upon anybody's work

Journalism remains a most trusted industry that has placed a huge burden of responsibility on the shoulders of journalists. To keep the momentum of NCD awareness and advocacy, journalists need to be strategic and skillful in their engagement with storylines around these key areas. Transformational journalism is about reconstructing an otherwise normal story to make it exotic and one that has a positive influence on the issue.

Things to take note of;

- Use of Data
- Putting numbers behind a story helps a journalist connect the dots and this keeps audiences engaged to the story
- Connecting dots with evidence-based data will get reaction from policymakers and influencers as well as custodians of cultures

How to spot an NCD awareness and advocacy story

- A good nose for a story remains the hallmark of journalism. It could be from an event, social media, normal conversation or breaking news
- Have the ability to recognize a potential story from a filler in a newspaper, a tweet, a forward on social media or a report
- Be on the lookout for stories on NCDs will emerge all the time. It could be from a political statement, a policy report or an organizations' annual report.
- Have the ability to set agenda for audiences through topics that are related to NCDs
- Be a solution-oriented journalist. Approach stories in a way that you are able to explain how and why issues of NCDs need to be given prominence.
- Understand the ecosystem of the NCD world to be able to publish/ produce real stories that have an impact in terms of social and policy transformation
- Drive all NCD issues from the top by talking to the managers
- Being on top of emerging and trending issues in relation to NCDs helps a journalist to keep through by being well-informed and having the ability to follow up and follow through with a timely topic
- Note that the best stories involve people and relationships.

Influence of digital technology

A journalist must occupy social media spaces because digital technology has provided a presence that has not been seen before. They should be able to capture stories from social media and be able to build them into something bigger and more informative. Journalists should be able to run a blog that is alive with updates, facts and evidence-based data that provides information that is often thought-provoking and proactive; engage in mobile journalism where they can use their phones to file stories and pictures from wherever they are and participate in podcasting by capturing voices and recording stories

Managing diversity

1. A journalist will only make a difference if they are able to show a diverse source of sources and subjects when reporting on NCD-related topics.
2. Make people with lived experiences of NCDs the centre of NCD awareness and advocacy stories
3. Avoid constant repeat of only one source makes one lack credibility
4. Use gender-sensitive language
5. Use inclusive language

Gender Disaggregated Data

Use of data will only work if a journalist is data literate. A journalist must therefore be able to interpret; understand; produce and connect with various data. By assembling data, a journalist is then able to engage with the audience by being able to identify the story behind numbers. A journalist must be able to speak to gender-disaggregated data. This is data that is related to men and women and is collected, compiled, analyzed and presented by sex. Gender-disaggregated data enables journalists to interpret targets and indicators to measure national and global progress. Gender disaggregated data will enable a journalist to break down data of men and women and also be able to identify inequalities. In the NCD world, the journalist will be able to assess the impact and scope of health services and policies. Critically look at NCD burden, NCD risk factors, and the socio-economic impact of NCDs at family levels, health systems and government levels, quality of care; number of youth/women/children/people with disabilities friendly NCD clinics; comprehensive NCD education: etc. For instance, a journalist can speak to the proportion of health facilities that provide NCD healthcare services and how these are accessed by men and women.

- A Study on Communication Practices in Reducing Non-Communicable Diseases in Bahir Dar City, Ethiopia:
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC11005850/>
- How art therapy can help alleviate non-communicable diseases, doctor explains:
<https://timesofindia.indiatimes.com/life-style/the-arts/how-art-therapy-can-help-alleviate-non-communicable-diseases-doctor-explains/articleshow/105067426.cms>
- Pathways to noncommunicable disease prevention through media engagement: A commentary on world noncommunicable disease congress 2017:
https://journals.lww.com/ijnc/fulltext/2017/02040/pathways_to_noncommunicable_disease_prevention.14.aspx
- WHO News article on: The power of healing: new WHO report shows how arts can help beat noncommunicable diseases:
<https://www.who.int/europe/news/item/15-11-2023-the-power-of-healing--new-who->

- Malikhao P. Health communication: approaches, strategies, and ways to sustainability on health or health for all. *Handb Commun Develop Soc Chan*. 2020;1015–1037. doi: 10.1007/978-981-15-2014-3_137 [CrossRef] [Google Scholar]
- 59. Gebremariam LW, Hirakawa Y, Rayna SE, et al. Pilot peer health education for non-communicable disease prevention in Bangladesh, Ethiopia, and Palau. *J Global Health Rep*. 2018;2:e2018039. doi: 10.29392/joghr.2.e2018039 [CrossRef] [Google Scholar]
- 60. Barik AL, Purwaningtyas RA, Astuti D. The effectiveness of traditional media (leaflet and poster) to promote health in a community setting in the digital era: a Systematic Review. *J Ners*. 2019;14(3si):76–80. doi: 10.20473/jn.v14i3.16988 [CrossRef] [Google Scholar]
- 61. Hagg E, Dahinten VS, Currie LM. The emerging use of social media for health-related purposes in low and middle-income countries: a scoping review. *Int J Med Inform*. 2018;11:92–105. doi: 10.1016/j.ijmedinf.2018.04.010 [CrossRef] [Google Scholar]
- 62. Desai AN, Ruidera D, Steinbrink JM, Granwehr B, Lee DH. Misinformation and disinformation: the potential disadvantages of social media in infectious disease and how to combat them. *Clin Infect Dis*. 2022;74:e34–e39. doi: 10.1093/cid/ciac109 [PMC free article] [PubMed] [CrossRef] [Google Scholar]



MODULE NINE: WRAPPING UP THE TRAINING SESSIONS, DEVELOPING AN ACTION PLANNING AND WORK ON THE SUSTAINABILITY PROCESS

Purpose:

To empower participants to develop action plans for implementing NCD advocacy initiatives using media and art, and to discuss strategies for ensuring the sustainability and impact of their advocacy efforts.

By the end of this module, participants will have developed actionable plans for implementing NCD advocacy initiatives using media and art and will be equipped with the knowledge, skills, and resources to sustain their advocacy efforts over time. They will be ready to take concrete steps toward raising awareness, influencing policy, and driving positive change in the prevention and control of Non-Communicable Diseases.

Wrapping Up The Training Sessions

Review of Key Learnings:-

Recap the key concepts, skills, and insights covered in the training, including the role of media and art in NCD advocacy, epidemiological trends, advocacy strategies, and overcoming challenges.



Activity:

1. Review the participants' expectations and discuss the extent to which they have been fulfilled during the training journey.
2. A post-knowledge assessment tool should be shared with all participants to fill out at the end of the session

Post-Knowledge Assessment Form

Thank you for participating in our NCD advocacy training program. Your feedback is essential for us to assess the effectiveness of the training and improve future sessions. Please take a few moments to complete this post-knowledge assessment form.

The pre-knowledge Assessment tool

The following assessment is designed to gauge your current knowledge, skills, and attitudes related to Non-Communicable Disease (NCD) advocacy as a media professional or art practitioner. This assessment will help tailor the training to meet your specific needs and interests. Please answer the following questions honestly and to the best of your ability.

1. Knowledge Assessment:

- b. What are Non-Communicable Diseases (NCDs), and can you name at least three examples?

Examples

1.

2.

3.

- b. Describe the impact of NCDs on global health and society.

Limited understanding ☐ Moderate understanding ☐ Advanced understanding ☐

- c. How familiar are you with current NCD prevention and control strategies?

Limited familiarity ☐ Moderate familiarity ☐ Advanced familiarity ☐

2. Skills Assessment:

- a. Rate your ability to craft compelling messages for advocacy purposes.

Novice ☐ Intermediate ☐ Expert ☐

- b. Have you ever participated in advocacy campaigns or initiatives related to health issues, including NCDs?

Yes ☐ No ☐

- c. How comfortable are you with using media or art as a tool for advocacy and social change?

Not comfortable ☐ Somewhat comfortable ☐ Very comfortable ☐

3. Attitudes Assessment:

- a. Do you believe that media and art have the power to influence public opinion and drive social change?

Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree ☐

- b. What is your motivation for participating in NCD advocacy efforts?

Personal interest ☐

Professional development ☐

Desire to make a positive impact ☐

Other (please specify): _____

- c. Are you open to learning new skills and strategies for effective NCD advocacy?

Yes ☐ No ☐

4. Additional Comments:

Please use this space to provide any additional comments, questions, or concerns you may have regarding NCD advocacy or this assessment.

Thank you for completing the post-knowledge assessment form. Your input is invaluable to us, and we appreciate your participation in the training program.

Developing An Action Planning And Work On the Sustainability Process

Setting Advocacy Goals and Objectives



Guide participants in setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals and objectives for their NCD advocacy initiatives, considering their target audience, resources, and desired outcomes.

Developing Advocacy Strategies



Facilitate brainstorming sessions to generate creative advocacy strategies using media and art, such as multimedia campaigns, art exhibitions, public performances, and community workshops. Encourage participants to identify the most effective channels, messages, and tactics for reaching their target audience and achieving their advocacy goals.

Action Planning and Implementation



Assist participants in developing detailed action plans outlining the steps, timelines, responsibilities, and resources required to implement their advocacy initiatives. Guide on overcoming potential barriers and challenges, building partnerships, and mobilizing support for their advocacy efforts.

Monitoring and Evaluation



Discuss the importance of monitoring and evaluation in assessing the effectiveness and impact of NCD advocacy initiatives. Guide participants in developing monitoring and evaluation plans, including identifying key performance indicators, collecting data, and measuring progress toward advocacy goals.

Sustainability Strategies



Explore strategies for ensuring the sustainability of NCD advocacy initiatives beyond the training program, including capacity building, networking, and resource mobilization. Discuss the importance of building local ownership and leadership, fostering community engagement, and integrating advocacy efforts into existing health systems and structures.

Celebrating Successes and Lessons Learned



Provide opportunities for participants to share successes, challenges, and lessons learned from their advocacy experiences. Facilitate reflection on what worked well, what could be improved, and how to apply these insights to future advocacy efforts.

Creating a Network of Advocates

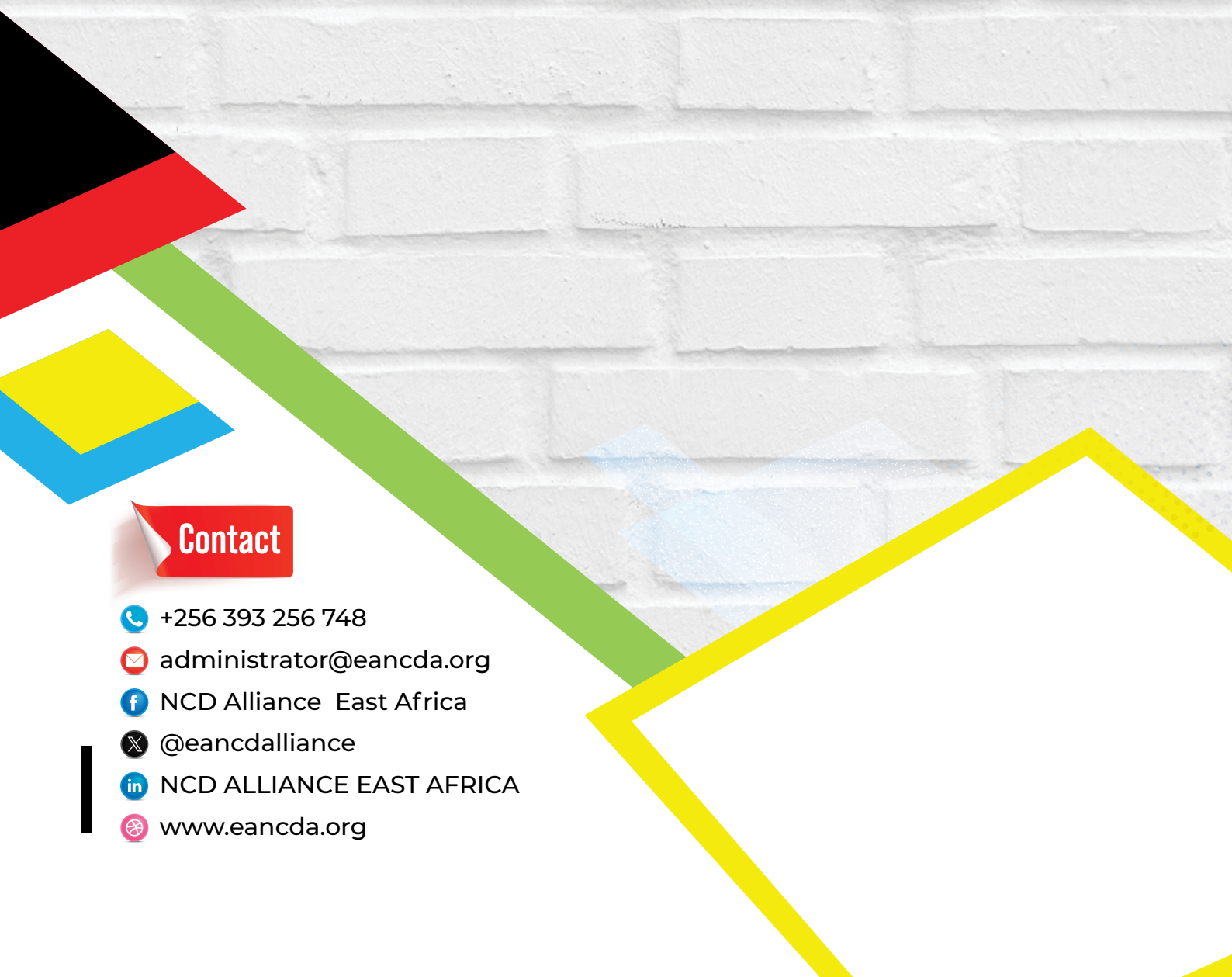


Facilitate networking opportunities for participants to connect with other advocates, organizations, and stakeholders working in the field of NCD advocacy. Encourage collaboration, knowledge sharing, and ongoing support among participants to sustain momentum and amplify impact.

Action Plan Presentation



Invite participants to present their action plans to the group, highlighting key objectives, strategies, and next steps for their NCD advocacy initiatives. Provide constructive feedback and encouragement to support participants in refining their plans and maximizing their effectiveness.



Contact

- +256 393 256 748
- administrator@eancda.org
- NCD Alliance East Africa
- @eancdalliance
- NCD ALLIANCE EAST AFRICA
- www.eancda.org