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## UNite for a Healthy Future

**Public Celebration for UN High Level Meeting on Non Communicable Diseases (NCDs)  
September 18, 2011, Central Park, NYAM New York**

### OBJECTIVE

- To raise awareness around the UN High Level Meeting on NCDs (19-20 September)
- Unite the Non Communicable Diseases community (cancer, cardiovascular disease, chronic respiratory and lung disease and diabetes) and communities representing risk factors (tobacco and alcohol control, nutrition and active lifestyles)

The UN Summit on NCDs taking place on 19 and 20 September 2011 will bring together world leaders for the first time to discuss prevention and control of the NCD epidemic. The Summit is a once in a generation opportunity to scope a global plan to combat these diseases and their common risk factors such as tobacco and obesity. A civil society movement has worked together at national and global levels in preparation for the Summit and representatives will gather in New York for the meeting, as will representatives from governments and the private sector. We regard this Summit as the People's Summit since people living with and having survived NCDs demanded this meeting and will take an active part in implementing its outcomes.

The planned event to celebrate the Summit will engage both local and global communities and raise awareness of successful Summit outcomes in turning around the NCD epidemic. This will take the shape of an informal gathering led by the International Diabetes Federation together with the World Heart Federation in cooperation with the Diabetes Hands Foundation, Team Type 1, Livestrong, leading health bloggers, Framework Convention Alliance, JDRF, Healthy Caribbean Coalition, Einstein Global Health Center, American Heart Association, American Cancer Society (tbc), UN Foundation (tbc), 92<sup>nd</sup> Y (tbc) ---*more organisations and civil society groups to be announced*. This event will demonstrate to political leaders that the general public care about NCDs and are united in wanting global accountability and change. The emphasis will be on active, healthy lifestyles and the importance for future generations of combatting NCDs. IDF is encouraging each group to own and personalise the way in which they want to show their support and solidarity for the People's Summit on NCDs.

### DESCRIPTION

NYC, NYAM Central Park - Half day (afternoon) event in Central Park (New York Academy of Medicine) to engage the global & local NCD community. This informal gathering will mobilise grassroots organisations, communities across the United States and position NYC as the role model for a Healthy City. We aim to promote healthy lifestyles through physical activities, information sessions focused on prevention in the wake of the increasing burden of NCDs in the US and the rest of the world. NYC will be the focal point of the celebration with satellite cities joining in via web links. *Our call to action to world leaders and the general public is to unite our efforts to ensure a healthy future for our children.*

10/08/2011

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Cities - ( San Francisco, Kentucky, *others to be confirmed*) – will host satellite events that will focus on unifying the local NCD communities and the local media to raise awareness of the global event and their role in the success of the UN Summit.

| PROPOSED ACTIVITIES                                 |  |                                       |  |
|---|--|---------------------------------------|--|
| What  | Description  | Where                                 | Who  |
| Kick-Off Ceremony                                   | Opening ceremony for the event   | NYAM Hosack Hall                      | IDF, WHF, <a href="#">Livestrong?</a> , <a href="#">92<sup>nd</sup> Y ?</a> , <a href="#">Bloomberg?</a>   |
| Information Pods                                    | Dedicated areas wherein information on NCDs and local organisations can be disseminated to the public through materials and mini-health demonstrations. A programme with specific timing will indicate when and where each session takes place | NYAM, Lobby/Pre-function              | Livestrong, WHF, AHA, Framework Convention Alliance, HCC, SocaMotion, UN Foundation, <a href="#">Diabetes Hands Foundation</a> , <i>others tbc</i> |
| Cycling Event                                       | Team Type 1 lead by Phil Southerland <i>and other groups TBC</i> will cycle through Central Park – open to public, kids and their families. This race will end at the NYAM section of the park   | Central Park                          | TT1 <i>and JDRF Bike for the Cure</i>  |
| <a href="#">Spoken word, poetry reading</a>         | <a href="#">Read and share poems from the No-Sugar Added Poetry book, with poems from members of TuDiabetes.org. People will be encouraged too to bring their own poems and share them with the audience.</a>                                  | <a href="#">?</a>                     | <a href="#">Diabetes Hands Foundation</a>  |
| Health Check-ups                                    | Blood Glucose test, Blood Pressure, Breathing test, Breast self-check, etc...  | NYAM, President's Gallery             | WHF or AHA ?, World Lung ? ACS?  |
| Live Mural Painting                                 | Leading diabetes ( <a href="#">Shepard Fairey</a> ), cancer artists ( <i>others tbd</i> ) will begin painting a giant mural of NCDs beginning on the Sunday morning until the Summit.  | NYAM library/Reading Room             | IDF and Livestrong, <i>need Lung and CVD artists</i>   |
| Mini-Mural painting for Kids "Xpress your Yourself" | <i>Art Therapists</i> will be present to inspire children to paint their feelings about cancer, diabetes, heart and lung diseases alongside the professional artists   | NAYM library/Reading Room             | IDF <i>and other groups?</i>   |
| Jump Rope for Your Heart                            | Jump ropes for kids and adults – to show heart and health friendly ways to be active and have fun  | NYAM (Room 20)                        | AHA – will link to WHF page to organise sign-up  |
| HOOPS for HOPE                                      | Blue Hula Hoops for diabetes – fun way of showing connection between waist circumference and Type 2 diabetes   | NYAM (Room 20 or President's Gallery) | <a href="#">Diabetes Sisters tbd</a>   |
| Walk for Health                                     | 30 minute walk. <a href="#">PWD test before and after the walk.</a>  | Central Park and                      | Diabetes Hands Foundation, WHF, AHA <i>and ACS ?</i>   |

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|  |  |   |   |
|--|--|---|---|
| Carnival Parade  | The Caribbean community will lead a carnival parade in support of NCDs<br><br>Caribbean dance/exercise presentation "Socamotion" | Street across NYAM and Central Park will be closed. Specific route tbd<br><br>Onya West (10 dancers)<br>NYAM space TBD (room 20?) | Onya West – confirmed 3 bands performing; HCC |
| ZUMBA  | AHA  | NYAM (Room 20)  | AHA – will link to WHA page to organize reg.  |
| CVD Atlas Launch   | WHF  | President's Gallery   | WHF   |
| Signature campaign to NCDA from NCD orgs   | Ceremonial "donation" of all signature campaigns from all orgs   | NYAM Hosack Hall  | IDF, WHF, UICC, Livestrong                    |
| Other activities to be confirmed: Central Park Dance Skaters, Tai Chi, Martial Arts etc... |  |   |   |

**When:** Sunday September 18 – kick-off at 12pm *until 1800?*

**Where:** Rally at New York Academy of Medicine

**1216 5<sup>th</sup> Avenue, New York, NYC,** (Northern edge of Central Park) *permits application through NYAM, possible street closing*

**Programme:** *Preliminary*

| TIMING    | ACTIVITY   | LOCATION  |
|-----------|--|---|
| 1230-10am | Cycling event led by TT1 ending up at the stage where event kicks off<br>NCD art mural – live giant mural painting by leading NCD artists<br><i>need to find other NCD artists – 2 confirmed diabetes muralist/artists (Shepard Fairey invited)</i>  | Central Park<br>TBD                                   |
| 1330      | Caribbean Parade leading to the stage where event kicks off  | <i>5<sup>th</sup> Ave and 103<sup>rd</sup> street</i> |
| 1400      | Jean Claude Mbanya (+ <i>need other speakers to formally open event – Mayor Bloomberg? NCD celebrity- Nick Jonas?</i> )  | NYAM  |
| 1430-1600 | Information Pods at dedicated NYAM areas for organisation to hold short information session on their activities (e.g. Framework Convention Alliance will host a tobacco info session; UN Foundation: host short info session on Cookstoves etc.) A programme give an overview of different sessions/events and physical activities for the public to attend. | NYAM  |
| 1500-1700 | Through the afternoon, certain sections at NYAM will hosts testing for the ff: BG, BP, Breathing test, self- Breast examination  | NYAM  |
| 1430-1800 | Hula hoops/jump ropes/Socamotion/. Local groups to demonstrate Tai Chi, martial arts, hip-hop, salsa etc... (to be led by local bloggers/civil society leaders)  | NYAM  |
| 1800-1900 | Launch of CVD Atlas  | NYAM  |

#### Other Possible Partners

**Organisations:** World Kidney Foundation, World Lung Foundation, Canadian Diabetes Assoc, Susan J Komen, ACS, indigenous peoples, Partnership for a Healthier America, the First Lady's Let's Move initiative, AHA , ADA, FEND,

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**Grassroots:** NCD bloggers, local NCD associations- *Need to research local groups*

## OUTREACH PLAN

### General Public

Event created on IDF's facebook to be "liked" by supporting organisations, bloggers and on-line community. They will drive attendance and overall activities to maintain an authentic civil society flavour. Livestrong to link event to their *Face Up to It* campaign on Facebook.

Need more social media link-ups with local champions

Competition on "Name that Event" launched on facebook

### Media

Media pitches began July 25-26 to main NYC media. Global media will receive a media alert mid-August. More details on timeline and media list to follow once the plan is finalised. Press Release to be sent out 16<sup>th</sup> Sept (tbc).

### Social Media

Encourage all participants to tweet and post messages on Facebook events page on the 18<sup>th</sup> to start trending.

Commonly used Hashtags- need to accumulate other hashtags from other organisations

#Unite4HealthyFuture, #diabetes, #diabetesOutrage, #NCDs, #UN, #UNSummit, #ncdalliance, #CVD, #health, #tobacco, #stroke

## NEXT STEPS

1. Confirmation of specific rooms at NYAM, permit requirements for the bike ride and the park activities of larger groups convening beyond the official venue (12/08/11)
2. Logistics and set-up requirements for the Info Pods and Health Check-ups to be discussed with NYAM – confirm spaces available to participating organisations (In Progress)
3. Need to confirm high profile speakers to kick-off event across NCDs (IDF & WHF)
4. Facebook event link and concept note to be sent out to partners and bloggers
5. Specific events to be decided and appoint leads to coordinate (In Progress)
6. Manage supplies for activities: sound system, mixer, giant particle board, art materials, jump ropes, hula hoops, flyers and posters etc... (BUDGET)
7. Agenda for the 18<sup>th</sup> and a calendar for the NCD events to be put together for media (In Progress)

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| 8. IDF hiring intern in NYC to manage logistics (need more on the ground support from NYC based organisations) (In Progress)

| 9. Identify local group to manage the event on the ground for coordinating Plan for items to give-aways and posters/flyers for the event (In Progress)