

LIFE IN ACTION

A Practical Guide to Creating NCD Diaries

 **OUR VIEWS, OUR VOICES**
An initiative by the NCD Alliance and people living with NCDs

 **NCD Alliance**

[OVERVIEW](#)

LIFE IN ACTION

A Practical Guide to Creating NCD Diaries

Overview

This practical guide aims to support people living with NCDs in the creation of the NCD Diaries, documenting and sharing their day-to-day experience of living with NCDs and highlighting their hopes, aspirations and recommendations for change. Through the use of creative media, including visual, audio and text formats, the NCD Diaries serve as a powerful, community-based storytelling tool to raise awareness and call for action on NCDs. This practical guide provides diarists with information and tools needed to conceptualise, create, publish and promote their own NCD Diaries using the preferred media formats.

Acknowledgements

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SECTION 1	INTRODUCTION
The power of lived experiences	
What is the Our Views, Our Voices initiative?	

SECTION 1

INTRODUCTION

The power of lived experiences

To accelerate progress on noncommunicable diseases (NCDs), people living with NCDs must be at the heart of the NCD response, and their views and voices listened to. In recent years, resounding calls for people living with NCDs to be meaningfully involved, particularly in decision-making processes, have been made across the globe. The 2018 UN High-level Meeting on NCDs as well as the 2019 UN High-level Meeting on Universal Health Coverage responded to these calls by acknowledging the importance of involving people with lived experiences in creating a truly ‘people-centred’ response. People living with NCDs must be supported in amplifying their needs, challenges, and perspectives and be equipped with key skills, tools and platforms to share their experience and expertise to drive change. **The NCD Diaries of the Our Views, Our Voices initiative provide a platform for individuals from around the world to share such lived experiences.**

What is the Our Views, Our Voices initiative?

The Our Views, Our Voices initiative of the NCD Alliance and people living with NCDs, launched in 2017, is dedicated to promoting the meaningful involvement of people living with NCDs in the NCD response, supporting and enabling individuals to share their views to take action and drive change. It seeks to advance the rights of people living with NCDs and combat stigma and discrimination.

The Our Views, Our Voices initiative seeks to:

- **Promote consultation** of people living with NCDs to build a knowledge base of their common challenges, needs and priorities;
- **Advocate** to put people first in the NCD response at the global, regional and national levels, by promoting meaningful involvement of people living with NCDs in decision making and furthering the Advocacy Agendas of People Living with NCDs;
- **Equip people living with NCDs with the skills, knowledge and confidence** needed to build a public narrative and drive change;
- **Promote the views and voices of people living with NCDs** and strengthen a public narrative that puts people first, challenges NCD misconceptions, breaks down stigma and discrimination, and calls for systemic change.

The Our Views, Our Voices initiative aims to:



CONSULT

Consulting a broad cross section of people living with NCDs to understand common challenges faced, recommendations and how they want to be meaningfully involved



ADVOCATE

Leveraging the Advocacy Agenda of People Living with NCDs for advocacy efforts at global, regional and national levels



INVOLVE

Ensuring meaningful involvement of people living with NCDs in the NCD response, including in decision making processes, to guarantee outcomes that reflect their needs and views



AMPLIFY

Amplifying voices of people living with NCDs by building a public narrative on NCDs, challenging misconceptions surrounding NCDs, and breaking down stigma and discrimination

In 2017, the Advocacy Agenda of People Living with NCDs, built with the generous input of nearly 2000 people living with NCDs, was launched to highlight their common needs, priorities and recommendations. The Advocacy Agenda serves as a compass for action for the NCD community. **It has four pillars:**



Human Rights and Social Justice



Prevention



Treatment, Care, and Support



Meaningful Involvement

Rooted in a human rights-based approach, supporting and facilitating people living with NCDs to speak up is essential to ensure that the NCD narrative is reframed as people-centred, inclusive and impactful. It is crucial that people living with NCDs are equipped with skills to take action, that their views and voices are considered genuinely and strategically to influence change, and that the NCD response puts people first. Since the global [Advocacy Agenda for People Living with NCDs](#) was developed in 2017, national NCD Alliances in Ghana, India, Kenya and Mexico have developed their own Agendas, tailored to local needs and challenges.

What are the NCD Diaries?

This practical guide is intended for people living with NCDs who have been successfully selected by the NCD Alliance to create NCD Diaries under specific themes. The NCD Diaries will be published on a micro-site within the Our Views, Our Voices digital platform. It is intended to complement other resources that will be provided to the NCD Diarists by the NCD Alliance.

The NCD Diaries are a community-based and multimedia storytelling project that illustrates the day-to-day experiences of living with NCDs, highlighting people's calls for NCD action. The NCD Diaries use immersive approaches that are rich in audiovisuals to share lived experiences in a highly impactful way. They utilise the storytelling elements of *Story of Self, Story of Us, and Story of Now*¹, from the **public narrative framework** of Marshall Ganz, to support individuals in communicating as part of a broader collective to drive action on NCDs².

The NCD Diaries seek to:

- Provide a **repository of documented lived experiences, highlighting the day-to-day challenges and personal realities of people living with NCDs** from around the world through immersive and interactive media formats and applying the public narrative framework;
- **Contextualise the Advocacy Agenda of People Living with NCDs** (and national advocacy agendas where available) and humanise advocacy issues through first-hand experiences and local realities to call for action on NCDs;
- **Amplify the voices and lived experiences of people living with NCDs** to build a public narrative that puts people first and builds awareness of challenges experienced by people living with NCDs;
- **Highlight priorities and recommendations of people living with NCDs** to advocate for a stronger NCD response at global, regional and national levels;
- **Support and inspire people living with NCDs to share their stories** to call for change, and break down stigma and discrimination, myths and misperceptions.

¹ Marshall Louis Ganz, 'Public Narrative, Collective Action, and Power,' in *Accountability Through Public Opinion: From Inertia to Public Action*, 2011 <https://dash.harvard.edu/handle/1/29314925> [first accessed 23 July 2018]

² The Our Views, Our Voices initiative draws on the public narrative framework as a way of linking the lived experience into broader advocacy efforts.

SECTION 2

CREATING your NCD Diary

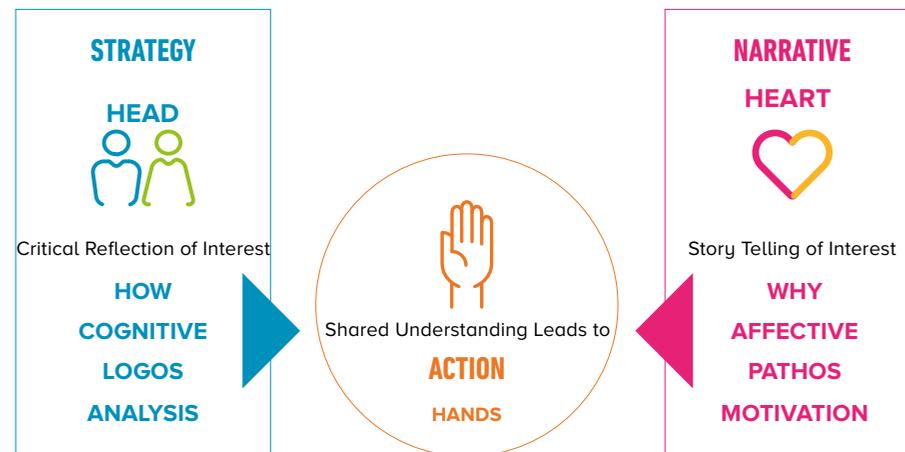
We invite you to share your experience of living with NCDs and convey your hopes and aspirations for change. This practical guide offers step-by-step recommendations to create your own NCD Diary by using the diary format of your choice and applying the public narrative framework, to help you explore your lived experience and develop your call to action based on the specific NCD Diaries thematic areas.

SECTION 2 CREATING your NCD Diary

Lived experiences have the power to move others to action!

Lived experiences have the power to move others to action!

NCD Diaries can be powerful advocacy tools. Your lived experience has the power to motivate others to share their stories, resulting in a strong sense of community and shared purpose. **Narratives can create movements and achieve meaningful change when they are conceived strategically and conveyed creatively!** When put together, the ‘experience of storytelling’ (or narrative) complimented by ‘strategy’ (or the evidence-base and analysis for advocacy) result in action.

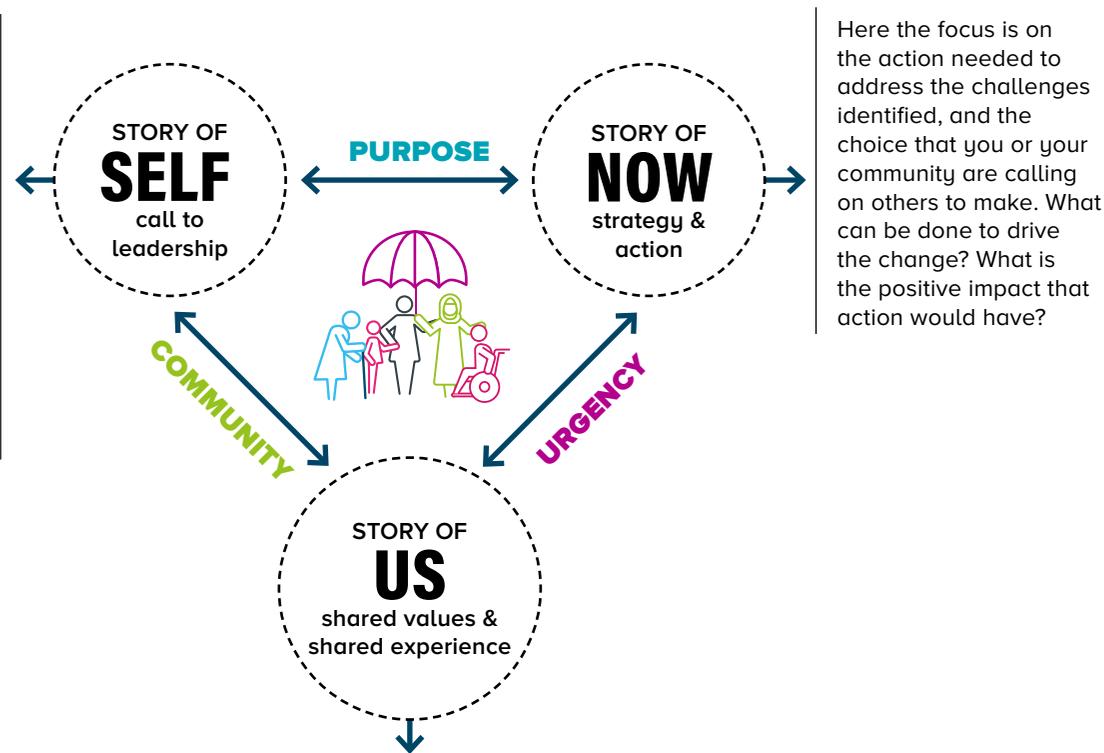


Adapted from works of Marshall Ganz, Serena Zhang, and Voop de Vulpillieres, 'Public Narrative Participant Guide' (Harvard Kennedy School) <https://www.ndi.org/sites/default/files/Public%20Narrative%20Participant%20Guide.pdf> [first accessed 13 May 2018]

Storytelling with purpose

Through your NCD Diary, we encourage you to contextualise your lived experiences within one or more pillars of the Advocacy Agenda of People Living with NCDs and articulate your demands for action on NCDs. Consider how your NCD Diary can convey a compelling story of your life, your community and your rationale for urgent action. While developing your NCD Diary, think about how to include the three elements of the public narrative framework:

In your own life, what are the challenges you have faced with regard to your NCD condition(s), the choices that have been made to try and overcome those challenges, and the resulting satisfaction or frustration experienced. What were the learnings from these experiences, and how do you feel about them today? What did they teach you about yourself, your family, your community, and your healthcare system?



Here the focus is on the action needed to address the challenges identified, and the choice that you or your community are calling on others to make. What can be done to drive the change? What is the positive impact that action would have?

Who else is affected by similar issues? What community, organisation, movement, culture, or other group do you consider yourself to be part of, connected with? With whom do you share aspects of your story of self, a common past, a common future? What is the collective identity of people living with NCDs?

Adapted from the works of Prof. Marshall Ganz, Harvard University



Choosing your NCD Diary format

Creating your own NCD Diary is an opportunity to reflect on and represent your lived experience of NCDs using creative media formats. It is hoped that these different media formats will help you to communicate your story in a personal and self-reflective manner while conveying messages for change at various levels (community, national, regional, global). You may wish to consult with your national or regional NCD alliances about civil society, the NCD policy landscape, and local or regional advocacy campaigns and communications activities while developing content for your NCD Diary. This could help you to incorporate the collective NCD perspective and agenda into your individual story.

Your NCD Diary should include multiple entries that can be created in three formats. You can choose your preferred formats:



A VISUAL FORMAT

using **photography** to bring your story alive

Up to **5 photographs** with captions (up to **50 words** each)



AN AUDIO FORMAT

using **podcast-style** recordings to make yourself heard

Up to **3 recordings** (approximately **15 mins** each)



A TEXT FORMAT

using **short written** pieces or blogs to pen down your story

Up to **3 written entries** or blogs (approximately **300-400 words** each)

You are encouraged to consider key messages for each Diary entry, and also to build a cohesive narrative throughout all your Diary entries, so that each entry is related to or builds on the others.

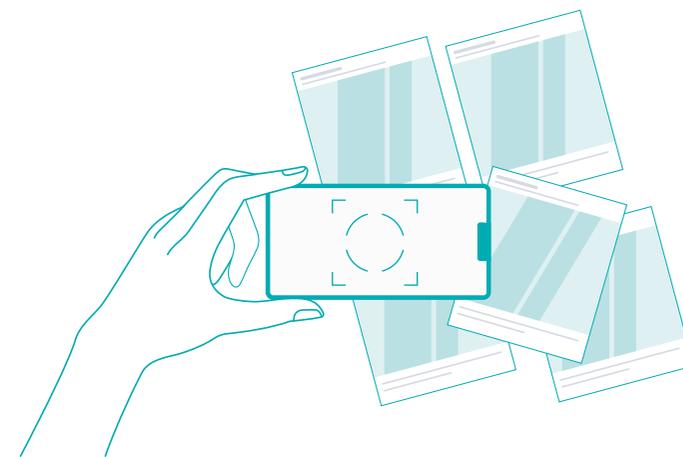
NCD Diary formats

VISUAL/PHOTOGRAPHY

Your experience through your eyes!

The visual NCD Diary format lets you present your perspective through photographs. It invites the viewer into the moment you are sharing, to engage with it, offering a powerful opportunity to connect and understand your lived experience. This connection then becomes a potent tool to inspire change.

In this format, you'll capture your experience of managing your NCD condition(s) within and beyond the healthcare system, of your community and of your aspirations for change. Through a series of five photographs, tell us your story. Use captions to position the audience in the moment you are representing through the photographs. You are encouraged to use the public narrative framework to help you reflect your call to action to strengthen NCD prevention and control.



NCD Diary formats

Getting started

What's your story?

An effective visual NCD Diary will tell a story from the first photograph to the last. Before getting started, reflect on what you want to say. A well-strategised message is most likely to create an emotional connection with the audience, so you will want to put careful thought into it. Choose one of the four key pillars of the Advocacy Agenda – Prevention; Treatment, Care & Support; Human Rights & Social Justice; or Meaningful Involvement – and then think about incorporating additional sub-themes relevant to your own experience of living with NCDs.

Use the first photograph to introduce your story – what are you going to tell your audience? The second through fourth photographs can be used to develop the details of the “self” and “us” elements of the public narrative framework. How do the photographs represent your own experience, and that of the community you belong to and/or identify with? The fifth photograph can be used to conclude your story and present a call to action. What should change about the situation in which you and the members of your community find yourselves? What further improvements can this change lead to?

As you plan the beginning, middle, and end of your NCD Diary, consider the following questions.

- What do you want (and need) each photograph to convey?
- Who or what will be featured in them?
- Will you appear in the photographs? Will your family, friends or community appear?
- Where will you take the photographs?
- Will the photographs document action that is happening in real time? Or will you plan how to stage your photographs?

At this point, you will have outlined your NCD Diary and you are ready to start taking the photographs.



NCD Diary formats

Lights, Camera, Action!

- You don't need a professional camera with the latest technology to produce an engaging photo essay – you only need an effective narrative. The best camera you can use is the camera you have with you. If you have access to a digital camera, we would recommend using it. It should be at least 10 megapixels. If you don't have access to a camera, today's smartphones are generally equipped with cameras of high enough resolution to create quality photographs. If you own a smartphone, this is a convenient, portable and flexible option that is probably always with you. With attention to a few technical points that are highlighted below, you'll be able to take high-quality photographs with what you have.
- First, consider **lighting**. Think about the time of day when you are taking the photographs. During the day, you will have a clear view of what you are photographing and therefore you will be able to capture what you see more easily. At night, you will need to rely on artificial light to clearly capture your photograph. If you are indoors, you can turn on all the lights in the room, and use lamps or torches to spotlight your subject. Without adequate lighting, your photographs may turn out blurry or grainy.
- Next, think about the **composition** of your photo. What are you capturing? Are you taking wide-angle pictures to set the scene, or close-ups of something to draw attention to a detail or create intimacy? A combination of the two may provide the variety needed to tell your story. What point of view do you want to show? Are your photos taken from below, above, or at the level of the subject matter? Try to take and select photos

which use different ranges and angles. This will keep the NCD Diary visually interesting, even if all the images have similar messages or subjects.

- You may wish to consider using a tripod or stand to help stabilise your camera or smartphone when you take the photographs. If you do not have a tripod, think about using a different object to help hold up your smartphone or camera. This will reduce camera shaking and provide you with a clear image. Also, in this way, you can use the camera timer if you want to be in the photograph.
- Finally, have your camera/smartphone with you whenever you can. If you choose to do a documentary-style photo essay with images of live events, you will want to be prepared at any time to capture the moment. If you choose the staged approach, you will be able to take photographs of objects, people or landscapes that inspire you.
- Bear in mind that a photographic NCD Diary does not have to be created in one day (although it is certainly possible to do). Photo essays are often produced over longer periods of time, which allows for more reflection on choosing and taking the best photos to communicate your messages.



NCD Diary formats

Finalising your visual NCD Diary

Sequencing your photographs

This can be the most creative aspect of your NCD Diary! It is time to go through your photographs and choose which ones you will include in your photo essay. If you completed your **NCD Diary planner** beforehand, it should be easy to sort through your photographs and group them as per your beginning, middle and end. Which photographs best tell your story and evoke the emotions you want the viewer to feel?

Editing your photographs

Will you edit your photographs to help create that emotion? Using colour photographs may be easier for people to relate to since that's how we see the world, but this can also make it more difficult to spark emotion. Using black and white photos can create a certain distance since that isn't how we see things, but can often evoke more emotion and impact (this is often used in documentary photography). If you want to edit your photographs, most smartphones have an edit feature in the gallery where you can apply filters, adjust brightness and contrast, and crop your photos. We recommend you go through the features available on your smartphone and take some time experimenting with different options.

Captioning your photographs

What are the messages that the photographs in your NCD Diary aim to convey? What do they represent? Think about the caption that will describe each photograph, and note down your messages in your **NCD Diary Planner**. Do your captions include the information that is relevant for the viewer to understand the image? What were you feeling when you took the photograph? How does it relate to the other photographs? Keep the text to a maximum of 50 words – let the photographs tell the real story.

At all times, it is important to keep in mind the theme and message of your NCD Diary. Which of your photographs convey that message the best? Which selection of photos best allow the progression of your message? Keep in mind the following points when selecting a particular photograph:

- What do you see in the photograph?
- What is really happening here? Does the photograph represent a day-to-day challenge of living with NCDs?
- How does this relate to your life? (*Story of self*)
- How does this relate to your community? (*Story of us*)
- Why does this situation, concern or strength exist?
- What needs to be done to improve the situation or to enhance these strengths?
- How can your daily life (or that of others faced with similar challenges) be made easier through e.g. policy change, access to affordable and quality healthcare, or reduced stigma or discrimination? (*Story of now*)

NCD Diary formats

Publishing your NCD Diary

The NCD Alliance will work with you to plan the publication and promotion schedule of your visual NCD Diary on the NCD Diaries microsite within the Our Views, Our Voices digital platform. You can also promote your NCD Diary through your own social media or the social media platforms of your organisation or national/regional NCD alliances.

Get inspired

Here are some examples of photo essays that might inspire you:



[Beyond Type 1 living with photo essay](#)

SUFFERING THE SILENCE

[Portraits of Chronic Illness](#)



[Snap! The Breaking Spine living with osteoporosis photo essays](#)



The NCD Diary of **Nupur Lalvani**,
Our Views, Our Voices advocate from India

NCD Diary formats

AUDIO/PODCASTING

Unleashing the power of your voice!

A podcast captures all of the emotion that comes through in the human voice. An audio recording, or podcast, can be an effective way of stimulating dialogue and creating a sense of community around a shared purpose. They can serve as an engaging and effective tool to raise awareness about NCDs, build a long-term relationship with the listeners and inspire action. Delivering podcasts can also be an effective way to hone your public speaking skills.

For the audio format of the NCD Diary, we recommend a string of up to three podcast episodes lasting around 15 minutes each, through which you discuss and reflect on your experiences of living with NCD(s), your interactions with your local community, and your call to action. The podcast style can be conversational, whether as a first-person narrative or in the form of dialogues with members of your family, the local community, regional and/or national NCD alliance, other people living with NCDs and NCD advocates.





NCD Diary formats

Thinking about your podcast

Apart from sharing your personal experience of NCDs, it is important to consider your podcast as an advocacy tool. You should aim to inform your listeners, sharing any resources, ideas, success stories, or inspiration which could be helpful to raise awareness, create community and drive action. In particular, it can be helpful to think about ways to engage your listeners.

Planning the podcast

→ Aim and themes

It is important to define the aim and audience of your podcast and to give it a name that reflects these. Based on the theme of the NCD Diaries series you are part of, you should consider how the theme relates to any of the four key pillars of the Advocacy Agenda (Prevention; Treatment, Care & Support; Human Rights & Social Justice; Meaningful Involvement). You can also incorporate additional sub-themes that are relevant to your own experience of living with NCDs.

→ Audience

It can be helpful to create a listener persona to help you understand your audience and plan your content. What would they be most interested to know, within your thematic framework? What sort of messages are they most likely to react to? This can help to keep each podcast episode focused, on track, and engaging.

→ Make it appealing

Next, consider how you will give your audience a reason to listen. Consider what value you will create for your listener through your content. Most importantly, develop a brief summary of your podcast episode, since listeners tend to judge new podcasts through these.





NCD Diary formats

Your content

You can script as much or as little as you like, although reading from a detailed document may not sound very natural and thus would not be engaging.

It is recommended to create bullet points and notes to prompt your thoughts. You can use your **NCD Diary Planner** to do this. Some podcasts are highly scripted, and the hosts set aside sections for each topic. Others are very fluid and consist of hosts sharing their thoughts quite organically. However, it is advisable to have a structured and carefully thought opening and closing of each episode.

→ Share your story

Stories are a powerful way to engage with your listeners. Make sure that you consider sharing the collective experience as well as your own individual lived experience. This helps build a sense of community as well as power from an advocacy perspective. Understanding who is affected by an issue, and how they are impacted can help make a case and drive action.

→ Help your listeners take action

As an advocate living with NCDs, talk to your audience about your hopes and aspirations for change. You can also talk about ways in which you can take action together, by describing successful campaigns and advocacy activities you might take part in, or that you/ your national or regional NCD alliance may be planning. This can also provide a way to share your call to action and invite others to join your community or network. You can conclude each podcast episode with a call to action, ensuring that each recommendation is well linked to the overall message of the podcast.

→ Invite others

Interviewing others with similar lived experiences, your community members, healthcare providers, national/ regional NCD alliances or local policymakers can create an engaging experience for the listener and also help to compare and contrast a range of perspectives on improving NCD prevention and control.

→ Naming your podcast

Finally, you should give your audio NCD Diary a name. This could either be something clever or unusual, something which makes it stand out, or something descriptive. For example, there are podcasts about living with an NCD which use a play on words – such as [‘Chronic But Iconic’](#), or [‘It’s Not All About ME \(Myalgic Encephalomyelitis\)’](#).



NCD Diary formats

Planning the podcast episodes

You can use your audio NCD Diary planner to develop each podcast episode. In this way, you'll be sure to consider the following points, amongst others:

→ Episode length

The ideal length of a podcast episode is around 15-20 minutes – around the sort of time someone might spend on a short trip on public transport.

→ Episode release schedule

Think of a release schedule for each episode, resulting in a podcast series of three episodes. You can consider weekly or monthly episodes, for example.

→ Episode titles

Like your podcast summary, the episode titles should give listeners an idea about what content they can expect from each episode. This helps motivate them to listen.

→ Episode format

There are a number of formats which episodes can use, but the simplest formats to record are the solo episode or monologue, a co-hosted episode with other people, or an interview format.

Recording the podcast

Recording your podcast does not require special equipment, and can be done with a smartphone or computer. Here are some tips for recording:

→ Recording equipment

It is enough to record on a computer with a USB microphone. Alternatively, you can use a smartphone. On Apple devices, there is a built-in “Memo” app. On Android devices, you can download a free voice recording app such as this one. When recording, please do so in a quiet room where there won't be any interference from exterior sound. Once you are finished, you can export the audio files in a format such as .wav or .mp3.

→ Talking into a microphone

Many people feel uncomfortable doing this. One good way of getting over this feeling is to imagine that you are speaking to another person, ideally your listener persona. If you are co-hosting the show or interviewing someone, ensure that both people are positioned where they can be picked up by the microphone, or consider using two recording devices. Whether you are using a microphone or a smartphone, be sure not to hold the device while you are speaking, as this will cause interference and make the audio unclear. You can use objects such as a mug or a stack of books as a makeshift stand.

→ Remote guests or co-hosts

If your guest or co-host is not physically able to be there with you to record, consider how you will get their input. Skype and Zoom can both be used to record your episode with others.



NCD Diary formats

Editing and producing the podcast

NCD Alliance can provide support to Diarists to edit and finalise your podcast recordings. However, if you would like to try this yourself, you can use Audacity (or other editing software) to cut up your audio recording and remove any mistakes, or stitch together clips, or even include sound effects or music. There are websites such as freesound.org which contain many royalty free sound clips. You must ensure that any audio you use from outside sources is not copyrighted before you include it in your podcast.

Publishing your NCD Diary

Once you have edited each episode, NCD Alliance will work with you to plan the publication and promotion schedule of your audio NCD Diary, with the podcast episodes published periodically on the NCD Diaries microsite on the Our Views, Our Voices digital platform. You can also promote your NCD Diary through your own social media, or consider promoting it through your organisation's or national/regional NCD alliance's social media platforms.

DID YOU KNOW?

A popular free platform to publish podcasts is soundcloud.com. Individuals can create an account for free and upload podcast episodes (such as .mp3 files) directly to the platform. It's always helpful to include a cover art, podcast name and summary on the site, which helps to make podcasts easier to find in search engines. You can consider these platforms in case you would like to continue podcasting!

Get inspired

Here are some examples of podcasts that might inspire you:



[The Chronicles Podcast](#)



[Chronic But Iconic](#)



[It's Not All About ME](#)



[Talking Cancer](#)



The NCD Diary of **Christopher Agbega**, *Our Views, Our Voices* advocate from Ghana



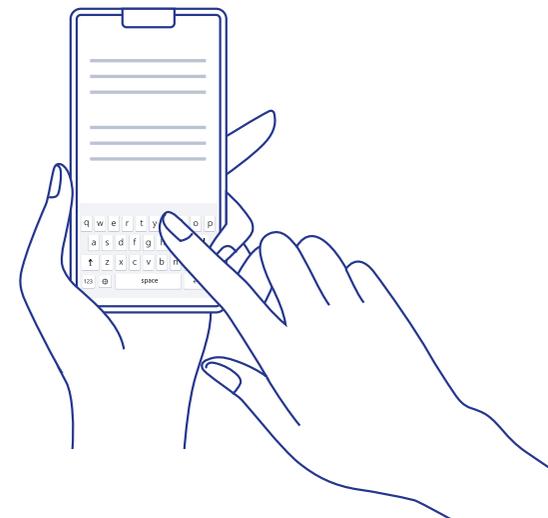
NCD Diary formats

TEXT/WRITTEN ENTRIES

Harnessing the power of your pen!

A write-up or blog is a simple way of documenting your lived experiences and does not require any specialist equipment. Blogging is popular among many people living with long-term conditions as a means of documenting their day-to-day experiences, advocating for improvements and building networks with other people living with and/or managing similar conditions. It is also an effective way to build a community and engage more people in your advocacy efforts.

The text format of the NCD Diary will be a string of up to three blogs/written entries through which you build your narrative. You are encouraged to take a public narrative approach to describe your experience of living with an NCD(s) and your recommendations for change and improvement in the NCD response.





NCD Diary formats

Thinking about your blog/written entries

It is important to decide what you want to say before starting to write. The objectives of the NCD Diaries are to document the daily lived experiences of people living with NCDs, highlight the priorities and recommendations of people living with NCDs for a stronger NCD response, and support and inspire other people living with NCDs to share their stories to drive change. How can you go about meeting these objectives? Make sure you balance evoking emotional responses in your readers with factual information and an overall sense of purpose. Make sure it is personal to you.

Deciding your message

→ What is the story you want to tell the world through your blog? What is the change you want to see? What details do you want to include and how much of a glimpse into your personal life are you comfortable including? It is crucial that you are clear about your message. Align the thematic focus of the NCD Diaries series you are part of with one of the four key pillars of the Advocacy Agenda (Human Rights & Social Justice; Treatment, Care & Support; Prevention; Meaningful Involvement) to incorporate into this story. You can also incorporate additional sub-themes relevant to your own experience of living with an NCD. Think about how you can apply the public narrative framework to your NCD Diary with each blog/written entry focusing on one element of the framework - *Story of self*; *Story of us*; and *Story of now* so that each entry provides a sense of progression in your storytelling. You can use your [text NCD Diary planner](#) to jot down points for each entry.

Writing your blog/written entry

→ **Define (and know) your audience:** The audience of your NCD Diary can be other people living with NCDs, the global NCD and health community, or policymakers. You should think about promoting your NCD Diary nationally/regionally/globally. Before you

start writing you should consider who your audience is, and what they might be interested in knowing. Your audience should be linked to the goal and themes you defined at the beginning.

- **Your context and opinion matters:** Your ability to look at the big picture by contextualising your lived experience within the NCD landscape in your country or region and voicing your opinions on what needs improving can make for an engaging piece of writing. Think about how you can present your point of view to readers through your string of written entries.
- **Write compelling headlines:** Your headline should let readers know in a few words what content they can expect from each entry. It should also be written to create intrigue and make them want to read on. You could consider something unique and unconventional; e.g. a reference to an anecdote from your week, or to local or popular culture.
- **Frequency of entries:** Each blog/written entry can be around 300-400 words in length and published as per a frequency (weekly, fortnightly, monthly), resulting in an NCD Diary of three entries. This frequency should be agreed upon with the NCD Alliance.





NCD Diary formats

Publishing your NCD Diary

As you have finalised each entry including a final grammar and spell check, NCD Alliance will work with you to plan the publication and promotion schedule of your written NCD Diary, with the blogs/written entries published periodically on the NCD Diaries microsite within the Our Views, Our Voices digital platform. When planning and timing your blogs/written entries, you could think about any windows of opportunity, such as a world day that is relevant to your experience (e.g. World Health Day, World Diabetes Day) or key advocacy events on which to publish your final blog/written entry as part of your NCD Diary and complete your narrative. You can also promote your NCD Diary through your own social media or through the social media platforms of your organisation or of national/regional NCD alliances.

DID YOU KNOW?

Setting up one's own blog doesn't require advanced IT skills. Although it is possible to set up one's own website with a little coding knowledge, there are websites such as Blogger and Wordpress which provide the template to organise content. Moreover, both sites are available in languages other than English, in case one prefers to write in their local language. You simply need to set up an account and publish your content on the site. You can consider these platforms in case you would like to continue blogging!

Get inspired

Here are some examples of blogs that might inspire you:



A Chronic Voice
Articulata. Litere. Illu.

[A Chronic Voice](#)



[Inflamed and Untamed](#)

Chronic Mom

[Chronic Mom](#)



The NCD Diary of **Diana Gittens**, *Our Views, Our Voices* advocate from Guyana

SECTION 3

PROMOTING your NCD Diary

How you promote your NCD Diary is just as important to consider as the actual creation of it. While the NCD Alliance will work with Diarists to promote each of the NCD Diaries series, think about ways in which you can promote your NCD Diary as well. **The NCD Diaries seek to amplify your voice – but it is through effective promotion that you can ensure your message is heard loud and clear.**

Get the most out of social media

First you should consider which social media platform is most appropriate for promoting your NCD Diary. The most commonly used platforms globally are Facebook, Twitter, Instagram, and LinkedIn. Instagram is primarily focused on visual content, while the other three are used to share mixed media, including links. You can cross-promote your NCD Diary on different social media platforms, by adding links to original platform.

Think about impact

The format and target audience of your NCD Diary should inform which platform you choose and how you promote it. If you have created a visual NCD Diary, Instagram could be the best platform for sharing photographs or teasers. If you have used the written format, you could use Facebook, Twitter, or LinkedIn. Remember that the different platforms have their own particular strengths and audiences. Facebook is especially strong for sharing content among existing communities – for example, among your Facebook friends or on group pages. Twitter allows you to join global conversations outside your own network– for example, you can easily search for topics or hashtags relevant to your lived experience and share your NCD Diary in threads on that topic (read more about tagging, handles and hashtags on the next page). LinkedIn is primarily used in professional settings and might be an appropriate forum if you are seeking to target audiences or communities of a particular profession as a common ground, such as NGOs, networks of healthcare professionals, etc. There may also be other platforms that are more commonly used in your region or among fellow Diarists. For example, Tumblr is a popular platform among bloggers, while Flickr and YouTube may be appropriate for sharing teasers of the visual NCD Diaries.

SECTION 3 PROMOTING your NCD Diary

Get the most out of social media

Think about impact

Always tag and hashtag

Never underestimate the power of **hashtags, handles and tagging** to help amplify your voice and ensure that your experience and perspectives are part of a broader global conversation on NCDs. **Hashtags** are a word or phrase preceded by the hash or pound sign (#) to identify messages on a specific topic. When a hashtag is very specific, the conversation can be tracked by clicking on the hashtag, making it easier to engage and report on the topic. (e.g. **#NCDs; #healthforall; #ActonNCDs**).

Your profile name or username is the unique identifier for each social media account. For the benefit of recognition, recall and engagement, it is best to use the same username across social media platforms where possible. Your social media account username can also be identified as a handle by placing an at-sign (@) before the profile name. Usually when a user's **handle** is used in a social media post, that user will receive a notification - this is known as "**tagging**". Strategically tagging another user's handle is an incredibly useful way to engage and inform other organisations, influential users and key contacts about your message. It acts as a direct line of engagement!

Remember your **NCD Diary is an advocacy tool**. You should consider tagging policymakers, public figures and influencers by using their social media handles to gain visibility and amplify your call to action. Don't forget to tag the NCD Alliance using our primary handle **@ncdalliance** so that we can help you to promote your NCD Diary.

The primary hashtag for the **Our Views, Our Voices** initiative is **#NCDVoices**. Prioritise this hashtag while promoting your NCD Diary to join discussions led by and about people living with NCDs, including your fellow Diarists. You can also add other relevant hashtags, wherever possible.

For further advice on using social media to promote your NCD Diary you may wish to consult the NCD Alliance's guide on [Social Media Basics: A Guide on Using Digital Channels to Achieve Change on NCDs](#).

SECTION 4

RESOURCES AND HANDOUTS

Resources

Free audio file editing software (download required)



<https://www.audacityteam.org/download/>

Free platform to host podcasts:



<https://soundcloud.com>

Large file transfer service (for submitting podcast episodes and photographs)



<https://wetransfer.com/>

Free platform to publish blogs



<https://en-gb.wordpress.org>

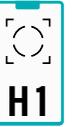


<https://www.blogger.com>

Handouts

Handout 1 Visual NCD Diary Planner

Download
template



		NCD <i>diaries</i>	
PLANNER for Visual NCD Diaries		NCD Diary series <i>Insert series theme</i>	Publication date DD/MM/YYYY
		Number of photographs 00	
Visual NCD Diary title <i>Insert title</i>		Advocacy Agenda theme <i>Insert theme</i>	
What your audience should know after seeing the Diary <i>Insert text</i>		What your audience should do after seeing the Diary (Call to Action) <i>Insert text</i>	
Photograph	Photograph planning and creation checklist		
What do you want to say?	Decide on the message of each photograph Choose the subject for each photograph		
Who is in it and where is it?	Choose the range of your photographs (close vs. wide) Decide whether they will be in colour / black & white		
Emotions	Plan the date and time of your photography session – do you need a flash/ additional lighting? Consider taking at least 2-3 versions of the photograph so that you can choose the best photograph as your entry.		
Key words	Create captions and call to action		

SECTION 4

Handouts



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RESOURCES

HANDOUTS

Handout 1

Visual NCD Diary Planner

Download
template



Photograph 1

Photograph planning and creation checklist

What do you want to say?

Who is in it and where is it?

Emotions

Key words

Photograph 2

Photograph planning and creation checklist

What do you want to say?

Who is in it and where is it?

Emotions

Key words

SECTION 4

Handouts



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and people living with NCDs



HANDOUTS

Handout 1

Visual NCD Diary Planner

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Photograph 3

Photograph planning and creation checklist

What do you want to say?

Who is in it and where is it?

Emotions

Key words

Photograph 4

Photograph planning and creation checklist

What do you want to say?

Who is in it and where is it?

Emotions

Key words

SECTION 4

Handouts



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and people living with NCDs



HANDOUTS

Handout 1

Visual NCD Diary Planner

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Photograph 5

Photograph planning and creation checklist

What do you want to say?

Who is in it and where is it?

Emotions

Key words

SECTION 4

Handouts



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HANDOUTS

Handout 2

NCD Diary Creation Checklist: Visual Format

Download
template



Preparation

Do you have your camera/smartphone ready?

Have you selected which themes of the Advocacy Agenda of People Living with NCDs you would like to touch upon?

Human Rights and Social Justice

Treatment, Care and Support

Prevention

Meaningful Involvement

Have you selected the setting(s) for taking your photographs?

Have you taken explicit consent from others featured in your photographs (if applicable)?

Have you identified your key message?

Have you completed your visual NCD Diary Planner?

Execution

Have you scheduled your photography session?

Have you considered what sort of lighting there will be for your photography session?

Have you thought about the composition of the photographs?

Post-session editing

Have you chosen which photographs you would like to include in your NCD Diary?

Have you considered the sequence of the photographs in your NCD Diary?

Have you considered the captions for your photographs while reflecting on how they relate to your lived experience and your community?

Have you considered your key message and call to action?

Have you considered publishing and promotion plans for your visual NCD Diary?

Handout 3

Audio NCD Diary Planner

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template



Please use one planning sheet for each of the podcast episodes you prepare as part of your NCD Diary.

		NCD <i>diaries</i>	
Planner for Audio NCD Diaries	NCD Diary series <i>Insert series theme</i>	Publication date DD/MM/YYYY	Episode # 00
Episode title <i>Insert title</i>	Advocacy Agenda theme <i>Insert theme</i>		
Guests (if any): 00	Episode duration (min): 00' 00"		
Main message <i>Insert message</i>	Call to action <i>Insert text</i>		
Introduction <i>How will you help your listeners to understand the topics addressed?</i>	Script checklist Solo episode or with guests? Opening music Introduction Transition (music or audio) Topic 1 Verbal transition to next topic Topic 2 Verbal transition to next topic Topic 3 Closing remarks including call to action Closing music		

SECTION 4

Handouts



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HANDOUTS

Handout 3 Audio NCD Diary Planner

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Topic	Podcast creation milestone checklist
<i>What are the key points of your first topic?</i>	<i>Title (and tagline)</i>
	<i>Set up a recording studio in a closed, quiet room</i>
	<i>Record</i>
	<i>Edit</i>
	<i>Review the episode by listening to it and taking notes</i>
	<i>Make final edits based on feedback</i>
	<i>Publish final version on your chosen audio platform</i>

Topic 1	Podcast creation milestone checklist
<i>What are the key points of your second topic?</i>	

SECTION 4

Handouts



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HANDOUTS

Handout 3

Audio NCD Diary Planner



Topic 2 Podcast creation milestone checklist

What are the key points of your third topic?

Topic 3 Podcast creation milestone checklist

What are the key points of your second topic?

Notes

Handout 4

NCD Diary Creation Checklist: Audio Format

Download
template



Preparation

Do you have recording equipment (including microphone) and audio editing software available?

Have you selected which themes of the Advocacy Agenda of People Living with NCDs you would like to touch upon through your NCD Diary?

Human Rights and Social Justice

Treatment, Care and Support

Prevention

Meaningful Involvement

Have you chosen a title for your NCD Diary?

Have you considered the topic and frequency for each podcast episode of your NCD Diary?

Have you chosen the format of your podcast episodes (e.g. monologue, group discussion, interview)?

Have you decided on a call to action for your NCD Diary (i.e. what would you like your audience to do as a result of listening)?

Have you completed your Audio NCD Diary Planner?

Execution

Do you have a quiet place where you can record your podcast episode for a sufficient length of time?

Have you set up the recording equipment / software if you are inviting a guest or interviewee to your podcast episode (e.g. an interview over Zoom)?

Do you have enough content for a podcast episode lasting 15-20 minutes?

Post-recording

Have you edited the audio into a cohesive 15- to 20-minute episode without too much silence?

Are you using sound effects / clips? Have you ensured that they are royalty free?

Have you considered publishing and promotion plans for your audio NCD Diary?

Handout 5 Text NCD Diary Planner

Download
template



Please use one of these planning sheets for each of the blog/written entries you write.

		NCD <i>diaries</i>	
Planner for Written NCD Diaries		NCD Diary series <i>Insert series theme</i>	Publication date <i>DD/MM/YYYY</i>
		Entry # 00	
Blog/written entry title <i>Insert title</i>		Advocacy Agenda theme <i>Insert theme</i>	
Main message <i>Insert message</i>		Call to action <i>Insert text</i>	
Outline of the blog/written entry <i>What is the logical flow of your blog/written entry?</i>		Progress checklist Blog/written entry outline Research Writing blog/written entry Adding images and graphics Reviewing for grammar and spelling Proofing and editing of final version Post final version online Promote blog/written entry using social media	

SECTION 4

Handouts



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HANDOUTS

Handout 5

Text NCD Diary Planner

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template



Key points

What are the key points which you want to convey to your readers?

How to make your blog/written entry searchable

Keywords in the title

At least 40 characters in the title

Word count 300-400

Keywords in the headlines

Grammar and spelling check

Create captions for images or graphics

Notes

SECTION 4

Handouts



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HANDOUTS

Handout 6

NCD Diary Creation Checklist: Text Format

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template



Preparation

Do you have word processing software installed on a computer which you can use?

Have you selected which themes of the Advocacy Agenda of People Living with NCDs you would like to touch upon in your written NCD Diary?

Human Rights and Social Justice

Treatment, Care and Support

Prevention

Meaningful Involvement

Have you decided which aspect of your lived experience you want to convey through your NCD Diary?

Have you decided the key message of your overall NCD Diary?

Have you considered the frequency of your blog/written entries?

Have you decided on a title for your written NCD Diary?

Have you completed your written NCD Diary planner?

Execution

Have you considered setting aside time to focus on the writing?

Have you considered the structure and main message of each blog/written entry?

Have you considered a headline for your blog/written entry?

Content editing and publishing

Did you check your written content for grammar, spelling, punctuation, and cohesive flow?

Have you considered publishing and promotion plans for your written NCD Diary?

Handout 7

Social media planner for you to plan your NCD Diary promotion efforts

Download
template



YEAR _____

MONTH _____

GOALS

1. _____
2. _____
3. _____
4. _____

CONTENT IDEAS

1. _____
2. _____
3. _____
4. _____

Select Platform



Other _____

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____
Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____
Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____
Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____
Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____	Day _____ f t in @ t p &+ Other _____

SECTION 4

Handouts



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HANDOUTS

NCD *diaries*

Documenting the experience of
people living with NCDs



About the NCD Alliance

The NCD Alliance is a global civil society network bringing together a unique community of over 270 members in more than 80 countries, dedicated to supporting a world free from preventable suffering, disability and death caused by noncommunicable diseases (NCDs).

Together with strategic partners, including WHO, the UN and governments, NCDA is uniquely positioned to transform the global fight against NCDs through its core functions of global advocacy, accountability, capacity development and knowledge exchange. To learn more, visit www.ncdalliance.org.

