

NCDI Poverty Network: PEN-Plus at 72nd WHO/AFRO Regional Committee Meeting **SOCIAL MEDIA TOOLKIT**

INTRODUCTION

This year, WHO AFRO Member States will gather at the 72nd Session of the WHO Regional Committee for Africa (AFRO RC 72) to review and adopt NCDI Poverty Network's PEN-Plus initiative draft resolution. WHO/AFRO's adoption of PEN-Plus as the regional strategy for addressing severe, chronic NCDs at first-level care facilities would represent a paradigm shift in the regional approach to NCDs, expanding strategic focus from prevention to treatment.

To mark this occasion, this social toolkit provides suggested language and content for partners to share leading up to and throughout the week of the AFRO RC 72 (22nd-28th August 2022). We encourage organizations and individuals to personalize the social content and feature any upcoming milestones, projects, and publications that are relevant to this occasion.

KEY LINKS & VISUALS

- **Primary Link:** www.ncdipoverty.org/
- **Primary Handle:** [@NCDIPoverty](https://twitter.com/NCDIPoverty)
- **Primary Hashtag:** #RC72
- **Secondary Hashtag:** #NCDs #PENPlus #IntegratedCare

- **Additional links:**
 - PEN-Plus [Talking Points and Advocacy Messaging](#)
 - NCDI Poverty [Blog & News Updates](#)
 - [Overview of PEN-Plus & Impact Video](#)
 - Read more on the [PEN-Plus Partnership Working Groups](#)

SOCIAL MESSAGING

Click to jump to the corresponding section.

- [Current State of NCD](#)
- [Overview of PEN-Plus](#)
- [PEN-Plus at 72 WHO/AFRO Regional Committee Meeting](#)

SOCIAL MESSAGING

Current State of NCD

Suggested Graphic: [Click here to download image.](#)





We recommend saving the file before uploading to the social media platform of your choice.

Click to Tweet	<p>Severe #NCDIs cause 560K AVOIDABLE deaths among the world’s poorest children and young adults every year, mostly in SSA & South Asia.</p> <p>But with strong investment in #PENPlus, we can help avoid unnecessary death and suffering. Let’s work to make this a reality today! #RC72</p>
Cliquez pour tweeter	<p>Chaque année, les #MNT causent 560 000 morts ÉVITABLES parmi les enfants les plus pauvres du monde, surtout en SSA et en Asie du Sud. Un investissement dans #PENPlus peut aider à éviter ces décès et ces souffrances. Travaillons ensemble pour en faire une réalité ! #RC72</p>
Clique para twittar	<p>Em cada ano, as #DCNTs graves causam 560 mil mortes EVITÁVEIS entre as crianças e jovens adultos mais pobres do mundo, principalmente na África S.S. e no sul da Ásia.</p> <p>Investir em #PENPlus pode ajudar evitar essas mortes e sofrimento. Vamos fazer isso acontecer hoje! #RC72</p>
Click to Tweet	<p>#COVID19 has made it clearer than ever that access to care, especially for #PLWNCDs in Africa, is deeply uneven</p> <p>We need integrated, people-centered strategies like @NCDIPoverty #PENPlus to decentralize NCD care & fortify health systems for all against future threats! #RC72</p>

Overview of PEN-Plus

Suggested Graphic: [Click here to download image.](#)

We recommend saving the image before uploading to the social media platform of your choice.

<p>Click to Tweet</p>	<p> Quick Facts! #PENPlus:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Delivers integrated chronic care for severe #NCDs like #SCD, #T1D & #RHD <input checked="" type="checkbox"/> Provides specialized training to healthcare workers in rural & unreached communities <input checked="" type="checkbox"/> Makes healthcare affordable and accessible for all wherever they need it <p>Learn more at 72nd @WHOAFRO RC!</p>
<p>Click to Tweet</p>	<p>Despite Africa having the youngest population among the 🌍 regions, children & young adults living with severe #NCDs have been largely left behind.</p> <p>#PENPlus ensures that everyone has access to diagnosis and treatment through decentralized, integrated care at the district level 🏥</p>
<p>Cliquez pour tweeter</p>	<p>Bien que l'Afrique ait la population la plus jeune dans les régions du 🌍, les enfants et les ados qui vivent avec des #MNT graves ont été oubliés. #PENPlus garantit que chacun a l'accès au diagnostic et au traitement grâce à des soins décentralisés aux hôpitaux de district 🏥</p>
<p>Clique para twitter</p>	<p>Apesar de África ter a população mais jovem do mundo 🌍, as crianças e os jovens adultos que vivem com #DCNTs graves têm sido largamente esquecidos.</p> <p>#PENPlus garante que todos podem ser diagnosticados e tratados através de cuidados descentralizados e integrados ao nível distrital 🏥</p>
<p>Click to Tweet</p>	<p>Integrated #PENPlus services have the power to:</p> <ul style="list-style-type: none">  Increase 10x the number of the world's poorest receiving care for severe #NCDs by 2030  Strengthen #PrimaryHealthCare systems  Help address the largest gap in financing for #UHC for the poorest billion <p>#RC72</p>
<p>Click to Tweet</p>	<p>"#PENPlus really matters to me a lot because we don't want to lose these young people, [#NCDs] don't wait!" - Gedeon Ngoga, @NCDIPoverty Training Director</p> <p>Watch to learn more about the model's impact from #PLWNCDs, families & care providers in 🇳🇬🇰🇪🇷🇺: bit.ly/3BSuTjp</p>

PEN-Plus at 72 WHO/AFRO Regional Committee Meeting

Suggested Graphic: [Click to download GIF.](#)

Note: the GIF above is designed for use only after official adoption on 23 August.

		SUGGESTED POSTING DATES
Click to Tweet	<p>@NCDIpoverty #PENPlus builds on #WHOPEN by bridging treatment gaps for people living with severe, chronic #NCDs.</p> <p>@WHOAFRO's adoption of PEN-Plus at #RC72 would represent a paradigm shift in Africa's approach to NCDs and a major step toward achieving universal health coverage.</p>	Sunday, 21 August - Tuesday, 23 August
Click to Tweet	<p>🗣️ Everyone should be able to access #NCD treatment & care they need, when they need it!</p> <p>Today at #RC72, @WHOAFRO Member States will discuss #PENPlus as a regional strategy for addressing severe NCDs. Read the draft resolution here 👉 bit.ly/PENPlus</p>	Tuesday, 23 August <i>(before 9:00 am GMT/UTC+0)</i>
Click to Tweet	<p>3 African countries are scaling #PENPlus nationally. Over the next 3 years, 8 more will join them! 🇳🇮 🇰🇪 🇪🇹 🇰🇲 🇲🇰 🇳🇪 🇷🇼 🇸🇩</p> <p>As @WHOAFRO member states discuss the PEN-Plus draft 👉 bit.ly/PENPlus, let's celebrate those who've already taken steps to strengthen #NCD treatment & care for all</p>	Tuesday, 23 August <i>(between 9 - 10:30 am GMT/UTC+0)</i>
Click to Tweet	<p>Following extensive #NCD policy, research, and advocacy initiatives, Liberia, Rwanda and Malawi are now in Phase 4 of #PENPlus implementation & journey towards #UHC.</p> <p>Learn more about the model's impact from #PLWNCDs, families & care providers in 🇺🇸 🇳🇮 🇲🇰: https://bit.ly/3C3amZH</p>	Tuesday, 23 August <i>(between 9 - 10:30 am GMT/UTC+0)</i>
Click to Tweet	<p>📣 BIG NEWS: The 47 countries of @WHOAFRO region have decided to adopt the #PENPlus strategy!</p> <p>This strategy will strengthen the management of chronic, severe #NCDs at district hospitals and ensure treatment & care for all!</p>	Tuesday, 23 August - Sunday 28 August <i>(after 10:30 am GMT/UTC+0 or when the decision is made)</i>

PEN-Plus at 72 WHO/AFRO Regional Committee Meeting (Continued)

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		SUGGESTED POSTING DATES
Click to Tweet	<p>By committing to #PENPlus as the regional strategy for addressing severe #NCDs, @WHOAFRO member states will:</p> <ul style="list-style-type: none"> ✓ Develop national protocols for severe NCDs ✓ Establish mentorship & training programs ✓ Strengthen disease surveillance & research ✓ Roll out services to district hospitals <p>#RC72</p>	<p>Tuesday, 23 August - Sunday, 28 August <i>(after 10:30 am GMT/UTC+0 or when the decision is made)</i></p>
Cliquez pour tweeter	<p>En utilisant #PENPlus comme une stratégie régionale pour lutter contre les #MNT, les états membres de @WHOAFRO:</p> <ul style="list-style-type: none"> ✓ développer des protocoles nationaux pour les MNT ✓ établir des programmes de formation ✓ renforcer la recherche sur les maladies ✓ lancer les services aux hôpitaux de district <p>#RC72</p>	
Clique para twittar	<p>Usando #PENPlus como a estratégia regional para lidar com as #DCNTs graves, estados membros de @WHOAFRO vão:</p> <ul style="list-style-type: none"> ✓ Desenvolver protocolos nacionais ✓ Estabelecer programas de mentoria e treinamento ✓ Fortalecer a vigilância e pesquisa ✓ Lançar serviços para hospitais distritais <p>#RC72</p>	