



Parallel Session 3.5:

Framing NCDs to Accelerate Political Action

Note for Participants

This session represents a new way of working for PMAC, which aims to:

- 1) Add to the 'evidence base' that informs discussions at PMAC, via a specially commissioned paper (copies of the draft paper are available in the room and online for your information and input);
- 2) Elevate the contributions of abstract authors, and help bring new voices to PMAC; and
- 3) Capitalize on audience interaction to refine the draft commissioned paper further.

We invite you to reflect on and respond to the questions below, which we will consider in the Q&A session.

- *Do you find framing a useful analytical tool?*
- *What lessons are there for framing NCDs from other issues on which you have worked?*
- *How has your personal framing of NCDs changed over time?*
- *How do you frame NCDs when engaging beyond the public health community? What is/is not effective?*
- *How could public health advocates use framing more strategically to counter opposition and accelerate political action?*

To make further contributions to our thinking on the commissioned paper or to share your feedback on the session format and content, please contact:

Rachel Thompson (RThompson@ChathamHouse.org); or
David R Harper (david@harperpublichealth.com).

Thank you