

#NCDSYouthChampions TOOLKIT

A Guide to Planning a School and Community Service Event for the
NCDSYouth Champions Competition and movement.



A Stowelink Inc Project

#NCDSYouthChampions

NCDS stands for non-communicable diseases. non communicable diseases are also referred to as chronic diseases. These are diseases that are not transmitted from one person to another like flu. non communicable diseases are the leading killer diseases globally accounting for over 70% of global deaths. Non communicable diseases include cancers, heart diseases, chronic diseases affecting the lungs, diabetes and mental health amongst others. These diseases are caused by 4 risk factors which are tobacco use, alcohol use, poor diets, lack of exercise and environmental factors like air pollution.in Kenya they are also the leading cause of deaths and statistics project that more young people are dying from these diseases and these diseases are no longer diseases for the rich but diseases for everyone both young and old .in fact data shows that about 60-70% of deaths from these diseases occur in developing countries like Kenya and more young people are being affected by them. Stowelink inc developed a challenge dubbed the NCDS Youth Champions with the aim of raising awareness about non communicable diseases among youth in Kenya. This is a national project will involve young people coming out and organizing events within their institutions through clubs to create awareness on non-communicable diseases. the events could be as simple as discussing about NCDS in the school clubs to as complex as organizing an event in the school or community. Whatever approach, this toolkit is here to guide you through the whole process! As a young leader, you can inspire, volunteer, and lead events in your school and surrounding community. Be a servant leader and demonstrate the positive role volunteerism plays in benefiting communities. All participants in this project will receive national recognition, receive certificates of participation and feature in the Stowelink quarterly reports and social media pages! There will be awards and gift hampers too for the performing clubs and institutions. All this with one aim of transforming and empowering the world through the strength of youth leaders like you!

Your **#NCDSYouthChampions** event can take many forms, and this toolkit will assist you in planning and running a successful event that aligns your interests with your community's needs. This toolkit is intended for use by individuals, non-governmental organizations (NGOs), school clubs, houses of worship, or businesses in organizing a **#NCDSYouthChampionsevent**.

In the following sections, you will find helpful prompts for thinking about how to hold an event: the type of event you would like to hold, the logistics of the event, and opportunities for continuing to engage with your volunteers after your event. You may want to read through the toolkit in its entirety so that you have a good idea of the process, and then work through it section by section as you plan your event

Don't forget!

This challenge will be covered in a video documentary series which will involve all participating institutions and will be made available on our official YouTube channel at Stowelink Inc. and across all our social media pages!

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STEP 1: DEFINE THE EVENT

Having a documented purpose and goal for your **#NCDSYouthChampion** event will make it much easier to undertake the subsequent steps with a clear vision for what you need to accomplish. This planning step is also a great opportunity to think about existing groups or organizations you could work with to make your event an even bigger success. Be sure to think through the following prompts before moving on to planning.

DEFINE THE NEED:

Use your existing understanding of your school community and its needs as a guide, consult the various club leaders on how they believe the event would be of most benefit.

WHAT NEED EXISTS IN YOUR COMMUNITY, THAT YOU WOULD LIKE TO ADDRESS?

(choose one)

1. Providing information on topics such as Addressing the risk factors i.e. tobacco and alcohol use, unhealthy diets and physical inactivity
2. Providing education on health topics focusing on prevention of these NCDS
3. Organizing a public participation activity like a walk, a run or bicycle riding to enhance awareness and promote physical activity
4. Using art for health either through a school poetry contest, photography or dance for health.

Other _____

DEFINE THE EVENT:

Based on the community need you would like to fill, think about what type of event would be best to conduct.

WHAT TYPE OF EVENT WOULD BEST SERVE THE NEED YOU DEFINED?

(choose one)

1. Facilitating a **#NCDSYouthChampions** session
2. Awareness campaign
3. School or community event on arts for NCDS sensitization.
4. Organizing a health talk on topics like prevention ,control, changing habits to support good health or even on mental health and the youth.

Other _____

CREATE A MISSION STATEMENT:

Include the need you will serve, the activities you will perform, and the people who will benefit. For example:

As part of my #NCDSYouthChampionsevent I will host a health fair where students can receive health information for themselves, as many students are not aware of the risk factors for NCDS.

MISSION:

SET A GOAL FOR YOUR EVENT:

Consider things like the number of people you will train OR reach. Make sure your goals are SMART (specific, measurable, achievable, realistic, and time-bound).

HOW WILL YOU MEASURE THE IMPACT OF YOUR ACTIVITIES?

WHAT IS YOUR SPECIFIC GOAL FOR THE EVENT?

IDENTIFY POTENTIAL PARTNERS:

Working with another person or an existing group will reduce the burden of organizing an event. Working with a group also will give you a ready pool of volunteers, rather than having to recruit people to participate.

ARE YOU ALREADY INVOLVED WITH A CLUB THAT MIGHT BE ABLE TO SUPPORT THE EVENT?

☐ Yes

☐ Name of group

☐ Contact information

☐ No (*Continue to the next question*)

▶▶▶ Step 1: Define the Event

WOULD YOU LIKE TO PARTNER WITH ANOTHER INDIVIDUAL OR GROUP TO PLAN THE EVENT? IF SO, CONSIDER THE FOLLOWING:

- ☐ Research potential partners: Try to select an individual or group who has an existing interest in the topic your event will be covering.
- ☐ Use your network: See if you have any connections who can introduce you to the individual or group, as you're more likely to be successful if there is a personal connection.
- ☐ Prepare for the first meeting: Especially if you will be contacting someone with whom you don't have an existing relationship, prepare a letter or script to introduce yourself and the event you would like to plan together. The donor letter template on page 9 can be adjusted to work for this purpose.
- ☐ If the partner is interested in working together, set a time for your first planning meeting and complete the remaining steps together:
 - ☐ Name _____
 - ☐ Contact information _____
 - ☐ Date/time of planning meeting _____

Don't forget!

The clubs which organize events with the most partners will also get an achievement certificate for their exemplary work with other partners. partners here could me other school clubs, or external partners. your **#NCDSYouthChampions** event could reflect a multi sectoral engagement in this way!

STEP 2: PLAN LOGISTICS

Setting the logistics is where you really get into planning the specifics of your event. You'll want to think through factors such as where and when you'll hold the event. Also consider how many volunteers you need, and whether there are any resources you need to hold the event.

SELECT A VENUE:

The type of event you are holding will determine the best place to conduct it. If you are planting trees, you'll need to find an outdoor space where the trees will be welcome. If you are holding a class or awareness event, you may have options such as a local school, or community center.

WHERE WILL YOU HOLD YOUR EVENT?

- ☐ School hall
- ☐ Classroom
- ☐ Library
- ☐ Park
- ☐ Community center
- ☐ Health Clinic
- ☐ Outdoor space (where?)

☐ Other _____

DETERMINE HOW MANY VOLUNTEERS OR

PARTICIPANTS YOU WOULD LIKE TO HAVE:

Depending on the type of event you are holding and your goals for the event, you will need to estimate the number of volunteers required to accomplish that goal. If you are running a health awareness campaign, you will need volunteers to help you share information. If you are repainting a school, you will need volunteers to do the painting. If you are leading a **#YALILearns** course, you may not need any volunteers, but you will need participants to attend the class.

HOW MANY VOLUNTEERS WILL YOU NEED? (IF APPLICABLE)

HOW MANY PARTICIPANTS WOULD YOU LIKE TO HAVE? (IF APPLICABLE)

▶▶▶ STEP 2: PLAN LOGISTICS

CONFIRM THE DATE:

We encourage **#NCDSYouthChampions** events to take place any time between September 4 and World Stroke Day 27th October.

WHEN IS YOUR EVENT DATE?

☐ Date: _____

IF YOUR EVENT WILL BE HELD OUTSIDE, WHAT IS YOUR RAIN DATE (ALTERNATE DATE)?

☐ Date: _____

SET THE TIMES OF THE EVENT:

The type of event you are planning will dictate how long the event should be. If you are presenting an NCDS Training, you may want to have a two-hour event. Also consider when your volunteers will be available. Do you need to accommodate work or school schedules? Doing so may limit the amount of time available for the event.

☐ Duration of event: _____ hours

☐ Time of event: _____ to _____

IDENTIFY RESOURCE NEEDS:

Think through the supplies and other resources you will need for your event. This could include anything from white boards or pens to projectors and facilitators to a computer, and internet service.

WHAT RESOURCES DO YOU NEED FOR YOUR EVENT? THESE MIGHT INCLUDE:

- ☐ Computer
- ☐ Projector
- ☐ Internet access
- ☐ Information flyers or publications
- ☐ Signs or banners
- ☐ Facilitator
- ☐ Pens and notepads
- ☐ Other _____
- ☐ Other _____
- ☐ Other _____
- ☐ Other _____

▶▶▶ STEP 2: PLAN LOGISTICS

THE FOLLOWING LETTER TEMPLATE CAN HELP YOU AS YOU CRAFT YOUR OWN INTRODUCTORY EMAIL, LETTER, OR PHONE CALL:

Dear _____,

My name is _____ **NAME** _____ and I am hoping you can help me improve _____ **INDICATE THE NEED TARGETED BY YOUR EVENT** _____ in our community. Specifically, I am hoping you can contribute _____ **NOTE WHAT YOU WOULD LIKE THEM TO DONATE** _____ for an upcoming event.

As you may know _____ **SHARE A FACT OR STATISTIC THAT SUPPORTS WHY YOU ARE HOLDING THIS PARTICULAR EVENT** _____. Because I would like to improve this situation, I am organizing a community service event on _____ **DATE** _____ as a part of #NCDSYouthChampions. At the event, we will _____ **PROVIDE A BRIEF OVERVIEW OF YOUR EVENT** _____.

I would greatly appreciate it if you would get involved with this event by donating _____ **REITERATE WHAT YOU WOULD LIKE THEM TO DONATE** _____, which will allow us to _____ **NOTE SPECIFICALLY WHAT THE DONATION WILL BE USED FOR** _____. We would also love to have you and/or members of your staff participate, if you are interested in doing so! In gratitude for your donation, we can _____ **MENTION WHAT YOU ARE OFFERING IN RETURN** _____.

Thank you very much for considering this request.

SIGNATURE

DOCUMENT DONATIONS:

Be sure to keep track of who donates to your event, so that you can thank them appropriately. A table like the following can help you record who has donated or lent various resources.

RESOURCE	DONATED/LENT BY

Don't forget!

Register your event with the Stowelink Inc. to receive a customized flyer for promoting the event. Please email STOWELINK@GMAIL.COM to register your event and receive customized flier.

STEP 3: PROMOTE YOUR EVENT AND RECRUIT VOLUNTEERS

Depending on the event specifics, promoting your event may entail recruiting volunteers and/or participants. It also may be a matter of making sure the larger community know about the event. For example, are you organizing a health walk and need people to donate materials or do you plan to occupy a public space where people are used to having access?

RECRUIT VOLUNTEERS:

Think through both the number of volunteers you need to support your event (identified previously) and any particular skills you would like them to have. What populations would be best to recruit from for your specific needs? How can you best reach them and entice them to participate?

WHAT SKILLS WOULD YOU LIKE VOLUNTEERS TO HAVE?

- | | |
|--|---|
| <input type="checkbox"/> Ability to do physical labor | <input type="checkbox"/> WhatsApp groups networks |
| <input type="checkbox"/> Comfortable talking to others | <input type="checkbox"/> Local NGO |
| <input type="checkbox"/> Medical training | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Administrative skills | |
| <input type="checkbox"/> Other: _____ | |

NOTE:

If the event is being planned by a club, as opposed to an individual, you have a ready-made pool of volunteers.

WHERE CAN YOU RECRUIT VOLUNTEERS?

- ☐ School/university, including volunteer groups or clubs
- ☐ Community group

WHAT IS THE BEST WAY TO REACH THIS POTENTIAL VOLUNTEER POPULATION?

- ☐ Social media posts
- ☐ Face-to-face meeting
- ☐ Other: _____

WHAT MESSAGING CAN YOU USE TO ENCOURAGE VOLUNTEERS TO PARTICIPATE?

- ☐ You will be joining a national movement
To change your community.
- ☐ We all have a responsibility to share our
knowledge and talents
- ☐ Volunteering is good experience for your
resume
- ☐ A notable person from the community will be
participating
- ☐ The event is a good networking opportunity
- ☐ Other: _____

HOW WILL PEOPLE REGISTER TO VOLUNTEER?

- ☐ Phone call
- ☐ Manually
- ☐ WhatsApp group
- ☐ Other: _____

ORGANIZE VOLUNTEERS:

Planning out the day in advance will ensure the event runs smoothly. Complete the following planning tasks and communicate with volunteers in advance so they know what to expect.

- ☐ Create a schedule for the event.
- ☐ Depending on the number of volunteers and the number of activities being conducted, consider breaking volunteers into small groups.
- ☐ Break large tasks down into smaller pieces, and ensure that each volunteer or group of volunteers has a task that can be completed within the timeframe of the event. People want to feel that they completed something.
- ☐ If you know volunteers' skills, assign tasks that they are best suited for; if you don't know their skills, allow people to select the tasks they will most enjoy.
- ☐ If your event will be large, designate leaders among the volunteers and hold a brief planning/orientation session with them to prepare for the big day.
- ☐ Contact volunteers prior to the event, to provide them with the information you have identified above. Be sure they know when and where to arrive, and provide information about what they will be doing during the day. This communication could be sent via email, social media, WhatsApp, or any other channel you feel is appropriate.



ADVERTISE YOUR EVENT/INFORM THE STUDENT COMMUNITY:

You'll want to help get the word out about your event, to attract those student community members you are intending to serve and to make sure they are aware of the event and knows how to get involved. Think about who would be most interested in attending the event and how to reach them.

IS THERE A SPECIFIC DEMOGRAPHIC FOR WHICH THE EVENT IS INTENDED?

- ☐ Students
- ☐ Specific age range/year:
- ☐ Other: _____
- ☐ No specific demographic — everyone is Welcome

WHERE IS THE BEST PLACE TO ADVERTISE THE EVENT TO REACH THAT GROUP?

- ☐ Schools/universities
- ☐ Community centers
- ☐ Social media networks
- ☐ Residence or hostels
- ☐ Local businesses
- ☐ Other: _____

WHAT IS THE BEST ADVERTISING MATERIAL FOR THIS AUDIENCE DEMOGRAPHIC?

- ☐ Flyers
- ☐ WhatsApp texts
- ☐ Social media posts
- ☐ Face-to-face presentation
- ☐ Other: _____

DO PARTICIPANTS NEED TO REGISTER IN ADVANCE TO ATTEND THE EVENT?

- ☐ Yes (Be sure your promotional materials include information about how to register!)
- ☐ No



USE ADVERTISING RESOURCES.

Create flyers or graphics to promote your event. You can receive a flyer to print out and hang by registering your event with Stowelink Inc. Send an email to STOWELINK@GMAIL.COM and get a flyer, then use that flyer to advertise your event on Facebook, WhatsApp and if need be print it out for hanging around the school.

NOTIFY THE MEDIA:

Community service events make great human interest stories, and the local media may be interested in covering the event in advance, day-of, or after the fact. Be sure to reach out to any local media to let them know about the event and ask if they would cover it.

WHAT LOCAL MEDIA MIGHT BE INTERESTED IN THE EVENT?

☐ TV station:

☐ Radio station:

☐ Student photographers and videographers:

☐ Other:

Don't forget!

If people register in advance for the event, be sure to send them a reminder notification (via email, WhatsApp, social media, etc.) a few days before the event. Don't forget to send a reminder to your volunteers, also!

STEP 4: CONDUCT THE EVENT

After weeks of planning, it's finally here! All your hard work will pay off in big benefits to your community. The following prompts will help you ensure the event goes smoothly and that not only do you achieve your goals, but that volunteers and participants have a great time as well.

1-2 DAYS IN ADVANCE

DOUBLE-CHECK YOUR TO-DO LIST:

A day or two before the event, do a final check to make sure you've completed all the planning steps and that you have all your supplies on-hand and ready to go. It might help to make a schedule for the day of the event, especially if you have tasks that need to be completed by you and your volunteers before participants arrive (setting up computer, posting signs, receiving materials, etc.).

REMIND PARTICIPANTS AND VOLUNTEERS

Use Facebook, WhatsApp, email, etc. to remind your participants, community, and volunteers about your event 1 to 2 days in advance.

DON'T FORGET !

- **Take as much photos as possible**
- **Share the event online on facebook/twitter**
- **Use the official hastag #ncdsyouthchampions**
- **Tag us across all social media @stowelink_Inc**

DAY OF THE EVENT

RELAX!

You have put a lot of work into planning the event, and now is the time to see that hard work pay off. Enjoy the event and reflect on how you are supporting your community!

ENSURE VOLUNTEERS ARE HAVING A GOOD TIME:

Even if you have organized your volunteers in advance, be flexible — people may want to switch tasks or groups, and that's ok!

SHOWCASE THE WORK YOU ARE DOING:

Be sure to document the event, particularly by taking photos. Time permitting, you can share your event on social media as it is happening, or share photos after the fact. If you have established any media contacts, see if they can stop by the event to share it with a wider audience.

▶▶▶ STEP 4: CONDUCT THE EVENT

DAY OF THE EVENT (CONTINUED)

GET FEEDBACK:

Have volunteers and/or participants complete a short survey or feedback form after the event, but before they go home. It may be harder to get this information from them once they have left the event. Their feedback will help you improve when you plan future events. You can ask questions such as:

1. Did you feel your participation in the event was valuable? Why or why not?
2. Did you feel the event was well organized? Why or why not?
3. What was your favorite part of the event? Why?
4. What did you learn?
5. What would you want us to tackle next time?
6. How would you improve the event?

THANK VOLUNTEERS FOR THEIR INVOLVEMENT!

Make sure they understand the importance of their contribution, and the impact of the event.

All participants will get soft copy of a certificate of participation and the club could charge 50ksh to anyone who wants their certificate printed. This way the club is able to generate money for future club activities.

It's the clubs mandate to email the full list of participants on a word document to ensure smooth production of their soft copy certificates. Which will be emailed back to these students.

THANK DONORS:

Be sure to thank anyone who donated or lent resources for the event. Written notes are best!

Don't forget!

- After the event send the event photos and videos if any to STOWELINK@GMAIL.COM.
- Also don't forget to send a word document of the list of participants to ensure smooth production of the certificates of participation

STEP 5: FOLLOW UP AFTER YOUR

#NCDSYouthChampions EVENT

Measuring and evaluating the success of your event will give you crucial data on how well your plans met your goals and if you made a difference in your community. Also clearly recording this will help us determine winners of the challenge under various categories.

The volunteers or participants who were involved in your event can form a great foundation for future events you might plan. Be sure to keep in touch with them! Consider the following prompts to think through how you can continue your community engagement beyond one day.

ASSESS YOUR LEVEL OF ENGAGEMENT:

Do you want to start planning community events on an ongoing basis? Would you prefer to hold additional events on an infrequent basis? Would you rather not commit to additional events, but perhaps instead share information with others via channels such as email or social media?

WHAT LEVEL OF INVOLVEMENT FEELS RIGHT TO YOU?

- ☐ I would like to hold more events — on a weekly, monthly, or semi-annual basis!
- ☐ I might plan another event in the future, but I'm not sure how often.
- ☐ I will stay in contact with my volunteers or participants, but mainly by sharing information.
- ☐ Other: _____



CONTACT VOLUNTEERS:

Within a few days of the event, be sure to contact volunteers and thank them again for their involvement. This is a great time to share success metrics, such as the number of people who received information from the event, the number of trees planted, the volume of trash collected, etc. It's also a great opportunity to lay the foundation for ongoing communication. Let volunteers know what your plans are for future activities, and ask them to let you know if they would like to stay involved.

ESTABLISH A COMMUNICATION CHANNEL:

Once you know which of your volunteers would like to be involved in future activities, think about the best way to stay in contact with them. For example, you may want to start a WhatsApp group, create an email list, or start a Facebook group.

WHAT IS THE BEST WAY TO STAY IN TOUCH?

- ☐ WhatsApp group
- ☐ Facebook group
- ☐ Email list
- ☐ Announcements at community events
- ☐ Other: _____

Don't forget!

You need to send in the required documents in time to facilitate certificate production for all the participants. Also remember that the club could make income by charging every participant 50 ksh for the certificate. The various clubs which participate will receive a certificate of commendation too and the lead organizer will also receive a certificate of commendation from Stowelink Inc.

SUGGESTED TIMELINE

The list of event planning tasks can seem overwhelming, but it doesn't need to be. By mapping out when tasks should be completed, you can approach the planning in smaller pieces. Provided below is a suggested timeline for planning a #NCDSYouthChampionsevent beginning **one month** before your targeted event date.

WEEK 1:

- ☐ Confirm the date of your event
- ☐ Identify a need in your community, and select a type of event that could address that need
- ☐ Create a mission statement and goals for the event
- ☐ Identify and reach out to potential partners

WEEK 2:

- ☐ Set a location for the event
- ☐ Set the time and duration of the event
- ☐ Determine how many volunteers/participants you will need
- ☐ Identify any resources you will need
- ☐ Solicit donations if needed — for supplies, refreshments for volunteers, etc.

▶▶▶ SUGGESTED TIMELINE

WEEK 3:

- ☐ Submit event information to Stowelink Inc
On STOWELINK@GMAIL.COM
customized flyer
- ☐ Promote the event
- ☐ Recruit volunteers and/or participants; set a
time and means for organizing volunteers
- ☐ Continue to solicit donations if needed

WEEK 4:

- ☐ Notify local media about your event
- ☐ Plan for the day of the event
 - ☐ Assign volunteer roles
 - ☐ Communicate key information
to volunteers
- ☐ Hold an orientation session with the volunteer
leaders, if appropriate
- ☐ Double-check last minute details and make
sure you are all set for the event
- ☐ Identify things that can go wrong and establish
back-up plans
- ☐ Send a reminder to volunteers and/or
participants

DAY-OF:

- ☐ Hold your event
- ☐ Arrive early
- ☐ Take photos
- ☐ Collect feedback
- ☐ Keep track as activities are completed —
make sure you'll be able to determine whether
your event met the goal you set

POST-EVENT ACTIVITY:

- ☐ Promote the success of your event — publicize it
on social media, AND share the photos and
videos and the attendance list to
STOWELINK@GMAIL.COM.

Step 6: The Competition

PROCEDURES, AWARDS AND FOLLOW UPS

THE COMPETITION

Steps to be in the official competition

1. **Express interest** via sending an email to Stowelink@gmail.com
2. You will receive a confirmation email which will include a link to the **registration portal** which you are supposed to fill
3. After filling that you will fill a **brief questionnaire** to capture several details
4. Upon completion you will receive the toolkit to help you plan a **#ncdsyouthchampions** event
5. You **will plan and host** the event in your local school or community
6. You will then after the event **share** photos, videos if any and a Microsoft word list of participants who need certificates.
7. **Certificates** will be sent within the week
8. You will then write a very brief article of the event which will be posted **on our Facebook page** and the masses will vote the most active school this will happen a week after all participating schools have completed their events
9. **Awards and recognition** of outstanding acts during the campaign

AWARDS CATEGORIES

1. **CERTIFICATES OF COMMENDATION**
This certificate will be given to each school and to the lead organizer for these events
2. **MOST ACTIVE USE OF SOCIAL MEDIA FOR HEALTH AWARD**
This award will be given to the top 3 institution which will actively participate on social media. They will receive gift hampers from our partners and certificates.
3. **THE ULTIMATE NCD YOUTH CHAMPION MODEL SCHOOL AWARD**
This award will be given to the most voted school on our Facebook page. The leader of the club on behalf of the school will receive gift hampers and a certificate.
4. **MOST ATTENDED EVENTS AWARD**
this award will be given to the top 3 clubs which will receive the biggest attendance in their events. They will receive gift hampers and a certificate.
5. **NCDS YOUTH CHAMPIONS AWARDS**
This award will go to the most active youths who shall have done outstanding work on non-communicable diseases in their schools or communities. These are youths advocating for NCDS free environments or champion for particular NCDS among their communities. The award will be given to top 10 youths. They will receive gift hampers and a certificate.