



**WCCS**  
WORLD CONGRESS OF CHIROPRACTIC STUDENTS



# 2020 WCCS Action Campaign: Sustainable Development Goals Handbook

*United Nations #ACT4SDGS*

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## Background

### About the campaign

“A special initiative of the United Nations Secretary General, the UN SDG Action Campaign inspires and empowers people with knowledge, platforms and tools to share their opinions and experiences and actively contribute towards the achievement of the Sustainable Development Goals (SDGs) by 2030.

By leveraging cutting-edge communication technologies and multi-stakeholder partnerships it helps generate political will and encourages a transparent dialogue between world leaders and their constituencies, especially the most marginalized and vulnerable populations.”

## SUSTAINABLE DEVELOPMENT GOALS



“The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The Goals interconnect and in order to leave no one behind, it is important that we achieve each Goal and target by 2030.”

Information about each goal can be found here:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



The goal we have been focusing on within WCCS is #3 'GOOD HEALTH AND WELL-BEING' (Ensuring healthy lives and promoting well-being for all at all ages is essential to sustainable development). There are several goals that our organization aims to promote this year during our campaign. Goals number 2, 3, 4, and 17 are our focus as an organization for the 2020 campaign. We urge you to not only join this campaign with your chapters, but also to be active on a personal level and share the campaign with those around you.

## Goal #2 is Zero Hunger

### 2 ZERO HUNGER



Goal #2 is a major goal that affects every region of the world. For this goal WCCS plans to host a food drive with the help of our chapters and donate all items to their local communities.

- **CHAPTERS:** organize a food drive in your local communities. If you post on social media use the following hashtags [#act4sdg](#) [#Goal2](#) [#zerohunger](#) [#heywccs](#) and tag [@wccschiro](#) (Remember to maintain the identity of the people a secret)
- More information on this goal can be found here: <https://www.un.org/sustainabledevelopment/hunger/>

## Goal #3 Targets (by 2030) most applicable to WCCS

### 3 GOOD HEALTH AND WELL-BEING



- Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks
- **CHAPTERS:** This is the most important goal that we need to be active at. This year we ask you to share postural /"straightening up" exercises with your community as a chapter, and also to post on your personal social media "what being healthy means to you?". This will assist us in bringing more awareness towards this goal. Use the following hashtags: [#act4sdg](#) [#Goal3](#) [#heywccs](#) [#goodhealthandwellbeing](#) and tag [@wccschiro](#)
- More information on this goal can be found here: <https://www.un.org/sustainabledevelopment/health/>

## Goal #4 is Quality Education

### 4 QUALITY EDUCATION



For SDG #4 WCCS will share the importance of quality education and how we can help promote this in our communities.

- **CHAPTERS:** Let's share about the education we need to receive in order to become healthcare physicians. What class helped you the most? Give a shout out to your instructor. Hashtag: [#act4sdg](#) [#Goal4](#) [#heywccs](#) [#qualityeducation](#)



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and tag [@wccschiro](#)



- We will also be having an educational presentation and discussion session WCCS Alumni speaker. The event will focus particularly on public health, spinal health and research. We encourage you to attend and join us in the discussion.
- More information on this goal can be found here:  
<https://www.un.org/sustainabledevelopment/education/>

**17** PARTNERSHIPS  
FOR THE GOALS



### Goal #17 is Partnerships for the Goals

WCCS will be partnering with chiropractic organisations as well as other healthcare organizations and professions to ensure the promotion of this campaign as well as to encourage more individuals from all around the world to get involved and play an active role in engaging with the sustainable development goals.

We encourage our partners to take on the goals we have chosen or the 2020 ACT 4 SDGs campaign, and to include even more goals if possible. We look forward to the collaboration and hope it will inspire many more to take action and act for SDGs.

<https://www.un.org/sustainabledevelopment/globalpartnerships/>

## Suggestions for actions by the organization

“Bring your organization and network together to plan and implement an action or event on awareness, accountability and impact on the SDGs. Here are a few examples”:

- Organize an SDG Performance on a public space
- Organise a rally or a peaceful demonstration for the SDGs in your city.
- Give an SDG introductory lesson at a school assembly or classroom
- Organize a public discussion with young people, or in communities of marginalized people, invite a politician or leader to join. => AGM?
- Run an SDG wheel poster challenge
- Capture the SDG stories in your community and share them on the global day.
- Collect voices of marginalized peoples speaking about their situation or of the SDG movers and shakers in your community and let viewers experience the need for SDG action in your community and share them via video, photo, or 360 media.
- Collect MY World responses and create a People’s Voices Report to handover to your leaders on September 25th, set up a MYWorld voting booth in your community, school or place of worship and display results, citizen scorecards and MY World human stories.
- record and post a video showing your chapter encouraging the SDGs on campus or in clinic
- Collect short videos of politicians and citizens pledges on the SDGs
- Prepare a public statement or memorandum about how we are doing on the SDGs and submit it to your government in a public event or send it to local media.
- Organize an SDG film screening

## Registering WCCS as an official action partner

Once an individual or a group have organized an #act4SDGs action (see [Action Ideas](#) below), they can register as an official partner via the website. For the WCCS, this would entail the following:

- Our logo and name are displayed on a map of the #act4SDGs website under the ‘Partners’ section
- We will receive an account on the SDG Action Network where we can keep up to date on actions and ideas, and possibly get in touch with other organizations
- We can join the SDG Partners’ Facebook group



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## Useful resources

- Event: Global Festival of Action @ Bonn, Germany (2020): <http://globalfestivalofaction.org>
- Webinar: 'Learn more about the Global Day to #act4SDGs!' [https://www.youtube.com/playlist?list=PLxqPwHD3yBpFQNwmysmYkSa\\_YvVaHhGAT](https://www.youtube.com/playlist?list=PLxqPwHD3yBpFQNwmysmYkSa_YvVaHhGAT)
- Check out the Youtube Channel <https://www.youtube.com/channel/UCcvgUpnkExjVx6RBDO0kXRw>
- Facebook group for action partners: <https://www.facebook.com/groups/act4sdgs/>
- #act4SDGs Trello board for promotional images, social media messages and more: <https://trello.com/b/mOvFxbVP/global-day-to-act4sdgs>
- The 17 Sustainable Development goals: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>





## Action Ideas

### Board of Directors/Team of Officials

- Launch the initiative as an organization:
  - FB badge
    - Applying the FB badge to the WCCS profile pic
    - Ask other ToO and chapter chairs members to set the example and also do this with their personal profile pics
    - Call out on our members to follow our lead
  - Post SDG's infographics to help raise awareness and show our support on public pages (Facebook, Instagram, Twitter etc) and utilise official #hashtags from the guide
  - Post about how chiropractic care can relate to UNs SDG of Goal 3 of Good Health and Wellbeing for all.
  - Call out on other global student organizations to post about SDG's.
  - Find out if any other organization wants to participate in a campaign together
- Register as an official supporter on their website and do whatever else that entails  
<https://act4sdgs.org/register/>



### Chapters with the support of their respective Regional Coordinators

- Host an "SDG Awareness Day", involve community in a fun-day on campus
  - Create an SDG colour wheel at the event
  - Invite local charities whose goals relate to the Sustainable development goals, more importantly, work with these groups.
- Chapter members badge on FB profile picture
- SDG Hike to highlight movement and caring for the environment (SDG goal #3, 13 and 15)
- Piggy back of other movements/days to increase exposure.
  - Utilise #act4sdg's
- Work with the CHAPS committee in developing this further and promoting this.



## Important links

Official Website	<a href="https://act4sdgs.org/">https://act4sdgs.org/</a>
initiative	<a href="https://www.sdgactioncampaign.org/about/initiatives/">https://www.sdgactioncampaign.org/about/initiatives/</a>
Their approach	<a href="https://www.sdgactioncampaign.org/about/">https://www.sdgactioncampaign.org/about/</a>
Media and news	<a href="https://www.sdgactioncampaign.org/news/">https://www.sdgactioncampaign.org/news/</a>
Resources	<a href="https://www.sdgactioncampaign.org/resources/">https://www.sdgactioncampaign.org/resources/</a>
Discover	<a href="https://www.sdgactioncampaign.org/discover/">https://www.sdgactioncampaign.org/discover/</a>
Goals	<a href="https://www.un.org/sustainabledevelopment/sustainable-development-goals/">https://www.un.org/sustainabledevelopment/sustainable-development-goals/</a>
Take action	<a href="https://www.sdgactioncampaign.org/take-action/">https://www.sdgactioncampaign.org/take-action/</a>
Action zone	<a href="https://sdgactionzone.org/">https://sdgactionzone.org/</a>
Straighten Up Exercises	<a href="https://straightenupamerica.org/PowerPoints/index.html">https://straightenupamerica.org/PowerPoints/index.html</a>

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