



WDD Lighting Guide

Dear Colleagues and friends

This document has been developed to provide guidance and resources to help you plan and communicate activities surrounding the lighting of iconic monuments and other buildings to mark World Diabetes Day 2010.

Last year saw the third edition of the 'Monument Challenge'. The response confirmed the popularity of the initiative, with more than 1000 iconic sites and buildings around the world lighting the World Diabetes Day skyline. The monuments were joined by many more lightings of office buildings and individual homes. We would like to thank everyone involved for their hard work in making last year's World Diabetes Day 2009 such a tremendous success.

This document provides core materials and step-by-step recommendations to help you with the planning, execution and promotion of your monument or building lighting. We hope that a coordinated approach will facilitate a unified global campaign across all regions.

We hope that this document provides you with all the necessary materials to ensure a successful event in your country. If you have any questions, please do not hesitate to contact World Diabetes Day team members Lorenzo Piemonte - lorenzo.piemonte@idf.org (+3225431624) (English or French) or Merry Rivas – merry.rivas@idf.org (Spanish).

In recent years, the global diabetes community has made remarkable steps towards increasing awareness of diabetes, but we still have a long way to go if we are to attract the attention and funding that the communicable diseases receive. Together, we persuaded the United Nations to recognize World Diabetes Day as an official UN world health day and pass a World Diabetes Day Resolution (61/225) in 2006. This provided a global platform and the credibility to make further advances in the treatment, prevention and care of diabetes. The momentum achieved by the passage of the Resolution recently resulted in the UN General Assembly deciding to hold a Noncommunicable Disease (NCD) Summit involving Heads of State, in September 2011.

We wish you the best of luck in your efforts to make 2010 the most successful World Diabetes Day campaign to date.

With kind regards

World Diabetes Day team
International Diabetes Federation

OVERVIEW

In order to mark World Diabetes Day on 14 November, iconic buildings and sites throughout the world will once again light in the blue colour of the circle symbol for diabetes - the central component of the World Diabetes Day campaign logo. We expect to exceed the number of iconic buildings and monuments that participated in last year's campaign. The landmark illuminations are testimony to the power of our combined efforts to alter the diabetes landscape. They also provide, of course, a strong visual element to attract attention to the diabetes cause.

The generation and use of images to attract media attention will be essential to drive local and global coverage of this year's World Diabetes Day campaign.

It will be important to ensure that the media are aware of all events in advance and provided with the appropriate materials and resources to encourage them to cover the story. To facilitate this process, we have developed Media Guidelines to help promote your event/s to media and ensure consistent messaging at local, national and global levels. Please see Media Guidelines for more information.

The information contained within this document covers the following key areas:

Section 1: Bring Diabetes to Light (How to Light in Blue)

Section 2: Photography and Filming

Section 3: Appendix - Materials

SECTION 1

Bring diabetes to light!

The monument challenge

Last year, the global diabetes community rallied behind the third call to light iconic landmarks and buildings in blue to mark World Diabetes Day. More than 1000 iconic monuments were lit in 2009 as beacons of hope for the millions of people worldwide living with diabetes. A full list can be found in Section 3. This year, with your help, we aim to illuminate more monuments and to strengthen the link between the blue lightings and diabetes. Visit www.worlddiabetesday.org for more information and support material to help you light a monument near you.

How to light in blue

Different buildings and monuments present different challenges for lighting. Below you will find easy steps to assist you in requesting and organizing a lighting:

Step 1: Identify the iconic building or monument that you would like to light in blue.

Step 2: Identify the person who can grant permission to light the building or monument and the person who is technically responsible for lightings.

Step 3: Tailor the draft letter provided here to suit your situation [see Appendix 1.1].

Step 4: Provide the reasons why the building should light in blue to mark World Diabetes Day [see Appendix]. Also add the list of buildings lighting confirmed for this year - <http://www.worlddiabetesday.org/events/monument-challenge>

Step 5: Send your lighting request to your chosen location and, if possible, follow up with a phone call.

Step 6: If your request is approved, ask for the technical specifications.

Step 7: Decide on the best way to light the monument – some buildings may already be lit for other occasions, while for others this may be the first time. To make the colour blue may require changing bulbs or filters. You can also choose to project the World Diabetes Day logo and key messages onto the monument. See photos of buildings lit in 2008 and 2009 - <http://www.flickr.com/photos/idf/sets/72157603772275638/>

Step 8: Identify any costs – Often monuments are able to light in blue for free. Sometimes, however, charges may be incurred. Regretfully, the World Diabetes Day campaign does not have the resources to support your lighting financially.

Step 9: Capture print quality photos or a video of your lighting. We need to share the images of your lighting immediately with the global media and the public. See Section 2.

In 2010, we want to strengthen the link between the lightings and diabetes by encouraging the global diabetes community to use the blue lightings as the venue for all World Diabetes Day-related grassroots activities and events. We ask to put particular focus on activities promoting physical activity, with the aim of stimulating participation, particularly of people with diabetes, and interactivity in order to convey a positive and empowering message.

SECTION 2

Photography

The monument lightings provide such a strong visual element to World Diabetes Day that we are keen to collect and share images from as many of the illumination events around the world as possible. The take up of these by the media will be essential to drive coverage of the overall campaign.

Please arrange (if you haven't already) for an experienced professional photographer to attend your building illumination and capture a print-quality shot. Please consider that taking images in low light conditions at dusk or night can be very challenging. Weather conditions can also affect the quality of your photos.

We will all benefit from sharing high quality and interesting images. To facilitate the sharing of images among the global diabetes community, please upload your photographs to the WDD Virtual Museum (<http://www.worlddiabetesday.org/museum>). In addition, we will also use Flickr (<http://www.flickr.com>) to collect all images of events related to World Diabetes Day. For examples of images from last year's campaign, visit <http://www.flickr.com/groups/wdd>.

We welcome all photographic material. The photographs will be used on the World Diabetes Day site, in web banners and the high-quality ones will be used in print. Please make sure you own the copyrights for any material published. By uploading and linking

the photos, you allow IDF to use the material for its World Diabetes Day awareness campaigns and make them freely available for IDF member associations and aligned groups to use in non-commercial material.

If you have a Flickr account (free to register), upload your pictures in high resolution to your own account and add the pictures to the public group "World Diabetes Day" (for more information, see <http://www.flickr.com/help/groups/>)

If you do not have a Flickr account, you will still be able to upload your images through the World Diabetes Day website (<http://www.worlddiabetesday.org/photos>). Images uploaded through the site will be published on the IDF Flickr account (<http://www.flickr.com/photos/idf/>).

Filming

In addition to sharing still photography with the media, we are keen to collect video footage (10 min. maximum per video) of the top lightings around the globe, to help raise awareness and publicize World Diabetes Day on 14 November and throughout 2011.

As host to one of the top illuminations, we would like to invite you to share the success of your event with key media, IDF member associations and the broader global diabetes community by filming the lighting of your building in real time, as it takes place on 14 November.

Video Material

We will be able to feature videos uploaded through YouTube (<http://www.youtube.com>). You will need a (free) YouTube account. Please make sure you own the copyrights for any material published. By uploading and linking videos, you allow IDF to use the material for the World Diabetes Day awareness campaigns.

To have your videos listed on the World Diabetes Day site:

- Upload your video on YouTube
- Go to <http://www.worlddiabetesday.org/videos> and submit the "Embed" URL that links to your video

Uploading footage

Your video will be included in the World Diabetes Day YouTube playlist and will be featured on the World Diabetes Day site.

In order to fulfill broadcast media requests (television, online TV) we will need high quality footage. If you are in a position to make short clips of the activities (maximum 60 sec/ prefer 30 sec clips), please contact media@idf.org prior to November 14.

APPENDIX

1.1 Draft Letter to Monuments and Buildings



Dear <<address form and name of official>>

I am writing to you on behalf of <<Organization Name>> to request your support and authorization to light up the City Hall and/or other civic buildings <<as well as + name of well known local landmark/s or monument/s>> in blue to mark World Diabetes Day on the evening of November 13.

Diabetes is a leading global cause of blindness, kidney failure, heart attack, stroke and amputation. The number of people living with diabetes has increased considerably over the past 30 years. In 1985, an estimated 30 million people worldwide had diabetes. A little over a decade later, the figure had risen to over 150 million. Today, according to the International Diabetes Federation and World Health Organization, the figure exceeds 300 million. Unless action is taken to implement effective prevention and control programmes, it is predicted that the total number of people with diabetes will reach 440 million by 2030.

<<Insert a paragraph about the national or local impact of diabetes. You can find and use data from the IDF Diabetes Atlas. Go to www.diabetesatlas.org and click the link to the maps.>>

World Diabetes Day is celebrated every year on November 14. It was created in 1991 by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in response to growing concerns about the escalating threat of diabetes worldwide. In 2007, World Diabetes Day became an official United Nations Day as a result of UN Resolution 61/225. The Resolution invites all member states to participate in World Diabetes Day and draw attention to the need for education and awareness to tackle the growing diabetes epidemic.

World Diabetes Day is a global event that unites millions of people in over 160 countries to raise awareness of diabetes. Numerous local and national events are organized by organizations and individuals with an interest in diabetes. In 2008 and 2009, the global diabetes community worked together with local champions to light iconic landmarks and buildings in blue to mark World Diabetes Day around the world. More than 1000 monuments were lit in blue in 2009. The full list of participating monuments is attached.

This year we hope to encourage more iconic buildings and monuments to light up and would like to include your <<Name of City Hall and/or another significant landmark in your town/city>> as one of the participating monuments.

We hope you will join the campaign and look forward to your reply.

Respectfully

[INSERT YOUR NAME & TITLE]

1.2 Letter from IDF President and President-elect requesting support for the lighting of Monuments and Buildings



To whom it may concern

On behalf of the International Diabetes Federation, we are writing to seek the support of your organization in controlling the diabetes epidemic by observing World Diabetes Day on November 14. Diabetes now affects more than 300 million people worldwide.

World Diabetes Day was established as a United Nations World Health Day by UN Resolution 61/225. The Resolution invites:

"All Member States, relevant organizations of the United Nations system and other international organizations, as well as civil society, including non-governmental organizations and the private sector, to observe World Diabetes Day in an appropriate manner, in order to raise public awareness of diabetes and related complications, as well as its prevention and care, including through education and the mass media."

On behalf of all people affected by diabetes, we urge you to take up this invitation.

On World Diabetes Day, iconic buildings and monuments around the globe light up in blue. Blue is the colour of the diabetes circle, the global symbol for diabetes. The full list of monuments that participated last year is attached.

We encourage you to draw attention to the need for increased efforts to understand and control diabetes through education and prevention and request kindly that you light up a significant civic building or well-known local landmark in support of World diabetes Day 2010.

On November 14, World Diabetes Day unites the global diabetes community to produce a powerful voice for diabetes awareness. We hope that you will join us this year so that we can promote your town or city as a leading light in the fight to understand and control diabetes.

We hope you will join the campaign this year and look forward to your reply.

Respectfully,

Professor Jean Claude Mbanya
President
International Diabetes Federation

Sir Michael Hirst
President-elect
International Diabetes Federation

1.3 UN Resolution 61/225

The document is available in the official 6 UN languages from:
<http://www.unitefordiabetes.org/campaign/resolution.html>

United Nations

A/RES/61/225



General Assembly

Distr.: General
18 January 2007

Sixty-first session

Agenda item 113

Resolution adopted by the General Assembly

[without reference to a Main Committee (A/61/L.39/Rev.1 and Add.1)]

61/225. World Diabetes Day

The General Assembly,

Recalling the 2005 World Summit Outcome¹ and the United Nations Millennium Declaration,² as well as the outcomes of the major United Nations conferences and summits in the economic, social and related fields, in particular the health-related development goals set out therein, and its resolutions 58/3 of 27 October 2003, 60/35 of 30 November 2005 and 60/265 of 30 June 2006,

Recognizing that strengthening public-health and health-care delivery systems is critical to achieving internationally agreed development goals, including the Millennium Development Goals,

Recognizing also that diabetes is a chronic, debilitating and costly disease associated with severe complications, which poses severe risks for families, Member States and the entire world and serious challenges to the achievement of internationally agreed development goals, including the Millennium Development Goals,

Recalling World Health Assembly resolutions WHA42.36 of 19 May 1989 on the prevention and control of diabetes mellitus³ and WHA57.17 of 22 May 2004 on a global strategy on diet, physical activity and health,⁴

¹ See resolution 60/1.

² See resolution 55/2.

³ See World Health Organization, *Forty-second World Health Assembly, Geneva, 8–19 May 1989, Resolutions and Decisions, Annexes* (WHA42/1989/REC/1).

⁴ *Ibid.*, *Fifty-seventh World Health Assembly, Geneva, 17–22 May 2004, Resolutions and Decisions, Annexes* (WHA57/2004/REC/1).

Welcoming the fact that the International Diabetes Federation has been observing 14 November as World Diabetes Day at a global level since 1991, with co-sponsorship of the World Health Organization,

Recognizing the urgent need to pursue multilateral efforts to promote and improve human health, and provide access to treatment and health-care education,

1. *Decides* to designate 14 November, the current World Diabetes Day, as a United Nations Day, to be observed every year beginning in 2007;

2. *Invites* all Member States, relevant organizations of the United Nations system and other international organizations, as well as civil society, including non-governmental organizations and the private sector, to observe World Diabetes Day in an appropriate manner, in order to raise public awareness of diabetes and related complications, as well as its prevention and care, including through education and the mass media;

3. *Encourages* Member States to develop national policies for the prevention, treatment and care of diabetes in line with the sustainable development of their health-care systems, taking into account the internationally agreed development goals, including the Millennium Development Goals;

4. *Requests* the Secretary-General to bring the present resolution to the attention of all Member States and organizations of the United Nations system.

*83rd plenary meeting
20 December 2006*

1.4 2009 Monuments in Blue

In 2009 over 1000 buildings lit in blue including the Empire State Building in New York, La Place de la Concorde in Paris, the Tokyo Tower or the Burj al Arab in Dubai. To download the list of confirmed monuments that lit in blue in 2009 go to:

<http://www.worlddiabetesday.org/activities/wdd-monument-challenge>

1.6 About World Diabetes Day



World Diabetes Day

World Diabetes Day is an official United Nations World Health Day. It is celebrated every year on November 14. The date was chosen because it marks the birthday of Frederick Banting, who, along with Charles Best, is credited with the discovery of insulin in 1921. World Diabetes Day is represented by a blue circle logo. The blue circle is the global symbol of diabetes and signifies the unity of the global diabetes community in response to the diabetes pandemic.

World Diabetes Day was created by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in 1991, in response to concern over the escalating incidence of diabetes around the world. The International Diabetes Federation leads the World Diabetes Day campaign – develops the themes, runs the global website, creates all the materials and drives the global outreach.

2010 marks the second year of the five-year focus on "Diabetes education and prevention", the theme selected by the International Diabetes Federation and the World Health Organization for World Diabetes Day 2009-2013.

The campaign slogan for this year is: "Let's take control of diabetes. Now."

For the general public and people at high risk of diabetes, the focus will be on raising awareness of diabetes and disseminating tools for the prevention of diabetes. For people with diabetes, the focus will be on disseminating tools to improve knowledge of diabetes in order to better understand the condition and prevent complications. For governments and policy-makers, efforts will focus on advocacy aimed at communicating the cost-effective implications of diabetes prevention strategies and promoting diabetes education as a core component of diabetes management and treatment.

Through its Unite for Diabetes campaign, IDF led the push for a UN Resolution on diabetes. On December 20, 2006, that goal was realized when the United Nations General Assembly unanimously passed Resolution 61/225, which designates the existing World Diabetes Day as a United Nations World Health Day, to be observed every year.

World Diabetes Day is a global event. It brings together millions of people in over 160 countries to raise awareness of diabetes, including children and adults affected by diabetes, healthcare professionals, healthcare decision-makers and the media. Numerous local and national events are organized by the member associations of the

International Diabetes Federation and by other associations and organizations, healthcare professionals, healthcare authorities, and individuals with an interest in diabetes. World Diabetes Day unites the global diabetes community to produce a powerful voice for diabetes awareness.

Diabetes organizations and individuals worldwide establish a range of activities tailored to a variety of target audiences. Activities organized every year include such things as: lighting of global monuments, buildings and individual homes in blue on November 14, formation of blue circles around the world, global diabetes walks and rides, press conferences, in-school activities, sports activities, free screenings for diabetes and its complications and workshops and exhibitions.

Find out more at www.worlddiabetesday.org.

1.7 WDD Lighting Timeline

Timing	Action:
Week of 25th October	Liaise with local production company to obtain quotes for filming of your monument illumination
Week of 25th October	Arrange briefing meeting with production company to outline scope and aims of project
Week of 1st November	Make contact with Nancy Matos, IDF Media Office, media@idf.org confirm protocol for uploading footage and address any last minute queries
14th November	Filming and upload of the footage onto YouTube and add to the World Diabetes Day account - www.worlddiabetesday.org/videos