



IDF CAMPAIGN IN THE RUN UP TO THE 2018 UN HIGH LEVEL MEETING ON NCDs IDF DIABETES ADVOCACY TOOLKIT

What is the 2018 United Nations High Level Meeting (UN HLM) on Non-Communicable Diseases (NCDs)?

The [2018 UN HLM on NCDs](#) is the most important political meeting on diabetes and other NCDs of the last four years. Traditionally attended by Heads of State and Ministers of Health from around the world, it will evaluate the global and national progress made in preventing and controlling NCDs since the [2014 HLM](#) within the global [Sustainable](#)

[Development Goals \(SDG\) framework](#), and specifically the NCD-related SDGs' targets of achieving Universal Health Coverage (UHC) and reducing by one third premature deaths from NCDs by 2030. The meeting will result in a consensus document outlining the way forward in combating NCDs.

When and where will it take place?

The UN HLM on NCDs will take place on **September 27** in **New York** during the **UN General Assembly**, the main decision body of the UN.

Why is it important to advocate around the UN HLM?

Despite global political commitments, many countries are off track to meet their targets. This means that the number of people with diabetes will continue to rise unabated. Without concerted action, IDF estimates that 100 million more people (522 million) will have diabetes by 2030 compared with 2017. For real change to happen

at the national level, political action on diabetes is key. We need your support to bring global messages to your own country, so your national government understands that the time to act and protect the current and future generations from the impact of diabetes is now!

IDF CALL TO ACTION FOR THE 2018 UN HLM ON NCDs

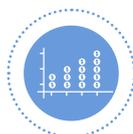
On behalf of people living with, and affected by, diabetes, IDF calls on governments to:



Heighten focus on prevention to achieve a 0% increase in diabetes prevalence by 2025.

Up to 90% of diabetes cases are of type 2. Therefore, preventing the onset of new type 2 diabetes cases is key to achieving this 2025 target. This can be done by:

- Developing **education campaigns aimed at the general population** on how to recognise the symptoms of, and prevent, type 2 diabetes;
- Implementing **locally-tailored comprehensive lifestyles programmes**, especially for the at-risk populations;
- Encouraging **fiscal policies and other public health measures to promote healthier diets**, especially among children (whose rates of overweight and obesity are increasing in many countries);
- Considering the use of **cost-effective medication strategies**, alongside lifestyle programmes.



Boost investment to ensure 80% access to essential medicines and devices by 2025 and Universal Health Coverage by 2030.

Improving the access to affordable, essential diabetes medicines and care is urgent not only in low- and middle-income countries, but also in high-income countries where paying for diabetes care can lead to catastrophic expenditures. This can be done by:

- Establishing an increased and stable government budget to improve or create **reimbursement systems**;
- Improving multisectoral collaboration to **regulate prices and to enhance the supply chain**.
- Leveraging all existing **financing sources** and develop new funding mechanisms.



Educate to achieve a 30% reduction in diabetes-related premature mortality by 2030.

This can only be achieved if the targets on access to essential medicines and care and UHC are achieved. Additional actions to achieve a reduction in mortality involve improving education by:

- Establishing adequate **education programmes for healthcare professionals** on how to prevent, recognise and treat diabetes to avoid serious complications that can ultimately lead to death;
- Developing **education programmes for people with diabetes and their carers** which offer sound information about the disease, its management and the prevention of complications at the time of diagnosis and throughout their lives.



Listen to the priorities of people with diabetes and defend their rights.

Governments can do this through the following:

- **Eliminating all types of discrimination against people with diabetes** through the adoption of regulations that defend their rights as well as the development education campaigns aiming to eliminate misconceptions among the general population.
- **Empowering and engaging** meaningfully with people living with diabetes in developing appropriate policies to prevent and manage diabetes

HOW CAN YOU SUPPORT THE IDF HLM CAMPAIGN AT THE NATIONAL LEVEL?



Reaching out to national policymakers

- Establish face-to-face meetings with relevant local, regional and national policymakers to discuss the IDF call to action
- If face-to-face meetings are not possible, send them a letter explaining the call to action (you can use this [model](#)), translate it into your national language, and tailor it with information from your country.



Promoting the HLM call to action on national press

- Do some research to identify the main health-focused news outlets from your country, and the journalists writing the health-related pieces in general media.
- Reach out to them with the content of the call to action and diabetes facts and figures for your country
- Do not contact them just once! Follow-up with them and offer to be interviewed on the main national diabetes challenges



Supporting the IDF HLM social media campaign and creating your own at the national level

- Support the global HLM social media campaign that IDF will run on [Twitter](#) and [Facebook](#). Follow us on social media and share our messages with your network!
- Create your own national HLM campaign to target key policymakers and institutions from your country. You can use messages similar to the ones below, translating them in your national language. Do not forget to add relevant hashtags: [#HLM2018](#) [#diabetes](#) [#Right2Health](#) [#medicines](#) [#education](#) [#prevention](#) [#complications](#). More examples of messages can be found on the IDF website.



.@[POLICYMAKER] 0% increase in #diabetes commitment is off-track in #[COUNTRY]. Check what IDF is proposing to achieve it: <https://bit.ly/2xjXmeE> @UN #HLM2018 #NCDs #Right2Health

.@[POLICYMAKER] Check the actions that IDF is proposing so your country achieves a 30% reduction in #diabetes & #NCD mortality by 2030: <https://bit.ly/2xjXmeE> @UN #HLM2018 #NCDs #Right2Health



[TAG POLICYMAKER OR STATE BODY] Our country has committed to reduce premature mortality from diabetes and NCDs by 30% by 2030. Please, check the [YOUR ORGANISATION/COALITION] and IDF call to action to see our recommendations to achieve this target: <https://bit.ly/2xjXmeE>

- Be active on social media during key international diabetes and NCD meetings, such as the World Health Assembly, the HLM Civil Society Hearing, the G7 and BRICS Leaders' Summits, etc. You can find a calendar with the dates around which you should post your HLM messages on the [IDF HLM webpage](#).

KEEP IDF INFORMED OF YOUR HLM ACTIVITIES



If you prepare call to action letters or organise HLM activities such as meetings with policymakers, please let us know at advocacy@idf.org



If you develop a national social media campaign, please always tag IDF (@IntDiabetesFed) on your Facebook messages or your tweets

ADDITIONAL RESOURCES

You can download the full IDF HLM Advocacy Toolkit and additional resources in the [IDF HLM webpage](#). If you want to receive future updates about the HLM campaign, please subscribe to the IDF HLM mailing list by sending an email to advocacy@idf.org.