World Diabetes Day & Diabetes Awareness Month 2019

DIABETES: PROTECT YOUR FAMILY
SPEAKER

Lorenzo Piemonte

IDF Communications Manager
Theme & messaging
Theme & Focus

Theme: Diabetes and the family
Message: Diabetes: protect your family

Underpinned by new IDF Diabetes Atlas data
## WHY THESE AUDIENCES?

<table>
<thead>
<tr>
<th>Young adults</th>
<th>Middle-aged</th>
<th>Elderly</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lack of understanding</td>
<td>• Highest risk</td>
<td>• Reflective (what would I have done differently)</td>
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<tr>
<td>• People don’t know how to help</td>
<td>• Most productive age group (highest loss to society)</td>
<td>• Communications issues (diabetes not taken seriously)</td>
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<tr>
<td>• Born into a poor lifestyle</td>
<td>• Responsible for care across generations</td>
<td>• Self-care can be difficult</td>
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<tr>
<td>• Communication issues</td>
<td></td>
<td>• Living with multiple complications/conditions</td>
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<tr>
<td>• Potential stigma</td>
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KEY MESSAGES

• Many cases of type 2 diabetes can be prevented by adopting a healthy lifestyle. Reducing your family’s risk starts at home.

• When a family eats healthy meals and exercises together, everyone benefits and many cases of type 2 diabetes could be prevented.

• Individuals and families need resources and environments that support healthy lifestyles to help prevent type 2 diabetes.
KEY MESSAGES

• Managing diabetes requires daily treatment, regular monitoring, a healthy diet and lifestyle and ongoing education. Family support is important.

• Education and ongoing support should be accessible to all individuals and families to help manage diabetes.

• All health professionals should have the knowledge and skills to help individuals and families manage diabetes.
COUNTRY FOCUS

Dedicated media outreach will be conducted in the following countries*:

• Brazil
• China
• Germany
• Pakistan
• South Africa
• USA

Call to Action
KNOW YOUR RISK OF TYPE 2 DIABETES

- Target: **over 1 million** recorded screenings by end November (online & offline)
- Partnership with Lions Clubs International
- Update of IDF online risk assessment for type 2 diabetes
- Update of discoverdiabetes.idf.org platform with information and resources targeted at a general audience and people affected by diabetes
Visual identity & Deliverables
DIABETES: PROTECT YOUR FAMILY

Over 50% of type 2 diabetes is preventable.

Diabetes concerns every family. It is a leading cause of blindness, amputation, heart disease, kidney failure and early death. Simple action can reduce the risk.

Learn how at www.worlddiabetesday.org/prevent #WorldDiabetesDay

More people are developing diabetes and are at risk of life-threatening complications. However, the majority of type 2 diabetes is preventable and complications can be avoided with good management and care.

Learn how at www.worlddiabetesday.org/manage #WorldDiabetesDay
DELIVERABLES

• Toolkit*
• 2x posters*
• 2x** infographics*
• Social visuals/banners*
• Videos/case studies
• Call to action
• Online platform
• Merchandise

*Available for stakeholders in July

** 2nd infographic will be released in November
Get involved
SUPPORT THE CAMPAIGN

• Share the campaign messages and resources on your website, blog or social media
• Organise a diabetes information session for families in your community.
• Organise a ‘Learn about diabetes’ event in schools
• Organise a family-themed physical activity such as a mini sports day
• Organise an activity at your workplace
• Take a blue circle selfie and share it on social media channels
WDD 2019 around the world
8 events in 7 countries

World Diabetes Day is the world’s largest diabetes awareness campaign.
The theme for WDD 2018 and 2019 is the family and diabetes. Learn more and access campaign resources at www.worlddiabetesday.org.

www.idf.org/wdd-events
TIMELINE

Core campaign deliverables and call to action

Member and stakeholder outreach

Communications and media outreach

 IDF Congress 2019

Diabetes awareness month

IDF Atlas 9E
CONTACT INFORMATION

• All campaign materials will be available at www.worlddiabetesday.org

• For enquiries regarding materials and other information concerning the campaign, please contact wdd@idf.org
QUESTIONS?

Was something unclear?

Would you like more information on a specific aspect?

Did you not understand the purpose of the webinar?

Are you not sure what to do next?

ASK AWAY! ALL QUESTIONS ARE WELCOME
THANK YOU!

YLD Trainees 2019: one final step to complete now

Respond to the feedback questionnaire you will receive via email

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You have two weeks to complete it!

If you are watching the recording and have any questions, please contact us at advocacy@idf.org