



# DIABETES CONCERNS EVERY FAMILY

## CAMPAIGN TOOLKIT 2018

[www.worlddiabetesday.org](http://www.worlddiabetesday.org)

**#WDD2018**



**International  
Diabetes  
Federation**



world diabetes day  
14 November

# CONTENTS

- 3** Introduction >
- 4** About World Diabetes Day >
- 6** World Diabetes Day 2018 – theme and key messages >
- 11** Facts and figures >
- 13** Resources >
- 20** How to get involved >
- 31** A look back at 2017 >
- 33** Official partners >
- 35** About the International Diabetes Federation >



# INTRODUCTION



This toolkit provides all the information you need to prepare for awareness and media outreach activities in the build up to diabetes awareness month, throughout the month of November, and on World Diabetes Day itself (14 November).

It outlines the overarching theme of this and next year's campaign – **'the family and diabetes'** along with the overarching message **'diabetes concerns every family'**. The toolkit also includes the supporting messages, up-to-date statistics, visuals, assets and relevant links.

The toolkit will be updated in three phases between July and August 2018. Additional information will be provided at each phase to help you plan your diabetes awareness activities.

## WHY DO I NEED IT?

If you are involved or interested in raising awareness of diabetes, the toolkit is designed to make it as easy as possible for you to participate in the campaign. Messages and visuals can be printed or downloaded straight from the document, while social 'share' buttons mean you can participate in the campaign with just a click of the mouse.

There is plenty of useful information about how you can get involved. It includes materials to use in your activities, guides on running social media campaigns, tips for engaging the media, example events that have worked well in the past and more.

For any additional information, please visit [www.worlddiabetesday.org](http://www.worlddiabetesday.org).

*Subscribe to our e-alerts and be the first to know when new content is available*

**SUBSCRIBE** >



# ABOUT WORLD DIABETES DAY

14 NOVEMBER

# ABOUT WORLD DIABETES DAY

## 14 NOVEMBER

The International Diabetes Federation (IDF) and the World Health Organization (WHO) started World Diabetes Day in 1991 in response to the escalating health threat posed by diabetes.

It has since grown to become a globally celebrated event and an official United Nations (UN) awareness day. It is now the world's largest diabetes awareness campaign.

Thousands of local campaigns, activities, screenings, meetings and more take place every year, all helping to raise awareness of a condition that currently affects over 420 million people, with many more at risk.

### World Diabetes Day aims to:

- Be the leading platform to promote diabetes advocacy efforts
- Promote the importance of taking coordinated and concerted actions to confront diabetes as a serious global health threat
- Draw attention to the key issues and keep diabetes firmly in the global public and political spotlight



**GLOBAL AUDIENCE OF  
OVER 1 BILLION PEOPLE  
IN MORE THAN 160 COUNTRIES**

**THE CAMPAIGN IS REPRESENTED  
BY A BLUE CIRCLE LOGO THAT  
WAS ADOPTED IN 2007 AFTER  
THE PASSAGE OF THE UN  
RESOLUTION ON DIABETES**

**BLUE CIRCLE LOGO:** The blue circle is the global symbol for diabetes. It signifies the unity of the global diabetes community in response to the rising number of people affected by diabetes.



# THEME AND KEY MESSAGES FOR 2018-2019

# THEME AND KEY MESSAGES FOR 2018–2019

## DIABETES CONCERNS EVERY FAMILY

The theme for World Diabetes Day 2018 and 2019 is **'the family and diabetes'**. With the tagline **'diabetes concerns every family'**, the campaign has a two-year timeframe. This has been a response to feedback from campaign stakeholders who have requested more time for planning, development, promotion and participation.

The primary aim of the 2018–19 campaign is to raise awareness of the impact that diabetes has on the family and to promote the role of the family in the management, care, prevention and education of the condition.

To achieve this, various media outreach and awareness activities will take place in the build up to diabetes awareness month, on World Diabetes Day itself and throughout the month of November.



**PLAY YOUR PART:** Why not organise a family-themed event such as a movie screening or a sports day to raise awareness of diabetes?

There are three main focus areas:

- 1 DISCOVER DIABETES** >
- 2 PREVENT DIABETES** >
- 3 MANAGE DIABETES** >

## DISCOVER

1

### DETECTING DIABETES EARLY INVOLVES THE FAMILY TOO:

- One in every two people with diabetes is undiagnosed. Early diagnosis and treatment is key to helping prevent or delay life-threatening complications.
- If type 1 diabetes is not detected early, it can lead to serious disability or death. Know the signs and symptoms to protect yourself and your family.



**1-IN-2 PEOPLE WITH DIABETES (212 MILLION) REMAIN UNDIAGNOSED**



**DIABETES IS A LEADING CAUSE OF HEART DISEASE, STROKE, BLINDNESS, KIDNEY FAILURE AND LOWER LIMB AMPUTATION**

**PLAY YOUR PART:** Lead a public health campaign to motivate people to get screened for type 2 diabetes



## PREVENT

2

### PREVENTING TYPE 2 DIABETES INVOLVES THE FAMILY TOO:

- 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, all family members benefit and encourage behaviours that could help prevent type 2 diabetes in the family
- If you have diabetes in your family, learn about the risks, the warning signs to look out for and what you can do to prevent diabetes and its complications
- Families need to live in an environment that supports healthy lifestyles and helps them to prevent type 2 diabetes



**80% OF CASES OF TYPE 2 DIABETES IS PREVENTABLE THROUGH THE ADOPTION OF A HEALTHY LIFESTYLE**



**70% OF PREMATURE DEATHS AMONG ADULTS ARE LARGELY DUE TO BEHAVIOUR INITIATED DURING ADOLESCENCE**

**PLAY YOUR PART:** Start a social media campaign encouraging families to post pictures of their healthy meals together

## MANAGE

3

### CARING FOR MY DIABETES INVOLVES MY FAMILY TOO:

- Managing diabetes requires daily treatment, regular monitoring, a healthy lifestyle and ongoing education. Family support is key.
- All health professionals should have the knowledge and skills to help individuals and families manage diabetes
- Education and ongoing support should be accessible to all individuals and families to help manage diabetes
- Essential diabetes medicines and care must be accessible and affordable for every family



**LESS THAN 1 IN 2 PEOPLE WITH DIABETES AND 1 IN 4 FAMILY MEMBERS OF PEOPLE WITH DIABETES HAVE ACCESS TO DIABETES EDUCATION PROGRAMMES**

**PLAY YOUR PART:** Run a series of sessions at a local school to educate parents and their children about diabetes



**1 IN 5 HEALTH PROFESSIONALS DO NOT RECEIVE ANY POSTGRADUATE TRAINING IN DIABETES**



# DIABETES FACTS AND FIGURES

# DIABETES FACTS AND FIGURES

- 425 million adults (1-in-11) have diabetes
- The number of people with diabetes is expected to rise to 522 million by 2030
- 1-in-2 people with diabetes remain undiagnosed (212 million)
- 3 out of 4 people with diabetes live in low and middle income countries
- Over 1 million children and adolescents have type 1 diabetes
- 1-in-6 births is affected by high blood glucose (hyperglycaemia) in pregnancy
- Two-thirds of people with diabetes are of working age (327 million)
- Diabetes caused 4 million deaths in 2017
- Diabetes caused at least \$727 billion in health expenditure in 2017 – that’s greater than the defence budgets of the US and China combined!

The **IDF Diabetes Atlas 8th Edition** > provides the latest figures, information and projections on the current and future magnitude of the diabetes pandemic



**THE NUMBER OF PEOPLE WITH DIABETES IS EXPECTED TO RISE TO 522 MILLION BY 2030**

**PLAY YOUR PART:** Print this page and share these stats to raise awareness of the prevalence and dangers of diabetes



**3 OUT OF 4 PEOPLE WITH DIABETES LIVE IN LOW AND MIDDLE INCOME COUNTRIES**



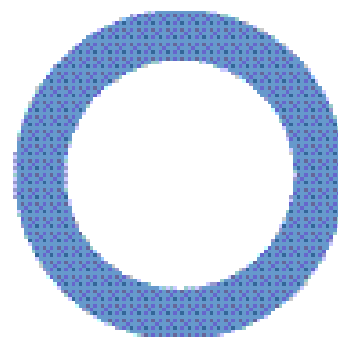
# RESOURCES

# RESOURCES

A series of visual assets are available for use in awareness activities on World Diabetes Day 2018 and throughout diabetes month in November. Come back to this page for updated infographics and posters, available by the end of September.

## LOGO

The World Diabetes Day logo is available for [download in multiple languages here >](#)



world diabetes day  
14 November

**PLAY YOUR PART:** Share these visuals online to engage audiences and raise awareness of the key issues

# COULD YOU PREVENT TYPE 2 DIABETES IN YOUR FAMILY?

## POSTER

Available in English, French and Spanish [here](#) >



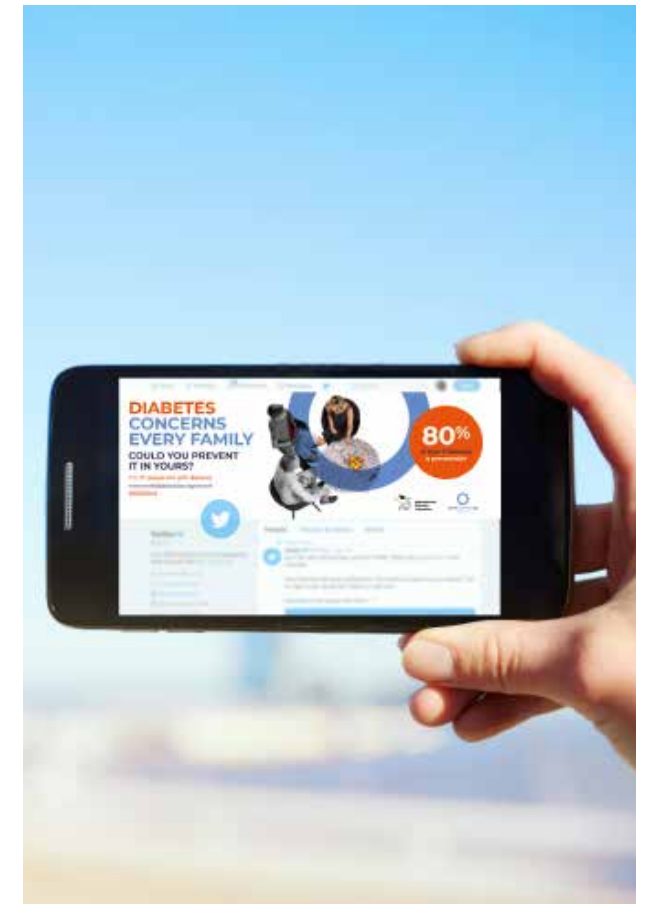
## INFOGRAPHIC

Available in English, French and Spanish [here](#) >



## SOCIAL MEDIA BANNERS

Available in English, French and Spanish [here](#) >



# COULD YOU SPOT THE DIABETES WARNING SIGNS IN YOUR FAMILY?

## POSTER

Available in English, French and Spanish [here](#) >



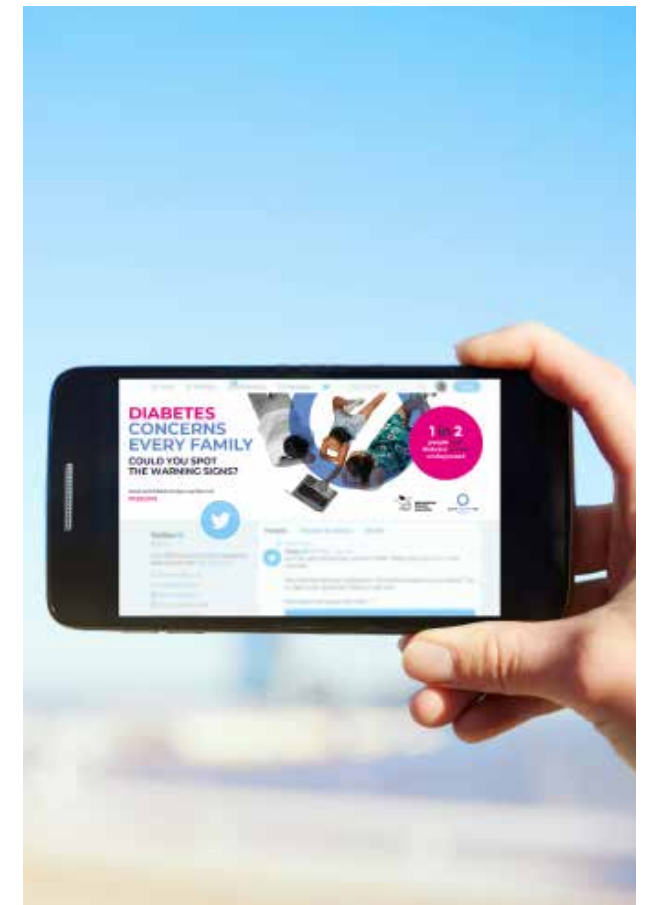
## INFOGRAPHIC

Available in English, French and Spanish [here](#) >



## SOCIAL MEDIA BANNERS

Available in English, French and Spanish [here](#) >





# WOULD YOU KNOW HOW TO LOOK AFTER A FAMILY MEMBER WITH DIABETES?

## POSTER

Available in English, French and Spanish [here](#) >



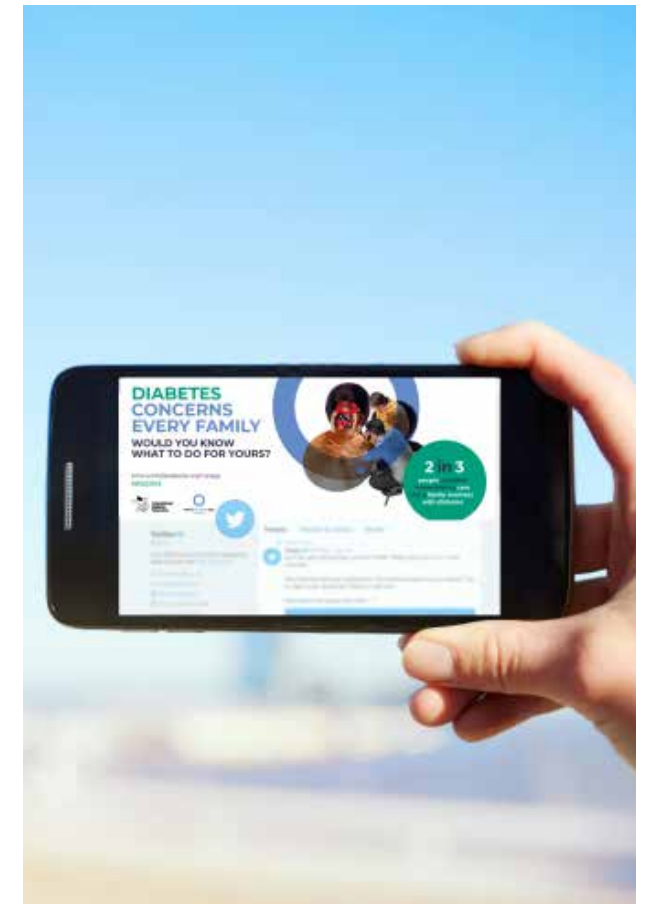
## INFOGRAPHIC

Available in English, French and Spanish [here](#) >



## SOCIAL MEDIA BANNERS

Available in English, French and Spanish [here](#) >

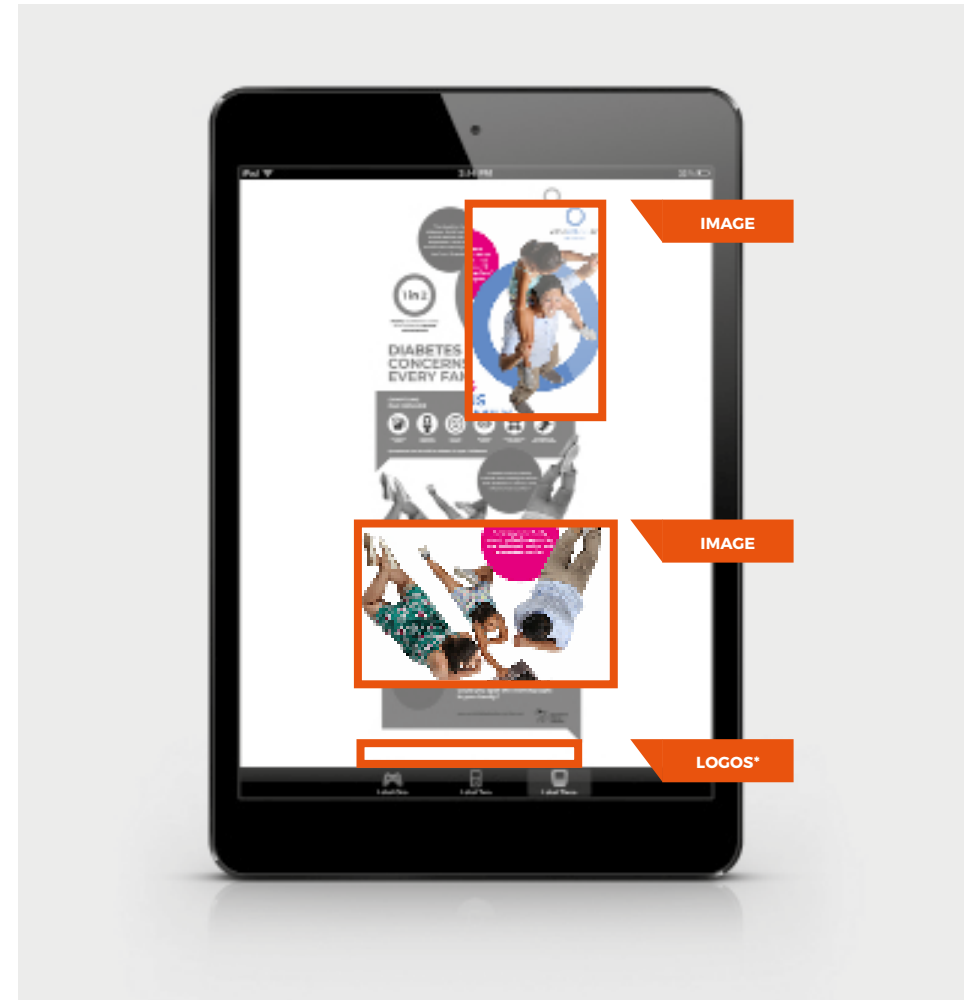
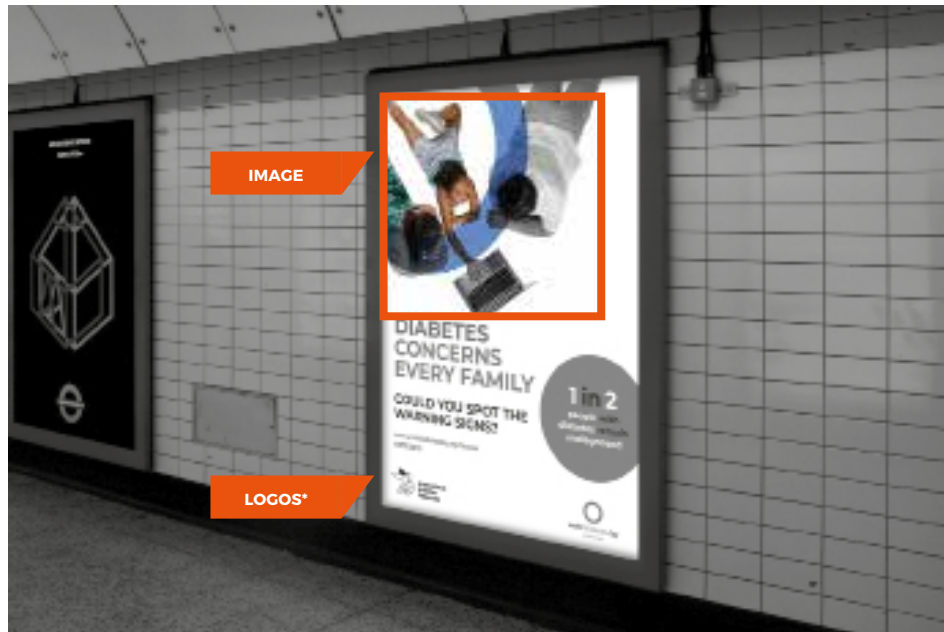


# USE YOUR OWN IMAGES IN OUR VISUAL ASSETS

If you would like to adapt the visual assets in this toolkit for your local audience, a source template is available on request from [wdd@idf.org](mailto:wdd@idf.org). You are welcome to choose images from our library of photos representing different ethnicities.

**WE RECOMMEND** you use images that represent family groups undertaking activities together

**You can also use your own images.**  
**To do this, the following outlined areas on the visual assets can be changed:**



\* All additional logos should be placed horizontally, from left to right, at the foot of the page.

MERCHANDISE



**SHOW YOUR SUPPORT.** You can buy blue circle pins in packs of 10 and bracelets in packs of five from the [World Diabetes Day website](#) >



# HOW TO GET INVOLVED

# HOW TO GET INVOLVED

## WE NEED YOUR HELP TO SPREAD THE WORD ABOUT DIABETES IN NOVEMBER!

World Diabetes Day is a global occasion in which people with diabetes, health professionals, diabetes advocates, media, the general public and government organisations unite in the fight against diabetes.

Your participation – both in the build-up to and following 14 November 2018 – is key to the success of the campaign and taking part can be exciting and hugely rewarding! Here are some ideas of how you can get involved:

### ORGANISE AN EVENT

Putting together an exciting event can be a great way to generate widespread interest around World Diabetes Day and engage families and members of the public, businesses and governments. You could:

- Organise **screenings for type 2 diabetes** in public places, such as National Parliaments or City Halls
- Organise a **fun group activity**. **Check this out** for inspiration! >
- Organise a **'Learn about diabetes' event** in schools
- Set up a **press conference**
- Organise a **family-themed physical activity** such as a mini sports day
- Arrange an activity at your **workplace**
- Organise and/or sponsor a local **diabetes fair**



**TOP TIP:** Invite local celebrities or members of the press to your event to generate some excitement and reach a wider audience



# YOUR 5-STEP GUIDE TO ORGANISING AN EVENT

- 1 PLAN**

Start planning what you want to do as early as possible – remember the emphasis should be on something that involves the whole family
- 2 ASSEMBLE**

Set up an organising committee
- 3 VENUE**

Find a venue – be sure to find somewhere that is family-friendly
- 4 SOCIAL**

Spread the word – e.g. through social media
- 5 SHARE**

Share your success as far and wide as possible!



Engage your local community by finding local partners to support and collaborate on the organisation of your activity. You could for example reach out to a local service club. IDF has signed a partnership with **Lions Clubs International** to help prevent diabetes and improve the quality of life for the millions affected. They may be interested in a joint activity.



### ORGANISE A DIABETES WALK

- Take steps and promote physical activity to prevent and manage diabetes.  
**Visit our Flickr album for inspiration!** >
- Join the **Global Diabetes Walk**, an initiative created by the World Diabetes Foundation in support of World Diabetes Day >



**TOP TIP:** Share your pictures on social media and with us, using the hashtag #WDD2018, so we can show the different ways that people are raising awareness of diabetes

### SHINE A LIGHT ON DIABETES, NO MATTER HOW BIG OR SMALL

- Light up a monument, local building, or even your house in blue
- Visit our **Flickr album** for inspiration! >

### SUPPORT WDD ONLINE

- Share the **key WDD messages** >
- Promote the **WDD website** >
- Promote the campaign on social media – like, share and retweet!
- Promote the campaign on your website
- Share **WDD resources** on your website or through social media >
- Take a **blue circle selfie** and share it on social media channels >
- Submit your **WDD photos** >



**TOP TIP:** Remember to use the hashtag #WDD2018 on all social media posts



1.



2.

1. Olimpiyskiy stadium, Kiev, Ukraine
2. Diabetes walk in Ethiopia

# GET INVOLVED IN OUR SOCIAL MEDIA CAMPAIGN

**GET INVOLVED** in the International Diabetes Federation's social media activity for World Diabetes Day 2018 by liking, sharing or retweeting what we do

- **October – November:** we will build momentum to World Diabetes Day with regular posts
- **Daily in November:** we will publish a stat about diabetes and the family
- **World Diabetes Day:** on November 14 we will share findings from our latest research and spread the message that 'diabetes concerns every family'

## INTERNATIONAL DIABETES FEDERATION CHANNELS

- [Facebook.com/intdiabetesfed](https://www.facebook.com/intdiabetesfed) >
- [@IntDiabetesFed \(Twitter\)](https://twitter.com/IntDiabetesFed) >
- [@intdiabetesfed \(Instagram\)](https://www.instagram.com/intdiabetesfed) >
- [#WDD2018](https://twitter.com/WDD2018) >

These channels will be sharing content for IDF members, people with diabetes, healthcare professionals, and campaign partners

### The specific call to action for these channels is to:

- Encourage governments to do more to help families with diabetes
- Spread the word about World Diabetes Day
- Encourage people to share their WDD awareness activities on our interactive events map – [www.idf.org/wdd-events](http://www.idf.org/wdd-events)

## WORLD DIABETES DAY CHANNELS

- [Facebook.com/worlddiabetesday](https://www.facebook.com/worlddiabetesday) >
- [@WDD \(Twitter\)](https://twitter.com/WDD) >
- [@worlddiabetesday.idf \(Instagram\)](https://www.instagram.com/worlddiabetesday.idf) >
- [#WDD2018](https://twitter.com/WDD2018) >

These channels will be sharing content for the general public and people who have a family member with diabetes. The focus will be on how to prevent, manage, and detect diabetes.

### The specific calls to action for these channels are to:

- Ask people if they could spot the diabetes warning signs in their family
- Direct people to the WDD website to learn more about diabetes
- Encourage people to take photos of themselves and their families using the blue circle selfie app



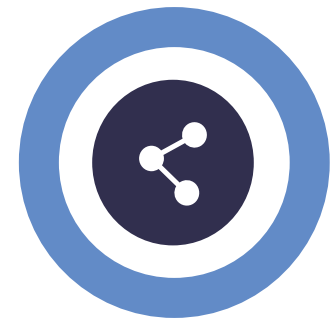
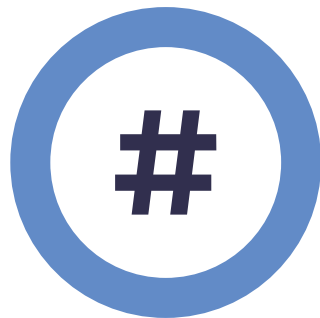


## ORGANISE YOUR OWN SOCIAL MEDIA CAMPAIGN

- 1 Plan your posts in advance**  
– with a calendar of planned posts, you'll know what to post, and when to post it
- 2 Get the theme right** – include 'diabetes concerns every family' as an overarching theme for your social posts
- 3 Use content to help your audience discover, prevent and manage diabetes** – these are the main messages for #WDD2018 >
- 4 Make the tone right for your audience** – remember that the general public needs to be educated, while people that already know about diabetes are looking for fresh content
- 5 Have a clear call to action** – make sure your audience has somewhere to go or something to do next – encourage them to take a selfie with the blue circle app or visit the WDD microsite to learn more about diabetes



- 6** **Make it visual** – share an image or video, and encourage your audience to do the same
- 7** **Use #WDD2018** – don't forget to use the hashtag to build momentum
- 8** **Have a conversation** – social media should be a conversation. Ask your followers questions and start a discussion.
- 9** **Engage with celebrities** – find a celebrity with an interest in diabetes and engage them in conversation by tagging them using the '@' function
- 10** **Share the campaign resources** – use the posters, infographics and visuals to spread the 'diabetes concerns every family' message





**TIPS FOR ENGAGING WITH WDD AND IDF ON SOCIAL MEDIA:**

Engage with us on social media and we can share your posts to increase their reach

- Use the ‘.@’ function to pull us into your: **Instagram pictures, Tweets, and Facebook posts**
- Use the **#WDD2018** hashtag



**TIPS FOR USING HASHTAGS:**

A hashtag is used to index topics by using the ‘#’ symbol before a relevant keyword or phrase – e.g. **#WDD2018**

- If you tweet with a hashtag on a public account, **anyone** who searches for that hashtag will see your tweet
- **Don't add spaces or punctuation** in a hashtag, it won't work properly
- Hashtags can be included **anywhere** in a tweet
- Be careful not to overdo it. Twitter recommends including **two hashtags per tweet.**

**EXAMPLE POSTS:**

- World Diabetes Day is 14 November. Could you spot the diabetes warning signs in your family? **#WDD2018**
- Would you know what to do for a family member with diabetes? **#WDD2018**
- Could you prevent type 2 diabetes in your family? **#WDD2018**
- World Diabetes Day is about the family this year. Retweet this post if someone in your family is living with diabetes **#WDD2018**



## WORK WITH THE PRESS TO PROMOTE WORLD DIABETES DAY

IDF will be issuing press announcements to gain coverage in the international media about World Diabetes Day

- We have carried out a research project to generate news for these
- News will be released to English-speaking international press
- If you wish to target regional press with the stories, contact us at [wdd@idf.org](mailto:wdd@idf.org) for local statistics (available for China, India, South Africa, Turkey, the UK, and the US)



Nurses in Coimbra, Portugal, celebrate World Diabetes Day



### TIPS FOR DEALING WITH PRESS:

Make sure you identify the right journalists to approach

1. Craft a compelling pitch
2. Get your facts straight
3. Get the timings right
4. Be prepared to answer questions
5. Arrange an embargo if necessary
6. Give the media visual assets
7. Arrange access to spokespeople
8. Let the diabetes concerns every family message shine through
9. Chase for coverage



## PROMOTE THE BLUE CIRCLE AS THE GLOBAL SYMBOL OF DIABETES

Since 2007, the blue circle logo has been used to raise awareness of diabetes and convey the unity of the global diabetes community. There are many ways you can help promote the symbol and raise awareness of diabetes:

- **Wear** blue for diabetes
- Wear the blue circle pin or bracelet – available to [buy here\\*](#) >
- Persuade a **Member of Parliament, celebrity, or high-profile individual in your community** to wear the blue circle pin (and don't forget to get a picture)
- Form a **human blue circle**
- Promote the **blue circle selfie app** – available to [download here\\*](#) >
- Include the **blue circle** in all of your media assets and correspondence
- **Run a competition** to see which family can promote the blue circle in the most imaginative way – get them to send in pictures and post them online



1.



2.

1. Blue circle selfie app
2. Human blue circle

# HELP SHAPE THE GLOBAL HEALTH AGENDA

Through coordinated advocacy at the local and national level, IDF is instrumental in shaping the international agenda and providing a global voice for people affected by diabetes

**IDF advocacy campaigns include:**

### CALLING FOR ACTION AT THE UN HIGH LEVEL MEETING ON NCDs 2018

Despite global political commitments, many countries are off track to meet their targets to combat diabetes and other NCDs. National governments need to understand that the time to act and protect current and future generations from the impact of diabetes is now!

Read more about IDF's campaign [here](#) >

### RAISING AWARENESS OF THE CHALLENGES OF PREVENTING AND MANAGING DIABETES IN HUMANITARIAN SETTINGS

IDF estimates that four million people living with diabetes are displaced as a result of man-made and natural disasters. In these difficult circumstances, people with diabetes often struggle to manage their condition and are at increased risk of life-threatening complications. Read more about IDF's campaign [here](#) >

Check out the **IDF advocacy tools** and resources designed to convince policy-makers to take action >

**Connect with our advocacy networks to find out how you can get involved:**

- **IDF Members**

IDF currently has over 240 national members in 168 countries. They provide an authoritative voice and enable the global advocacy and awareness efforts of IDF to be informed by the reality of local experience.

Read more about IDF Members [here](#) >

- **Blue Circle Voices**

Blue Circle Voices is an IDF network that represents the interests of people living with, or affected by, diabetes around the world. It draws on their experiences to inform the development of strategies to improve diabetes prevention, care and management.

Read more about the Blue Circle Voices [here](#) >

- **Young Leaders in Diabetes**

The IDF Young Leaders in Diabetes programme empowers young people living with diabetes to become effective advocates for themselves and others living with diabetes worldwide.

Read more about the Young Leaders in Diabetes [here](#) >



**Blue Circle Voices**



# A LOOK BACK AT 2017



# A LOOK BACK AT 2017

As you go about planning your event for 2018, here's a look back at some of the great activities that took place last year

1. Diabetes awareness walk in Nigeria
2. Blue lighting in Romania
3. Human blue circle in Mexico
4. Screening camp in India
5. Diabetes youth camp in Ghana
6. Awareness activity in Argentina

Visit our [Flickr album](#) for inspiration! >



1.



2.



3.



4.



5.



6.





# WDD OFFICIAL PARTNERS

# WDD OFFICIAL PARTNERS

Partners of the International Diabetes Federation (IDF) help make World Diabetes Day a global success by providing valuable support for many of the activities that take place around the world. IDF is pleased to have the support of the following partners for World Diabetes Day 2018.



**PLAY YOUR PART:** If you are interested in becoming a World Diabetes Day partner, please contact [partnership@idf.org](mailto:partnership@idf.org)



# ABOUT IDF

# ABOUT IDF

The International Diabetes Federation (IDF) is an umbrella organisation of over 240 national diabetes associations in 168 countries and territories. It represents the interests of the growing number of people with diabetes and those at risk and has been leading the global diabetes community since 1950.

## THE MISSION:

- Promote diabetes care, prevention and a cure worldwide
- Tackle diabetes from the local to the global level
- Influence policy by promoting the exchange of high-quality information about diabetes
- Provide education for people with diabetes and their healthcare providers

IDF is a diverse and inclusive multi-cultural network of national diabetes associations and an authoritative global voice in non-communicable diseases. IDF is associated with the Department of Public Information of the United Nations and is in official relations with the World Health Organization (WHO) and the Pan American Health Organization (PAHO).

To find out more, visit [www.idf.org](http://www.idf.org)



**240 NATIONAL DIABETES  
ASSOCIATIONS IN  
168 COUNTRIES  
AND TERRITORIES**



# DIABETES CONCERNS EVERY FAMILY

**CAMPAIGN TOOLKIT 2018**

[www.worlddiabetesday.org](http://www.worlddiabetesday.org) | [wdd@idf.org](mailto:wdd@idf.org)

**#WDD2018**

