

WOMEN AND DIABETES OUR RIGHT TO A HEALTHY FUTURE

CAMPAIGN TOOLKIT 2017

ACT TODAY TO
CHANGE TOMORROW

www.worlddiabetesday.org



International
Diabetes
Federation



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14 November

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ABOUT WORLD DIABETES DAY

World Diabetes Day was created in 1991 by IDF and the World Health Organization in response to growing concerns about the escalating health threat posed by diabetes. World Diabetes Day became an official United Nations Day in 2006 with the passage of United Nation Resolution 61/225.

WDD is the world's largest diabetes awareness campaign reaching a global audience of over 1 billion people in more than 160 countries. The campaign draws attention to issues of paramount importance to the diabetes world and keeps diabetes firmly in the public and political spotlight.

The campaign is represented by a blue circle logo that was adopted in 2007 after the passage of the UN Resolution on diabetes. The blue circle is the global symbol for diabetes awareness. It signifies the unity of the global diabetes community in response to the diabetes epidemic.



World Diabetes Day aims to:

Be the platform to promote IDF advocacy efforts throughout the year.

Be the global driver to promote the importance of taking coordinated and concerted actions to confront diabetes as a critical global health issue.



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WORLD DIABETES DAY 2017

WOMEN AND DIABETES

The World Diabetes Day 2017 campaign will promote the importance of affordable and equitable access for all women at risk for or living with diabetes to the essential diabetes medicines and technologies, self-management education and information they require to achieve optimal diabetes outcomes and strengthen their capacity to prevent type 2 diabetes.

There are currently over **199 million women living with diabetes and this total is projected to increase to 313 million by 2040**. Gender roles and power dynamics influence vulnerability to diabetes, affect access to health services and health seeking behavior for women, and amplify the impact of diabetes on women.

Diabetes is the ninth **leading cause of death in women globally, causing 2.1 million deaths each year**. As a result of socioeconomic conditions, girls and women with diabetes experience barriers in accessing cost-effective diabetes prevention, early detection, diagnosis, treatment and care, particularly in developing countries. Socioeconomic inequalities expose women to the main risk factors of diabetes, including poor diet and nutrition, physical inactivity, tobacco consumption and harmful use of alcohol.



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Two out of every five women with diabetes are of reproductive age, accounting for over 60 million women worldwide. **Women with diabetes have more difficulty conceiving and may have poor pregnancy outcomes.** Without pre-conception planning, type 1 and type 2 diabetes can result in a significantly higher risk of maternal and child mortality and morbidity.

Approximately **one in seven births is affected by gestational diabetes (GDM)**, a severe and neglected threat to maternal and child health. Many women with GDM experience pregnancy related complications including high blood pressure, large birth weight babies and obstructed labour. A significant number of women with GDM also go on to develop type 2 diabetes resulting in further healthcare complications and costs.

Stigmatisation and discrimination faced by people with diabetes are particularly pronounced for **girls and women, who carry a double burden of discrimination because of their health status and the inequalities perpetrated in male dominated societies.** These inequalities can discourage girls and women from seeking diagnosis and treatment, preventing them from achieving positive health outcomes.

VISIT WWW.WORLDDIABETESDAY.ORG



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1 in 10 women are living with diabetes.
Many do not have access to education, treatment and care.

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1 in 7 births is affected by gestational diabetes.

Protect the health of mother and child by improving access to screening, care and education.

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KEY MESSAGES

ALL WOMEN WITH DIABETES REQUIRE AFFORDABLE AND EQUITABLE ACCESS TO CARE AND EDUCATION TO BETTER MANAGE THEIR DIABETES AND IMPROVE THEIR HEALTH OUTCOMES

There are currently over **199 million** women living with diabetes. This total is projected to increase to **313 million** by 2040



2 out of 5 women with diabetes are in reproductive age



Diabetes is the **ninth leading cause of death** in women globally, causing **2.1 million deaths per year**



Women with type 2 diabetes are almost **ten times more likely** to have coronary **heart disease** than women without the condition



Women with type 1 diabetes have **an increased risk** of early **miscarriage** or having a **baby with malformations**

What needs to be done:

- Health systems must pay adequate attention to the specific needs and priorities of women.
- All women with diabetes should have access to the essential diabetes medicines and technologies, self-management education and information they need to achieve optimal diabetes outcomes.
- All women with diabetes should have access to pre-conception planning services to reduce risk during pregnancy.
- All women and girls should have access to physical activity to improve their health outcomes.



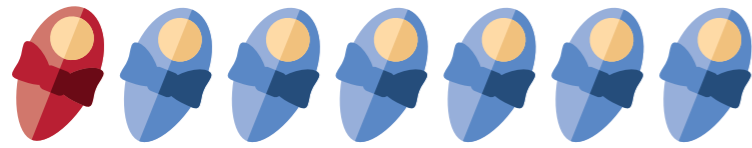
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PREGNANT WOMEN REQUIRE IMPROVED ACCESS TO SCREENING, CARE AND EDUCATION TO ACHIEVE POSITIVE HEALTH OUTCOMES FOR MOTHER AND CHILD



1 in 7 births is affected by **gestational diabetes (GDM)**



Half of all cases of hyperglycaemia in pregnancy **occur in women under the age of 30**



The vast majority of cases of hyperglycaemia in pregnancy were in **low- and middle-income countries**, where access to maternal care is often limited

Approximately **half of women** with a history of GDM **go on to develop type 2 diabetes** within five to ten years after delivery



IDF estimates that **20.9 million** or **16.2% of live births** to women in 2015 had some form of hyperglycaemia in pregnancy



What needs to be done:

- Type 2 diabetes prevention strategies must focus on maternal health and nutrition and other health behaviours before and during pregnancy, as well as infant and early childhood nutrition.
- Antenatal care visits during pregnancy must be optimised for health promotion in young women and early detection of diabetes and GDM.
- Screening for diabetes and GDM should be integrated into other maternal health interventions and services at primary healthcare level to ensure early detection, better care for women and reduced maternal mortality.
- Healthcare workers should be trained in the identification, treatment, management and follow up of diabetes during pregnancy.



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WOMEN AND GIRLS ARE KEY AGENTS IN THE ADOPTION OF HEALTHY LIFESTYLES TO IMPROVE THE HEALTH AND WELLBEING OF FUTURE GENERATIONS

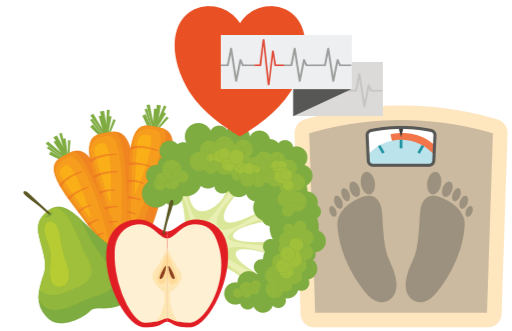
Up to **70%** of cases of **type 2 diabetes** could **be prevented** through the adoption of a healthy lifestyle



Women, as **mothers**, have a huge **influence** over the **long-term health status** of their children



Women are the gatekeepers of household nutrition and lifestyle habits and therefore have the potential to **drive prevention** from the household and beyond



70% of **premature deaths** among adults are largely due to **behaviour** initiated during **adolescence**

Research has shown that when **mothers** are granted **greater control over resources**, they allocate **more** to **food**, **children's health** and **nutrition**, and **education**

What needs to be done:

- Women and girls should be empowered with easy and equitable access to knowledge and resources to strengthen their capacity to prevent type 2 diabetes in their families and better safeguard their own health.
- Promoting opportunities for physical exercise in adolescent girls, particularly in developing countries, must be a priority for diabetes prevention.



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DIABETES FACTS & FIGURES

1 in 11 adults have diabetes



By 2040 **1 in 10** adults will have **diabetes**



46.5% of adults with diabetes are **undiagnosed**

12% of global expenditure is spent on **diabetes**



1 in 7 births is affected by gestational diabetes

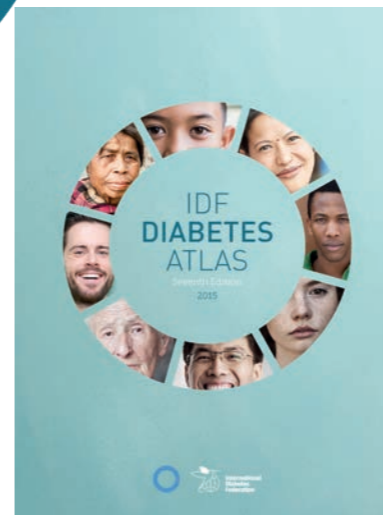
Three quarters of people with diabetes live in low and middle income countries



542,000 children have type 1 diabetes



Every **6 seconds** a person dies from **diabetes**



The IDF Diabetes Atlas, seventh edition 2015 provides the latest figures, information and projections on the current and future magnitude of the diabetes epidemic.

VISIT WWW.DIABETESATLAS.ORG

RESOURCES

A SELECTION OF MATERIALS IS AVAILABLE FOR USE IN AWARENESS ACTIVITIES TO PROMOTE WORLD DIABETES DAY AND THE 2017 CAMPAIGN

If you are interested in translating or reproducing any of the WDD 2017 materials, please contact wdd@idf.org



LOGO

The World Diabetes Day logo is the blue circle – the global symbol for diabetes. The logo is available for download multiple languages. Download the logo [here](#).

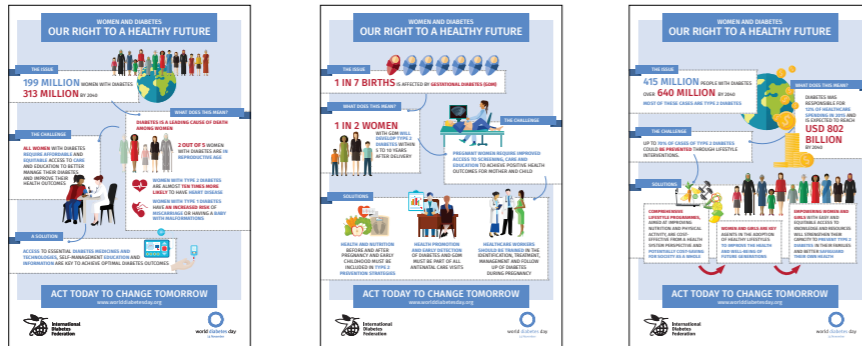
Written permission must be obtained from the International Diabetes Federation prior to publication. All requests should be addressed to wdd@idf.org



POSTERS

Available for download in English, French and Spanish from [here](#).

A source template is available on request from wdd@idf.org to adapt the posters in other languages.



INFOGRAPHICS

A series of infographics are available for download, providing general information on diabetes, its complications, the importance of screening to help prevent or delay type 2 diabetes and the women and diabetes themes. The infographics can be downloaded in English, French and Spanish from [here](#).

A source template is available on request from wdd@idf.org to adapt the posters in other languages.



VISUALS

A selection of WDD visuals in English, French and Spanish is available for use on social media (Facebook, Twitter, LinkedIn). Download the visuals [here](#).

A source template is available on request from wdd@idf.org to adapt the visuals in other languages.



WEB BANNERS

Campaign banners can be downloaded for use on your website. The banners are available in English, French and Spanish from [here](#).

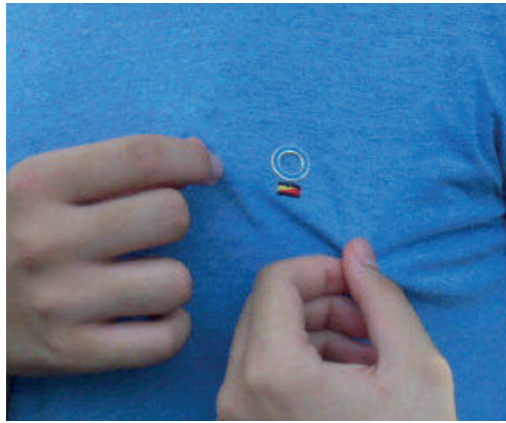
A source template is available on request from wdd@idf.org to adapt the banners in other languages.



EMAIL TEMPLATE

An email template is available to develop a custom alert and newsletter to promote World Diabetes Day 2017. The template is available on request from wdd@idf.org.





MERCHANDIZE

Blue circle pins and bracelets are available to purchase for use in World Diabetes Day awareness activities. They can be purchased in packs of 10 and 5 respectively [here](#).

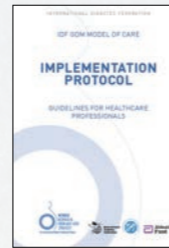


BLUE CIRCLE SELFIE APP

Download the blue circle app, take photos and share them online! Help increase awareness of the blue circle as the global symbol for diabetes. Available from [here](#).

OTHER IDF MATERIALS

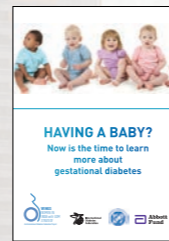
Below is a list of IDF publications and website links related to the WDD 2017 theme.



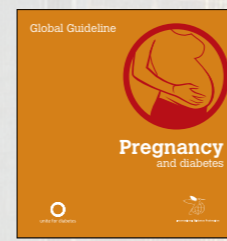
[IDF GDM Model of Care](#)



[Management of Gestational Diabetes in the community](#)



[Having a baby? Now is the time to learn about gestational diabetes](#)



[Global Guidelines Pregnancy and Diabetes](#)



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GET INVOLVED

TAKING PART IN WORLD DIABETES DAY CAN BE EXCITING!

World Diabetes Day is an excellent occasion in which people with diabetes, health professionals, diabetes advocates, media, the general public and governments unite in the fight against diabetes.

Your participation is key to the success of the campaign. Here are some ideas on how you can get involved:

PROMOTE THE BLUE CIRCLE AS THE GLOBAL SYMBOL OF DIABETES

- Wear blue for diabetes
- Wear the blue circle pin
- Form a human blue circle
- Promote the blue circle selfie app
- Pin a Member of Parliament



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ADVOCATE

- Advocate at regional, national and international level to make diabetes a priority on health and development agendas
- Lead a public health campaign to motivate people to get screened for type 2 diabetes and diabetes complications
- Call on decision-makers in your region to promote healthy environments and nutrition in order to help prevent type 2 diabetes
- Ask your government to adopt legislation and policies to make healthy food more affordable and accessible
- Hold a roundtable, bringing together key stakeholders from diabetes and NCD organisations, governmental agencies, academic institutions and industry to exchange knowledge and share good example in tackling diabetes epidemic
- Inspire a multi-stakeholder approach to diabetes by liaising with governments, private sector, industry groups, research organisations and allied health professionals



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ORGANISE AN EVENT

- Organize activities for women promoting healthy living and prevention of type 2 diabetes
- Organize activities around the importance of screening for gestational diabetes.
- Organise a flashmob
- Organise and/or sponsor a diabetes fair
- Organise a 'Learn about diabetes' event in schools
- Organise a screening for type 2 diabetes in public places, including National Parliaments or City Halls
- Organise a press conference
- Organise a physical activity or sports event
- Organise an activity at your workplace

LIGHT A MONUMENT OR BUILDING IN BLUE

- See images for inspiration in our [flickr album](#).

INVITE LOCAL CELEBRITIES TO SUPPORT WDD

- Invite local celebrities to support WDD and attract media attention

GET THE LOCAL MEDIA INVOLVED

- Reach out to local and national media for diabetes coverage
- Tell us about WDD media coverage in your area via wdd@idf.org

TRANSLATE AND DISSEMINATE THE WDD CAMPAIGN MATERIALS

- Access all WDD resources [here](#).



FOLLOW WORLD DIABETES DAY ON SOCIAL MEDIA

- Join us on [Facebook](#)
- Follow us [on Twitter](#) and create your own #WDD Tweet or share our messaging
- Join the conversation on IDF's [LinkedIn profile](#)
- Share and post WDD videos on [YouTube](#)



SUPPORT WDD ONLINE

- Share WDD key messages
- Promote WDD website
- Promote the campaign on social media – like, share and retweet
- Promote the campaign on your website
- Share WDD posters and infographics
- Share WDD visuals on social media channels
- Use the WDD headers on social media channels
- Take a blue circle selfie and share it on social media channels
- Submit your WDD photos

The official hashtag of the campaign is #WDD

WDD-related hashtags:

**#Diabetes #WomenandDiabetes #GestationalDiabetes
#Empowerwomen #Diabetesawareness #T1D #T2D
#Bluecircle**

 **Twitter handle: @WDD**



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PROMOTE YOUR WDD ACTIVITIES

The World Diabetes Day events map offers the opportunity to share your WDD activities with the campaign's global audience and to find out what is happening in your area. Submitting your event is an easy way to tell the world what you and the entire diabetes community are doing to raise diabetes awareness and support people living with diabetes.

Upload your activities [here](#).

SHARE YOUR ACTIVITY PICTURES

Once your activity has taken place, make sure to share your pictures with us so that we can show how the 170 countries represented by IDF and the wider diabetes community are united in raising awareness and improving the lives of people living with diabetes.

You will be able to share your pictures with us on www.worlddiabetesday.org in November.



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#RIGHT TO HEALTH: A CALL TO ACTION FOR WDD

In September 2011 the UN convened the first High-Level Meeting on NCDs. The outcome was the UN Political Declaration on prevention and control of NCDs, containing 22 action based commitments for the NCD response. In 2014, a UN Review and Assessment took place and new commitments accelerating action were made. By the end of 2017, the UN Secretary-General will have to submit a progress report based on what has been achieved from the 2011 and 2014 commitments. Discussion on progress achieved and priorities to achieve the 2025 targets will take place at the second UN Review on NCDs, currently scheduled for September 2018.

World Diabetes Day is a powerful tool that brings the global diabetes community together. IDF members have a key role in making the campaign a success every year organizing activities around the campaign theme and raising awareness of diabetes.



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The aims and objectives of the WDD 2017 campaign support the WHO voluntary targets on 0% increase in diabetes prevalence and 80% access to essential diabetes care by 2025, included in the Global Monitoring Framework on NCDs and the target under Goal 3 of the Sustainable Development Goals, which aims to reduce by 2030 one third premature mortality from non-communicable diseases through prevention and treatment.

World Diabetes Day serves as a vehicle to deliver key advocacy information and request recognition and renewal of commitments that governments have agreed to.

A letter will be sent to all IDF Members, who will be requested to tailor it with information from their own country, deliver the document to their national governments and take an active role in obtaining government recognition and renewal of commitments by signing the letter.

All representatives of the global diabetes community are invited to support the efforts of IDF Members by promoting the initiative through their communication channels.

A WDD stakeholder event will be organized on November 14 to update on progress towards achieving a renewal of commitment by national governments.

Follow and support #Right2Health on social media.



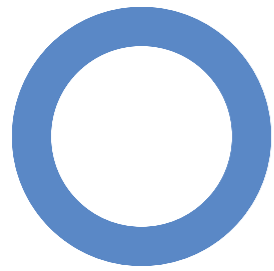
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Official Partner World Diabetes Day 2017

Partners of the International Diabetes Federation help make World Diabetes Day a global success by providing valuable support for many of the activities taking place around the world. IDF is pleased to have the support of the following partners for World Diabetes Day 2017:



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International Diabetes Federation

The International Diabetes Federation (IDF) is an umbrella organisation of over 230 national diabetes associations in 170 countries and territories. It represents the interests of the growing number of people with diabetes and those at risk. The Federation has been leading the global diabetes community since 1950.

IDF is a diverse and inclusive multi-cultural network of national diabetes associations and an authoritative global voice in non-communicable diseases.

The Federation's activities aim to influence policy, increase public awareness and encourage health improvement, promote the exchange of high-quality information about diabetes, and provide education for people with diabetes and their healthcare providers. 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).

VISIT WWW.IDF.ORG

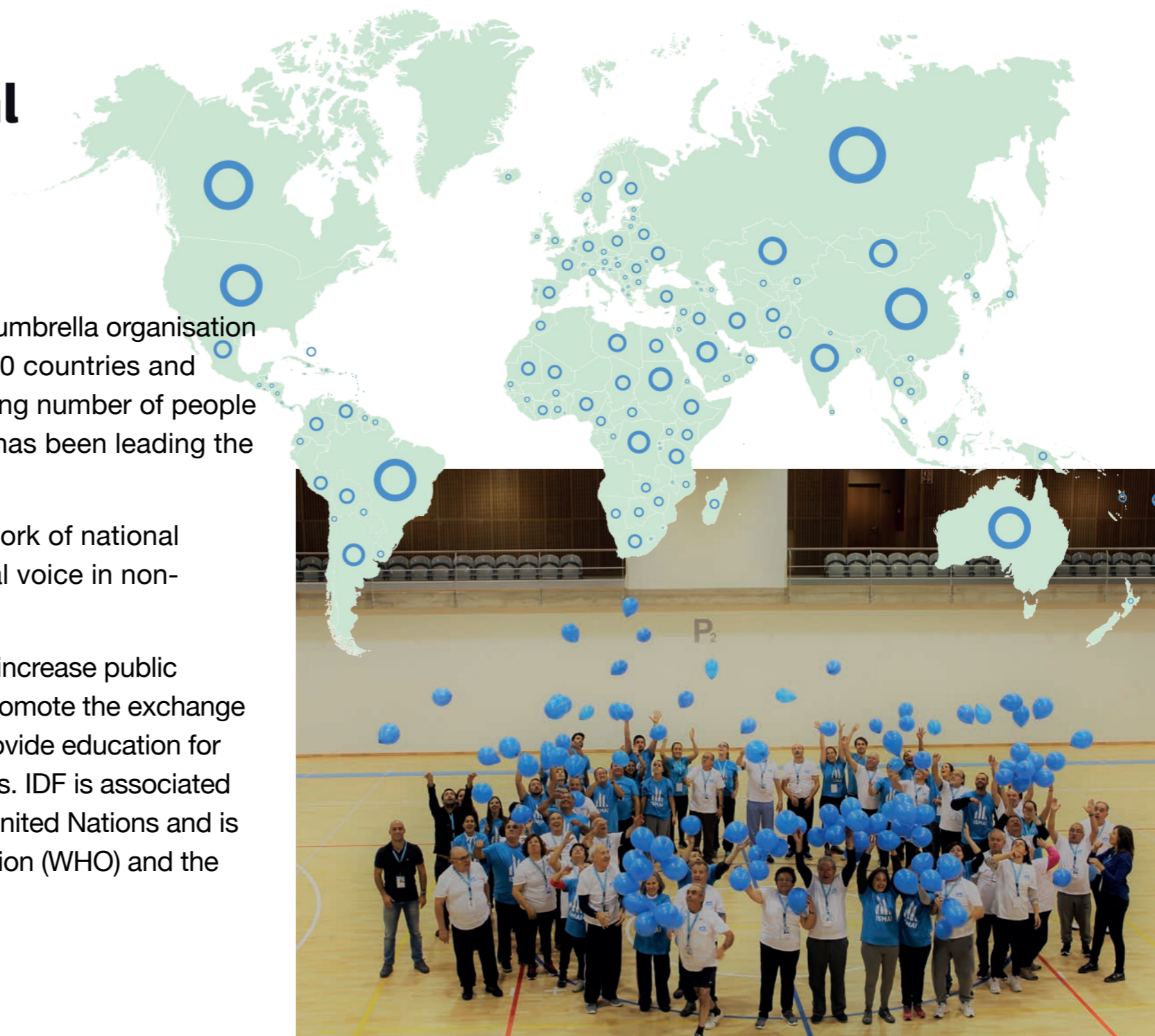


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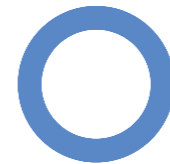
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