

World Diabetes Day & Diabetes Awareness Month 2019

DIABETES: PROTECT YOUR FAMILY



SPEAKER

Lorenzo Piemonte

IDF Communications Manager



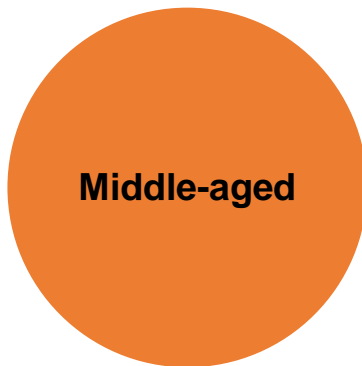
Theme & messaging

THEME & FOCUS

Theme: Diabetes and the family

Message: Diabetes: protect your family

PREVENTION



MANAGEMENT

Underpinned by new IDF Diabetes Atlas data

WHY THESE AUDIENCES?

Young adults

- Lack of understanding
- People don't know how to help
- Born into a poor lifestyle
- Communication issues
- Potential stigma

Middle-aged

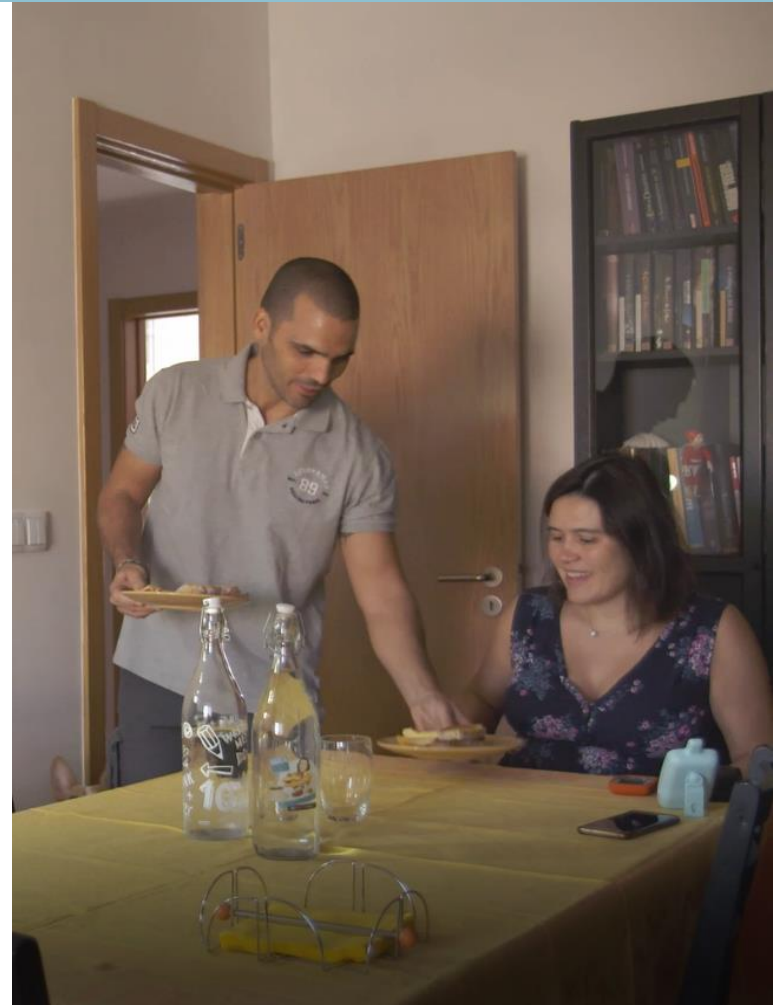
- Highest risk
- Most productive age group (highest loss to society)
- Responsible for care across generations

Elderly

- Reflective (what would I have done differently)
- Communications issues (diabetes not taken seriously)
- Self-care can be difficult
- Living with multiple complications/conditions

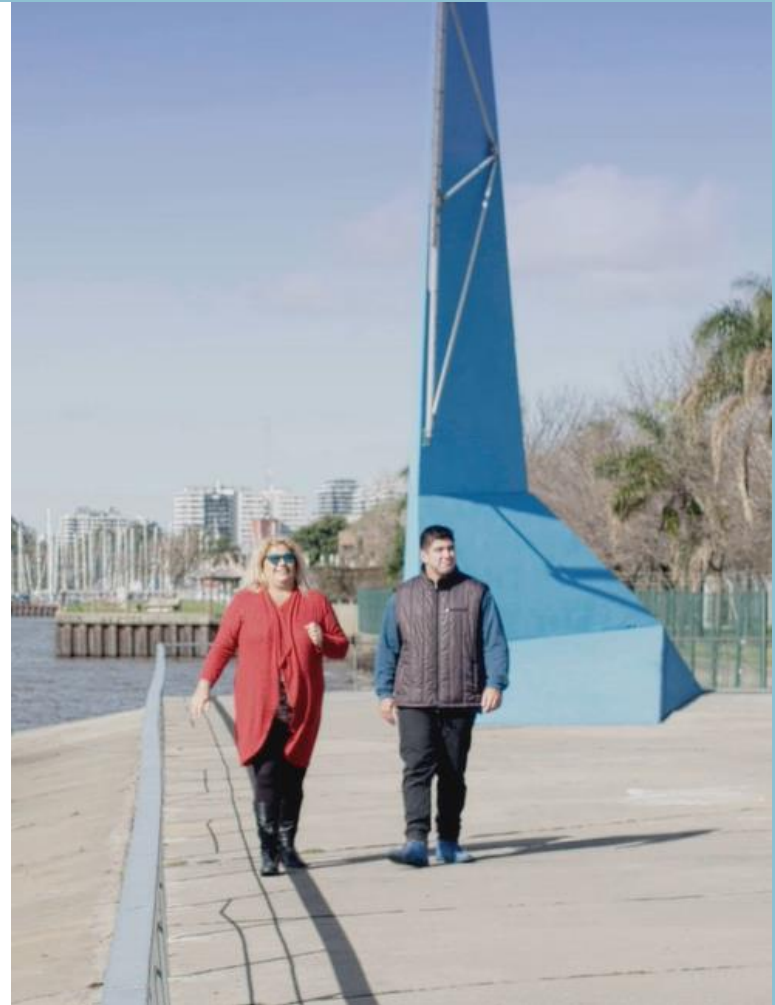
KEY MESSAGES

- 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

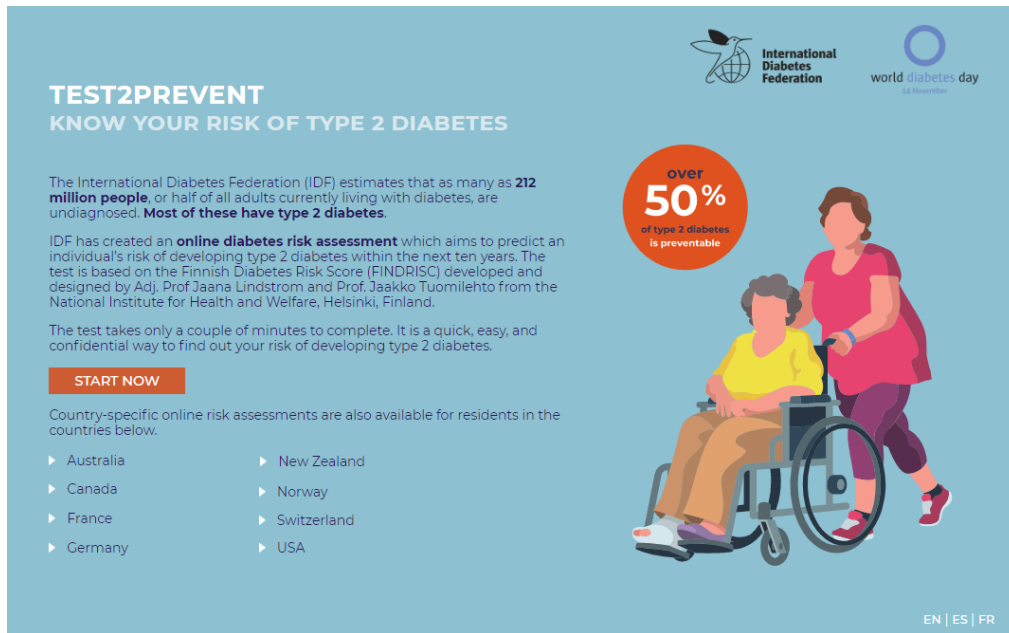
**Selected based on the findings of the IDF Diabetes Atlas 9th Edition, to be published on 14 November 2019.*



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



The graphic features a light blue background with the International Diabetes Federation logo (a globe with a leaf) and the text 'International Diabetes Federation' in the top right. To its right is the 'world diabetes day' logo with a blue circle and the text '14 November'. The main title 'TEST2PREVENT' is in large, bold, white letters, followed by the subtitle 'KNOW YOUR RISK OF TYPE 2 DIABETES' in smaller white letters. Below this, a paragraph states: 'The International Diabetes Federation (IDF) estimates that as many as **212 million people**, or half of all adults currently living with diabetes, are undiagnosed. **Most of these have type 2 diabetes.**' A second paragraph explains: 'IDF has created an **online diabetes risk assessment** which aims to predict an individual's risk of developing type 2 diabetes within the next ten years. The test is based on the Finnish Diabetes Risk Score (FINDRISC) developed and designed by Adj. Prof Jaana Lindstrom and Prof. Jaakko Tuomilehto from the National Institute for Health and Welfare, Helsinki, Finland.' A third paragraph notes: 'The test takes only a couple of minutes to complete. It is a quick, easy, and confidential way to find out your risk of developing type 2 diabetes.' An orange button with the text 'START NOW' is positioned below the text. To the right of the text is an illustration of an elderly woman in a wheelchair being pushed by a younger woman. An orange circular callout bubble contains the text 'over 50% of type 2 diabetes is preventable'. At the bottom right, the text 'EN | ES | FR' is visible.

TEST2PREVENT
KNOW YOUR RISK OF TYPE 2 DIABETES

The International Diabetes Federation (IDF) estimates that as many as **212 million people**, or half of all adults currently living with diabetes, are undiagnosed. **Most of these have type 2 diabetes.**

IDF has created an **online diabetes risk assessment** which aims to predict an individual's risk of developing type 2 diabetes within the next ten years. The test is based on the Finnish Diabetes Risk Score (FINDRISC) developed and designed by Adj. Prof Jaana Lindstrom and Prof. Jaakko Tuomilehto from the National Institute for Health and Welfare, Helsinki, Finland.

The test takes only a couple of minutes to complete. It is a quick, easy, and confidential way to find out your risk of developing type 2 diabetes.

START NOW

Country-specific online risk assessments are also available for residents in the countries below.

- ▶ Australia
- ▶ Canada
- ▶ France
- ▶ Germany
- ▶ New Zealand
- ▶ Norway
- ▶ Switzerland
- ▶ USA

over **50%** of type 2 diabetes is preventable

EN | ES | FR

Visual identity & Deliverables



International
Diabetes
Federation



world diabetes day
14 November

DIABETES: PROTECT YOUR FAMILY



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

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DIABETES: PROTECT YOUR FAMILY



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

every
8
seconds
someone dies
from diabetes



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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

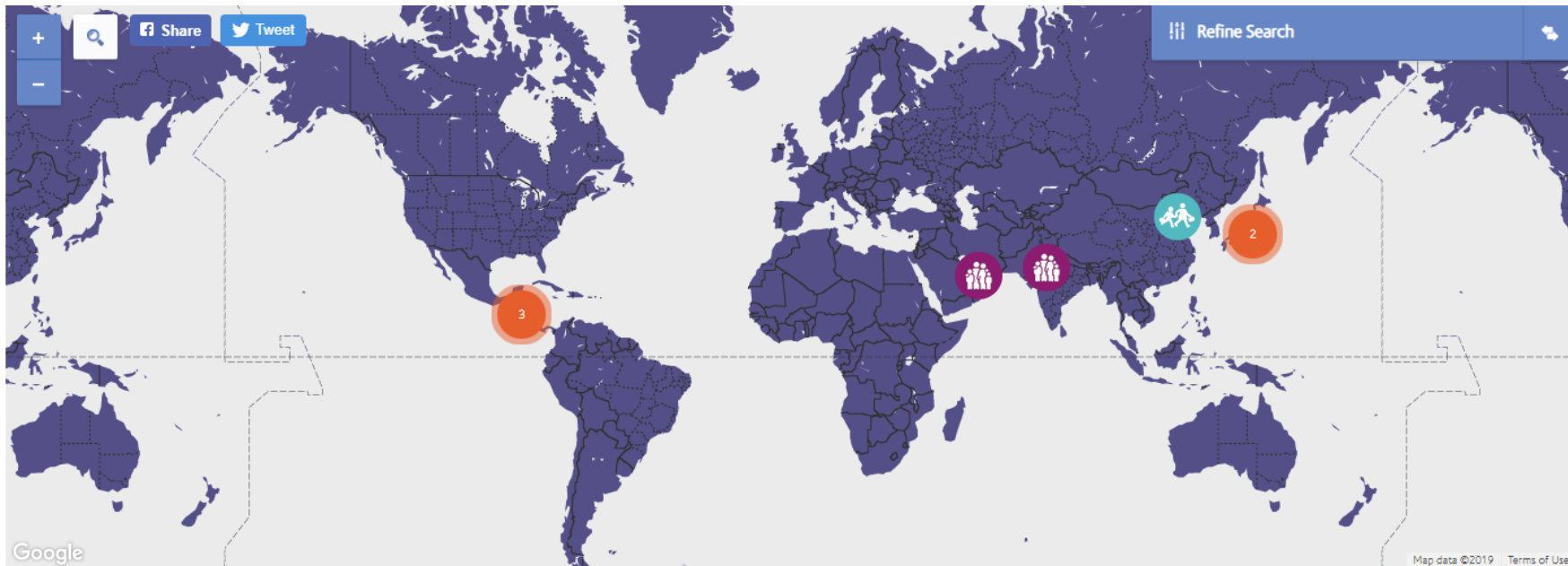


Get involved

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





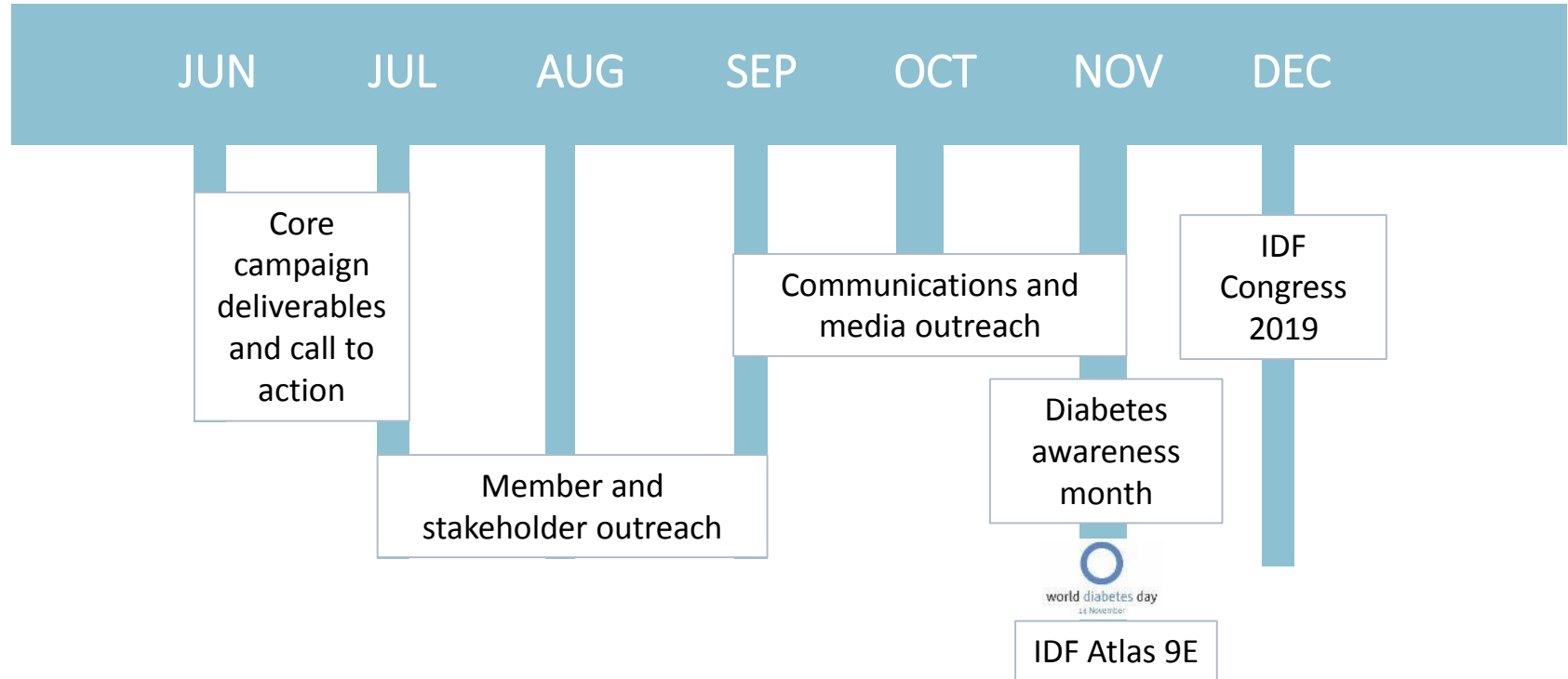
WDD 2019 around the world
8 events in 7 countries

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



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

You have two weeks to complete it!

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