



International
Diabetes Federation
Europe

YOURAH



IDF Europe
Youth Leadership Camp
Poland

2022 REPORT

We thank our partners for their support

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The IDF Europe Youth Leadership Camp is one of the pillars of IDF Europe activities. Supporting the development of advocacy skills of the youth, encouraging the sharing of knowledge and co-creation of successful activities are core priorities for IDF Europe. Engaged youth are role models for their peers today and will be even better positioned to be effective advocates and influencers as they progress in their professional lives and civic engagement. The Leadership Camp's long-term objective is to empower youth to engage in policy and advocacy-related activities by inspiring them through examples of positive leadership, and to strengthen a strong and active pan European network of young advocates for diabetes.

Between 2011 and 2019, IDF Europe organised annual Youth Leadership Camps (YLC) all over Europe from Turkey through the Czech Republic to Cyprus. Reflecting the health situation over the past two years with the COVID-19 pandemic, IDF Europe adapted to the new reality and created an **online-based leadership training programme**, the



Youth Leadership Lab (YLL), which acted as a replacement for in person camps whilst restrictions for such gatherings remained during 2020 and 2021. Pivoting to an online alternative enabled **continuity** of contact with the young leaders, and helped to **inspire, maintain** and **promote** their advocacy work. We were particularly proud of our agility as an organisation to move quickly and deliver the virtual camps. We have seen they served as a vital link and allowed continuity of engagement with the young advocates, maintaining and supporting their links with their local associations, IDF Europe, their peers and the diabetes community as a whole. This enabled IDF Europe to keep engaging with the youth from our national diabetes associations during these hard times. Knowing how important these connections are, we were incredibly excited to be able to plan and run an in-person event this year, with the added benefits of marrying virtual presentations into our real-life event, enabling us to engage the very best speakers from across the globe, with some joining virtually, and others in person.



This year's IDF Europe Youth Leadership Camp was co-hosted by the **national Polish Diabetes Association** and by the **Polish Diabetes Association of Złotoryja** on 10–16 July in Krotoszyce, with the generous support of **Eli Lilly, Medtronic** and **Fend**. The collaboration between all the stakeholders in staging the event reflected the passion and determination to stage a truly memorable return to YLC in person events, and we are immensely grateful to our partners for all their support.



POLSKIE STOWARZYSZENIE DIABETYKÓW

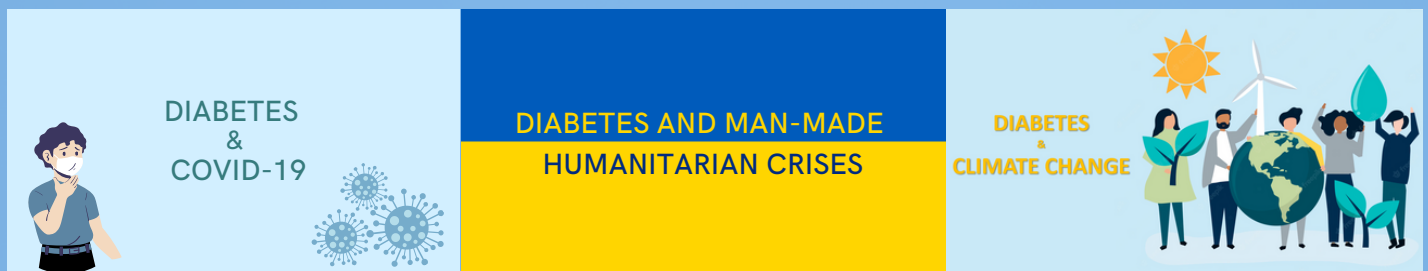
We are proud of the diversity of our 22 participants representing 15 countries of our member associations across Europe from Azerbaijan, Bosnia, Croatia, Czech Republic, Germany, Ireland, Italy, Moldova, Poland, Portugal, Romania, Serbia, to Slovakia and Ukraine. Participants from France and Uzbekistan also attended the online sessions.





With the ongoing war in Ukraine, and in the aftermath of the pandemic, this year's YLC reflected the current global backdrop against which the camp was run. The chosen overall theme of the meeting was **Diabetes and Humanitarian crises**, which were subdivided into the following categories:

- Diabetes and COVID-19
- Diabetes and Man-Made Humanitarian Crisis
- Diabetes and Natural Disasters/Climate Change



The Youth Leadership Camp is designed to be a space for co-creation and collaborative thinking that alternates between educational sessions, social interaction, and physical activity sessions. With a strong focus on 'learning-by-doing' and input from both expert guest speakers and fellow youth participants, the aim is to motivate young leaders to advocate for better care, education and quality of life and to create projects that will have a positive impact on local, national and European diabetes communities.

IDF Europe Chair Dr. Niti Pall opened the one-week YLC camp by welcoming all participants. She presented IDF Europe's core mission, activities and priorities and highlighted the key role of the youth within the organisation. Anna Śliwińska, President of the Polish Diabetes Association, briefly presented the history and geographical coverage of her association across its 330 local branches and shared an overview of the current diabetes situation in Poland including prevention strategies, challenges and upcoming legislations. Monika Kaczmarek, President of the local branch of Złotyryja, also welcomed the participants. These presentations served to introduce the participants to their new home for the week, and give them an insight into challenges that may be different from their prior experiences, encouraging them to examine and interrogate their previously accepted "norms" in their territories.





Building on the experience of previous years, a series of presentations and workshops were organised addressing topics aligned with IDF Europe's advocacy and communication priorities, to help participants understand the work carried out by IDF Europe and to build bridges with the youth advocates for future work. Each of the workshops was designed to be highly interactive, with breakout sessions, brainstorming in small groups and group reporting.



This first day included an inspirational talk from Dr Niti Pall and her son, Jaivir Pall, a successful young entrepreneur and active diabetes advocate. They are both driven by their personal and professional experience. Their family story is the cornerstone of their advocacy work. Their journey is an inspiration for those who want to engage and improve the life of people with diabetes. Jaivir's passion is to develop technological solutions to meet the world's unmet needs, including the field of diabetes. As an IDF Europe YLC Alumnus, Jaivir stressed the importance of sharing and exchanging ideas between the fellow YLL participants. For him, it has led to friendships and connections in the diabetes community that will last a lifetime.



There are a variety of circumstances in which youth may choose to share their story. Whether their motivation to share their story is to advocate for themselves or for their community, they need to be equipped with communication and storytelling skills to effectively deliver their message to the right stakeholders. Several sessions of the Youth Leadership Camp thus focused on various aspects of these skills and on some specific communication tools. These were perceived by the participants to be very useful in improving communication and presentation skills.



As highlighted by all speakers, every individual has a unique set of skills and abilities. As a young advocate, it is important to understand these strengths and to identify areas that need to be developed further. Advocacy is a constant process of learning and understanding.

Weronika Burkot led the session on **communication and personas** on the second day of the camp. The session focused on defining specific target audiences for whom to create content because "if you create content for everyone, you create content for no one". Creating personas would allow the delivery of a targeted message that would foster engagement in the recipient. Helping the participants to understand the importance of knowing their audience was the catalyst for fruitful discussion on how best to hone their skills and deliver nuanced content, tailored to the audiences that they may be faced with in the future.



Gonzalo Lago, EMEA Digital Marketing Supervisor, and Paco Orengo, EMEA Social Marketing Specialist, from MEDTRONIC led an interactive session on **social media strategies and storytelling**. After explaining the typical 10 steps journey in creating a social media campaign with the aim of creating insightful, original and emotional content, the five storytelling styles were presented. The participants then had to create an original story reflecting one of the storytelling styles. This session was repeatedly singled out for praise from the attendees, and the quality of the interactions between the participants and Gonzalo and Paco cannot be overestimated.



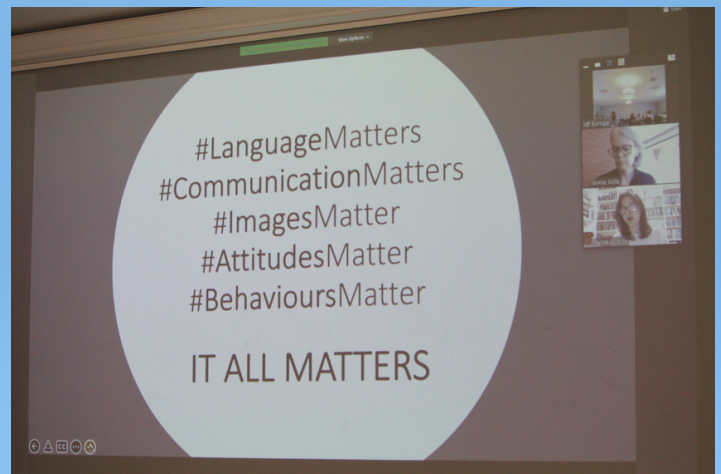


Cristina Petrut
Psychologist
Romania

Cristina Petrut, with her background in psychology, led the session on **presentation styles**. She explained the different types of presentation styles with its consequences and stressed on the importance of nonverbal cues such as body movements, posture and eye contact. The participants were then asked to implement the learnings from this presentation during their personal and group presentations.

The week's guest speakers concluded on the final morning with a virtual session from Australia, delivered by diabetes advocate and activist Renza Scibilia. Renza has been an instrumental part of the establishment of the hugely influential **#NothingAboutUsWithoutUs** and **#LanguageMatters** movements which boast global reach, and continue to

influence the narratives surrounding diabetes, and challenge widely held stereotypes. During this popular session, the participants were challenged to consider how the **language they use has the power to promote change and tackle discrimination**. They were asked to consider whether the work they undertake uplifts the entire diabetes community, or if it adds to stigma for some members. There was much for the YLC to consider and reflect upon.



Several sessions of the YLL camp focused on the ongoing war in Ukraine. As a basis of the humanitarian principle, we at IDF Europe felt it was important that everyone involved in health advocacy has a responsibility to ensure all those affected by humanitarian crises receive the assistance and care which they are entitled to. People living with diabetes experience additional impacts during such crises as access to care, insulin, strips, glucometers and other medications is often jeopardised and unreliable. Highlighting these challenges, and discovering different ways to empower people through advocacy was, at times, difficult to absorb.



The magnitude of the challenges faced by people living in such vulnerable situations made some uneasy about the juxtaposition of this content and some content discussing aspects of more privileged regions and their challenges to accessing best practise healthcare, medications and devices. As none of these situations exist in a vacuum, it was important that all were addressed, spreading greater understanding of needs and challenges faced by people living with and around diabetes across Europe.

Dr. Iryna Vlasenko, Vice-President of the International Diabetes Federation gave a presentation on diabetes care in disaster times with the case of Ukraine. This session focused on the situation faced by PwD in Ukraine since the invasion on February 24, 2022. Almost half the pharmacies in Ukraine had to shut their doors due to the lack of supplies. Access to care became extremely complicated

as many endocrinologists, diabetologists and health care providers fled from the conflict zones. Dr. Vlasenko together with IDF, IDF Europe and other major international organisations such as Direct Relief came together to determine the needs on the ground and to coordinate and deliver humanitarian aid. Currently, the situation in terms of insulin supply is relatively stable but access to care and access to test strips remain an urgent issue. The situation in Ukrainian occupied territories is alarming. The long-term consequences of this war on PwD will be an increase in the number of diabetes cases and a sharp increase of complications due to the lack of adequate care.

Elisabeth Dupont, IDF Europe Regional Manager, presented the connect solidarity platform www.connectsolidarity.eu that was created to stand with Ukraine and urged participants to help gather the necessary information for the platform. IDF Europe took on the coordination role by gathering information from its member associations inside and outside of Ukraine to create this platform where Ukrainian refugees can access crucial information on how to access diabetes care. Several sections on this platform allow access to useful basic information for people at need.



DIABETES CARE IN DISASTER

Dr. Iryna Vlasenko PhD pharmacy, Associate professor
Vice-President International Diabetes Federation

Member of the European Medicine Agency (EMA) Working Party with Patients and Consumers.
Member (Representative PCWP EMA) Steering Group of the European Network of Centres for Pharmacoepidemiology and Pharmacovigilance



Pierluca Arietti, Lilly Diabetes Corporate Affairs, Associate Director, gave an online presentation on the topic of **Corporate Social Responsibility**. Through his presentation, Pierluca's passion for the work he does was clear for all to see. Centred on the social outreach work and collaborations that Lilly has engaged in, it highlighted the ways in which pharma engages with the community.

Reflecting on how far medicine has travelled in the past 100 years, the participants were also told of the inequalities that still exist today, not only in places of humanitarian crises, but also in other resource limited countries. Lilly supports the Life for a Child foundation, which aims to ensure children and young people will never be denied access to insulin, test strips and healthcare because they are unable to afford it. In his closing remarks, Pierluca talked about the longstanding partnership and its benefit with IDF Europe through collaboration in areas such as advocacy and the youth. He provided the participants with lots to think about, addressing them as the leaders of tomorrow, challenging them to not set any limits to where their advocacy will take them.



One of the most successful sessions of the programme was the "**taboo session**". As in previous years, it was moderated by Cristina Petrut, a clinical psychologist living with diabetes. Cristina was able to create a safe environment for participants to freely discuss '**things that only people with diabetes would understand**' without judgment. This event brought the participants even closer and contributed to strengthening the "**community feeling**" that is unique to YLC/YLL participants. Again, in the feedback from the participants, this session was repeatedly mentioned and highlighted as being one of tremendous value to the attendees. Instilling confidence in tomorrow's leaders, it enabled many to raise issues they may not have previously addressed.



The participants' presentations were also one of the highlights of the Youth Leadership Camp. Prior to the camp, participants were asked to prepare a presentation to briefly introduce themselves, give an overview of the incidence of diabetes in their own country and resources available for treatment, describe activities of their diabetes association, their own involvement and further plans as diabetes advocates. The exchange of experience and information allowed participants to learn about the very unequal situation concerning diabetes in Europe and fostered ambition to engage in advocacy to change the situation in their own country for issues such as access and reimbursement of diabetes technologies.



The participants had time allocated every day for their project management group work on one of the sub themes of the YLC. This group work was initiated prior to the camp through an online workshop on June 25 where the participants came together for a first interactive and fruitful brainstorming session. The participants were asked to create a project they would be able to implement with the help of IDF Europe in the future. The presentations were centred on practical questions such as the objective, the target audience, the dissemination, the feedback loop etc. The participants had managed to take on the learnings of the communication sessions of the YLC and implemented it during their presentations by using personas and storytelling styles. The group working on COVID-19 came up with a project consisting of an online platform which will facilitate peer support to enhance patient empowerment and reduce isolation. The group working on Diabetes and Climate change aims to increase awareness on the consequences of climate change on PwD by creating educational material to be published on the IDF Europe website.



Lastly, the group working on humanitarian man made crisis aims to distribute supplies to PwD in vulnerable territories by creating a platform with an interactive map. IDF Europe will follow with the three groups to discuss next steps.



Regular physical activity was a key part of the camp as it is an essential part of managing diabetes. An informative session on the benefits of physical activity for PwD was held on the first day by a former volleyball olympian Bas van de Goor. Bas mentioned how regular exercise helped maintain his glycaemic levels in a range he felt comfortable in. Bas shared his experience and challenges as a professional athlete and afterwards. Some participants recognised having similar experiences when feeling defeated by constant blood glucose management. The realisation of how an element of exercise could assist their management in the blood glucose ranges they strived to maintain impacted positively on them all and led to much discussion.





Twice a day, physical activities were conducted with games such as volleyball, frisbee, water polo and more. An entire morning was attributed to the visit of the historical town of Zlotoryja and the performance of the flash mob with the town's mayor. The kind hospitality of the mayor, extending an invitation to the camp to meet him at the town hall, was hugely appreciated. His delight at welcoming IDF Europe and the YLC to Złotoryja was clear for all to see. He was rightly proud of the work undertaken by the Polish Diabetes Association of Złotoryja and clearly understood the importance of the need to raise awareness surrounding diabetes and improve access to healthcare. Engaging and fun activities were planned all along the week by the hosts, including gold rinsing and Nordic walking in the woods.



As in the previous years, the camp ended with a closing ceremony embedded with laughter during which all participants and organisers showcased their amazing talents.

The feedback provided by the participants showed how this year's Youth Leadership Camp was deemed a huge success by participants. They particularly valued the sharing of experiences, the lifelong friendships developed, the knowledge gained, the dedication and engagement of the speakers and the constant interaction during the week. Participants left with an increased sense of belonging to the diabetes community and have already joined our network of active young advocates.



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