



docday

World Diabetes Day

2021 Event Report



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#docday° at World Diabetes Day 2021

For the first time ever and in collaboration with IDF Europe, #dedoc° hosted an international #docday° on World Diabetes Day 2021 on the occasion of the Centennial of Insulin.

WDD #docday°, moderated by #dedoc° founder Bastian Hauck, was officially opened by Niti Pall, President of IDF Europe, who spoke on behalf of all IDF Europe member organisations on the importance of this special day, which commemorates the 100 year anniversary of the discovery of insulin by Dr. Frederik Banting on what would have been his 130th birthday. She also introduced this year's theme for World Diabetes Day, as set by the International Diabetes Federation: Access to Diabetes Care.

- [Opening by Niti Pall, President of IDF Europe](#)

WDD #docday° then kicked off with a **virtual tour through Europe**: Several #dedoc° voices and members of IDF Europe's youth group presented their national activities for World Diabetes Day, spoke about how they celebrate this special day and what they advocate for (a click on each name will play the respective video):

- [Andrea Limbourg, France](#)
- [Daniela D'Onofrio, Italy](#)
- [Uros Bogdanovic, Serbia](#)
- [Tobias Bøggild-Damkvist, Denmark](#)
- [Grainne Flynn, Ireland](#)
- [Renza Scibilia, Australia](#)



Uros Bogdanovic, Coordinator of IDF Europe's youth program,
in conversation with Bastian Hauck at WDD #docday° 2021

The second part of WDD #docday° saw some of #dedoc°’s long-standing partners present their **Awards, Campaigns and Fundraisers for Diabetes Awareness Month**, starting with our co-host IDF Europe presenting the IDF Europe Prizes in Diabetes in its different categories, and the #dedoc° Community Partner 2021, DCB, sharing the winners of their 2021 Innovation Challenge. Both Lilly Diabetes, in presenting the Lilly Leonard Award commemorating the Centennial of the Discovery of Insulin, and Medtronic, who re-launched their #BlueBalloonChallenge Awareness Campaign, then gave special attention to Life for a Child, an Australian NGO supporting over 26.000 young people with diabetes in 47 countries.

- [Elisabeth Dupont, IDF Europe: IDF Europe Prizes in Diabetes](#)
- [Maren Schinz, Diabetes Center Berne: Recap & Winners of DCB Innovation Challenge](#)
- [Antonella Ettore, Lilly Diabetes: Leonard Award](#)
- [Miray Kaymaz, Medtronic: Blue Balloon Challenge](#)

As part of the “Awards, Campaigns and Fundraisers” section of the event, we had the pleasure to launch the **#BlueBalloonChallenge**, a joint initiative with our partner Medtronic in support of Life for a Child. The campaign uses a blue balloon as an analogy and asks PwD to share an Instagram story about how they balance life with diabetes. In exchange, Medtronic has pledged to donate 5,- EUR for each such story, or up to 100.000,- EUR in total, to LFAC.

The #BlueBalloonChallenge remains valid through to 15 December 2021. More information can be found at www.blueballoonchallenge.de/english.



Screenshot of the #BlueBalloonChallenge campaign video

A presentation by Life for a Child bridged over to the third part of WDD #docday°, a **panel discussion on "Access to Diabetes Care "** with special focus on the Global South. LFAC was joined by JDRF and a sneak preview of their upcoming T1D Index, to be launched in early 2022, and by T1International, who were given opportunity to present their campaign #insulin4all.

- [Emma Klatman, Life for A Child: Life for a Child’s Vision 2030](#)
- [Priyanka Rai, JDRF: T1D Index](#)
- [Elizabeth Pfister, T1International: #insulin4all](#)



Emma Klatman presents LFAC’s “Mission 2030” at WDD #docday°

The panelists were then joined live by #dedoc° voices from the Global South, presenting their lived experiences and personal perspective on the situation on the ground regarding access to diabetes care in their country:

- [Nupur Lalvani: Blue Circle Diabetes Foundation \(India\)](#)
- [Jeremiah B Cooper \(Liberia\)](#)
- [Thapelo Semanya \(South Africa\)](#)
- [Paul-Louis Fouesnant \(Madagascar\)](#)





WDD #docday° view, reach, numbers

WDD #docday° 2021 was watched live via Facebook and on our website www.dedoc.org by almost 300 viewers, with an almost consistent participation throughout the full 2 ½ hour broadcast - despite the fact that World Diabetes Day fell onto a Sunday this year, and the timing (12.00 - 14.30 h CET) not ideal for our US audience.

On top of the live views, the Facebook recording reached more than 16k people from across the globe, with the largest number of viewers coming from Germany, the United States, Ireland, Denmark, New Zealand, Australia, United Kingdom, France, Italy and Canada. The lively discussion in the comments, both throughout and after the event, resulted in 1.122 interactions, 115 comments and 46 shares by viewers from all over the world (all data from end of November 2021).

The videos, 20 edited clips, one per topic and speaker, remain available via our YouTube playlist, yielding a total of 500 views by end of November 2021. This number is expected to rise over time. The full event recording is also available for viewing on our website, our #dedoc° Facebook page and our YouTube channel:

#docday° on our website: www.dedoc.org/worlddiabetesday

#docday° on Facebook: <https://fb.watch/9DhyxsU4ED>

#docday° on YouTube: <https://www.youtube.com/watch?v=JomJSIAqKgs&t=7895s>