**Communication Toolkit for IDF Europe Member Associations**

## **Template Letter for indirect Diabetes Stakeholders**

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| **LOGOS** | Add your associations’, IDF Europe’s and other relevant logos. |
| **RECIPIENTS** | To: [Insert name and title]Ideally, the letter will be sent to stakeholders, not necessarily dedicated to diabetes, in your country, such as (non-exhaustive list):* General patient organisations
* Non-communicable disease and/or similar alliances
* Public health associations
* Other disease-specific associations with a clear link to diabetes (e.g. heart/kidney/eye etc. associations, mental health associations, etc.)
* Research institutes/academic centres
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| **SUBJECT** | Accelerating action on commitments to improve diabetes detection and quality of care |

**TEXT** (Please, translate the text in your national language)

Dear XXXX,

Diabetes represents a major burden for people living with the condition, their families, friends and carers, as well as for healthcare systems and society at large. In our country, XXXX of people lived with diabetes in 2021, of whom X % were undiagnosed, placing them at high-risk of developing life-threatening complications, such as cardiovascular, renal and eye diseases, to name but a few. That year, diabetes itself caused [XXXX] deaths throughout [COUNTRY], and many more as diabetes is the direct driver of many other non-communicable diseases.

As you may be aware, at a European level, WHO Europe and the International Diabetes Federation Europe (IDF Europe), of which we are a member, signed a joint [Declaration](https://idf.org/europe/media/uploads/sites/2/2023/11/Declaration-EN.pdf) during a High-Level Technical Summit on Diabetes, held in Serbia on 28-29 November 2023.

The declaration is part of a broader non-communicable disease initiative, aiming at highlighting the urgent need for our healthcare systems to be better equipped for managing chronic conditions. COVID-19 marked the beginning of a “permacrisis”– pandemics, wars, natural disasters, hollowing of health systems, erosion of trust, rising commercial determinants, poverty and inequality – which continues to have implications for all conditions. We feel there is an urgent need for more united and coordinated action.

I am writing this letter to ask for your endorsement of the joint declaration. The objectives of the Declaration are to promote improvements in the detection and diagnosis of diabetes and its complications as well as in the delivery of high-quality care and to ensure equal access to the right quality treatment at the right time and place for all people living with diabetes and those at risk across Europe.

*(This section should be adapted based on the type of organization contacted, and the situation in your country):*

***Patient organisation:***

As you are well aware, one of our priority objectives is to increase the voice of people living with diabetes at all levels (#NothingAboutUsWithoutUs) and more broadly, ensuring that the people with lived experience are seen as equal partners and/or driving forces in contributing to systems change. This is fully reflected under article 10 of the Declaration *(Furthermore, we recognize the importance of meaningful (respectful, dignified and equitable) engagement of people with lived experience in understanding and solving complex problems in order to design, implement, monitor and evaluate relevant solutions together).*

***Public health organisation/disease-specific organisation:***

As you are well aware, given the interplay between diabetes and many other conditions, an integrated, person-centred approach is critical if we are to improve the lives of all citizens in our country. This is fully reflected under Articles 7 and 9, which call for a strengthening of health systems and primary health services, adequate training of healthcare professionals and the strengthening of health promotion and health literacy.

We would very much appreciate your endorsement of the Declaration to demonstrate broad community support. We would also be grateful if this call could be shared more broadly in your newsletter, on your social media channels, etc., encouraging your members also to show their support.

The text of the declaration and the call for endorsement can be found here: <https://idf.org/europe/endorse-the-declaration/?location=SI>.

We hope you will find this initiative of interest and will be willing to support. Please do not hesitate to contact me if you have any questions and/or comments.

Salutations

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| **SIGNATURE** | signatures from high level officers from all associations supporting this letter |
| **ATTACHMENTS** | * [EU Parliament Resolution](https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/)
* [IDF Europe-WHO Europe Declaration](https://idf.org/europe/media/uploads/sites/2/2023/11/Declaration-EN.pdf)
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Please, remember to submit the tailored letter(s) to martina.boccardo@idf-europe.org and to let us know if you receive a response.