

## Communication Toolkit for IDF Europe Member Associations

### Suggested social media posts














Social media is a useful tool to build momentum around a certain issue and reach out to a broad variety of stakeholders at once.

IDF Europe has started a social media campaign to promote the Declaration and will continue to promote key messages through social media until after the end of the EU elections. All social media channels will be used to promote the message, with a specific focus on LinkedIn and Twitter, although at national level, you may wish to tailor the communication through other channels as well.


In this document, you will find some sample social media posts that can be used to promote the endorsement of the Declaration and/or specific calls to action on given topics.

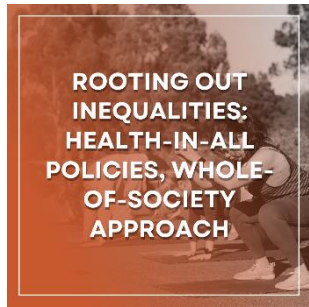

Specifically, in the context of the Declaration, we would kindly request that you endorse it and share your endorsement on social media. We would also suggest that you use the tags/hashtags listed below in all tweets/posts relating to key advocacy messages, which IDF Europe will be using across the entire campaign.


### Share your endorsement of the Declaration

Facebook/Instagram/LinkedIn	Twitter
<p> <b>I/We</b> endorsed the groundbreaking Declaration signed by IDF Europe and WHO Regional Office for Europe during the High-Level Technical Summit in Belgrade (Nov 28-29).</p> <p> This Declaration recalls existing political commitments and urges Member States to take immediate and comprehensive action to improve diabetes detection; enhance the quality of care, and achieve global diabetes targets by 2030.</p> <p>Help support this effort!  Here's how you can contribute:</p> <ul style="list-style-type: none"> <li> Endorse the Declaration: as an individual or as an organisation, support matters!</li> <li> Spread the Word: share this post and the link to endorse the Declaration within your networks and communities, encouraging others to join this crucial movement.</li> </ul> <p> Endorse the Declaration and find out more here: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p> <p> Let's turn commitment into action!</p>	<p> <b>I/We</b> endorsed the Declaration signed by @IDFEuropeBXL and @WHO_Europe to accelerate action on #diabetes.</p> <p> Join our effort to turn commitments into action:</p> <ul style="list-style-type: none"> <li> Endorse as an individual/organisation</li> <li> Share with your networks</li> <li> Advocate for change</li> </ul> <p> <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p>

## Specific calls to action

Theme	Facebook/Instagram/LinkedIn	Twitter	Visual
<p><b>General call to action</b></p>	<p>🚫 Diabetes can affect anybody, anywhere, irrespective of age, gender, socio-economic status and lifestyle habits.</p> <p>⚠️ Despite global commitments and initiatives to address the challenges posed by diabetes, policy-makers' attention has been detracted by the permacrisis (COVID-19, natural emergencies, wars, etc.) and action on diabetes has either stalled or been ineffective.</p> <p>✅ The number of people living with diabetes (PwD) in Europe stands at 61m and is forecast to increase to 67m by 2030.</p> <p>⚠️ Up to one third of PwD are not diagnosed and up to half do not meet treatment targets, placing them at high risk of life-altering complications.</p> <p>🗣️ Now is the time to prioritise #diabetes prevention and care and ensure that existing commitments are met.</p> <p>💪 The diabetes community is united in its call on governing bodies to accelerate action on diabetes. If not now, when?</p> <p>🤝 Together, United, Let's Act on Diabetes. 🤝</p> <p>➡️ Support Action on Diabetes Now – read, share and endorse the Declaration to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p> <p>[If in the EU] ➡️ Also check out the Resolution adopted by the European Parliament: <a href="https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/">https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/</a></p>	<p>🚫 Recent action on diabetes has stalled or been ineffective. The number of PwD keeps on increasing; management targets are not met.</p> <p>🗣️ Now is the time to prioritise #diabetes prevention and care.</p> <p>➡️ Join our call to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p>	 <p><a href="#">Click here to translate and download the visual in your own language</a></p>

<p><b>Rooting out inequalities: health-in-all policies, whole-of-society approach</b></p>	<p>! Social determinants and the environment in which people live have a major impact on their health outcomes and their risk of developing #diabetes. WHO estimates that social determinants account for 30-55% of health outcomes.</p> <p>To improve diabetes prevention and reduce inequalities in health outcomes, we must:</p> <ul style="list-style-type: none"> <li>✓ Adopt a "health-in-all policies" approach</li> <li>✓ Provide holistic and person-centred diabetes care</li> <li>✓ Develop health-enabling environments by design</li> <li>✓ Address stigma and discrimination</li> </ul> <p>👤 Together, United, Let's Act on Diabetes 👤</p> <p>➡ Support Action on Diabetes Now – read, share and endorse the Declaration to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p> <p>[If in the EU] ➡ Also check out the Resolution adopted by the European Parliament: <a href="https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/">https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/</a></p>	<p>! Developing health-enabling environments and addressing the social determinants of health is key to improve #diabetes prevention and reduce inequalities in health outcomes.</p> <p>➡ Join our effort – endorse the Declaration to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p>	 <p><b>ROOTING OUT INEQUALITIES: HEALTH-IN-ALL POLICIES, WHOLE-OF-SOCIETY APPROACH</b></p> <p><a href="#">Click here to translate and download the visual in your own language</a></p>
<p><b>Shifting mindsets: earlier action on prevention, diagnosis and management</b></p>	<p>! Diabetes is the root cause of many other non-communicable diseases (#NCDs) and complications that can affect all organs in the human body.</p> <p>💰 Diabetes-related expenditure stood at €176bn in 2021, of which 75% resulted from often-preventable life-altering complications, such as cardiovascular diseases and diabetes retinopathy, which up to one third of PwD develop.</p> <p>PwD CAN achieve optimal health outcomes and improve their quality of life if they have access to early diagnosis and to the right treatment at the right time.</p> <ul style="list-style-type: none"> <li>✓ Medicines, supplies, tools and technologies</li> <li>✓ Self-management education</li> <li>✓ Psychological support</li> <li>✓ Screening for complications</li> </ul> <p>👤 Together, United, Let's Act on Diabetes 👤</p> <p>➡ Support Action on Diabetes Now – read, share and endorse the Declaration to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p> <p>[If in the EU] ➡ Also check out the Resolution adopted by the European Parliament: <a href="https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/">https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/</a></p>	<p>! #Diabetes is the root cause of many other #NCDs and complications.</p> <p>💙 PwD CAN achieve optimal health outcomes if they have access to early diagnosis and to the right treatment at the right time.</p> <p>➡ Endorse the Declaration to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p>	 <p><b>SHIFTING MINDSETS: EARLIER ACTION ON PREVENTION, DIAGNOSIS AND MANAGEMENT</b></p> <p><a href="#">Click here to translate and download the visual in your own language</a></p>

<p><b>Looking ahead: embracing research and innovation</b></p>	<p>⚠️ Despite many advances in diabetes prevention, management and care since the discovery of insulin, there remain many unmet medical needs for people living with diabetes (PwD), including the absence of a cure.</p> <p>📄 The number of people living with both T1D and T2D continues to increase, while many PwD already have life-altering complications at diagnosis, and many more go on to developing them.</p> <p>💡 More research and innovation, supported by the digitalisation of healthcare systems, are required to develop and implement new solutions that can significantly improve health outcomes and quality of life for PwD.</p> <p>🤝 Together, United, Let's Act on Diabetes 🤝</p> <p>➡️ Support Action on Diabetes Now – read, share and endorse the Declaration to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p> <p>[If in the EU] ➡️ Also check out the Resolution adopted by the European Parliament: <a href="https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/">https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/</a></p>	<p>💡 More research &amp; innovation, supported by healthcare systems' digitalisation, are required to develop new solutions that can address existing unmet medical needs for people living with diabetes.</p> <p>➡️ Endorse the Declaration to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p>	 <p><b>LOOKING AHEAD: EMBRACING RESEARCH AND INNOVATION</b></p> <p><a href="#">Click here to translate and download the visual in your own language</a></p>
<p><b>Building resilience: re-designing care systems</b></p>	<p>🔍 #Diabetes is a life-long and complex condition which requires integrated and person-centred care and collaboration across a multidisciplinary team of care providers.</p> <p>To improve health systems' resilience, we must:</p> <ul style="list-style-type: none"> <li>✅ Strengthen primary care</li> <li>✅ Improve HCPs' education</li> <li>✅ Adopt innovative care models</li> </ul> <p>🤝 Together, United, Let's Act on Diabetes 🤝</p> <p>➡️ Support Action on Diabetes Now – read, share and endorse the Declaration to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p> <p>[If in the EU] ➡️ Also check out the Resolution adopted by the European Parliament: <a href="https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/">https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/</a></p>	<p>💡 Strengthening primary care, improving #HCPs' education and adopting innovative care models are key to improve #diabetes prevention, management and care and foster health systems' resilience.</p> <p>➡️ Endorse the Declaration to accelerate action on diabetes: <a href="https://idf.org/europe/endorse-the-declaration/">https://idf.org/europe/endorse-the-declaration/</a></p>	 <p><b>BUILDING RESILIENCE: RE-DESIGNING CARE SYSTEMS</b></p> <p><a href="#">Click here to translate and download the visual in your own language</a></p>

### Acknowledging expertise: engaging and empowering PwD

🔍 Diabetes is a hugely complex disease which requires 24/7 management, with little input from HCPs.

👉 PwD are experts in their care. Their empowerment and engagement are critical for effective diabetes management and improved overall well-being.

To fully acknowledge PwD's expertise, we must:

- ✅ Promote their engagement in research, care delivery and treatment
- ✅ Support self-management education and digital/health literacy
- ✅ Collaborate with PwD in the development of health-related policies

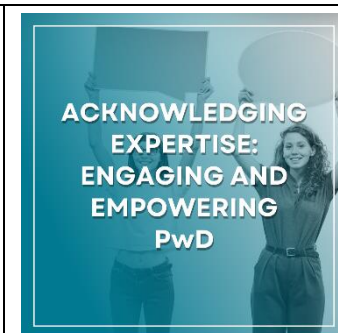
🤝 Together, United, Let's Act on Diabetes 🤝

➡ Support Action on Diabetes Now – read, share and endorse the Declaration to accelerate action on diabetes: <https://idf.org/europe/endorse-the-declaration/>

[If in the EU] ➡ Also check out the Resolution adopted by the European Parliament: <https://idf.org/europe/news/100-years-after-the-discovery-of-insulin-the-european-parliament-adopts-a-landmark-diabetes-resolution/>

👉 Empowerment and engagement of PwD are critical for effective diabetes management and improved overall well-being, and for ensuring that new innovations and policies reflect their unmet needs.

➡ Endorse the Declaration to accelerate action on diabetes: <https://idf.org/europe/endorse-the-declaration/>



[Click here to translate and download the visual in your own language](#)

## Keep IDF Europe informed of your actions!

Please make sure to keep [martina.boccardo@idf-europe.org](mailto:martina.boccardo@idf-europe.org) informed of any social media campaign, meetings, or any other successful actions you have undertaken.

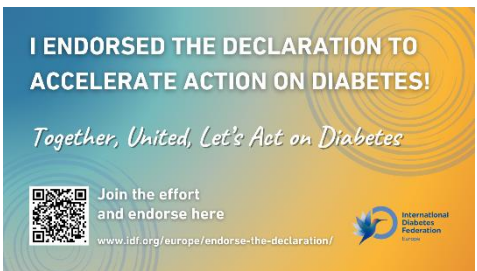
## Organisations to be tagged and hashtags

- IDF Europe's Media Channels
  - [LinkedIn](#): @International Diabetes Federation Europe
  - [X \(Twitter\)](#): @IDFEuropeBXL
  - [Instagram](#): @idfeurope
  - [Facebook](#): @International Diabetes Federation Europe
- Relevant governments ministers/institutions
- Relevant MPs/MEPs

## Hashtags

General Hashtags	Hashtags/Concluding Taglines	
#diabetes #diabetesprevention #diabetescare #diabetescomplications #ResilientHealthSystems	#UnitedForDiabetes #IfNotNowWhen #WeAreNotWaiting #NothingAboutUsWithoutUs	#AccelerateActionOnDiabetes* #DiabetesResolution #StrongerTogether
	*This can be used any time but should be used every time the Declaration and/or Resolution are mentioned.	

## Social media tiles to share your endorsement of the Declaration

Square tile	Landscape tile	
<a href="#">Individual endorsement</a>	<a href="#">Individual endorsement</a>	
<a href="#">Organisation endorsement</a>	<a href="#">Organisation endorsement</a>	

## Other visuals

Please, feel free to use any of the following visuals as you see fit in your communications activities.

IDF Europe logo	Resolution logo	Blue circle	Wheel of Complications
<a href="#">White background</a>	<a href="#">White background</a>	<a href="#">White background</a>	<a href="#">White background</a>
<a href="#">Transparent background</a>	<a href="#">Transparent background</a>	<a href="#">Transparent background</a>	<a href="#">Transparent background</a>
