



Communication Toolkit for IDF Europe Member Associations

January 2024



Table of Contents

1. About this Toolkit	2
2. The Resolution on Diabetes on the Occasion of World Diabetes Day	3
3. The High-Level Technical Summit on Diabetes	5
4. The Diabetes Community Pledge	8
5. Timeline	9
6. How can Member Associations leverage the Resolution, High-Level Technical Summit Declaration and the Pledge?	10
A. Support IDF Europe’s Campaign around the Declaration	10
B. Embedding the Resolution/Declaration/Pledge in National Advocacy	11
C. Communicate around International Days.....	12
7. Resources and key Messages	13
8. Social Media Campaign	20
Appendix 1: Template Letter for indirect Diabetes Stakeholders	26
Appendix 2: Template Letter for Policy-Makers	28



1. About this Toolkit

Background

On November 23, 2022, following extensive advocacy work by IDF Europe and other diabetes stakeholders, the European Parliament (EP) adopted a new [Resolution on Diabetes on the Occasion of World Diabetes Day](#). **The Resolution represents a great opportunity for Member Associations and the diabetes community at large to remind their governments of the urgent need for action on diabetes.**

In a bid to leverage this Resolution further in the European Union (EU), while also ensuring that the need for action on diabetes is acknowledged outside of the EU, **IDF Europe worked with WHO Europe throughout 2023 on a High-Level Technical Summit** that recalled existing political commitments and sought to chart a way forward for better diabetes prevention, management and care over the next decade. **The High-Level Technical Summit took place in Belgrade, Serbia on November 28-29, 2023.**

For diabetes stakeholders in the EU, 2024 is also a critical year during which elections to the European Parliament will take place. As well as a new Parliament, consisting of 720 individual MEPs, the elections will also lead to the set up of a new European Commission. **The election campaign is a great opportunity to draw attention to the burden of diabetes and the policies required to stem the tide, and improve the diabetes management, quality of life and health outcomes of PwD.** To support advocacy during the campaign, along with other EUDF Forum Members, IDF Europe participated in the development of a **pledge, which calls for greater action in four areas – Early Detection, Equitable Care, Empowering People and Embracing Science and Technology – aligned with the calls previously made in the EP Resolution and the High-Level Technical Summit Declaration.**

Scope & Objectives

This toolkit aims to provide background information on the Resolution, the High-Level Technical Summit and the Pledge as well as to suggest ways of leveraging them for policy action at national level.



2. The Resolution on Diabetes on the Occasion of World Diabetes Day

Scope

The development and adoption of the Diabetes Resolution were spearheaded by IDF Europe, with the support of key diabetes stakeholders and MEP champions from the [MEPs Mobilising for Diabetes \(MMD\)](#) group, for which IDF Europe holds the Secretariat. From the start, the Resolution had the support of the President of the European Parliament (EP), Roberta Metsola.



The first Resolution draft was provided by IDF Europe and then amended as per groups' political lines. The adoption of the Resolution sent a clear signal to the European Commission and Member States that more can and must be done to improve diabetes prevention, management and care; create health-enabling environments and address the social and economic determinants of health; tackle discrimination in all areas of life; improve access to medicines, tools and technologies and reduce inequalities.

Obligations resulting from the Resolution

The EP Diabetes Resolution is a **non-legislative document which is not binding** for other EU institutions (e.g., European Commission, Council), but encourages urgent action. It can serve as an impetus for further action and is also a starting point for contacting relevant services at the European Commission, permanent representations to the EU and regional and national authorities at country level with reference to the specific calls made in the document.

Content from the Resolution

The Resolution contains a number of calls for action, which are key to addressing the prevention of diabetes and improve management, quality of life and health outcomes, and recalls important targets. Some of the most impactful ones are as follows:

Content theme	Resolution Articles
Targets	<i>“Recalls the global coverage targets for 2030 for diabetes adopted at the 75th World Health Assembly (...); stresses that the EU coverage targets for 2030 should be even more ambitious.” (Article 2)</i>
Prevention of diabetes, early diagnosis and early action	<i>“Calls on the Member States to develop, implement and monitor national diabetes plans and strategies with comparable milestones and targets, including a risk-reduction and screening/early action component (...), and which is designed to reduce inequalities and optimise healthcare resources.” (Article 7)</i> <i>“Underlines that more attention should be paid to the prevention of all non-communicable diseases, and asks the <u>Commission and the Member States</u> to reinforce, implement and evaluate properly funded prevention plans.” (Article 9)</i>
Access to care, medicines, technologies and education	<i>“Calls on the Member States to ensure continued patient access to primary and secondary care, and diabetes treatments and technologies (...), and to support patients in obtaining and sustaining the skills and understanding needed to enable competent life-long self-management.” (Article 11)</i>



<p>Improving care and quality of life</p>	<p><i>“Calls on the <u>Commission and the Member States</u> to demonstrate political commitment and set ambitious targets for reversing the rising trend in numbers of Europeans with diabetes, to reduce inequalities between EU citizens and improve the care and quality of life of people living with diabetes (PwD).” (Article 5)</i></p> <p><i>“Calls on the <u>Commission and the Member States</u> to support the digitalisation of national health services and the adoption of new tools and technologies (...) to improve self-management, reduce the risk of diabetes-related complications and other consequences (...) and improve quality of life (...).” (Article 20)</i></p>
<p>Re-organisation of healthcare systems</p>	<p><i>“Calls on the <u>Member States</u> to review and as appropriate advance their national models of care with a focus on deploying person-centred and fully integrated care across the entire care pathway, particularly including disease prevention, prevention of diabetes complications and mental health support.” (Article 23)</i></p>
<p>Supporting research</p>	<p><i>“Calls on the <u>Commission and Member States</u> to support research into unmet clinical needs for diabetes and its many co-morbidities and complications, taking into account the need to improve the quality of life of people living with diabetes and other chronic diseases (...).” (Article 28)</i></p> <p><i>“Calls on the <u>Commission and the Member States</u> to ensure continued support for diabetes funding under the current and future EU framework programmes for research (...).” (Article 35)</i></p>
<p>Collaboration with PwD and civil society</p>	<p><i>“Calls on the <u>Commission</u> to engage with patient organisations and people living with diabetes and other chronic diseases in a structured way and encourage the development of a common set of outcome measures that matter most to PwD, to be used for regulatory assessment and decision-making on pricing and reimbursement, as well as throughout the development and implementation of relevant policies, including national diabetes plans and awareness programmes.” (Article 21)</i></p>

What is missing from the Resolution?

- ⊗ **The key focus on the Resolution is on Type 2 Diabetes.** More also needs to be done on Type 1 Diabetes especially in the context of the new options for delaying the onset of the condition, and generally regarding its specific management.
- ⊗ **When prevention of Type 2 Diabetes is discussed, it is mainly in the context of addressing modifiable risk factors.** There is a need for more emphasis on the complexity of T2D and of its prevention, and emphasising that prevention cannot be limited to promoting healthy lifestyles and targeting excess weight but also and importantly, managing blood glucose and other risk factors through education, medication and access to the required tools and technologies.
- ⊗ **Diabetes management and quality of life are mentioned, but only briefly,** with few recommendations for action.
- ⊗ **Ambition:** At the EU level, there is no strong call on the Commission to demonstrate its political commitment to go beyond what it has already done through the Healthier Together – EU Non-Communicable Diseases Initiative by developing and implementing an ambitious EU Diabetes plan including clear and fully coordinated milestones, targets and responsibilities, accompanying and leveraging the other EU initiatives such as Europe’s Beating Cancer Plan, and working in close collaboration with Member States, for the benefit not just of diabetes but also of all other complications and co-morbidities of diabetes.



3. The High-Level Technical Summit on Diabetes

Background

The celebration of the Centenary of the Discovery of insulin in 2022 culminated in the adoption of the EP Resolution discussed earlier. Outside the EU, there has also been, in recent years, a strong political momentum promoting action on Non-Communicable Diseases (NCDs) and diabetes, notably:



- The [Global Monitoring Framework for the prevention and control of non-communicable diseases \(NCDs\)](#), in particular **the priority to halt the rise in diabetes by 2025**.
- **The adoption by UN Member States of the [Sustainable Development Goals](#) (SDGs)**, including SDG 3 target 4 – to reduce by one third premature mortality from NCDs through prevention and treatment and promote mental health and well-being, and SDG 3 target 8, to achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all by 2030.
- The launch of the [Global Diabetes Compact](#), in 2021.
- The adoption by UN Member States of the [Global Targets for Diabetes](#) at the World Health Assembly in May 2022.

Meanwhile, the European Commission and the WHO Regional Office for Europe also issued a joint statement at the 70th session of the WHO Regional Committee for Europe in 2020, in which they promised to boost their already strong partnership and adapt it to new health priorities including a comprehensive response to non-communicable diseases.

At a broad European level – all national and pan-European policy-makers have committed, and have a mandate, to act on the prevention and management of diabetes.

Scope & Objectives

The Resolution, while effective at setting out aspirations for diabetes prevention and care in the EU, falls short of defining a clear framework for action, with clear goals, targets, process indicators and timelines. While clearly applicable across the entire Europe region, it also, by nature, only calls for action by EU Member States (alongside associated countries) and Institutions.

The WHO Global Targets on Diabetes, meanwhile, may not be fully relevant in all European countries, and certainly fail to take into account the voice of people living with diabetes, notably in terms of health outcomes and quality of life.

The High-Level Technical Summit aimed to:

- **[Recall the existing commitments](#)** by Member States and progress toward the targets
- **[Present successful actions and evidence-based interventions](#)** for accelerating progress toward the goals
- **[Empower and engage people living with diabetes](#)** themselves to drive recommendations and outcomes that truly reflects their needs and preferences
- **[Broaden the call to policy action on diabetes](#)** to all European governments, with a clear focus on the need for the modernisation of diabetes prevention, management and care and the adoption of recent guidelines



The main outcome of the Summit is a Declaration, signed by IDF Europe and WHO Europe, which recalls previous commitments and specifically draws attention to:

The role of prevention and management to contribute to resilient and sustainable healthcare systems. *(Article 5)*

The need to deliver on existing commitments. *(Article 6)*

The importance of stakeholder engagement and collaboration. *(Article 9)*

The necessity to engage meaningfully people with lived experience. *(Article 10)*

Specific actions required to effect an impactful change (article 13), notably in:

- Developing whole-of-government approaches
- Giving priority to early diagnosis, treatment, care and management of complications
- Addressing the social determinants of health
- Ensuring access to medicines and health technologies



⊗ What is missing from the Declaration?

The Declaration reiterates the need to act, but fails to promote the need for more **research** and **new medications**, and for the adoption of **new technologies, data** and the **digitalisation of healthcare services** and the use of **Artificial Intelligence**, to make a transformative impact on diabetes management and prevention.

IDF Europe's call to Action

Building on the Resolution and the Declaration, but also considering what is missing from these documents, IDF Europe's call to action throughout 2024 will focus on urging policy-makers to recognise diabetes as one of the most pressing health challenges of our time – made even more urgent because of the permacrisis era we live in – and accelerate action to leave no-one behind through:

<p>Rooting out inequalities: health-in-all policies, whole-of-society approach</p>	<ul style="list-style-type: none"> • Reduce inequalities through targeted action on the socio-economic determinants of health • Develop health-enabling environments by design • Address stigma and discrimination across all aspects of life 	 <p>ROOTING OUT INEQUALITIES: HEALTH-IN-ALL POLICIES, WHOLE-OF-SOCIETY APPROACH</p>
<p>Shifting mindsets: earlier action on prevention, diagnosis and management</p>	<ul style="list-style-type: none"> • Systematise approaches to more effectively detect and diagnose early all types of diabetes • Address barriers to the implementation of the latest evidence-based guidelines • Guarantee universal, affordable, uninterrupted and timely access to all required medicines, technologies, interventions and other tools 	 <p>SHIFTING MINDSETS: EARLIER ACTION ON PREVENTION, DIAGNOSIS AND MANAGEMENT</p>
<p>Looking ahead: embracing research and innovation</p>	<ul style="list-style-type: none"> • Promote data collection and analysis, and further the digitalisation of healthcare systems for earlier and more personalised approaches • Adopt innovation at scale in all its forms for improved self-management, risk management and decision-making support • Fund research to address unmet needs in the prevention and management of all types of diabetes and gauge the effectiveness of existing and new interventions 	 <p>LOOKING AHEAD: EMBRACING RESEARCH AND INNOVATION</p>
<p>Building resilience: re-designing care systems</p>	<ul style="list-style-type: none"> • Strengthen primary care systems through appropriate investment, recruitment and training of multi-disciplinary teams • Develop person-centred, integrated care models across all levels and specialties, from community to palliative care • Embrace innovative care models across the life course 	 <p>BUILDING RESILIENCE: RE-DESIGNING CARE SYSTEMS</p>
<p>Acknowledging expertise: engaging and empowering PwD</p>	<ul style="list-style-type: none"> • Promote engagement across all aspects of research, care delivery and treatment • Implement all necessary activities to support better self-management education and digital/health literacy • Collaborate with PwD, patient and civil society organisations in the development of health/diabetes-related policies 	 <p>ACKNOWLEDGING EXPERTISE: ENGAGING AND EMPOWERING PwD</p>

This will be done through a series of advocacy initiatives, events, meetings with policy makers, media campaigns, position papers and other publications, as well as collaboration with our Member Associations and PwD network, such as the [YOURAH](#) group. IDF Europe will also continue to maintain and further develop the [MEPs Mobilising for Diabetes](#) (MMD group), for which it holds the Secretariat.



4. The Diabetes Community Pledge

Background

The EU Parliament election takes place every five years. In 2024, the elections will take place on 6-9 June. All EU member states participate in the elections. Each member country is allocated a set number of seats in the Parliament, roughly proportional to its population, but with a minimum number of seats to ensure representation for even the smallest countries.



While the election is for Members of the European Parliament (MEPs), national preoccupations are often key drivers of MEP candidates' positions, and as such, it is critical also to engage with them at the national level, as relevant, in collaboration with IDF Europe and other national diabetes stakeholders.

The newly elected Members of the European Parliament (MEPs) elect the President of the Parliament and other officers, and form political groups, of which there are [seven](#).

The election results are important as they influence the choice of the President of the European Commission, which is the executive branch of the EU, which then influences the nomination of individual commissioners and the strategy of the Commission over the upcoming mandate.

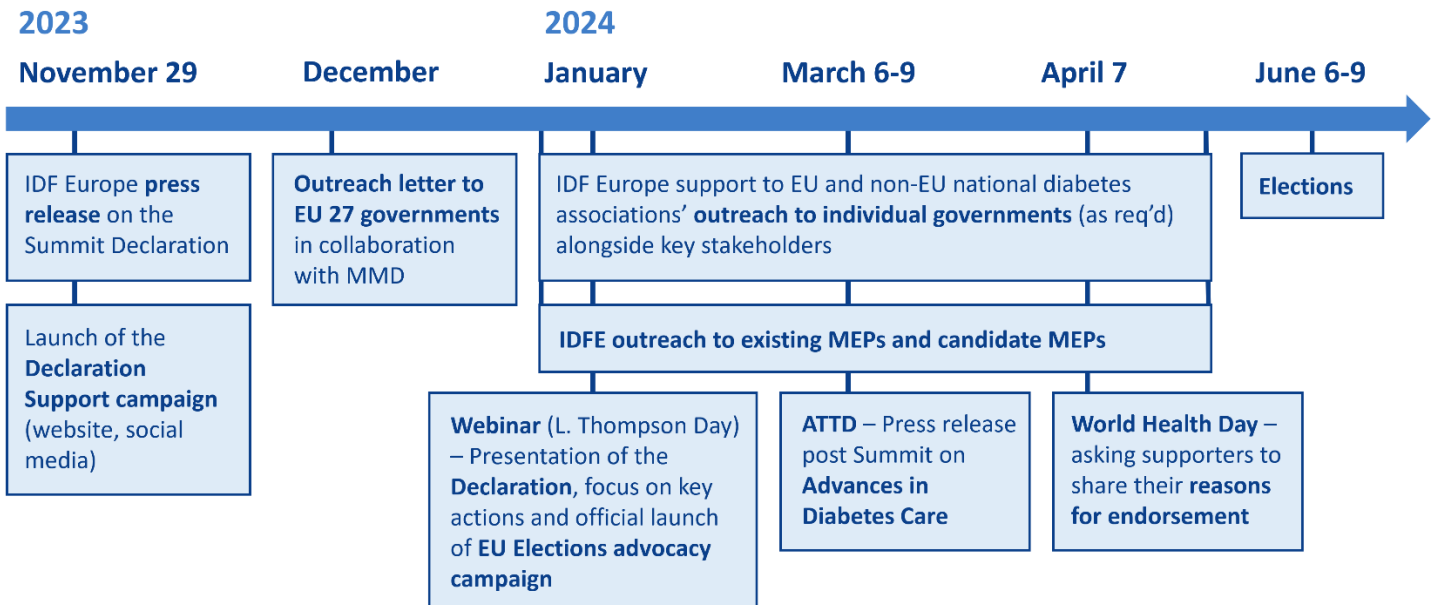
Scope & Objectives

In order to call attention to diabetes during this election period, IDF Europe and other stakeholders have come together to develop a [pledge](#), which can be used alongside the Resolution and the Declaration to engage with policy-makers.



5. Timeline

IDF Europe is communicating on the Resolution/Declaration and Pledge from November 29 through to the elections. Below are some key initiatives. Alongside this, IDF Europe will develop a full calendar of social media posts, notably around specific international days. In early 2024, a communications plan will be developed for the second half of 2024.



6. How can Member Associations leverage the Resolution, High-Level Technical Summit Declaration and the Pledge?




The Resolution, Declaration and Pledge, and the commitments they express can only be impactful if pan-European policy makers and national/regional/local governments are aware of their existence and content as well as of the expectations of the diabetes community that the actions deriving from these two events will be fully implemented in their countries. **Achieving real impact requires the diabetes community to work together across all political levels.**

What actions can each Member Association / Diabetes Stakeholder take?

Alongside IDF Europe’s work, there are a number of actions which all Member Associations, people living with diabetes and other diabetes stakeholders can take.

A. Support IDF Europe’s Campaign around the Declaration

- Support & amplify IDF Europe’s Social Media Campaign, by endorsing the Declaration and asking PwD, healthcare professionals (HCPs) and other stakeholders at national level (and in particular, your government) also to endorse it. Endorsement can be done either as an individual or as an organisation.
- Endorsement can be done [here](#), and can be viewed altogether or by country. Having a large number of endorsements will be key to ensure that diabetes is given the attention it requires at national and pan-European level, so it is critical to obtain as many endorsements as possible.




<p>ENDORSE</p> 	<p>Endorse the Declaration on IDF Europe’s Website.</p> <p>Click here to endorse</p>
<p>SHARE</p> 	<p>Share news with your own members and other stakeholders that you have endorsed it via your social media channels, newsletters, and any other communications asset you see fit and ask for the Declaration to be endorsed.*</p> <p><i>(Don’t forget to tag any relevant stakeholders such as your Ministries of Health, and always tag IDF Europe so we can re-share widely)</i></p>
<p>REACH OUT</p> 	<p>Consider directly sending news of the endorsement to other national stakeholders – e.g., NCD Alliance associations if they exist in your country, other national diabetes associations, individual public health alliances, associations dealing with other health conditions, main research centres and hospitals, etc. and asking them also to endorse and share their endorsement on social media.</p> <p>A template letter is available in Appendix 1 which can be used to share news of the endorsement.</p>

*This is also a good opportunity to nurture relationship with your **national media**, by contacting them about the signing of the Declaration and/or sending them a press release. **A copy of the press release shared by IDF Europe after the High-Level Technical Summit can be found [here](#)**, and can be adapted to draw attention to the main issues in your country. As relevant, also make sure that well-known **bloggers** and other **“influencers”** are aware of it as they can help reach an even broader, and perhaps more diverse, audience.



B. Embedding the Resolution/Declaration/Pledge in National Advocacy

At a national level, the most important asks and key messages that you wish to highlight may vary. For example, in one country the most pressing need might be to ensure reimbursement for specific medicines or continuous glucose monitors; in another, it might be to ensure that people living with diabetes are treated fairly in all aspects of life, e.g., in the obtention of a driving licence in the same conditions as people without diabetes. Whatever your most pressing needs, the Resolution/Declaration and Pledge can be used to draw attention to specific points and emphasise to your government that it has committed and/or has a mandate to deliver on them.



<p>SHARE THE DECLARATION</p> 	<p>Share the Declaration and, if you are in the EU, the Resolution and its content, by mail/email to ensure that your government, healthcare policy-makers and any other critical stakeholders are aware of them. We would recommend that the outreach letter also be signed by IDF Europe and relevant other stakeholders, such as MEPs.</p> <p>The full text of the Resolution in your own language can be found here and that of the Declaration here.</p>
<p>SET UP MEETINGS</p> 	<p>Set up individual meetings with your Prime Minister, Ministry of Health, Ministry of Finances, other relevant Ministries (based on your key asks) and other decision-makers to present the Resolution/Declaration, alongside with a presentation of the situation of diabetes prevention and care in your country. When meeting candidate MEPs, it is also useful to share the Pledge with them.</p>
<p>ORGANISE EVENTS</p> 	<p>Organise events gathering all relevant policymakers and stakeholders in your country, including PwD to discuss the challenges and the best concrete way of ensuring progress in your country.</p>

To avoid the fragmentation of voice, when more than one national diabetes association exist in your country, it would be more impactful to ensure that all of them collaborate when reaching out to policy-makers, be it to share information or when participating in meetings, etc.

If your association is composed of local diabetes associations, it is also a good idea to involve them, as they will have more experience in reaching out to local policymakers. Establishing awareness and support at all levels is key to effect policy changes. While in many countries local policy-makers may not be able to make a direct change to the health policy of that country, they can be instrumental in helping build a groundswell of support in favour of policy change. Such local policy-makers can include mayors, regional authorities leaders, etc.

A template letter is available in Appendix 2, which can be translated into your national language, when reaching out to your policy-makers.



<p>WITHIN THE EU</p> 	<p>Within the EU, also consider inviting to your national events/individual meetings, MEPs as well as IDF Europe and PwD.</p> <p>Check out a summary of the event organised by APDP to introduce the Resolution in Portugal and ask for a national Resolution, which gives an example of how the Resolution could be used at national level.</p> <p>IDF Europe will also get in touch to organise an outreach to existing MEPs presenting themselves again for the 2024 elections as well as new candidates to bring attention to the Resolution, the Declaration and the Pledge.</p> <p>The current list of MEPs can be found here.</p>
<p>OUTSIDE OF THE EU</p> 	<p>Outside the EU, get in touch with IDF Europe, if you would like us to make a joint presentation to your governments/Ministries/other stakeholders, or if you would like to suggest any other initiative/activity.</p>

C. Communicate around International Days

As well as general communication around the timeline mentioned earlier, international days are key opportunities to communicate around specific topics. Always make sure that you use the relevant hashtag for the day, which are published on the day campaign website, as well as other relevant organisations, MPs and other policy-makers who have expressed themselves on the theme.

Some of the most relevant in 2024 are as follows:

- | | |
|--|--|
| <i>4 February</i> – World Cancer Day | <i>1 October</i> – International Day of Older Persons |
| <i>11 February</i> – International Day of Women and Girls in Science | <i>10 October</i> – World Mental Health Day |
| <i>1 March</i> – Zero Discrimination Day | <i>10 October</i> – World Sight Day |
| <i>8 March</i> – International Women’s Day | <i>16 October</i> – World Food Day |
| <i>14 March</i> – World Kidney Day | <i>29 October</i> – World Stroke Day |
| <i>20 June</i> – World Refugee Day | <i>31 October</i> – World Cities Day |
| <i>12 August</i> – International Youth Day | <i>14 November</i> – World Diabetes Day |
| <i>19 August</i> – World Humanitarian Day | <i>12 December</i> – International Universal Health Coverage Day |
| <i>29 September</i> – World Heart Day | |



7. Resources and key Messages

IDF Europe has developed a set of key messages, supported by a rationale, key figures and references as well as a general call to action which can be tailored to your country's own status, priorities and requirements.

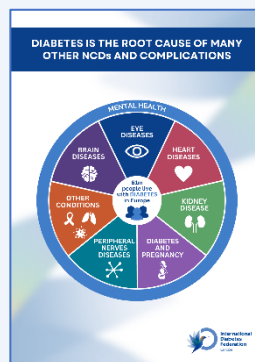
The following presents some useful resources you might wish to use.



IDF Diabetes Atlas Data Portal

The IDF Atlas gives key data points about diabetes across the world.

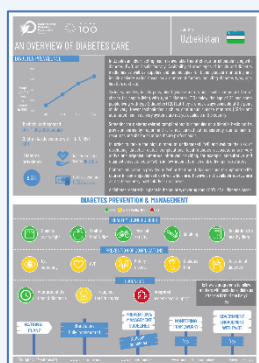
[Read more](#)



IDF Europe Wheel of Complications

The IDF Europe Wheel of Complications gives an overview of the complications of diabetes and the proportion of people developing them for each organ.

[Read more](#)



IDF Europe Country Profiles

The country profiles provide a snapshot of diabetes care in European countries, looking for example at the availability and affordability of medicines and technologies, availability of psychological support and status of e-health.

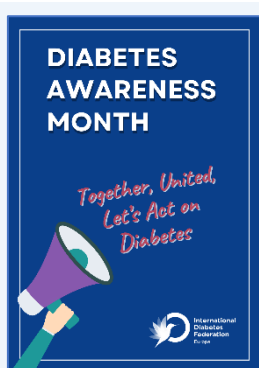
[Read more](#)



MMD Blueprint

The Blueprint, developed by the MEPs Mobilising for Diabetes group, gives an overview of the diabetes challenge in the EU and calls for specific policy action by 2030.

[Read more](#)



IDF Europe's call to actions

The IDF Europe website content on diabetes awareness month presents the rationale behind many of IDF Europe's calls to action to EU institutions and national governments:

- Political commitment and financing
- Social determinants of health and health enabling environments
- Integration of care and novel care pathways
- Education and shortage of HCPs
- PwD empowerment and engagement
- Research, innovation and digitalisation of healthcare systems
- Uninterrupted, equitable & affordable access to medicines, technologies and care

[Read more](#)





**IDF Europe Publication:
Delivering Value through
Innovation in Diabetes Care
Delivery**

This publication looks at advances in prevention and care and their potential impact – at the individual level and from the perspective of public health.

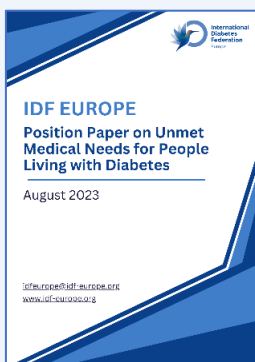
[Read more](#)



**IDF Europe’s Rationale on
the Diabetes Resolution**

The rationale was developed to support the call for an EU resolution on diabetes and summarises key messages and policy asks.

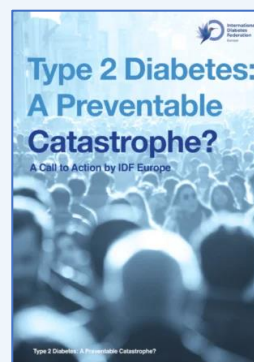
[Read more](#)



**IDF Europe Position Paper on
Unmet Medical Needs for
PwD**

The publication reviews existing unmet medical needs with regard to diabetes medicines and calls on EU legislators to adapt the definition of unmet medical needs to reflect the burden, needs and preferences of European living with diabetes and other chronic conditions.

[Read more](#)



**IDF Europe Publication: Type
2 Diabetes – A preventable
catastrophe**

The publication urges policy-makers to re-design our healthcare systems and remove the barriers that are preventing early and tight management of T2D and its associated risk factors.

[Read more](#)



I. Setting the scene – overarching messages

In approaching your decision makers, it is useful to set the scene – explain the burden of diabetes on individuals, health systems and the society at large. While your country might have its own data, it might also be useful to compare and contrast the situation in your country with that of other countries, or with the situation at a pan-European level. National comparable data on diabetes can be found in the IDF Diabetes Atlas, 10th edition and on the IDF Atlas data portal.

The following presents overarching diabetes messages you might wish to use.

Key messages	Supporting Facts/Figures/Secondary Messages <i>(National data should be used as appropriate)</i>	Resources
Diabetes can affect anybody, anywhere.	<p>About an equal proportion of men and women develop diabetes during their lifetime.</p> <p>Europe has one of the largest numbers of children and adolescents (0-19) with T1D in the world and the highest number of new cases annually.</p> <p>Hyperglycaemia in pregnancy affected two million live births in Europe in 2019, the vast majority of which were from gestational diabetes.</p>	<p>IDF Diabetes Atlas</p> <p>T1D Index</p> <p>The T1D index provides some useful information on the number of people living with T1D and years of life lost.</p>
Prevention strategies have, to date, been ineffective.	<p>Some 61m people live with diabetes in Europe, a figure forecast to increase to 67m by 2030.</p>	<p>IDF Diabetes Atlas</p> <p>WHO NCD Progress Monitor, 2024</p> <p>This publication provides an overview of the progress made against 19 indicators.</p> <p>IDF Europe Country Profiles</p>
	<p>1/3 of PwD are undiagnosed across Europe.</p>	<p>IDF Diabetes Atlas</p> <p>WHO NCD Progress Monitor, 2024</p>
Existing diabetes management practices are failing people living with diabetes.	<p>Up to half the PwD do not meet their treatment targets, despite significant advances in technologies, medicines and treatment approaches.</p>	<p>Glycaemic control in T1D</p> <p>Glycaemic control in T2D</p> <p>Quality of care in T2D</p>
	<p>Up to one third of PwD develop at least one complication during their lifetime.</p>	<p>IDF Europe Wheel of Complications</p>
	<p>People living with T2D have a life expectancy up to 10 years shorter than people without diabetes, and the gap may be even larger for people living with T1D.</p>	<p>Diabetes Life Expectancy</p>



Many inequalities exist across and within European countries. These must be addressed to ensure best outcomes and leave no-one behind.	Social determinants and the environment in which people live have a major impact on their health outcomes and their risk of developing diabetes.	IDF Europe's calls to action Theme: social determinants and health-enabling environments
Diabetes represents a significant burden on healthcare systems.	Diabetes expenditure represented around €176bn in 2021, of which 75% resulted from often preventable complications.	IDF Diabetes Atlas

II. Bending the diabetes curve / improving prevention

Key messages	Supporting Facts/Figures/Secondary Messages <i>(National data should be used as appropriate)</i>	Resources
Health systems approaches need to shift from a treatment to a prevention mindset.	An ageing population means the share of chronic diseases in the total disease burden will increase.	MMD Blueprint Delivering value through innovation in diabetes care delivery
A determined approach to diabetes prevention must include primordial prevention focusing on the determinants of health.	The social determinants of health account for 30-55% of health outcomes.	WHO Social determinants of health IDF Europe's calls to action Theme: social determinants and health-enabling environments
Screening and early detection strategies of people at risk of developing diabetes must be adopted, leveraging community and primary care.	Delays in the diagnosis of diabetes may lead to serious complications, which place a heavy financial burden both on individuals through out-of-pocket expenditure as well as loss of income, and health services themselves. Early action can help lower the risk of developing, or delay the onset, of T2D.	MMD Blueprint
Diabetes is a marker of health system resilience. Effective diabetes prevention leads to more resilient and sustainable healthcare systems.	Improved prevention of diabetes means fewer people entering the healthcare system for diabetes and its complications, better resource allocation and improved access for all.	IDF Europe's Rationale on the Diabetes Resolution



III. Achieving the best possible health outcomes and quality of life through uninterrupted, affordable and timely access to all the required medicines, tools, technologies, education and care

Key messages	Supporting Facts/Figures/Secondary Messages <i>(National data should be used as appropriate)</i>	Resources
The right treatment at the right time is a prerequisite for PwD to lead long and fulfilling lives.	<p>Delays in treatment initiation and/or intensification may lead to often preventable life-altering complications such as cardiovascular diseases, blindness and amputations.</p> <p>Access to the required treatment, including new tools and technologies which are allowing for more precise and optimal diabetes management, is critical to lower the risk for PwD of developing life-altering complications.</p>	<p>IDF Europe Wheel of Complications</p> <p>Legacy effect in diabetes and CVD</p>
Timely access to the right treatment requires the implementation of the latest scientific recommendations on diabetes management.	<p>Barriers to this implementation are many. At the HCP level, they may include lack of time, overconfidence in the quality of care and adherence to guidelines, and misperception about PwD's adherence to medication changes.</p> <p>At the healthcare systems level, they may include the cost of new medications, formulary limitations and non-medical switching of therapeutics due to insurance formulary changes.</p>	<p>T2D – A preventable catastrophe</p> <p>IDF Europe's calls to action</p> <p>Theme: uninterrupted, equitable and affordable access to medicines, technologies and care</p>
Some of the key barriers to this implementation are the lack of educated HCPs, especially at primary care level, as well as a shortage of HCPs.	<p>Much of type 2 diabetes management takes place at primary care level. An underdeveloped primary care sector coupled with lack of education and understanding of the multi-faceted nature of the condition and the burden it places on individuals is a barrier both to the identification and to the effective management (early action as well as treatment intensification) of diabetes by primary care physicians/teams.</p>	<p>T2D – A preventable catastrophe</p> <p>IDF Europe's calls to action</p> <p>Themes:</p> <ul style="list-style-type: none"> - Improving HCPs' education - Fostering the adoption of digital health - Strengthening the role of diabetes specialist nurses



IV. Integrating person-centred, innovative care for best outcomes and to support healthcare systems' resilience

Key messages	Supporting Facts/Figures/Secondary Messages <i>(National data should be used as appropriate)</i>	Resources
Integrated, person-centred care is fundamental to help PwD achieve optimal health outcomes and the best possible quality of life.	<p>Many PwD also live with one or more chronic condition/complication of diabetes (e.g., hypertension, cardiovascular disease, diabetes retinopathy etc.). For them, this often means having to juggle a number of different HCPs and healthcare teams, appointments, care pathways and polypharmacy, all of which represent a significant burden and negatively affect quality of life. In turn, poor quality of life leads to poorer health outcomes.</p> <p>With diabetes being the root cause of many other NCDs and complications, the integration of care is crucial for PwD who often live with, or are at risk of, developing more than one condition. Integrated, person-centred care reduces the disease burden and lowers the risk of complications.</p>	<p>IDF Europe Wheel of Complications</p> <p>Integrated care</p>
As a life-long condition, the care required by PwD will evolve throughout their life course.	<p>Only fully integrated and person-centred care can adapt to the changing needs and the necessity to connect between different providers and levels of care.</p>	<p>MMD Blueprint</p>

V. Embracing innovation for improved diabetes prevention and management

Key messages	Supporting Facts/Figures/Secondary Messages <i>(National data should be used as appropriate)</i>	Resources
Novel care pathways, technologies, protocols and the digitalisation of healthcare systems, have the potential to revolutionise diabetes prevention and management. They can also address barriers to the delivery of high-quality care, (e.g. low PwD empowerment, shortages of HCPs, siloed and single-disease treatment approaches and lack of digitalisation, interoperability and IT integration).	<p>CGMs, AIDs are improving glucose monitoring, TiR, etc. Telehealth can better support PwD and their empowerment and digital tools also allow access to peer support, self-management education, etc.</p> <p>Knowing which people are most at risk and whom to intervene with sooner is important to achieve better outcomes at a population-level and the greatest impact with the resources available.</p> <p>Population-level data that takes into account both healthcare and non-healthcare data (e.g., socio-economic) can be used by healthcare systems to identify people with the greatest need and ensure they receive care and support in a timely manner.</p>	<p>Delivering value through innovation in diabetes care delivery</p> <p>T2D – A preventable catastrophe</p> <p>The promise of digital tools</p>
Investments in research and innovation are essential to boost the adoption and the development of novel approaches that can address the existing unmet medical needs for PwD.	<p>There are numerous UMN regarding the treatment and preventive intervention for children and adults living with Type 1 (T1D) and Type 2 diabetes (T2D), as well as its other types.</p>	<p>IDF Europe Position Paper on Unmet Medical Needs for PwD</p>



<p>Enhanced use of big data analytics and AI can support research and innovation as well as the evaluation of healthcare interventions and the improved planning of resources while also helping to achieve better population health management and diabetes prevention.</p>	<p>Knowing which people are most at risk and whom to intervene with sooner is important to achieve better outcomes at a population-level and the greatest impact with the resources available.</p> <p>Population-level data that takes into account both healthcare and non-healthcare data (e.g., socio-economic) can be used by healthcare systems to identify people with the greatest need and ensure they receive care and support in a timely manner.</p> <p>The use of big data is emerging that can not only help diagnose people who have not yet been diagnosed, but can also more clearly identify specific individual characteristics, with a view to better tailoring treatments – at the time of diagnosis and through the life course.</p> <p>Such developments are contingent upon health systems having access to comprehensive data, for example, in the form of health-based registries linked to other non-health related data, and investing in data management capabilities.</p>	<p>Delivering value through innovation in diabetes care delivery</p> <p>Diabetes registries</p>
---	--	---

VI. Empowering and engaging PwD

Key messages	Supporting Facts/Figures/Secondary Messages <i>(National data should be used as appropriate)</i>	Resources
<p>PwD are experts in diabetes care.</p>	<p>They are best placed to determine what health outcomes most matter to them, and what their main unmet needs are. They have also been at the forefront of life-changing innovations (e.g. DIY movement).</p>	<p>Delivering value through innovation in diabetes care delivery</p>
<p>PwD’s meaningful engagement and participation is required across everything that affects them, from definition of research needs through to evaluation of interventions and shared decision-making.</p>	<p>Diabetes is a hugely complex disease which requires 24/7 management, with little input from HCPs.</p>	<p>IDF Europe’s calls to action</p> <p>Themes: PwD empowerment and engagement</p>
<p>Diabetes management relies on PwD being able to manage their care by themselves 24/7, with only limited opportunities for input from their medical team.</p>	<p>Empowered PwD can take informed decisions and be full partners in their care, though structured diabetes education and whatever additional support is required.</p>	<p>Delivering value through innovation in diabetes care delivery</p> <p>MMD Blueprint</p>



8. Social Media Campaign

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 will use all its channels to promote the calls made in the Declaration/Resolution/Pledge, with one central message:

IDF Europe is calling on all European governments to deliver on their commitments and accelerate action on diabetes.

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 messages, 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 the next section, 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.

Suggested social media posts


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.

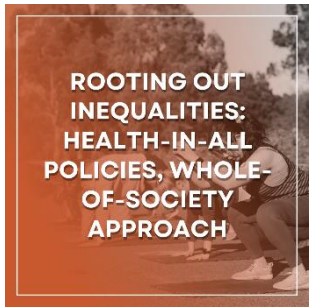

Share your endorsement of the Declaration


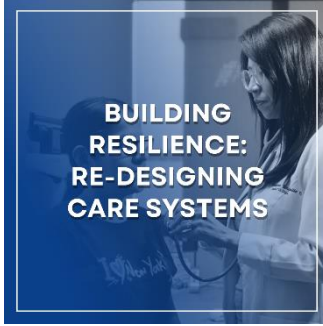
Facebook/Instagram/LinkedIn	Twitter
<p> I/We endorsed the groundbreaking Declaration signed by IDF Europe and WHO Regional Office for Europe during the High-Level Technical Summit in Belgrade (Nov 28-29).</p> <p> This Declaration recalls existing political commitments and urges Member States to take 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">  Endorse the Declaration: as an individual or as an organisation, support matters!  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. <p> Endorse the Declaration and find out more here: https://idf.org/europe/endorse-the-declaration/</p> <p> Let's turn commitment into action!</p>	<p> I/We 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">  Endorse as an individual/organisation  Share with your networks  Advocate for change <p> https://idf.org/europe/endorse-the-declaration/</p>



Specific calls to action

Theme	Facebook/Instagram/LinkedIn	Twitter	Visual
<p>General call to action</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: https://idf.org/europe/endorse-the-declaration/</p> <p>[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/</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: https://idf.org/europe/endorse-the-declaration/</p>	 <p>Click here to translate and download the visual in your own language</p>

<p>Rooting out inequalities: health-in-all policies, whole-of-society approach</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 the 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"> ✓ Adopt a "health-in-all policies" approach ✓ Provide holistic and person-centred diabetes care ✓ Develop health-enabling environments by design ✓ Address stigma and discrimination <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: https://idf.org/europe/endorse-the-declaration/</p> <p>[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/</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: https://idf.org/europe/endorse-the-declaration/</p>	 <p>ROOTING OUT INEQUALITIES: HEALTH-IN-ALL POLICIES, WHOLE-OF-SOCIETY APPROACH</p> <p>Click here to translate and download the visual in your own language</p>
<p>Shifting mindsets: earlier action on prevention, diagnosis and management</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"> ✓ Medicines, supplies, tools and technologies ✓ Self-management education ✓ Psychological support ✓ Screening for complications <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: https://idf.org/europe/endorse-the-declaration/</p> <p>[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/</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: https://idf.org/europe/endorse-the-declaration/</p>	 <p>SHIFTING MINDSETS: EARLIER ACTION ON PREVENTION, DIAGNOSIS AND MANAGEMENT</p> <p>Click here to translate and download the visual in your own language</p>

<p>Looking ahead: embracing research and innovation</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: https://idf.org/europe/endorse-the-declaration/</p> <p>[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/</p>	<p>💡 More research & 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: https://idf.org/europe/endorse-the-declaration/</p>	 <p>LOOKING AHEAD: EMBRACING RESEARCH AND INNOVATION</p> <p>Click here to translate and download the visual in your own language</p>
<p>Building resilience: re-designing care systems</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"> ✅ Strengthen primary care ✅ Improve HCPs' education ✅ Adopt innovative care models <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: https://idf.org/europe/endorse-the-declaration/</p> <p>[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/</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: https://idf.org/europe/endorse-the-declaration/</p>	 <p>BUILDING RESILIENCE: RE-DESIGNING CARE SYSTEMS</p> <p>Click here to translate and download the visual in your own language</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

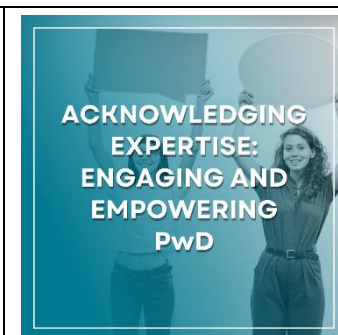
👤 Together, United, Let's Act on Diabetes 👤

➡ 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 informed of any social media campaign, meetings, or any other successful actions you have undertaken.

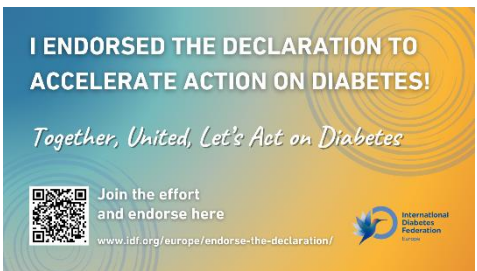
Organisations to be tagged and hashtags

- 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



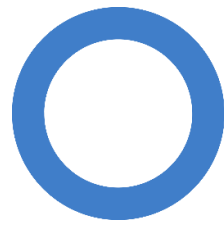
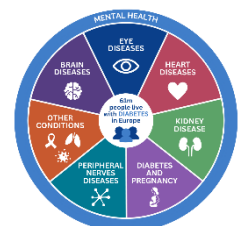
General Hashtags	Hashtags/Concluding Taglines	
#diabetes #diabetesprevention #diabetescare #diabetescomplications #ResilientHealthSystems	#UnitedForDiabetes #IfNotNowWhen #WeAreNotWaiting #NothingAboutUsWithoutUs	#AccelerateActionOnDiabetes* #DiabetesResolution #StrongerTogether
	*This can be used any 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	
Individual endorsement	Individual endorsement	
Organisation endorsement	Organisation endorsement	

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
Please request at martina.boccardo@idf-europe.org	White background	White background	White background
	Transparent background	Transparent background	Transparent background
			



Appendix 1: Template Letter for indirect Diabetes Stakeholders

Click [here](#) to download the letter in Word.

Logos	Add your associations', IDF Europe's and other relevant logos.
Recipients	<p>To: [Insert name and title]</p> <p>Ideally, the letter will be sent to stakeholders, not necessarily dedicated to diabetes, in your country, such as (non-exhaustive list):</p> <ul style="list-style-type: none"> • 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
Subject	Accelerating action on commitments to improve diabetes detection and quality of care
<p>Text</p> <p>(Please, translate the text in your national language)</p>	<p>Dear XXXX,</p> <p>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.</p> <p>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 during a High-Level Technical Summit on Diabetes, held in Serbia on 28-29 November 2023.</p> <p>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.</p> <p>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.</p>



	<p><i>(This section should be adapted based on the type of organization contacted, and the situation in your country):</i></p> <p>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 <i>(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).</i></p> <p>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.</p> <p>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.</p> <p>The text of the declaration and the call for endorsement can be found here: https://idf.org/europe/endorse-the-declaration/?location=SI.</p> <p>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.</p> <p>Salutations</p>
Signature	[signatures from high level officers from all associations supporting this letter]

Please, remember to let martina.boccardo@idf-europe.org know if you receive a response.



Appendix 2: Template Letter for Policy-Makers

Click [here](#) to download the letter in Word.

Logos	Add your associations', IDF Europe's and other relevant logos.
Recipients	<p>To: [Insert name and title]</p> <p>Ideally, the letter will be sent to</p> <ul style="list-style-type: none"> • The Minister of Health • The Minister of Finance • The Prime Minister or equivalent • Other relevant Ministers and policymakers
Subject	Accelerating action on commitments to improve diabetes detection and quality of care
<p>Text</p> <p>(Please, translate the text in your national language)</p>	<p>Dear [XXXX,]</p> <p>We are writing to you on behalf of the [INSERT NAME OF ALL THE ASSOCIATION(S) SIGNING THIS LETTER], the International Diabetes Federation Europe and all the people living with, and affected by, diabetes in [COUNTRY] to draw your attention to the Declaration signed by WHO Europe and IDF Europe, during the High-Level Technical Summit on Diabetes, held in Serbia on 28-29 November 2023, and (INSERT IF YOU ARE IN THE EU/A CANDIDATE COUNTRY) the European Parliament Resolution on Diabetes, adopted in November 2022 at the European Parliament in Strasbourg, by the vast majority of MEPs.</p> <p>The High-Level Technical Summit was a response to the worsening situation for people living with, or at risk of diabetes in our country. In 2021, [XXXX] of people lived with diabetes in [COUNTRY], of whom [X] % were undiagnosed, placing them at high-risk of developing life-threatening complications, such as cardiovascular and renal diseases. That year, diabetes itself caused [XXXX] deaths throughout [COUNTRY], and many more as diabetes is the direct driver of many other NCDs such as cardiovascular and renal diseases.</p> <p>IDF estimates that without further government action to control this situation, the number of adults with diabetes in [COUNTRY] will reach [XXX] million by 2030.</p> <p>The Declaration resulting from the Summit clearly highlights the various commitments that our government had agreed to, over recent years. These include, for example, a 0% increase in diabetes prevalence and 80% access to essential medicines and devices by 2025 through the 2015 Voluntary Targets. The Sustainable Development Goals (SDGs) committed our country to achieving Universal Health Coverage (UHC) and reducing premature mortality from NCDs by 30% by 2030. More recently, the UN Global Targets for Diabetes called for:</p> <ul style="list-style-type: none"> • 80% of people living with diabetes are diagnosed • 80% have good control of glycaemia • 80% of people with diagnosed diabetes have good control of blood pressure • 60% of people with diabetes of 40 years or older receive statins • 100% of people with type 1 diabetes have access to affordable insulin and blood glucose self-monitoring <p>The Resolution, meanwhile, represents a direct call to action, from elected MEPs, directly representing the citizens of our country and calls for ambitious action on the part of Member States, notably:</p>



	<p><i>(This section should be tailored to focus on the areas of most relevance to your country):</i></p> <ul style="list-style-type: none"> • to demonstrate political commitment and set ambitious targets for reversing the rising trend in numbers of Europeans with diabetes (...) and to improve the care and quality of life of people living with diabetes” (Article 5); • to develop, implement and monitor diabetes plan and strategies (article 7); • to reinforce, implement and evaluate properly funded prevention plans (Article 9); • to ensure continued patient access to primary and secondary care, and diabetes treatments and technologies (...) and to support patients in obtaining and sustaining the skills and understanding needed to enable competent life-long self-management (Article 11); • to support the digitalisation of national health services and the adoption of new tools and technologies (...) to improve self-management, reduce the risk of diabetes-related complications and other consequences (...) and improve quality of life (...)” (Article 20); • to support research into unmet clinical needs for diabetes and its many co-morbidities and complications (Article 28) <p>We kindly ask you to deliver on your commitments and to work to ensure the highest possible quality of life and health outcomes for people living with diabetes, and those at risk, in our country.</p> <p>[NAME OF THE ASSOCIATION(S)] of [COUNTRY] and the International Diabetes Federation Europe stand ready to support you in this task and we would welcome the opportunity to meet with you at your earliest convenience to discuss diabetes prevention and care in our country.</p> <p>The health and wellbeing of the future generation is in your hands.</p> <p>Yours sincerely,</p>
Signature	[signatures from high level officers from all associations supporting this letter]
Attachments	<ul style="list-style-type: none"> • EU Parliament Resolution • IDF Europe-WHO Europe Declaration

Please, remember to submit the tailored letter(s) to martina.boccardo@idf-europe.org and to let us know if you receive a response.





Together, United, Let's Act on Diabetes


For any questions regarding the Toolkit, please contact:


sabine.dupont@idf-europe.org


martina.boccardo@idf-europe.org

 [@idfeurope](https://www.instagram.com/idfeurope)

 [International Diabetes Federation Europe](https://www.facebook.com/InternationalDiabetesFederationEurope)

 [@IDFEuropeBXL](https://twitter.com/IDFEuropeBXL)

 [International Diabetes Federation Europe](https://www.linkedin.com/company/InternationalDiabetesFederationEurope)

 [IDF Europe monthly newsletter](#)

 www.idf-europe.org

**We wish to thank Lilly Diabetes and Novo Nordisk
for their support to the Toolkit**

