Becoming a Diabetes Advocate in the run-up to the UN High Level Meeting on NCDs

IDF Executive Office

30 April 2018, 14:00-15:00 CEST
Acronyms used during this webinar

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>UN</td>
<td>United Nations</td>
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<td>WHO</td>
<td>World Health Organisation</td>
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<td>HLM</td>
<td>High Level Meeting</td>
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<td>NCDs</td>
<td>Non-communicable Disease</td>
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<td>MS</td>
<td>Member States</td>
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<td>SDGs</td>
<td>Sustainable Development Goals</td>
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<td>UHC</td>
<td>Universal Health Coverage</td>
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<td>OD</td>
<td>Outcome Document</td>
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<td>CS</td>
<td>Civil Society</td>
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Diabetes – a worldwide epidemic

2017: **425 million adults** with diabetes and a further 352 million with impaired glucose tolerance

2045: **629 million adults** with diabetes and a further 532 million with impaired glucose tolerance

- **50%** of adults with diabetes are undiagnosed
- **12%** of global health expenditure is spent on diabetes (USD 727 billion)
- **Three quarters** of people with diabetes live in low and middle income countries
- By 2045, **1 adult in 10** (629 million) will have diabetes
Before 1999 diabetes and NCDs did not attract much political attention
Diabetes on the international agenda

World Diabetes Day

- Established by IDF and WHO
- To be hosted every year on November 14
Diabetes on the international agenda

1999

2006

2011

2013

2014

2015

2017

UN 61/225 Resolution on Diabetes

✓ Result of the IDF-led campaign Unite for Diabetes

✓ First ever UN Resolution on an NCD

✓ Acknowledgment of diabetes as a serious global health threat
Diabetes on the international agenda

- 1999
- 2006
- 2011
- 2013
- 2014
- 2015
- 2017

First UN HLM on NCDs

- First UN Resolution on NCDs passed unanimously by MS
- Committing to keep diabetes and NCDs at the top of the international agenda
Diabetes on the international agenda

WHO adoption of the 9 voluntary targets on NCDs

- Halt the rise in diabetes and obesity
- 80% availability of affordable essential medicines and technologies
- By 2025: 25% reduction in NCD-related premature mortality
- At least 50% of eligible people receiving drug therapy and counselling (including glycaemic control) to prevent heart attacks and strokes
- 10% reduction of insufficient physical activity
Diabetes on the international agenda


2\textsuperscript{nd} UN HLM on NCDs

- First time that UN assessed MS progress on addressing NCDs
- Four time bound commitments

- **By 2015:** setting national NCD targets for 2025
- **By 2015:** developing national multisectoral policies and plans to achieve the 2025 targets
- **By 2016:** reducing risk factors for NCDs
- **By 2016:** strengthening health systems to address NCDs through people-centred primary healthcare and UHC
Diabetes on the international agenda

Adoption of the post-2015 development agenda and the SDGs

- The 2000-2015 development agenda did not mention NCDs

- The SDGs corrected this: goal 3 on health, target 3.4 on reducing NCD-related premature mortality by 30% by 2030, target 3.8 on achieving UHC
Diabetes on the international agenda


WHO Global Conference on NCDs

✓ Aimed at discussing policy actions needed to achieve the SDG target 3.4

✓ MS adopted the Montevideo Roadmap 2018-2030, which represents a bold commitment by governments to intensify action to protect people from NCDs
The 3rd UN High Level Meeting on NCDs

- Comprehensive review on global and national progress to implement measures to protect people from diabetes and NCDs

- For the first time the focus will be on goals and targets of the post-2015 development framework

- One day meeting with an opening segment, a plenary segment for general discussion, two multistakeholder panels and a closing segment
Why is the 3rd UN HLM on NCDs important?

- Most important NCD-focused meeting since 2014 – the next one will be in 2022
- Emphasis on the need for global and national action and opportunity to renew commitments
- Opportunity to bring NCDs to the attention of State and Ministries of Health

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<tr>
<th>HLM 2011</th>
<th>HLM 2014</th>
<th>HLM 2018</th>
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<td>34 Heads of State</td>
<td>No Heads of State</td>
<td>Need for national advocacy to ensure attendance of Heads of State and Ministries of Health</td>
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3rd UN HLM timeline

UN CS Hearing
5 July
CS to share views and priorities for the OD with MS

OD negotiations
April-July
Led by the permanent MS representatives in NY, with advice from government capitals

HLM 2018
27 September
Meeting in NY, adoption of the OD
What is IDF doing around the 3rd UN HLM on NCDs?

✓ IDF global **call to action** – to be tailored at the national level by the IDF network

✓ Promote the call to action requests by reflecting its different components in all **IDF campaigns** from October 2017 to September 2018

✓ **Social media campaign**, targeting global leaders and Ministers of Health, under #HLM2018
The IDF call to action

1. Increase focus on prevention to achieve a 0% increase in diabetes prevalence by 2025
   - Develop education campaigns aimed at the general population
   - Implement locally-tailored comprehensive lifestyles programmes
   - Encourage fiscal policies and other public health measures to promote healthier diets
   - Consider the use of cost-effective medication strategies

2. Boost investment to ensure 80% access to essential medicines and devices by 2025 and UHC by 2030
   - Establish an increased and stable government budget to improve or create reimbursement systems;
   - Improve multi-sectoral, multi-stakeholder collaboration to regulate prices and enhance the supply chain;
   - Leverage all existing financing sources and developing new funding mechanisms

3. Educate to achieve 30% reduction in diabetes-related premature mortality by 2030
   - Establish adequate education programmes for healthcare professionals on how to prevent, recognise and treat diabetes
   - Develop education programmes for people with diabetes and their carers which offer sound information about diabetes, its management and the prevention of complications

4. Listen to the priorities of people with diabetes and defend their rights
   - Eliminate all types of discrimination against people with diabetes through the adoption of regulations to defend their rights and awareness campaigns aimed at eliminating misconceptions
   - Empower and engage meaningfully with people with diabetes in developing appropriate policies to prevent and manage diabetes
How to promote the IDF call to action in your country

**Requesting the support of national policymakers**

Make sure your country engages actively in the HLM and renews its diabetes commitments by:

- Reaching out to policymakers to schedule face-to-face meetings to present the call to action
- If face-to-face meetings are not possible, send them the IDF HLM letter after tailoring it with information from your country
- Send the letter also to your country’s Head of Government and the Ministers of Health and Finance

**Promotion through your national press**

Make sure the press of your country speaks about the HLM and the IDF call to action by:

- Contacting your press contacts with the call to action and offering to be interviewed to go through the need to act on diabetes now
- If you do not yet have press contacts, do some research to identify the main general and health-focused news outlets in your country, and the journalists writing the health-related pieces
IDF social media campaign #HLM2018

✓ IDF will post general messages about the need to act now

IDF is calling on global leaders to fulfil their #diabetes and #NCD commitments: http://bit.ly/2xjXmeE @UN #HLM2018 #Right2Health

✓ IDF will also post specific messages addressed to a particular policymakers, asking them to act at the national level to improve the lives of people with diabetes

.@CharlesMichel Please act on #diabetes and #NCD to fulfil your commitments: http://bit.ly/2xjXmeE @UN #HLM2018 #Right2Health

HASHTAGS TO BE USED IN ALL TWEETS
#diabetes @UN #HLM2018 #NCDs #Right2Health

HASHTAGS TO BE USED DEPENDING ON THE TOPIC OF THE KEY MESSAGE
#prevention #complications #education #lifestyle #healthyeating
#obesity #discrimination #UHC #medicines #access2medicines
How to support the IDF social media campaign

Support the global campaign

- Share IDF posts with your network. You can find them by searching #HLM2018 on Twitter and Facebook
- We invite you to tailor our messages with information about your country, and to translate them
- On the IDF HLM webpage you will soon find an advocacy calendar with key dates at which IDF will be posting messages. We encourage you to follow up our social media closely on those dates

Create your own national campaign

- Post messages with the main diabetes care gaps and challenges of your country
- Use your national language(s) to reach the biggest possible audience
- Tag policymakers from your country, notably the Head of Government, Ministers of Health and Finance, the leader of the opposition, etc.
- Post your messages notably on the key dates signalled by the IDF advocacy calendar
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More tools to come

- IDF HLM 2-pager: concise steps to be taken to become an advocate
- IDF HLM webpage: advocacy calendar

IDF call to action on occasion of the 2018 UN High Level Meeting on NCDs

IDF is currently involved in intensive advocacy efforts around the UN High Level Meeting (HLM) on NCDs that will take place in September 2018. This is the moment to demand greater action at the national level to:

- Achieve a 0% increase in diabetes prevalence by 2025;
- Achieve 80% access to essential medicines and devices by 2025 and Universal Health Coverage (UHC) by 2030;
- Achieve a 30% reduction in diabetes-related premature mortality by 2030;
- Listen to the priorities of people with diabetes and defend their rights.

It will only be possible to achieve these objectives if the entire global diabetes community works together. To this end, IDF has developed an advocacy toolkit, so that its Members and everyone else interested in national advocacy can develop country-tailored campaigns. IDF has also prepared template documents to be tailored according to the national realities. You can download all these documents by clicking on the picture on your right.

Please do not forget to keep IDF informed of any advocacy activities relating to this call by sending your updates to advocacy@idf.org.
Keeping IDF informed of your activities

Please keep advocacy@idf.org informed of your HLM-related activities and the responses you get – be they positive or negative!

- If you prepare call to action letters and send them to policymakers, please share them with us
- If you develop a national social media campaign, always tag IDF in your posts
- If you organise HLM activities such as meetings or interviews with press, please keep us informed about the outcomes
What we expect of the 3\textsuperscript{rd} UN HLM on NCDs?

- Renewal of diabetes and NCD commitments
- An action-oriented Outcome Document
- Measurable and realistic objectives to be achieved by the next HLM
- Commitments on \textit{financing} for diabetes and NCDs
- Focus on \textit{education} and \textit{risk factors} (unhealthy diets and insufficient physical activity)
- Eye on the two main targets: UHC and 30\% reduction in mortality by 2030
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Thank you

This presentation will be shared with all BCV, YLD and IDF Members

If you are not part of these groups, please contact us at advocacy@idf.org, so we can share the slides and the link to the webinar recording with you.