



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

UN	United Nations
WHO	World Health Organisation
HLM	High Level Meeting
NCDs	Non-communicable Disease
MS	Member States
SDGs	Sustainable Development Goals
UHC	Universal Health Coverage
OD	Outcome Document
CS	Civil Society

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

Diabetes on the international agenda

1999

2006

2011

2013

2014

2015

2017

Before 1999 diabetes and NCDs did not attract much political attention

Diabetes on the international agenda

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2017

World Diabetes Day

- ✓ Established by IDF and WHO
- ✓ To be hosted every year on November 14



día mundial de la diabetes

14 noviembre



world diabetes day

14 November



journée mondiale du diabète

14 Novembre

Diabetes on the international agenda

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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



unite for diabetes

Diabetes on the international agenda

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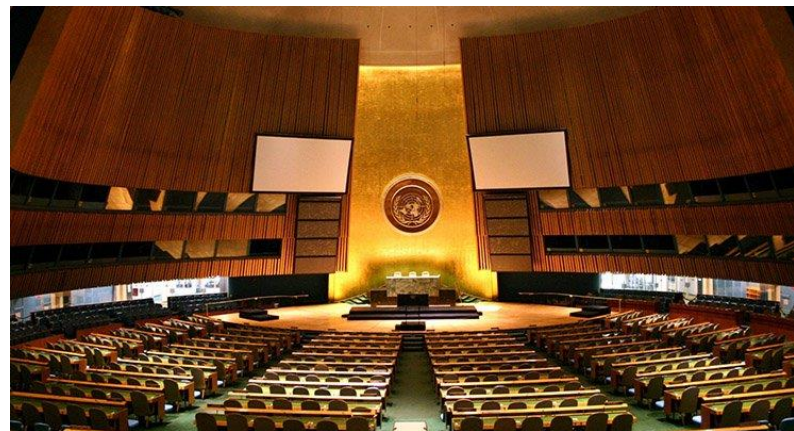
2015

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

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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

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2nd 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

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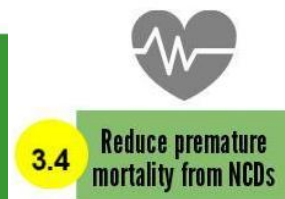
2014

2015

2017

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

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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



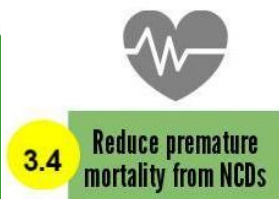
**WHO GLOBAL CONFERENCE
ON NONCOMMUNICABLE
DISEASES (NCDs)**

18-20 OCTOBER 2017

MONTEVIDEO, URUGUAY

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

HLM 2011

34 Heads of State

HLM 2014

No Heads of State
6 Ministers of Health

HLM 2018

?
Need for national advocacy to
ensure attendance of Heads of
State and Ministries of Health

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

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

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

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



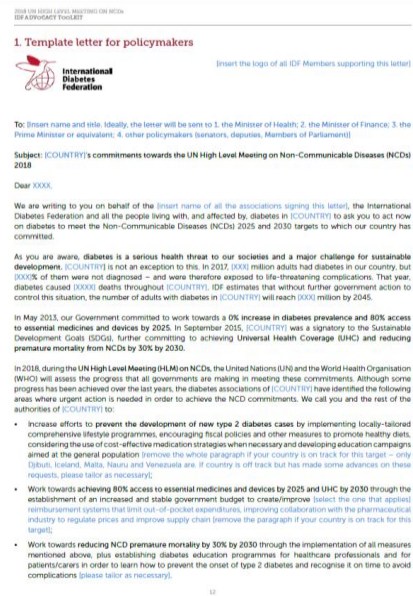
Create your own national campaign

- ✓ 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

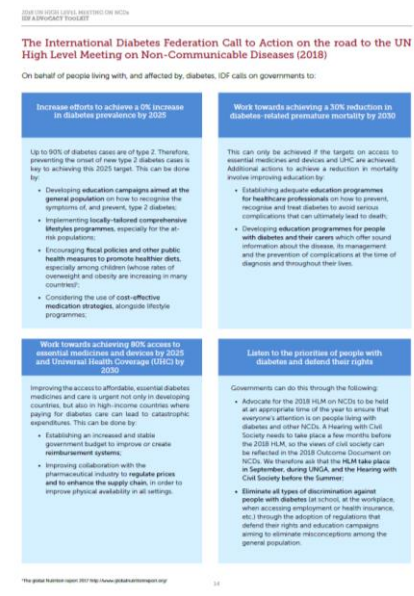
IDF tools for diabetes advocates



IDF HLM toolkit



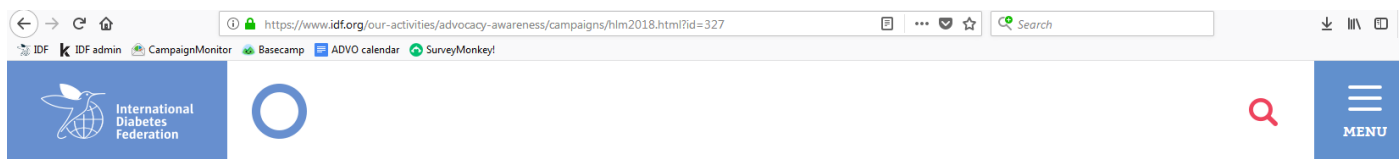
Editable letter for governments



Call to Action document

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.



[Click here to go to the IDF HLM webpage](#)

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 3rd 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 **financing** for diabetes and NCDs
- ✓ Focus on **education** and **risk factors** (unhealthy diets and insufficient physical activity)
- ✓ Eye on the two main targets: UHC and 30% reduction in mortality by 2030

Q&A





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