

# HOW TO GET INVOLVED



**International  
Diabetes  
Federation**



**world diabetes day**  
14 November

# SPREAD THE WORD ABOUT DIABETES IN NOVEMBER!

World Diabetes Day is a global occasion on which people with diabetes, health professionals, diabetes advocates, media, the general public and government organisations unite to raise awareness of diabetes. Your participation – both in the build-up to and following 14 November 2020 – is key to the success of the campaign and taking part can be exciting and hugely rewarding!

If your region or community is observing physical distancing guidelines due to COVID-19, you can set up online activities.

## HOW YOU CAN GET INVOLVED

Organise a **diabetes information session** for families in your community

- Organise a **'Learn about diabetes' event** in schools
- Help people learn their potential risk of type 2 diabetes with our **online test**
- Organise a **themed** activity with your healthcare team

- Arrange an **activity with your work colleagues**
- Organise, sponsor or take part in a **local diabetes fair**
- Keep COVID-19 physical distancing restrictions in mind and **hold events remotely**

## PRECAUTIONS AGAINST COVID-19

- **Wash hands** thoroughly and regularly
- **Avoid touching your face** with unwashed hands
- **Disinfect objects and surfaces** that are touched frequently
- **Don't share** food, glasses, towels, etc.
- **Cover your mouth and nose** with a tissue or the crook of your arm when you cough or sneeze
- **Avoid contact with people** showing respiratory illness symptoms
- If you are ill with flu-like symptoms, **stay at home**



**TOP TIP:** Engage local celebrities or members of the press for your event to generate some excitement and reach a wider audience



**WASH YOUR HANDS**



**DISINFECT OBJECTS AND SURFACES**



**COVER YOUR MOUTH AND NOSE**

**PLAY YOUR PART:** When organising your activities, keep others around the world updated with what you're up to by sharing them with us through our **online events map** >



# YOUR 5-STEP GUIDE TO ORGANISING AN ACTIVITY

- 1** **PLAN**

Start planning what you want to do as early as possible – remember the emphasis should be on something that engages our target audiences (nurses and policy makers)
- 2** **ASSEMBLE**

Set up an organising committee
- 3** **VENUE**

Find a venue, if your activity/event can be carried out safely and your region is not observing strict physical distancing measures. It is important everyone remains safe – try to run an activity online if possible
- 4** **SOCIAL**

Spread the word – e.g. through social media, using the hashtags #WorldDiabetesDay and #NursesMakeTheDifference
- 5** **SHARE**

Share your success as far and wide as possible



Engage your community by finding local partners to support and collaborate on your activity.



### #NOMINATEANURSE

Nurses are the focus of the WDD 2020 campaign and deserve **recognition** for their tireless efforts in support of people living with diabetes and other chronic conditions. Encourage people with diabetes to put forward a nurse that has helped or inspired them and share their story on social media.

### PUT A BLUE CIRCLE IN YOUR WINDOW

Display a **blue circle** in your home or workplace to show your support for people affected by diabetes.

### EXERCISE IN BLUE

Regular physical activity is an important part of diabetes management and reducing the risk of type 2 diabetes. Whether indoors or outdoors, **every step counts to help stay healthy!**

If physical distancing measures for COVID-19 in your community allow:

- Join the **Global Diabetes Walk**, an initiative created by the World Diabetes Foundation in support of World Diabetes Day. Take to the streets to raise awareness of the impact of diabetes and the importance of physical activity.

#### If outdoor activities in your community are restricted:

- **Walk or exercise** in your home or workplace and encourage your friends, family and colleagues to do the same. Need some motivation? Find a home-walking or workout video that fits your level of physical fitness and get your body moving!

However, if you choose to exercise, make sure to take all the recommended precautions and **wear blue** to show your support for #WorldDiabetesDay and the #NursesMakeTheDifference campaign.



## SHINE A LIGHT ON DIABETES, NO MATTER HOW BIG OR SMALL

Since the introduction of the blue circle in 2006, **monuments, buildings and homes** around the world have been lit blue for diabetes awareness on World Diabetes Day. Keep the tradition going by organising a blue lighting in your area this November.

- From a local or globally recognised landmark to your workplace, home, front garden or bedroom, **every light counts!**
- Visit our [Flickr album](#) for inspiration! >



**TOP TIP:** Share your pictures on social media and with us. Use the hashtag **#WorldDiabetesDay**, so we can show the different ways that people are raising awareness of diabetes

## SUPPORT WDD ONLINE

- Share the [key WDD messages](#) >
- Promote the [WDD website](#) >
- Promote the campaign on **social media** – like, share and retweet!
- Promote the campaign on your website
- Share [WDD resources](#) on your **website** or through social media >
- Take a [blue circle selfie](#) and share it on social media channels >
- Submit your [WDD photos](#) >



**TOP TIP:** Remember to use **#WorldDiabetesDay** on all social media posts



## PROMOTE THE BLUE CIRCLE AS THE GLOBAL SYMBOL OF DIABETES

There are many ways you can help promote the global symbol of diabetes awareness:

- **Wear** blue for diabetes
- Wear the blue circle pin or bracelet – available to [buy here](#) >
- **Persuade a Member of Parliament, celebrity, or high-profile individual in your community** to wear the blue circle pin. Don't forget to get a picture, keeping in mind any physical distancing measures in place
- Promote the **blue circle selfie app** – available to [download here](#) >
- Include the **blue circle** in all of your correspondence and promotional materials
- Use the **blue circle** as your profile picture on Facebook
- Find a **great profile picture on Facebook** and use our frame to promote the blue circle!



## GET INVOLVED IN OUR SOCIAL MEDIA CAMPAIGN

The official hashtags of the campaign are **#WorldDiabetesDay** and **#NursesMakeTheDifference**

Use the hashtags and be creative! You could take a picture of you and your friends using the hashtags in a fun way. A great way to do this would be to print them out on a small cardboard sign.

Get involved in the International Diabetes Federation's **social media activity** for World Diabetes Day 2020 by liking, sharing or retweeting what we do.

### IDF CHANNELS

- [Facebook.com/intdiabetesfed](https://www.facebook.com/intdiabetesfed) >
- [@IntDiabetesFed](https://twitter.com/IntDiabetesFed) (Twitter) >
- [@intdiabetesfed](https://www.instagram.com/intdiabetesfed) (Instagram) >
- [International Diabetes Federation](#) (LinkedIn) >

These channels will be sharing content for IDF members, advocates, healthcare professionals, decision-makers and campaign partners, and concentrated around the month of November and World Diabetes Day.

#### The specific call to action for these channels is to:

- Encourage governments to do more to **ensure nurses have access to training** so they can support people with diabetes and their families
- Promote the **IDF online education tool** for nurses
- Spread the word about **World Diabetes Day**
- Encourage people to share their diabetes awareness activities on our **interactive events map** – [www.idf.org/wdd-events](http://www.idf.org/wdd-events) >

### WORLD DIABETES DAY CHANNELS

- [Facebook.com/worlddiabetesday](https://www.facebook.com/worlddiabetesday) >
- [@WDD](https://twitter.com/WDD) (Twitter) >

These channels will be primarily sharing content for people with diabetes and the general public.

#### The specific calls to action for these channels are to:

- Encourage people with diabetes to promote the **important role nurses play** in the diagnosis, management and prevention of diabetes
- Direct people to the **WDD website** to learn more about diabetes
- Encourage people, like those living with diabetes and nurses, to take photos of themselves using the **blue circle selfie app**

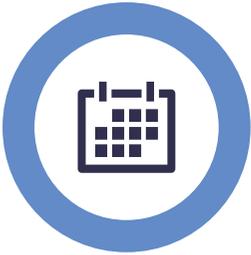
### EXAMPLE POSTS

- World Diabetes Day is 14 November. It's your chance to praise the nurses & healthcare professionals that support you with your diabetes **#WorldDiabetesDay** **#NursesMakeTheDifference**
- This **#WorldDiabetesDay**, nominate a nurse that has helped make a difference in the management of your condition or someone you care for **#NursesMakeTheDifference**



## ORGANISE YOUR OWN SOCIAL MEDIA CAMPAIGN

- 1 Create a calendar of posts** – so you'll know what to post in advance and when to post it


- 2 Get the theme right** – include 'Nurses: Make the Difference for Diabetes' as an overarching theme for your social posts

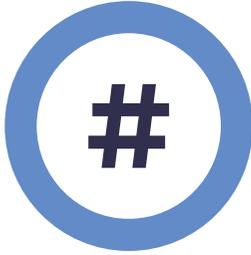

- 3 Use and share content to help your audience discover** the main messages for [#WorldDiabetesDay](#) >


- 4 Get the tone right for your audience** – remember that the general public needs to be informed, while people that already know about diabetes are looking for fresh content


- 5 Have a clear call to action** – make sure your audience has somewhere to go or something to do next. For example, encourage them to take a selfie with the blue circle app or to learn more about diabetes through IDF's online platforms

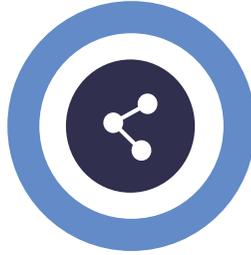

- 6 Make it visual** – share an image or video, and encourage your audience to do the same


- 7 Use #WorldDiabetesDay** – don't forget to use the hashtag to build momentum


- 8 Have a conversation** – social media should be a conversation. Ask your followers questions and start a discussion


- 9 Engage with celebrities** – find a celebrity with an interest in diabetes and engage them in conversation by tagging them using the '@' function


- 10 Share the campaign resources** – use the posters, infographics and visuals to spread the 'Nurses make the difference for diabetes' message



## WORK WITH THE MEDIA TO PROMOTE WORLD DIABETES DAY

IDF will be issuing announcements to gain coverage in the international media about World Diabetes Day.

For more information about IDF media activities, please contact [wdd@berkeleypr.com](mailto:wdd@berkeleypr.com) >



### TIPS FOR DEALING WITH MEDIA:

Make sure you identify the right journalists to approach

1. Craft a compelling pitch
2. Get your facts straight
3. Get the timings right
4. Be prepared to answer questions
5. Arrange an embargo if necessary
6. Give the media visual assets
7. Arrange access to spokespeople
8. Let the 'Nurses: Make the Difference for Diabetes' message shine through
9. Chase for coverage

If you record interviews with media, don't forget to share them with us on social media or by email to [wdd@idf.org](mailto:wdd@idf.org).

# HELP SHAPE THE GLOBAL HEALTH AGENDA

## WHY NURSES MAKE THE DIFFERENCE FOR DIABETES

As the numbers of people with diabetes continues to rise across the world, **the role of nurses and other health professional support staff becomes increasingly important in managing the impact of the condition.** Nurses play a key role in identifying and diagnosing diabetes early, providing self-management training and psychological support to help prevent complications and tackling the risk factors for type 2 diabetes to help prevent the condition.

There remains a significant need for more education and funding to equip nurses around the world with the skills to provide the support that people living with diabetes and those at risk of developing type 2 diabetes require.

**Nurses play a key role in identifying and diagnosing diabetes early, providing self-management training and psychological support to help prevent complications and tackling the risk factors for type 2 diabetes to help prevent the condition.**

**On behalf of people living with, and affected by diabetes, IDF requests national governments to recognise and advance the role of nurses in diabetes care by acting on the following three areas:**

### ENSURE QUALITY OF NURSING EDUCATION

- Include sufficient training in **diabetes diagnosis** and care in nursing studies curricula
- Invest in the speciality of **diabetes nursing** (training and recognition)
- Provide opportunities to further **diabetes education** throughout the nursing career
- Invest in the **professional development of diabetes nurses** to tackle diabetes complications and reduce the global health costs of diabetes

### INVEST IN THE RECRUITMENT AND RETENTION OF NURSES

- **Recruit a sufficient number** of nurses to guarantee appropriate diabetes care
- Strengthen the health systems through a **sustainable diabetes nursing workforce** equipped to meet the needs of the diabetes population and the rising demands for diabetes care

### MAXIMISE THE CONTRIBUTION OF NURSES IN PROVIDING PREVENTATIVE AND PRIMARY CARE

- Ensure diabetes nurses receive high quality training to ensure that **diabetes prevention programmes** are activated and optimised
- **Train nurses to identify people at risk** of developing type 2 diabetes and provide them with counselling
- Prioritise the contribution of diabetes nurses to **primary and community health care systems**



**1** Reach out to policy-makers



**2** Promote the IDF call to action in local media



**3** Support the IDF call to action on social media



**4** Support nurses in your community by highlighting their work on social media