



DIABETES: NURSES MAKE THE DIFFERENCE

CAMPAIGN TOOLKIT 2020

www.worlddiabetesday.org

#WorldDiabetesDay #NursesMakeTheDifference



**International
Diabetes
Federation**



world diabetes day
14 November

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5.9
million nurses
are needed to address
the global shortfall

INTRODUCTION



This toolkit provides all the information you need to prepare for awareness and outreach activities in the build-up to **World Diabetes Day (14 November)** and throughout the month of November.

The toolkit outlines the theme and messaging of the 2020 campaign and includes visual assets, up-to-date statistics and relevant links.

WHY DO I NEED THIS TOOLKIT?

This toolkit is designed to make it as easy as possible for you to participate in the campaign. Messages and visuals can be printed or downloaded straight from the document. Social 'share' buttons mean you can participate in the campaign with just a click of the mouse.

There is plenty of useful information about how to get involved, including **materials** to use in your activities, guides on running **social media campaigns** and tips for **engaging the media**.

For additional information, please visit www.worlddiabetesday.org >

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ABOUT WORLD DIABETES DAY

14 NOVEMBER



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ABOUT WORLD DIABETES DAY

14 NOVEMBER

The **International Diabetes Federation (IDF)** and the World Health Organization (WHO) started World Diabetes Day (WDD) in 1991 in response to the escalating health threat posed by diabetes.

It has since grown to become the world's largest diabetes awareness campaign and an official **United Nations (UN) awareness day**.

Thousands of local campaigns, activities, screenings, meetings and more take place every year, on 14 November and throughout the month.

World Diabetes Day aims to:

- Be the leading platform to promote diabetes advocacy efforts
- Promote the importance of taking coordinated and concerted actions to confront diabetes as a serious global health threat
- Draw attention to the key issues and keep diabetes firmly in the global public and political spotlight



**GLOBAL AUDIENCE OF
OVER ONE BILLION PEOPLE
IN MORE THAN 160 COUNTRIES**

**THE CAMPAIGN IS REPRESENTED
BY A BLUE CIRCLE LOGO THAT
WAS ADOPTED IN 2007 AFTER
THE PASSAGE OF THE UN
RESOLUTION ON DIABETES**

BLUE CIRCLE LOGO: The blue circle is the global symbol for diabetes. It signifies the unity of the global diabetes community in response to the rising number of people affected by diabetes

THEME AND KEY MESSAGES FOR 2020



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THEME AND KEY MESSAGES FOR 2020

THE YEAR OF THE NURSE

The theme of World Diabetes Day 2020 is **The Nurse and Diabetes**. The campaign aims to raise awareness around the crucial role that nurses play in supporting people living with diabetes. According to the World Health Organization (WHO):

- Nurses accounts for **59% of health professionals**
- The **global nursing workforce is 27.9 million**, of which 19.3 million are professional nurses
- The global shortage of nurses in 2018 was **5.9 million**. 89% of that shortage is concentrated in low- and middle-income countries
- The number of nurses trained and employed needs to **grow by 8%** a year to overcome alarming shortfalls in the profession by 2030*

WHO estimates that the total investment required to achieve its Social Development Goals (SDGs) targets by 2030 stand at 3.9 trillion USD – **40% of which should be dedicated to remunerating the health workforce**. Investing in the health workforce also has the capacity to impact other SDGs on eradicating poverty, ensuring inclusive and equitable education, achieving gender equality through the employment and empowerment of women, and promoting decent work and sustainable and inclusive economic growth.

IDF is speaking to policy-makers and nurses directly about the steps that can be taken to ensure health professionals are best prepared to support people living with diabetes in their communities – through **better education and funding**.



*<https://www.who.int/publications-detail/nursing-report-2020>

To help achieve these goals, various media outreach and awareness activities will take place in the build-up to World Diabetes Day and throughout the month of November.

The campaign has two key messages:



**59% OF HEALTH PROFESSIONALS
ARE NURSES**

NURSES: MAKE THE DIFFERENCE FOR DIABETES

As a highly valued member of the community, nurses do outstanding work to support people living with a wide range of health concerns. People who either live with diabetes or are at risk of developing the condition need their support too.

People living with diabetes face a number of challenges, and **education** is vital to equip nurses with the skills to support them. IDF wants to facilitate opportunities for nurses to learn more about the condition and receive training so that they can make a difference for people with diabetes. IDF will be launching an **online educational tool** to help nurses assess what they know and improve their knowledge and understanding of diabetes.

DIABETES: NURSES MAKE THE DIFFERENCE

As the number of people with diabetes continues to rise across the world, the role of **nurses and other health professional support staff** is becoming increasingly important in managing the impact of the condition. Nurses are often the first and sometimes only health professional that a person interacts with and so the quality of their initial assessment, care and treatment is vital. Nurses play a key role in:

- **Diagnosing diabetes** early to ensure prompt treatment
- **Providing self-management training and psychological support** for people with diabetes to help prevent complications
- **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 support people living with diabetes and those at risk of developing type 2 diabetes. Healthcare providers and governments must therefore recognise the importance of investing in education and training. With the right expertise, nurses can make the difference for people affected by diabetes.

PLAY YOUR PART: Share these key messages when organising your events and raising awareness around WDD 2020

DIABETES FACTS AND FIGURES



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FACTS AND FIGURES

The IDF Diabetes Atlas provides the latest figures, information and projections on the global impact of diabetes.



1 IN 2 PEOPLE WITH DIABETES ARE UNDIAGNOSED



OVER 460 MILLION PEOPLE ARE LIVING WITH DIABETES

DIABETES

- **463 million adults** (1-in-11) were living with diabetes in 2019
- The number of people living with diabetes is expected rise to **578 million by 2030**
- **1 in 2 adults with diabetes** remain undiagnosed (232 million). The majority have type 2 diabetes
- **More than 3 in 4 people** with diabetes live in low and middle-income countries
- **1 in 6 live births** (20 million) are affected by high blood glucose (hyperglycaemia) in pregnancy
- **Two-thirds of people** with diabetes live in urban areas and three-quarters are of working age
- **1 in 5 people** with diabetes (136 million) are above 65 years old
- Diabetes caused **4.2 million deaths** in 2019
- Diabetes was responsible for **at least \$760 billion in health expenditure** in 2019 – 10% of the global total spent on healthcare
- Depending on the global region, **up to 50% people diagnosed with COVID-19** were living with diabetes

NURSING*

- Nurses account for **59% of health professionals** – the largest occupational group
- The global nursing workforce is **27.9 million**, of which 19.3 million are professionals
- The global shortage of nurses is estimated to be **5.9 million**, of which 89% is in low and lower middle-income countries
- Nursing graduates need to **increase by 8% a year** to overcome the predicted global shortfall by 2030
- Approximately **90% of the nursing workforce is female**

*https://www.who.int/hrh/nursing_midwifery

PLAY YOUR PART: Print this page and share these stats to raise awareness of the prevalence and dangers of diabetes

RESOURCES



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RESOURCES

A selection of resources are available for use in awareness activities on World Diabetes Day 2020 and throughout November.

LOGO

The World Diabetes Day logo is available for [download in multiple languages >](#)



MERCHANDISE

Blue circle pins and bracelets are available for purchase from the [World Diabetes Day website >](#)

Members of the International Diabetes Federation (IDF) can request a limited quantity of pins and bracelets free of charge by contacting [wdd@idf.org >](mailto:wdd@idf.org)



POSTERS, INFOGRAPHICS AND BANNERS

PLAY YOUR PART: Share these visuals online to engage audiences and raise awareness of the key issues

POSTERS

Available in multiple languages [here](#) >



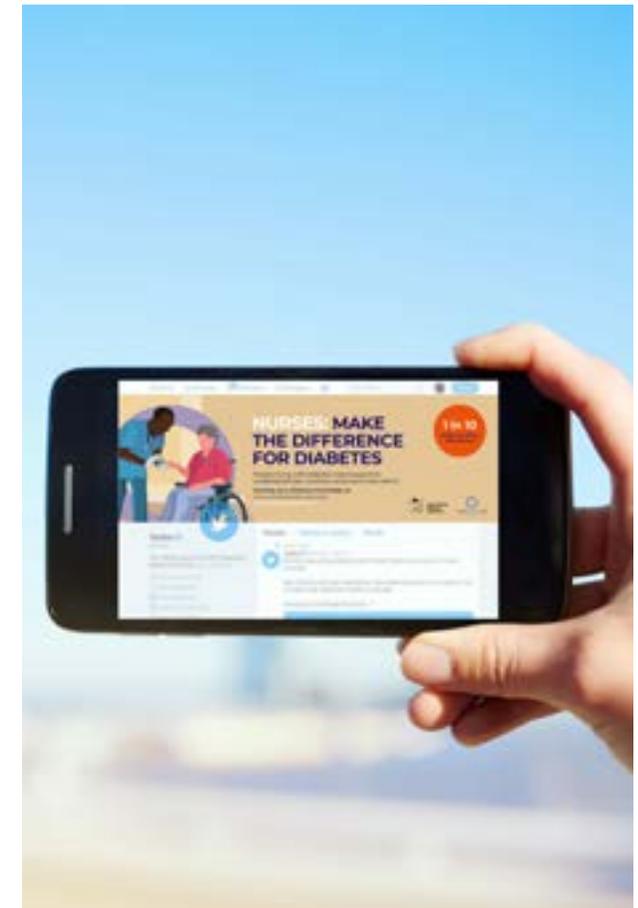
INFOGRAPHICS

Available in multiple languages [here](#) >



SOCIAL MEDIA AND ONLINE BANNERS

Available in multiple languages [here](#) >



ADAPT OUR VISUAL ASSETS

If you would like to adapt the visual assets in this toolkit and make them available in your local language(s), you can choose from the selection of images that are available on the next page.

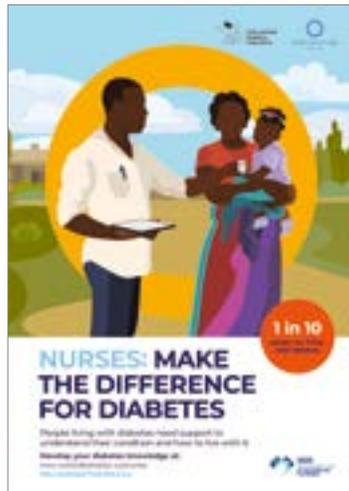
IF YOU REQUIRE ASSISTANCE in adapting the visuals, please contact wdd@idf.org. Source files are available on request >

The following labeled areas on the visual assets can be changed:



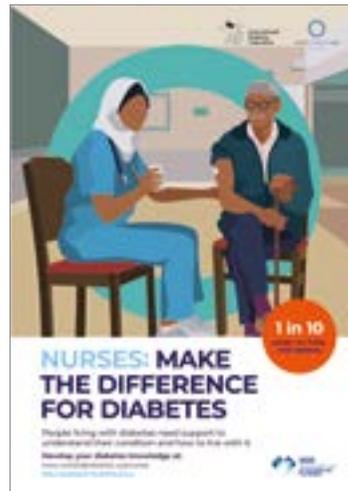
NURSE GROUPS

The nurse groups below are available on request from wdd@idf.org >



Colors

-  Pantone 7409
c0 m36 y100 k0
r249 g174 b0
#f9ae00
-  Pantone 2905
c48 m9 y4 k0
r141 g197 b231
#8dc5e7
-  Pantone 2755
c100 m100 y32 k23
r33 g18 b97
#211261



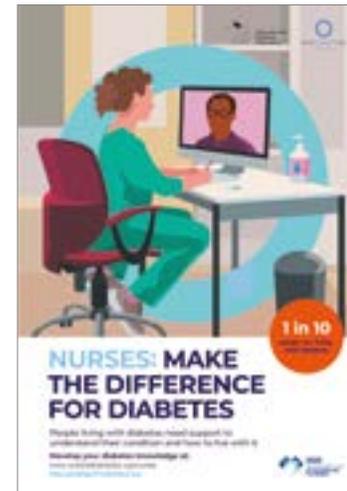
Colors

-  Pantone 7472
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r86 g182 b177
#56b6b1
-  Pantone 2905
c48 m9 y4 k0
r141 g197 b231
#8dc5e7
-  Pantone 2755
c100 m100 y32 k23
r33 g18 b97
#211261



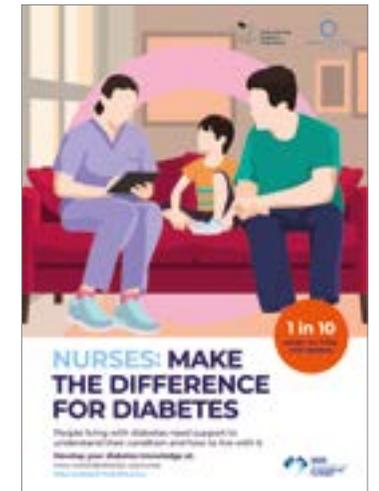
Colors

-  Pantone 2755/40%
c41 m42 y9 k0
r165 g151 b190
#a597be
-  Pantone 2905
c48 m9 y4 k0
r141 g197 b231
#8dc5e7
-  Pantone 2755
c100 m100 y32 k23
r33 g18 b97
#211261



Colors

-  Pantone 630
c54 m0 y18 k0
r122 g201 b214
#7ac9d6
-  Pantone 2905
c48 m9 y4 k0
r141 g197 b231
#8dc5e7
-  Pantone 2755
c100 m100 y32 k23
r33 g18 b97
#211261



Colors

-  Pantone 1895
c0 m40 y5 k0
r245 g180 b204
#f5b4cc
-  Pantone 2905
c48 m9 y4 k0
r141 g197 b231
#8dc5e7
-  Pantone 2755
c100 m100 y32 k23
r33 g18 b97
#211261

HOW TO GET INVOLVED



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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 >

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:

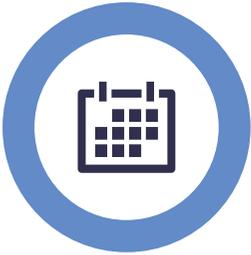
- Encourage people with diabetes to promote the **important role nurses play** in the diagnosis, management and prevention of diabetes
- Direct people to the **WDD website** to learn more about diabetes
- Encourage people, like those living with diabetes and nurses, to take photos of themselves using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

- 

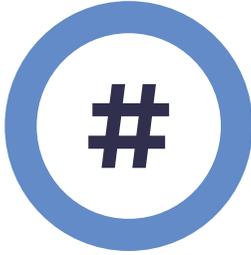
1 Create a calendar of posts – so you'll know what to post in advance and when to post it
- 

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](#) >
- 

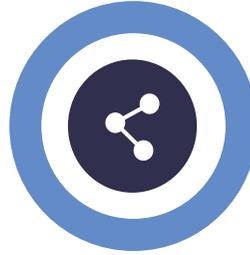
4 Get the tone right for your audience – remember that the general public needs to be informed, while people that already know about diabetes are looking for fresh content
- 

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 >



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.

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

OFFICIAL PARTNERS



**International
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Federation**



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14 November

OFFICIAL PARTNERS

Partners of the International Diabetes Federation (IDF) help make World Diabetes Day a global success by providing valuable support for many of the activities that take place around the world. IDF is pleased to have the support of the following partners for World Diabetes Day 2020.



PLAY YOUR PART: If you are interested in becoming a World Diabetes Day partner, please contact partnership@idf.org >

ABOUT THE INTERNATIONAL DIABETES FEDERATION



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ABOUT THE INTERNATIONAL DIABETES FEDERATION

The International Diabetes Federation (IDF) is an umbrella organisation of **over 230 national diabetes associations in more than 160 countries and territories.**

It represents the interests of the growing number of people with diabetes and those at risk and has been leading the global diabetes community since 1950.

OUR MISSION:

- Promote diabetes care, prevention and a cure worldwide
- Tackle diabetes from the local to the global level
- Influence policy by promoting the exchange of high-quality information about diabetes
- Provide education for people with diabetes and their healthcare providers

IDF is a diverse and inclusive multi-cultural network of national diabetes associations and an authoritative global voice in non-communicable diseases. IDF is associated with the Department of Public Information of the United Nations and is in official relations with the World Health Organization (WHO).

To find out more, visit www.idf.org >



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