

ABOUT WORLD DIABETES DAY

World Diabetes Day (WDD) is the largest diabetes awareness campaign in the world. It is marked every year on November 14.

Launched in 1991 by the International Diabetes Federation (IDF) and World Health Organization (WHO), WDD aims to promote the importance of coordinated and concerted action to confront diabetes as a critical global health issue. The event unites a global audience of more than one billion people across more than 160 countries to raise awareness of the need for care, education and resources to support those with diabetes.

Use this toolkit to help you plan your own local campaigns, organize events, share resources, engage the media or activate your social media supporters in the lead up to WDD 2022.

Learn more about World Diabetes Day at www.worlddiabetesday.org



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THE BLUE CIRCLE is the global symbol for diabetes. Wear it, display it, and promote it with pride this November to join in WDD 2022. [Download it here](#)