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# 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 in the fight against diabetes.

Your participation – both in the build-up to and following 14 November – is key to the success of the campaign and taking part can be exciting and hugely rewarding! Here are some ideas of how you can get involved:

- Organise a **diabetes information session** for families in your community
- Organise a **'Learn about diabetes' event** in schools
- Set up a **press conference**
- Organise a **family-themed physical activity** such as a mini sports day
- Arrange an activity at your **workplace**
- Organise and/or sponsor a local **diabetes fair**



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

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



# #TEST2PREVENT – KNOW YOUR RISK OF TYPE 2 DIABETES

## Type 2 diabetes accounts for around 90% of all people living with diabetes.

It most commonly affects adults but is increasingly seen in children and adolescents. Unlike type 1 diabetes, **type 2 diabetes can be prevented.**

The cornerstone of type 2 diabetes prevention is the adoption of a healthy diet and increased physical activity. Several studies conducted around the world have shown that the risk of developing type 2 diabetes can be significantly reduced by adopting healthier lifestyles. The most important risk factors for type 2 diabetes include excess body weight, lack of exercise and poor nutrition.

## The first step to preventing type 2 diabetes is knowing your risk.

IDF is encouraging everyone to learn about their risk of type 2 diabetes through a simple online test or questionnaire.

**Our goal is to have at least 1 million people screened for type 2 diabetes by the end of November 2019.**

## #TEST2PREVENT THIS NOVEMBER

### If you are an individual:

- Learn about your risk of type 2 diabetes through [IDF's online risk assessment](#) > Persuade your friends, family and colleagues to do the same
- Share the test on social media to encourage others to learn about their risk. Use the hashtags **#WorldDiabetesDay** **#Test2Prevent**

*"I just learnt about my risk of type 2 diabetes. Find out your risk through this simple online test and help protect your family this #WorldDiabetesDay"*



### If you represent an organisation or are a health professional working in diabetes:

- Organize a public screening activity for type 2 diabetes in November. [Get resources to inform your activity](#) >
- Share information about your screening activity on the [World Diabetes Day online events map](#) >
- Take pictures during your screening activity using the [WDD blue circle app\\*](#) > share them with us
- Share the total number of people screened during your activity with [wdd@idf.org](mailto:wdd@idf.org) >




## TEST2PREVENT KNOW YOUR RISK OF TYPE 2 DIABETES

The International Diabetes Federation (IDF) has estimated that globally as many as **193 million people**, or close to half of all adults currently living with diabetes, are unaware of their disease. **Most of these cases are type 2 diabetes.**

IDF has created an **online diabetes risk assessment** which aims to predict an individual's risk of developing type 2 diabetes within the next ten years. The test is based on the Finnish Diabetes Risk Score (FINDRISC) developed and designed by Adj. Prof Jaana Lindstrom and Prof. Jaakko Tuomilehto from the National Institute for Health and Welfare, Helsinki, Finland.

The test takes only a couple of minutes to complete. It is a quick, easy, and confidential way to find out your risk of developing type 2 diabetes.

START NOW

If you are a resident of one of the countries below, click on the links to access your country-specific online risk assessment.

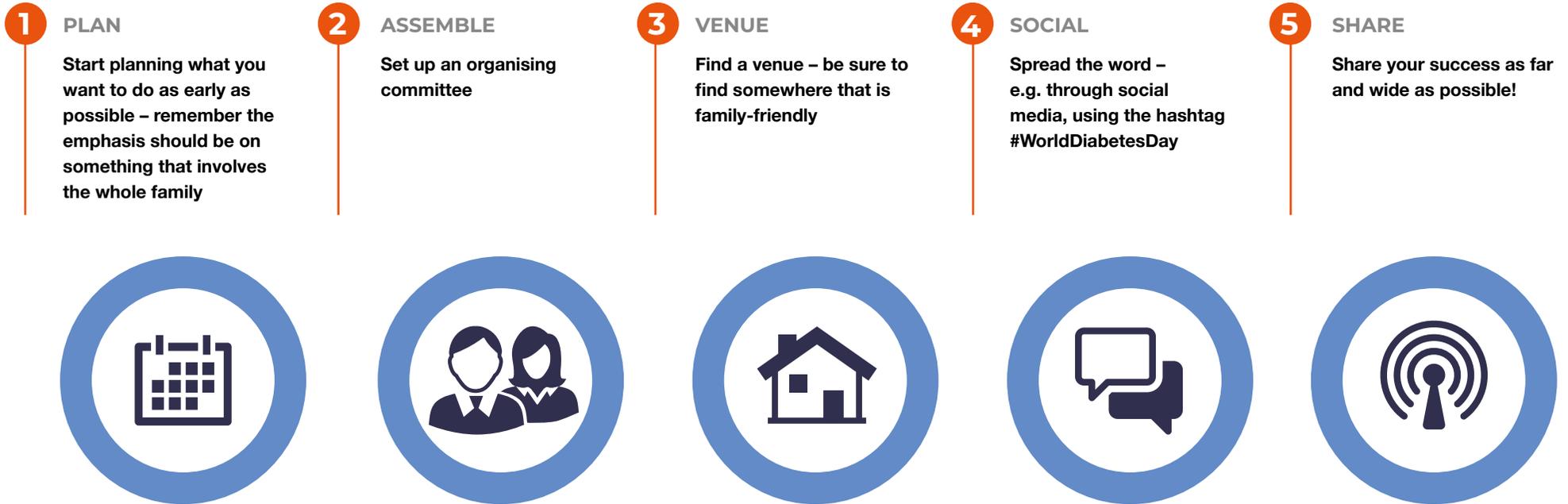
- ▶ Australia
- ▶ Canada
- ▶ France
- ▶ Germany

- ▶ Norway
- ▶ Switzerland
- ▶ United Kingdom
- ▶ USA



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# YOUR 5-STEP GUIDE TO ORGANISING AN ACTIVITY



Engage your community by finding local partners to support and collaborate on your activity. You could, for example, reach out to a local service club. IDF has partnered with **Lions Clubs International** to help prevent type 2 diabetes and improve the quality of life for the millions affected. Your local Lion's Club may be interested in a joint activity.

### ORGANISE A DIABETES WALK

- Take steps and promote physical activity to prevent and manage diabetes.  
[Visit our Flickr album for inspiration!](#) >
- Join the [Global Diabetes Walk](#), an initiative created by the World Diabetes Foundation in support of World Diabetes Day >



**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

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

- Light up a monument, local building, or even your house in blue
- Visit our [Flickr album](#) for inspiration! >



### 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 (and don't forget to get a picture)
- Form a **human blue circle**
- Promote the **blue circle selfie app** – available to [download here](#) >
- Include the **blue circle** in all of your media assets and correspondence
- **Run a competition** to see which family can promote the blue circle in the most imaginative way – get them to send in pictures and post them online



## GET INVOLVED IN OUR SOCIAL MEDIA CAMPAIGN

### INTERNATIONAL DIABETES FEDERATION CHANNELS

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

These channels will be sharing content for IDF members, people with diabetes, healthcare professionals, and campaign partners.

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

- Encourage governments to do more to help families with diabetes
- Spread the word about World Diabetes Day and diabetes awareness month
- 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) >
- [@worlddiabetesday.idf](https://www.instagram.com/worlddiabetesday.idf) (Instagram) >
- [#WorldDiabetesDay](https://www.instagram.com/WorldDiabetesDay)

These channels will be sharing content for the general public and people who have a family member with diabetes. The focus will be on how to prevent, manage, and detect diabetes.

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

- Encourage people to learn about their risk of type 2 diabetes through IDF's online assessment
- Direct people to the WDD website to learn more about diabetes
- Encourage people to take photos of themselves and their families using the blue circle selfie app

### EXAMPLE POSTS:

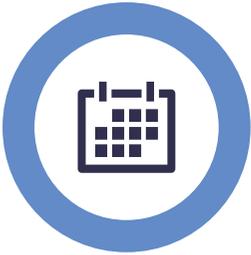
- World Diabetes Day is 14 November. Could you spot the diabetes warning signs in your family? [#WorldDiabetesDay](https://www.instagram.com/WorldDiabetesDay)
- Simple action can reduce the risk of type 2 [#diabetes](https://www.instagram.com/diabetes). Learn how to protect your family this [#WorldDiabetesDay](https://www.instagram.com/WorldDiabetesDay)

**GET INVOLVED** in the International Diabetes Federation's social media activity for World Diabetes Day 2019 by liking, sharing or retweeting what we do



# ORGANISE YOUR OWN SOCIAL MEDIA CAMPAIGN

- 1 Plan your posts in advance** – with a calendar of planned posts, you’ll know what to post, and when to post it


- 2 Get the theme right** – include ‘Diabetes: protect your family’ as an overarching theme for your social posts

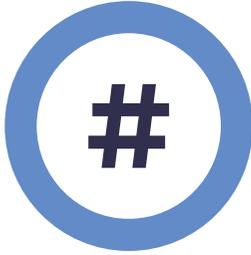

- 3 Use content to help your audience discover, prevent and manage diabetes** – these are the **main messages for #WorldDiabetesDay** >


- 4 Get the tone right for your audience** – remember that the general public needs to be educated, 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 – encourage them to take a selfie with the blue circle app or find out their risk of type 2 diabetes through IDF’s online assessment

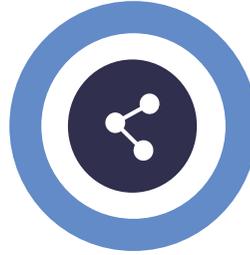

- 6 Make it visual** – share an image or video, and encourage your audience to do the same


- 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 ‘Diabetes: protect your family’ message



## WORK WITH THE MEDIA TO PROMOTE WORLD DIABETES DAY

IDF will be issuing press 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 'Diabetes: Protect Your Family' message shine through
9. Chase for coverage

# HELP SHAPE THE GLOBAL HEALTH AGENDA

**Through coordinated advocacy at the local and national level, IDF is instrumental in shaping the international agenda and providing a global voice for people affected by diabetes**

## UNIVERSAL HEALTH COVERAGE (UHC)

Every year, IDF develops advocacy campaigns calling for increased government action on diabetes awareness, prevention and management.

The World Health Organisation defines **Universal Health Coverage (UHC)** as a situation where all individuals and communities receive the health services they need without suffering financial hardship.

Diabetes is a condition that requires lifelong management. Without UHC, people with diabetes and their families can face catastrophic health expenditures as a result of the medical expenses incurred to manage diabetes and avoid or delay complications.

Despite global commitments, **half of the world's population does not yet have full coverage of essential health services at an affordable price.**

IDF has launched a **UHC selfie campaign** focused on the cost of essential diabetes care around the world. By participating, you can support IDF in ensuring that the voices of people with diabetes are heard at the highest political level.

**PLAY YOUR PART:** Take a selfie for IDF's UHC campaign >

