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# THEME AND KEY MESSAGES FOR 2019



**International  
Diabetes  
Federation**



world **diabetes** day  
14 November

# THEME AND KEY MESSAGES FOR 2019

## DIABETES: PROTECT YOUR FAMILY

November 2019 marks the second year of a two-year theme dedicated to “The Family and Diabetes”. The tagline for the campaign this year is “**Diabetes: Protect your Family**”.

Research conducted by the International Diabetes Federation (IDF) revealed that many parents would struggle to spot the warning signs of diabetes in their own children. Although the majority of people surveyed had a family member with diabetes, an alarming **four-in-five parents** would have trouble recognizing the warning signs. **One-in-three** wouldn't spot them at all.

The aims of the campaign are to raise awareness of the impact that diabetes has on the family and to promote the role of the family in the management, care, prevention and education of the condition.

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.



There are three main focus areas:

- 1 DISCOVER DIABETES >
- 2 PREVENT DIABETES >
- 3 MANAGE DIABETES >

## 1 DISCOVER

### DETECTING DIABETES EARLY INVOLVES THE FAMILY TOO:

- **One in every two people with diabetes is undiagnosed.** Early diagnosis and treatment is key to helping prevent or delay life-threatening complications
- If **type 1 diabetes** is not detected early, it can lead to **serious disability or death**. Know the signs and symptoms to protect yourself and your family

**PLAY YOUR PART:** Encourage your family, friends and colleagues to test their knowledge of diabetes with our **online quiz** >

## 2 PREVENT

### PREVENTING TYPE 2 DIABETES INVOLVES THE FAMILY TOO:

- **Many cases of type 2 diabetes can be prevented** by adopting a healthy lifestyle. Reducing your family's risk starts at home
- When a family **eats healthy meals and exercises together**, all family members benefit and encourage behaviours that could help **prevent type 2 diabetes** in the family
- If you have diabetes in your family, **learn about the risks, the warning signs** to look out for and what you can do to **prevent type 2 diabetes** and complications of diabetes
- Families need to live in an environment that supports **healthy lifestyles** and helps them to **prevent type 2 diabetes**
- Brief questionnaires are simple, practical and inexpensive ways to quickly **identify people who may be at a higher risk of type 2 diabetes** and should consult a health professional

**PLAY YOUR PART:** Get further information and access helpful resources to learn more on the **prevention of type 2 diabetes** >

## 3 MANAGE

### CARING FOR MY DIABETES INVOLVES MY FAMILY TOO:

- Managing diabetes requires daily treatment, regular monitoring, a healthy lifestyle and ongoing education. **Family support is key**
- All **health professionals** should have the **knowledge and skills** to help individuals and families manage diabetes
- **Education and ongoing support** should be accessible **to all individuals and families** to help manage diabetes
- Essential diabetes **medicines and care** must be **accessible and affordable** for every family

**PLAY YOUR PART:** Run a series of sessions at a local school to educate parents and their children about diabetes



**1 IN 2 PEOPLE WITH DIABETES ARE UNDIAGNOSED**



**OVER 50% OF TYPE 2 DIABETES IS PREVENTABLE BY ADOPTING A HEALTHY LIFESTYLE**