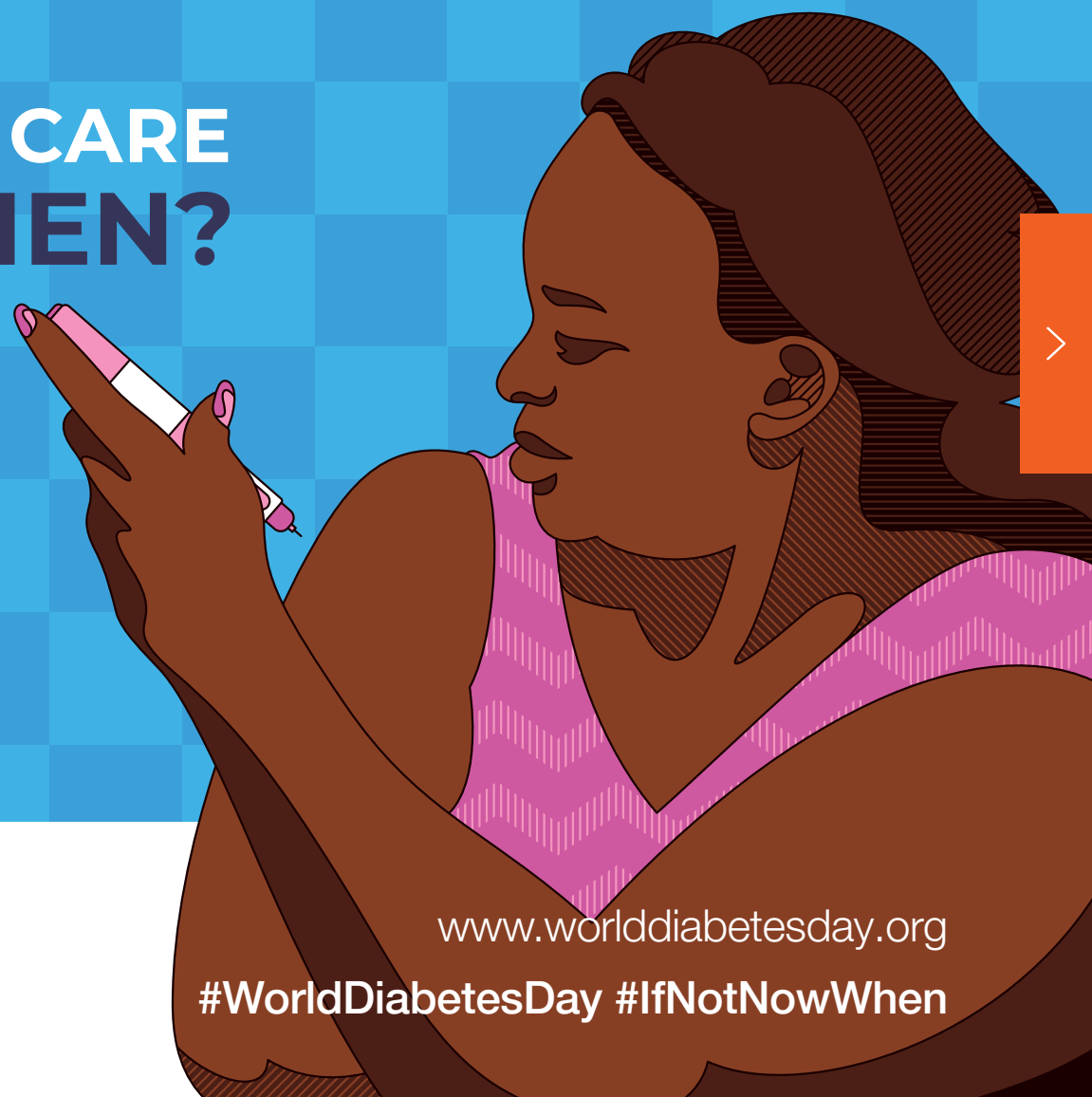


ACCESS TO DIABETES CARE IF NOT NOW, WHEN?

CAMPAIGN TOOLKIT 2021



**International
Diabetes
Federation**



world **diabetes** day
14 November

www.worlddiabetesday.org

#WorldDiabetesDay #IfNotNowWhen

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1 in 10
people are living
with diabetes

INTRODUCTION



This toolkit provides all the information you need to get involved with and support **World Diabetes Day on 14 November 2021** and throughout the month of November. Use this kit to explore this year's theme and messaging, get access to key resources, campaign assets, events and statistics and find out how to get involved in the campaign.

SUBSCRIBE to our e-alerts to keep up to date with the latest on World Diabetes Day 2021, [here](#) >

ABOUT WORLD DIABETES DAY

14 NOVEMBER



International
Diabetes
Federation



world diabetes day
14 November

ABOUT WORLD DIABETES DAY

14 NOVEMBER

World Diabetes Day (WDD) is the world's largest diabetes awareness campaign and an official **United Nations (UN) awareness day**. It was originally launched in 1991 by the **International Diabetes Federation (IDF)** and the **World Health Organization (WHO)** in response to the escalating health threat posed by diabetes. Thousands of local campaigns, activities, screenings, meetings and events take place every year on 14 November, and throughout the month of November.

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



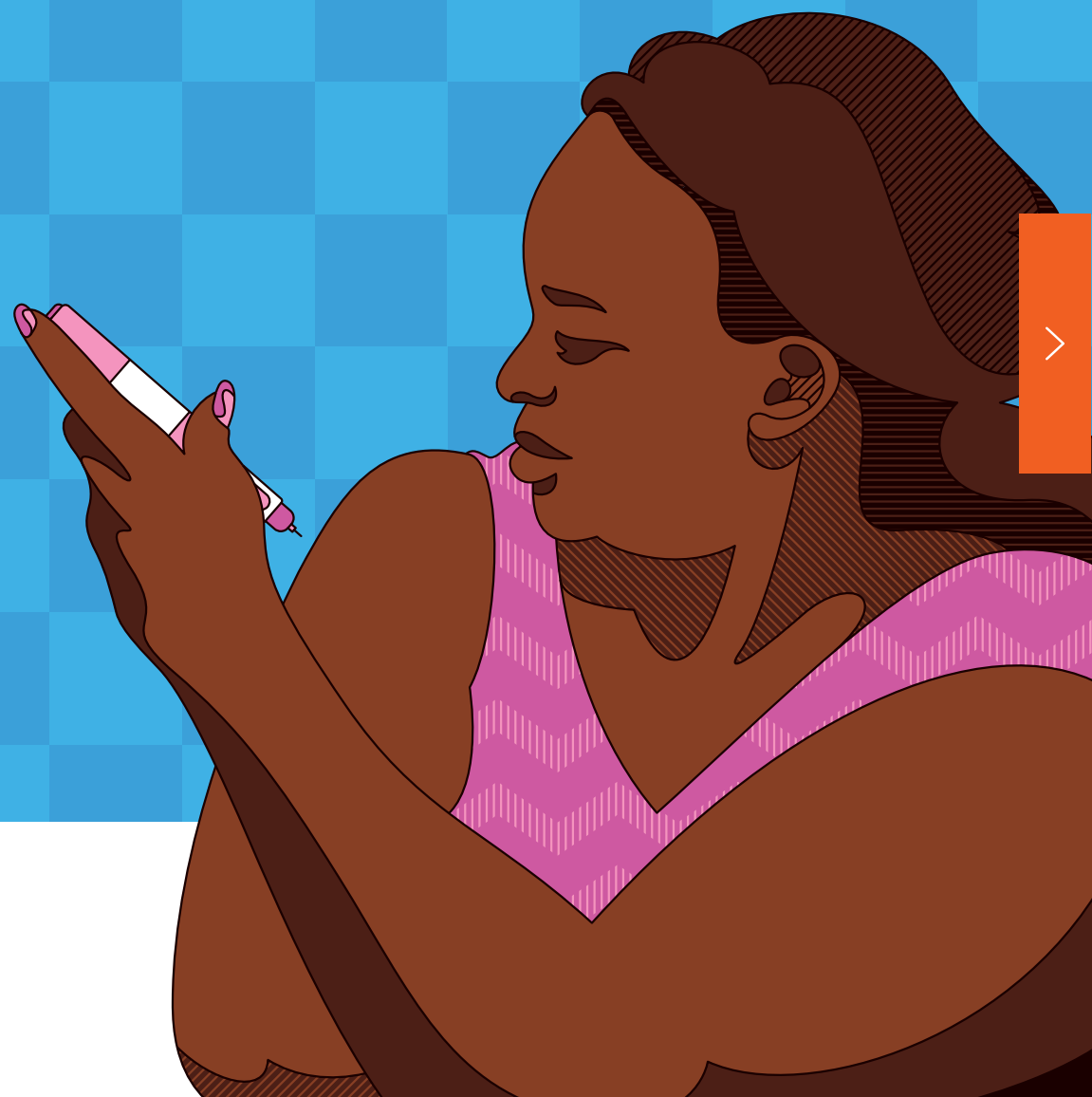
**GLOBAL AUDIENCE OF
OVER ONE BILLION PEOPLE
IN MORE THAN 160 COUNTRIES**

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: 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.

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

THEME AND KEY MESSAGES 2021



**International
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world **diabetes** day
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THEME AND KEY MESSAGES 2021

ACCESS TO DIABETES CARE

The theme for World Diabetes Day 2021-23 is **access to diabetes care**.

100 years after the discovery of insulin, millions of people with diabetes around the world cannot access the care they need. People with diabetes require ongoing care and support to manage their condition and avoid complications.

We are living in extraordinarily difficult times, in which people with diabetes are facing an additional major health threat. Regretfully, we have seen that people living with diabetes can be more susceptible to the worst complications of COVID-19. We should worry that the legacy of the pandemic will see resources and attention focused on infectious diseases to the detriment of all non-communicable diseases, including diabetes.

We therefore cannot wait any longer for diabetes medicine, technologies, support and care to be made available to all that require them.

The centenary of the discovery of insulin presents a unique opportunity to bring about meaningful change for the more than 460 million people living with diabetes and the millions more at risk. United, the global diabetes community has the numbers, the influence and the determination to bring about meaningful change. We need to take on the challenge.

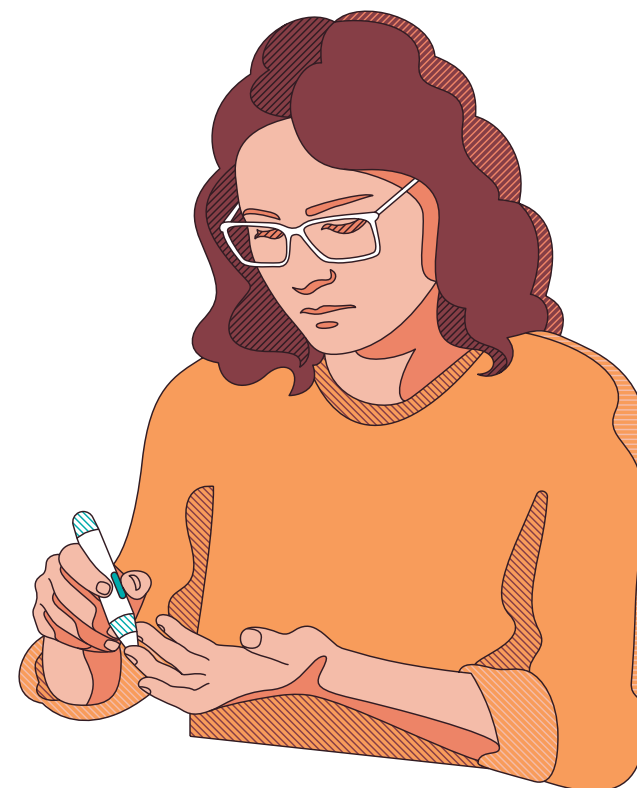
It's time for governments, policymakers and advocates to act to increase investment in diabetes care and prevention and ensure everyone living with diabetes can access the care they need.

If not now, when?

463

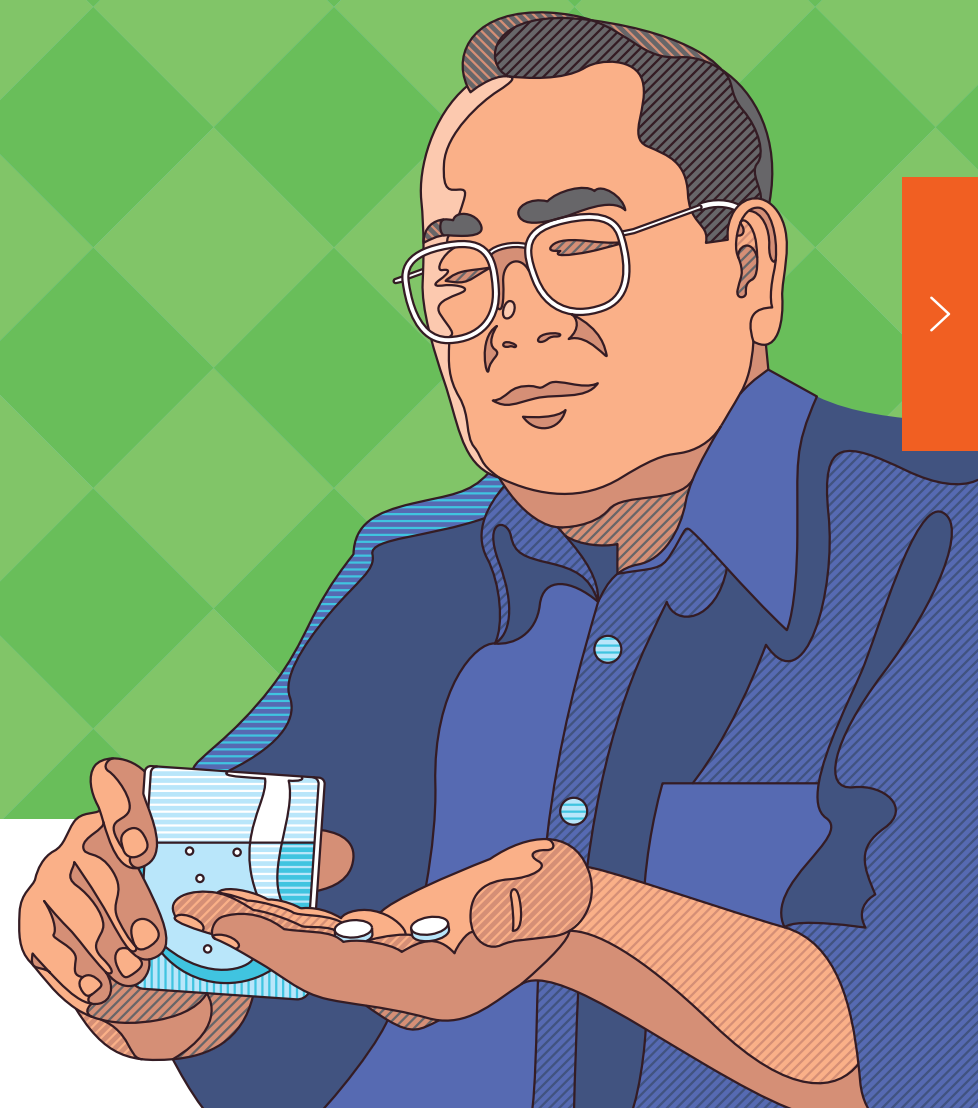
million adults
are living with
diabetes

TOP TIP: Share these key messages when organising your events to raise awareness around WDD 2021





DIABETES FACTS AND FIGURES



**International
Diabetes
Federation**



world **diabetes** day
14 November

DIABETES FACTS AND FIGURES



**50% OF PEOPLE
WITH DIABETES
ARE UNDIAGNOSED**



**3 IN 4 PEOPLE WITH DIABETES
LIVE IN LOW- AND MIDDLE-
INCOME COUNTRIES**

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**.
- **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.
- **1 in 2 adults with diabetes remain undiagnosed** (232 million). The majority have type 2 diabetes.

ACCESS TO DIABETES CARE

- **Tens of thousands** of people with type 1 diabetes who need insulin to survive and **more than 30 million** with type 2 diabetes who require insulin do not have access to a reliable and affordable supply.
- In Africa, **86% of people with type 2 diabetes** are unable to access the insulin they need.
- **63% of households in low-income countries** are unable to afford insulin, along with 2.8% of households in high-income countries.
- **26.9% of households in low-income countries**, and 0.7% of households in high-income countries, cannot afford the medication Metformin.

NEW DATA COMING SOON: The latest global diabetes figures will be released in the 10th edition of the IDF Diabetes Atlas. Look out for the new data in November 2021.

RESOURCES AND VISUAL ASSETS



**International
Diabetes
Federation**



world **diabetes** day
14 November

RESOURCES AND VISUAL ASSETS

Raise awareness of World Diabetes Day 2021 with our dedicated campaign resources.

- Download the World Diabetes Day logo in multiple languages.
- Download our posters, infographics, social media and online banners.
- Buy a blue circle pin or bracelet.

TOP TIP: Share these assets on social media to raise awareness of access to diabetes care **#IfNotNowWhen**

LOGO, POSTERS, INFOGRAPHICS, BANNERS AND SOCIAL VISUALS

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



World Diabetes Day campaign graphics are available for [download in multiple languages](#) >



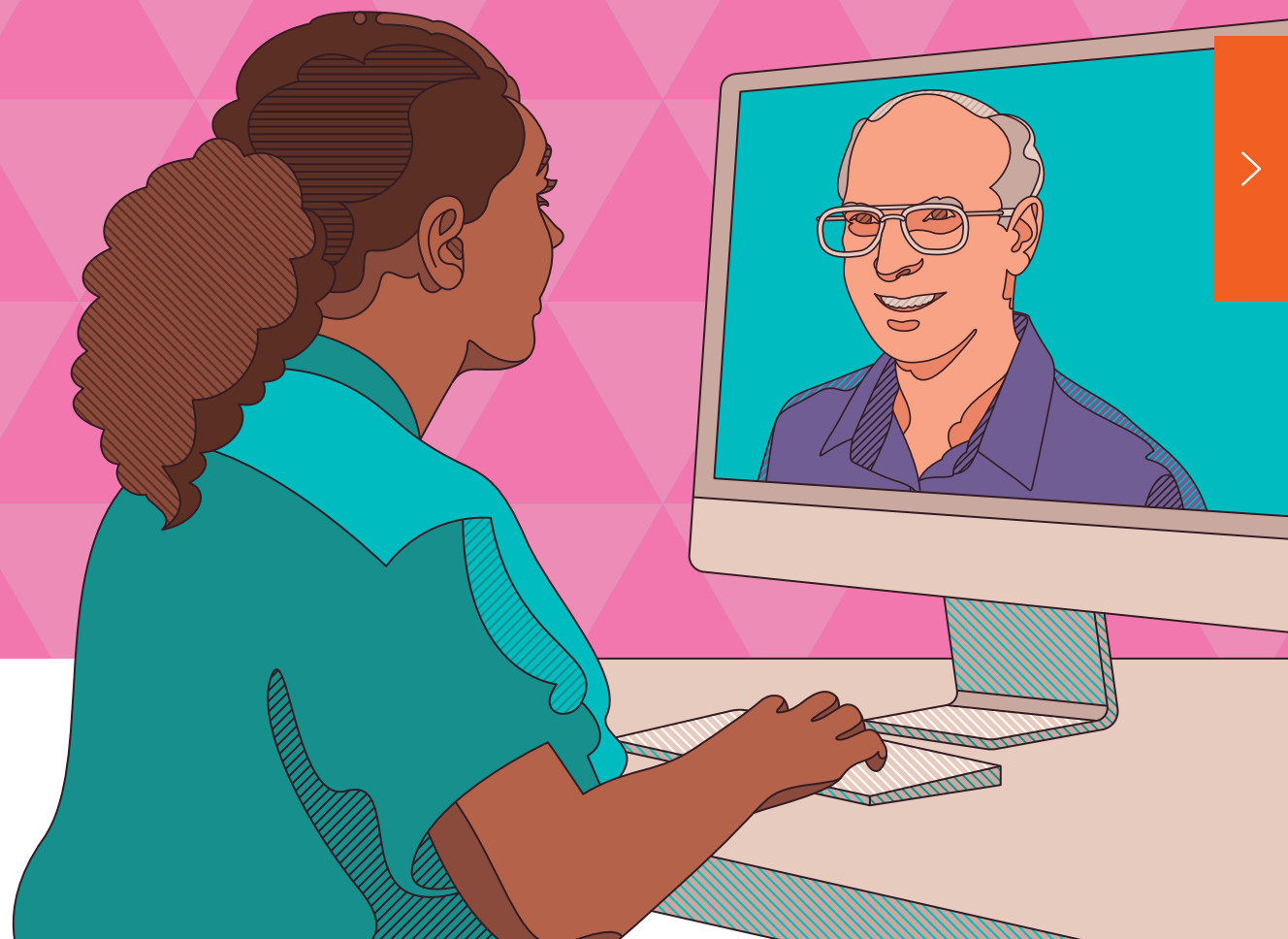
MERCHANDISE

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





HOW TO GET INVOLVED



**International
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world **diabetes** day
14 November

SHARE THE WORLD DIABETES DAY MESSAGE THIS NOVEMBER!

Take part in the World Diabetes Day campaign to raise awareness of diabetes and the need for greater access to care around the world. Your participation – both in the build-up to and following 14 November 2021 – is key to the success of the campaign. If your region or community is observing physical distancing guidelines due to COVID-19, you can set up online activities.

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

HOW YOU CAN GET INVOLVED

- **Pledge your support** for greater access to diabetes care by supporting our online petition.
- **Lobby** a local or national **policy-maker** to ensure that all people with diabetes have access to the care they need.
- Organise a **'Learn about diabetes' event** in schools.
- Help people learn their potential risk of type 2 diabetes with our **online test**.
- **Organise or participate** in a local diabetes awareness walk.
- **Light up** a local landmark, your home or workplace in **blue**.
- Arrange an **activity with your work colleagues**.

TAKE PRECAUTIONS AGAINST COVID-19

- Keep COVID-19 physical distancing restrictions in mind and **hold events remotely**.



WASH YOUR HANDS



DISINFECT OBJECTS AND SURFACES



COVER YOUR MOUTH AND NOSE



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 join in.

Whichever way you exercise make sure to wear blue and show your support for **#WorldDiabetesDay** and the **#IfNotNowWhen** campaign.



SUPPORT WDD ONLINE

- Share key WDD messages.
- Promote the WDD petition.
- Promote the WDD website.
- Promote the campaign on social media – like, share and retweet! We also have an Instagram filter!
- 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.



PROMOTE THE BLUE CIRCLE

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

Join the WDD awareness campaign by:

- Wear blue for diabetes.
- Wear the blue circle pin or bracelet – [available to buy here](#).
- Persuade a local or national policymaker, celebrity, or high-profile individual in your community to wear the blue circle pin.
- Take a selfie with the the blue circle selfie app – [available to download here](#).

Whatever World Diabetes Day activity you organise, make sure to upload information and images [here](#)

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

SUPPORT OUR CALL TO ACTION

We need your support to ensure that our messages reach the people who need to hear them.

1

Pledge your support at worlddiabetesday.org by adding your name and location.

2

Select a supporting message. This will be added to an image for you to download.

3

Share the downloaded image on your social media channels. Tag relevant local or national authorities in your posts.

4

Make sure to use the hashtags **#IfNotNowWhen** **#WorldDiabetesDay**

A century after the discovery of insulin, it is important to remember that this and other fundamental components of diabetes care continue to remain beyond the reach of many who need them. Despite all the progress in diabetes care made over the last 100 years, diabetes remains one of the most important health challenges that our societies face today.

The World Health Organization Global Diabetes Compact and 2021 Resolution call for urgent coordinated global action to tackle diabetes. These are significant milestones, but **now is the time for policymakers to transform words into action.**

This World Diabetes Day, the International Diabetes Federation calls on national governments to:

1

Provide the best possible care for people living with diabetes, ensuring access to all the diabetes essential medicines on the WHO Model List of Essential Medicines (notably insulin) and associated devices as a minimum.

2

Develop policies to improve type 2 diabetes prevention, especially among young people.

3

Improve diabetes screening to ensure timely diagnosis and prevent diabetes-related complications.

4

Create and implement mechanisms to engage people living with diabetes meaningfully throughout the development of public policies related to the condition.

FIVE STEPS TO ORGANISING A WDD ACTIVITY

1

PLAN

Decide on your activity as early as possible and make sure it engages our key audiences (policymakers and advocates).



2

ASSEMBLE

Set up an organising committee.



3

WHERE WILL YOU HOST IT?

If your region is still carrying out social distancing measures, virtual and online events are great ways of bringing communities together.



4

SOCIAL

Spread the word to reach a wide audience of attendees. Use the hashtags #WorldDiabetesDay and #IfNotNowWhen on social media.



5

SHARE

Share your success as far and wide as possible.



TOP TIP: Engage your community by finding local partners to support and collaborate on your activity
#IfNotNowWhen

ENGAGE THE MEDIA

IDF is issuing media announcements ahead of WDD. Find out more about our media activities from wdd@berkeleypr.com >



TIPS FOR DEALING WITH MEDIA:

Make sure you identify the right journalists to approach

- Craft a compelling pitch.
- Get your facts straight.
- Get the timings right.
- Be prepared to answer questions .
- Arrange an embargo if necessary.
- Give the media visual assets.
- Arrange access to spokespeople.
- Let the 'If not now, when' message shine through.
- 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.

OFFICIAL PARTNERS



**International
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Federation**



world **diabetes** day
14 November



OFFICIAL PARTNERS

IDF partners 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 2021.



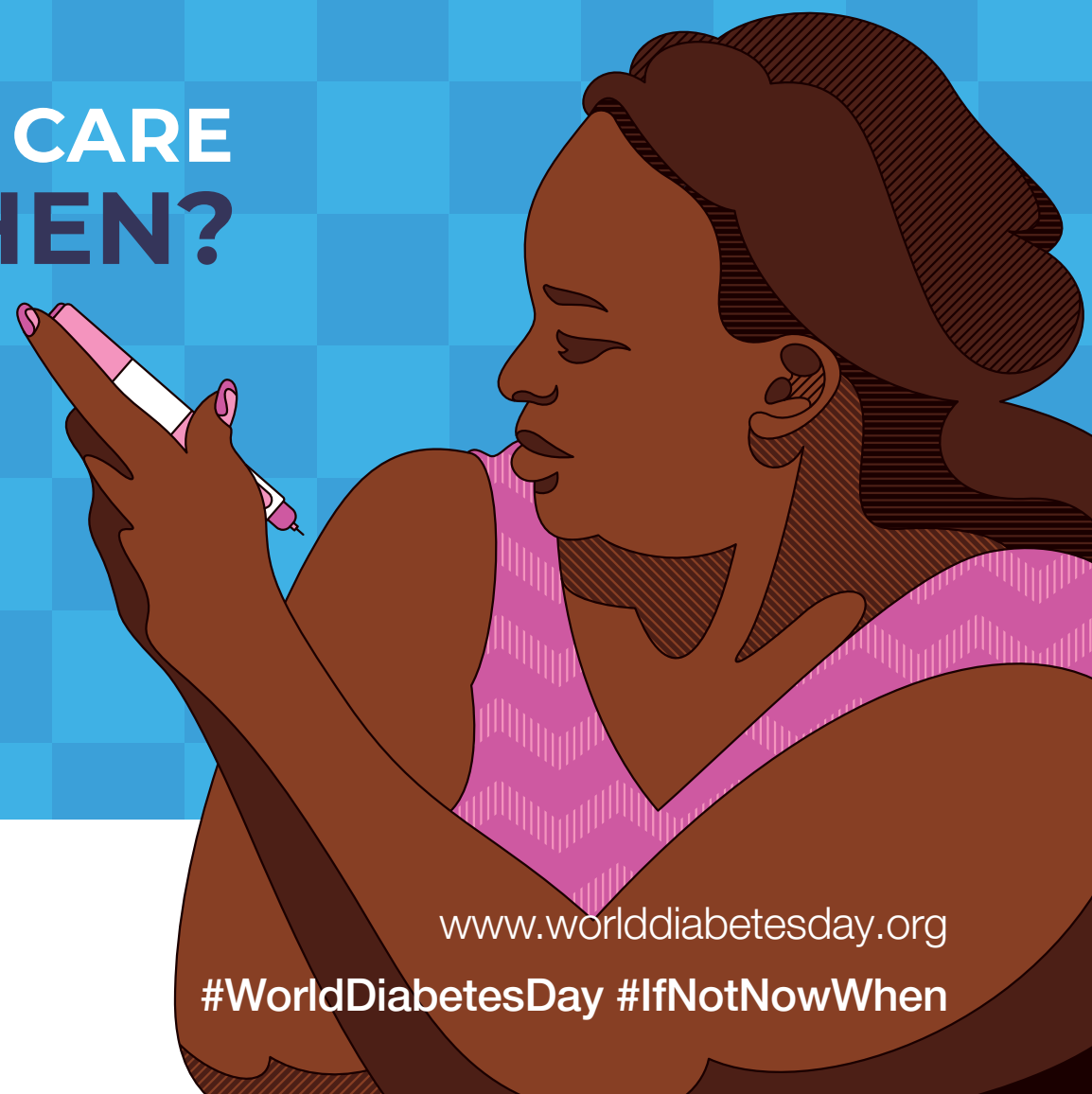
ACT NOW: Become a WDD partner.

Get in touch: partnership@idf.org >



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