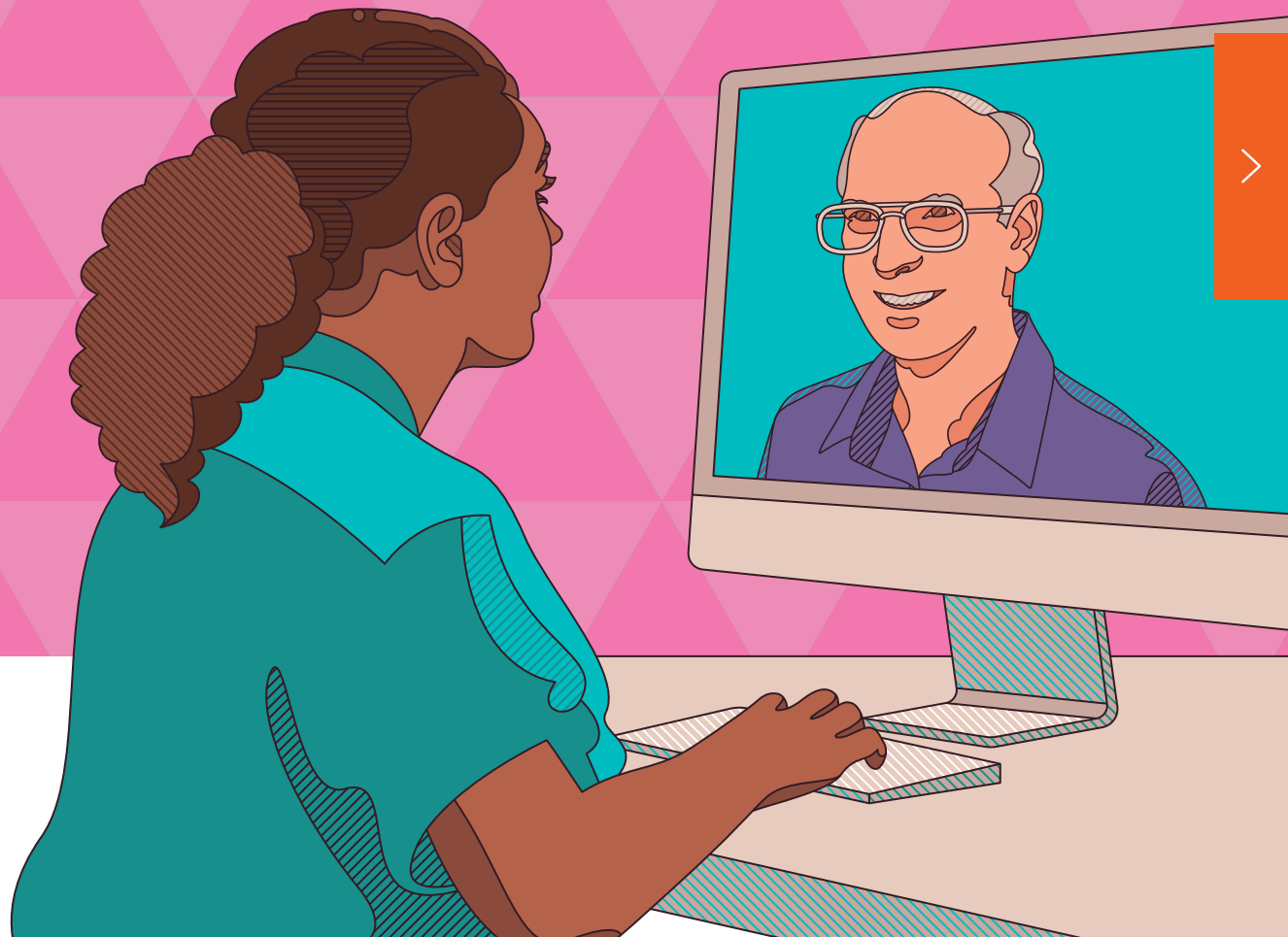


HOW TO GET INVOLVED



**International
Diabetes
Federation**


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.

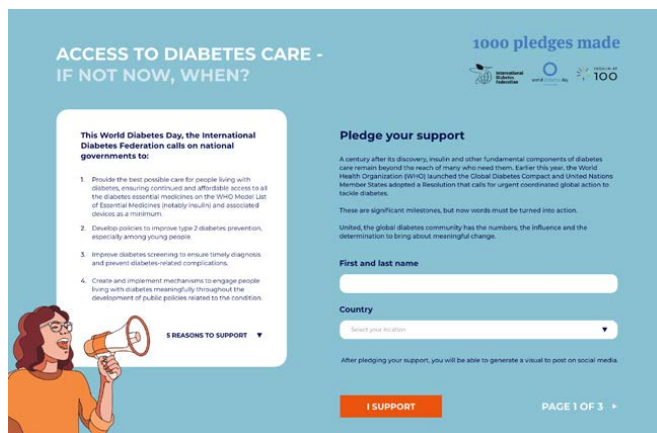
- 1 Pledge your support at worlddiabetesday.org by adding your name and location.
- 2 Select a supporting message. This will be added to an image for you to download.
- 3 Share the downloaded image on your social media channels. Tag relevant local or national authorities in your posts.
- 4 Make sure to use the hashtags **#IfNotNowWhen** and **#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.