

# World Diabetes Day 2012

## Diabetes: Protect our Future



14 November



# ABOUT WORLD DIABETES DAY

World Diabetes Day (WDD) is celebrated every year on November 14.

**November 14** is the birthday of Frederick Banting, one of the discoverers of insulin.

The World Diabetes Day campaign is led by the International Diabetes Federation (IDF) and its member associations. It engages millions of people worldwide in diabetes advocacy and awareness.

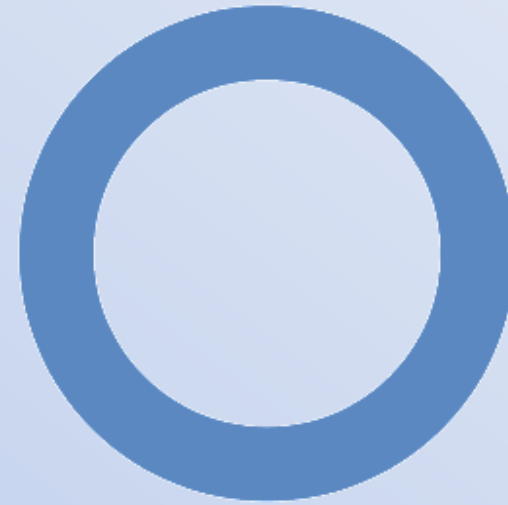
The **International Diabetes Federation** and the **World Health organization** created World Diabetes Day in 1991 in response to the escalating global health threat posed by diabetes.

In 2007, World Diabetes Day became an **official United Nations Day** with the passage of United Nation Resolution 61/225.

The logo of World Diabetes Day is the **blue circle** – the global symbol of diabetes.

## WHY BLUE?

The colour blue reflects the sky that unites all nations and the flag of the United Nations.



## WHY A CIRCLE?

A positive symbol across cultures, the circle symbolizes life and health. The blue circle signifies the unity of the global diabetes community in response to the diabetes epidemic.

# WDD 2012

## Diabetes: Protect our future

The World Diabetes Day 2012 campaign marks the fourth year of the five-year focus on “**Diabetes education and prevention.**”

Following the United Nations Summit on NCDs in 2011, there is an urgent need to continue and strengthen the momentum generated by the event and widen the awareness of the factors responsible for the global diabetes and NCD epidemic and the solutions that are required to counter it. It is important to appeal to the hearts of concerned individuals and the general public to achieve these goals.

The **World Diabetes Day 2012** campaign will link the urgent need for action to the protection of the health of our future generations. Particular focus will be placed on highlighting the importance of education - for health professionals, people with diabetes and people at risk - in reducing the impact of diabetes throughout the world.

The campaign aims to **EDUCATE, ENGAGE** and **EMPOWER** youth and the general public on diabetes.

# TARGET GROUPS

**Healthcare  
Professionals**

**Parents**



**People  
with  
diabetes**

**General  
Public**

**Children  
&  
Youth**



**International  
Diabetes  
Federation**



**World Diabetes Day**

# KEY MESSAGES

Access to essential  
education for  
everyone

**Diabetes: Protect  
our Future**

The way we live is  
putting our health  
at risk

**Diabetes: protect  
our future**

People with  
diabetes face  
stigma and  
discrimination

**Diabetes: Protect  
our future**



# Access to essential education for everyone

## Diabetes: Protect our Future

- The general public must be made aware of the need to recognise diabetes early and how to prevent diabetes and the serious health consequences of the disease.
- All people with diabetes and those at risk of diabetes, no matter where they live, have the right to learn about diabetes, how it can be prevented, how it can be managed effectively and how to access educational and clinical resources.
- Diabetes-specific education is required for healthcare personnel and people with diabetes.
- Diabetes self-management education is a critically important, fundamental and integral component of diabetes prevention and care and should be available and accessible to everyone.
- The primary barrier to access to education is shortage of qualified diabetes educators.
- Investment in diabetes education and diabetes prevention programmes will save money in the long term and deliver significant returns in quality of life for people with diabetes and people at high risk of diabetes.

# The way we live is putting our health at risk

## Diabetes: protect our future

- Type 2 diabetes is a common and serious global health problem, which, for most countries, has developed together with rapid cultural and social changes, ageing populations, increasing urbanisation, dietary changes, reduced physical activity, and other unhealthy behaviours.
- Lifestyle interventions and socially responsible policies can promote healthy living and help prevent type 2 diabetes.
- There is conclusive evidence that type 2 diabetes can be prevented through nutrition counselling, increasing physical activity and modest weight reduction
- Healthy nutrition and physical activity are not just a matter of personal choice.
- The causes of diabetes are complex and multi-faceted. All sectors of society have a responsibility to act.



# People with diabetes face stigma and discrimination

## Diabetes: Protect our future

- People with diabetes face stigma and discrimination, preventing them from playing active roles in society.
- Increasing diabetes awareness and reducing stigma, myths and misconceptions are important elements in the care and prevention of diabetes.
- People with diabetes should be at the centre of the diabetes response.
- Action is required to ensure that the human rights of people with or at risk of diabetes are protected.
- Giving people with diabetes, their families and communities the right and opportunity to play a central role in diabetes care, prevention and research is critical if the current burden of diabetes and its complications it to be reversed.

# CAMPAIGN MATERIALS AND RESOURCES

- Posters
- Animated video
- Campaign Guide
- Website
- Merchandise
- Blue Circle Test
- Glycaemic Index Wheel



# WORLD DIABETES DAY ONLINE

## Website



## Newsletter



## Social media



# TIMELINE

## April

- Soft launch 2012 campaign
- Launch WDD online store
- April 16: Launch Pin A Personality Campaign

## May

- Launch of 2012 campaign
- Release of campaign posters and animated video
- **New** WDD2012 website
- First WDD newsletter
- Media alert/press release
- Distribution of campaign materials

## June/October

- Go Blue for Diabetes video
- Monthly WDD Newsletter
- Establish supporters team around the world. Work with member associations, bloggers and other organizations to build momentum
- Promotion of the WDD campaign through Facebook and Twitter

## 1 November

- WDD alert

## 14 November

- World Diabetes Day
- Press release and launch of Diabetes Atlas update

# CALLS TO ACTION

## Blue Monument Challenge

We encourage you to use the blue lightings as the centre for all WDD-related grassroots activities & events. Reinforce the link between the colour blue & diabetes. Increase recognition of the blue circle as the global symbol of diabetes.

## Post Card Exchange

Initiative to connect people with diabetes globally by creating & sending postcards using the blue circle. This initiative was created to promote healing through Creativity, Connection, and Activism.

## Go Blue for Diabetes

Support World Diabetes Day and raise diabetes awareness by wearing blue & organising blue-themed activities on 14 November.

***Start early!***

## Activities

- Flashmobs
- Blue Fridays – wearing blue at work/schools
- Events promoting physical activity & healthy eating
- Human blue circles





Do you know what this is? Some people don't.

We want the blue circle to become the universally recognized symbol of diabetes awareness.

Want to help? Then join our **PIN A PERSONALITY** campaign!

- Photograph a personality with the blue circle pin.
- ***How to choose a pinable personality?*** A local celebrity, a politician, a teacher, a chef, a local councilor, your gym instructor. Your personality can be anyone who you think would profile our blue circle to a wider audience or contributes to IDF's mission to promote diabetes care, prevention and a cure worldwide.
- Upload the photo to the World Diabetes Day Facebook page or on Twitter using #WDDPin by November 14. Don't forget a short one liner explaining who your chosen personality is!

Let us know if you're ready to take on the pin challenge and we will send you a box of blue circle pins



# HOW YOU CAN MAKE A DIFFERENCE:

- **Blue Monument Challenge:** Light iconic monuments and buildings in your country in blue.
- **Physical activity events:** Walks, cycle rides, aerobic workouts, hula hooping, flash mob and dancing.
- **Human blue circle:** The formation of human blue circles is a simple activity with a great visual impact that can be organized as an individual activity or as part of a bigger event.
- **Wear blue:** Ask your friends and family, and colleagues to wear blue throughout November.
- **Share our online resources:** Promote the Blue Circle Test and Glycaemic Index Wheel (available at [www.worlddiabetesday.org](http://www.worlddiabetesday.org)) by including links to or embedding them on your websites or webpages.
- **WDD Online Campaign:** Promote the World Diabetes Day campaign on your website, blog or forum by creating a WDD section with information about local events and other campaign information.
- **Promote the diabetes symbol:** Promote the blue circle, the global symbol for diabetes, and/or integrate the colour blue into your local diabetes and WDD promotional materials, activities, and communications.
- **WDD Social Media:** Promote the WDD campaign among your Facebook and Twitter friends.
- **Identify local Heroes:** that are active in promoting the diabetes cause to provide inspiration and a positive role model for people with diabetes around the world.

# GET INVOLVED!

## Follow us on Facebook!

World Diabetes Day  
Journée Mondiale du Diabète  
Día Mundial de la Diabetes

## Follow us on Twitter!

@WDD  
#WDD, #WDDgoblue,  
#14Nov,#WDD2012,  
#WDDPin,#BlueCircle,  
#protectourfuture,#diabetes,  
#WDDHeroes,#WDDChampion

Find out more on: [www.worlddiabetesday.org](http://www.worlddiabetesday.org)

Simple **downloadable tools** to make it easy for children and young people to understand the campaign messaging.

Expanded social media space to include **Pinterest** and maximise our World Diabetes Day playlist on [YouTube](#).

# THANK YOU!



