



EYES ON DIABETES

CAMPAIGN TOOL KIT 2016
ACT TODAY TO CHANGE TOMORROW

THE ISSUE

415 MILLION ADULTS WITH DIABETES
640 MILLION BY 2040

1 IN 2 ADULTS
UNDIAGNOSED
CASES ARE

BACK OF ENERGY

EXCESSIVE THIRST

WHAT DOES THIS MEAN?

GLOBAL HEALTH SPENDING TO
TREAT DIABETES AND MANAGE
COMPLICATIONS WAS ESTIMATED AT
USD 673 BILLION
IN 2015 (12% OF GLOBAL HEALTH
EXPENDITURE)



International
Diabetes
Federation



world diabetes day
14 November

EYES ON DIABETES


world diabetes day
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ABOUT WORLD DIABETES DAY



World Diabetes Day was created in 1991 by the International Diabetes Federation (IDF) and the World Health Organization in response to growing concerns about the escalating health threat posed by diabetes. World Diabetes Day became an **official United Nations Day** in 2006 with the passage of **United Nations Resolution 61/225**.

WDD is the world's **largest diabetes awareness campaign** reaching a global audience of over 1 billion people in more than 160 countries. The campaign draws attention to issues of paramount importance to the diabetes world and keeps diabetes firmly in the public and political spotlight.

The campaign is represented by a [blue circle logo](#) that was adopted in 2007 after the passage of the UN Resolution on diabetes. The blue circle is the **global symbol for diabetes awareness**. It signifies the unity of the global diabetes community in response to the diabetes epidemic.



WORLD DIABETES DAY AIMS TO:

BE THE PLATFORM TO PROMOTE IDF ADVOCACY EFFORTS THROUGHOUT THE YEAR.

BE THE GLOBAL DRIVER TO PROMOTE THE IMPORTANCE OF TAKING COORDINATED AND CONCERTED ACTIONS TO CONFRONT DIABETES AS A CRITICAL GLOBAL HEALTH ISSUE.

WORLD DIABETES DAY 2016

The theme for WDD 2016 is ‘Eyes on diabetes’

This year’s activities and materials focus on promoting **two key messages:**

- Screening for type 2 diabetes is important to modify its course and reduce the risk of complications,
- Screening for diabetes complications is an essential part of managing type 1 and type 2 of diabetes.



MANY COMPLICATIONS CAN BE PICKED UP IN THEIR EARLY STAGES BY SCREENING PROGRAMMES THAT ALLOW TREATMENT TO PREVENT THEM BECOMING MORE SERIOUS



IDF has estimated that globally as many as **193 million people**, or close to half of all adults living with diabetes in 2015, were **unaware of their disease**. Most of these cases are type 2 diabetes. The earlier a person is diagnosed, the earlier treatment can be initiated in order to reduce the risk of harmful and costly complications. A person with type 2 diabetes can live for several years without showing any symptoms, during which time high blood glucose is silently damaging the body.

There is therefore an **urgent need to screen, diagnose and provide appropriate treatment** to people with diabetes. WDD 2016 will highlight the **feasible and cost-effective solutions** that exist to help identify people with undiagnosed type 2 diabetes and those at risk of developing it in the future.

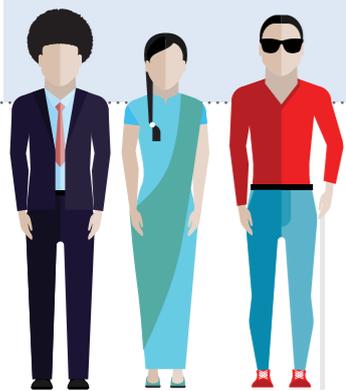
WORLD DIABETES DAY 2016

Diabetes is a **leading cause** of **cardiovascular disease, blindness, kidney failure** and **lower-limb amputation**. Over one third of all people currently living with type 1 and type 2 diabetes will develop some form of damage to their eyes that can lead to blindness.

These complications can be prevented or delayed by maintaining blood glucose, blood pressure and cholesterol levels as close to normal as possible. Many complications can be picked up in their early stages through screening, so that treatment can be given to prevent them becoming more serious.



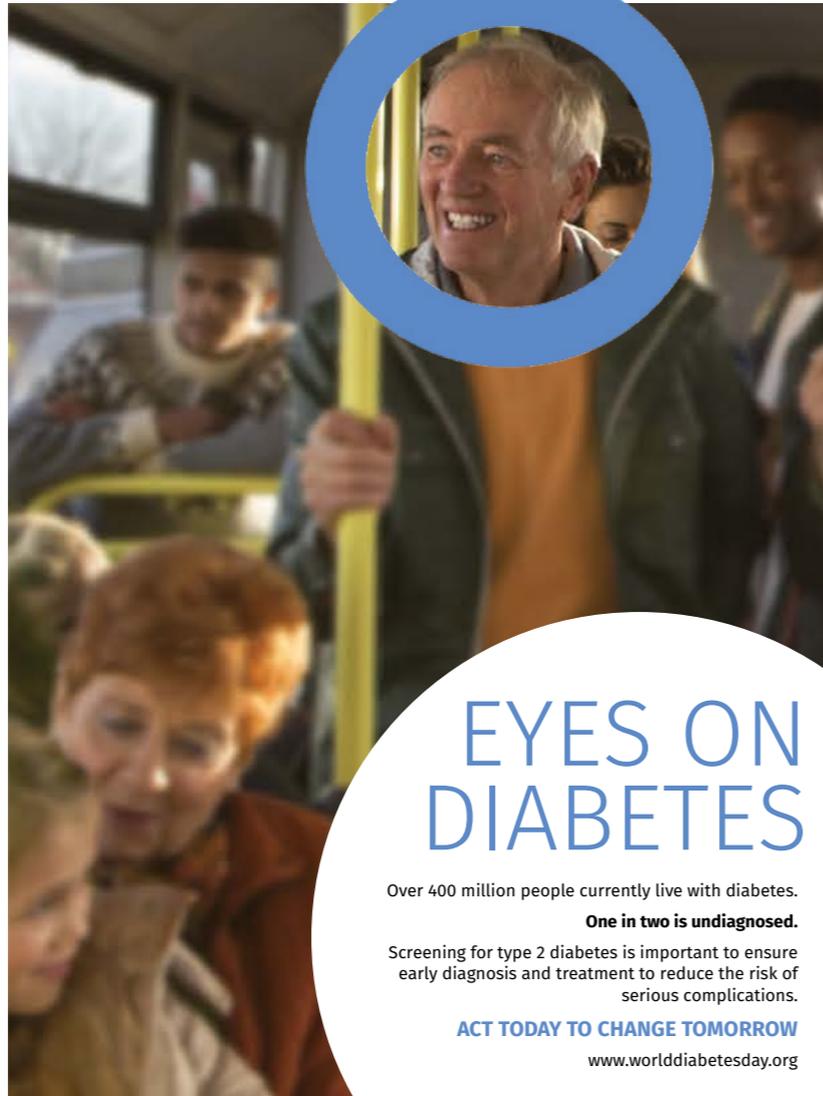
1 IN 2 ADULTS WITH DIABETES IS **UNDIAGNOSED**. MOST OF THESE CASES ARE TYPE 2 DIABETES



DIABETES IS A LEADING CAUSE OF BLINDNESS
OVER **ONE THIRD** OF PEOPLE WITH **DIABETES** WILL DEVELOP **VISION LOSS**

WDD 2016 will highlight the importance of **integrating screening for diabetes complications** into ongoing care for people living with diabetes.





EYES ON DIABETES

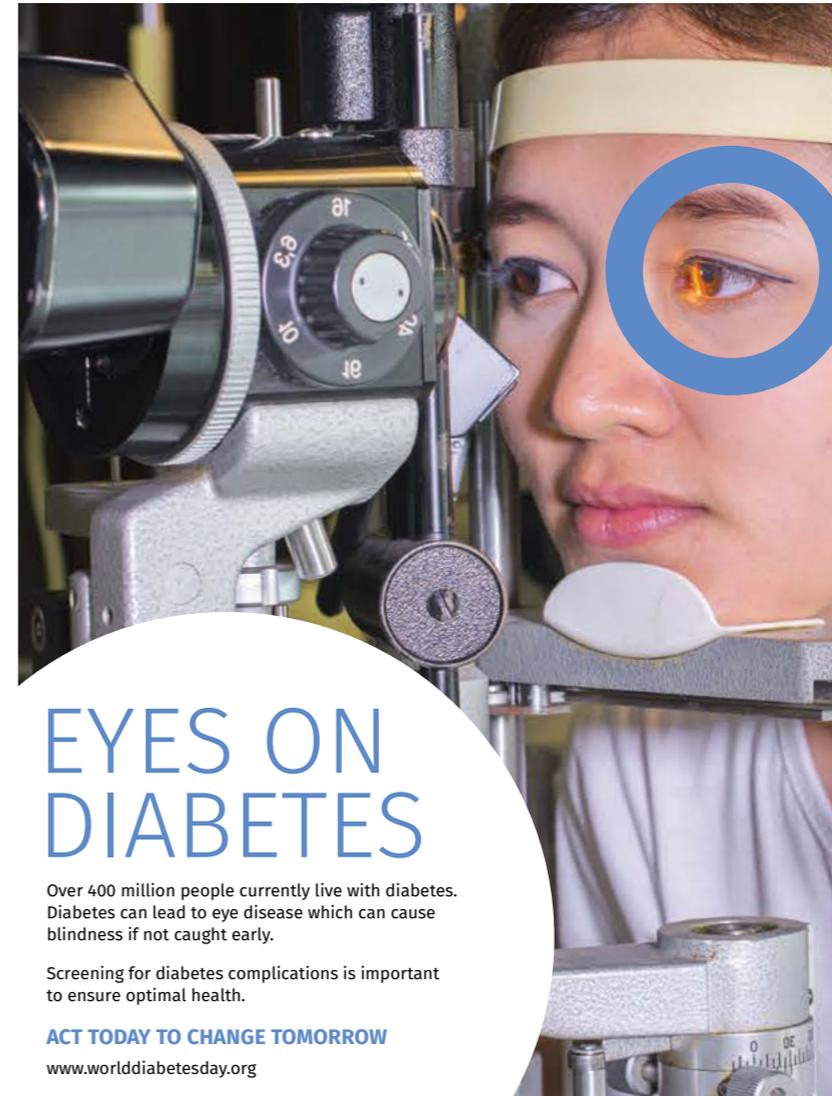
Over 400 million people currently live with diabetes.

One in two is undiagnosed.

Screening for type 2 diabetes is important to ensure early diagnosis and treatment to reduce the risk of serious complications.

ACT TODAY TO CHANGE TOMORROW

www.worlddiabetesday.org



EYES ON DIABETES

Over 400 million people currently live with diabetes. Diabetes can lead to eye disease which can cause blindness if not caught early.

Screening for diabetes complications is important to ensure optimal health.

ACT TODAY TO CHANGE TOMORROW

www.worlddiabetesday.org



KEY MESSAGES

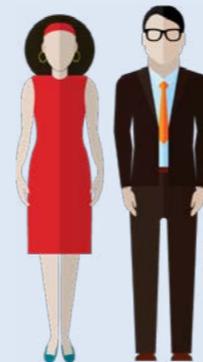
Screening for type 2 diabetes is important to modify its course and reduce the risk of complications

Diabetes is a huge and growing burden: **415 MILLION ADULTS** were living with diabetes in 2015 and this number is expected to increase to around **642 MILLION** or one in ten adults by 2040.¹



ONE IN TWO adults with diabetes is **UNDIAGNOSED**.¹

Many people live with type 2 diabetes for a long period of time without being aware of their condition. By the time of diagnosis, diabetes **COMPLICATIONS** may already be present.



Up to **70% OF TYPE 2 DIABETES CASES CAN BE PREVENTED** or delayed by adopting healthier lifestyles, equivalent to up to 160 million cases by 2040.¹

With increasing levels of poor nutrition and physical inactivity among children in many countries, type 2 diabetes in childhood has the potential to become a **GLOBAL PUBLIC HEALTH ISSUE** leading to serious health outcomes.¹



12% OF TOTAL GLOBAL EXPENDITURE on health is currently spent on adults with **DIABETES**.¹

The number of **PEOPLE WITH DIABETES** in **LOW- AND MIDDLE-INCOME COUNTRIES** will continue to grow, posing a threat to sustainable development. For example by **2040**, the number of people with diabetes in Africa is expected to **DOUBLE**.¹

1. IDF Diabetes Atlas 7th edition www.diabetesatlas.org

2. Diabetes Eye Health: A Guide for Health Professionals www.idf.org/eyehealth

Screening for diabetes complications is an essential part of managing all types of diabetes

ONE IN TWO people with diabetes remain **UNDIAGNOSED**,¹ which makes them particularly susceptible to the complications of the condition, causing substantial disability and premature death.

More than **640 MILLION** of us may be living with diabetes by **2040**.¹ Delayed diagnosis means that many people with type 2 diabetes will suffer from at least **ONE COMPLICATION** by the time they are diagnosed with diabetes.



In many countries **DIABETES** is a leading cause of **BLINDNESS, CARDIOVASCULAR DISEASE, KIDNEY FAILURE** and **LOWER-LIMB AMPUTATION**.¹

More of us will develop and live with type 1 diabetes. **SCREENING** for **DIABETES COMPLICATIONS** is an important part of effective management of the disease, to ensure **OPTIMAL HEALTH**.



Of the **415 MILLION** adults worldwide living with diabetes in 2015,¹ over **ONE THIRD** will develop some form of **DIABETIC RETINOPATHY** – a complication of diabetes that can lead to **VISION IMPAIRMENT** and **BLINDNESS**.²

More than 93 million adults, or **ONE IN THREE**, currently living with diabetes have **DIABETIC RETINOPATHY**.²

The **MANAGEMENT** of diabetes and its complications begins in **PRIMARY HEALTH CARE** and this should include **SCREENING** for **DIABETIC RETINOPATHY**.



Early **DETECTION** and timely **TREATMENT** of diabetic retinopathy can **PREVENT VISION LOSS** and reduce the impact of diabetes on individuals, their carers and society.

Careful **MANAGEMENT** of diabetes and **SCREENING** for diabetic eye disease can help **PREVENT VISUAL IMPAIRMENT** and **BLINDNESS**.

Global health spending to treat **DIABETES** and manage complications was estimated at **USD 673 BILLION** in 2015.¹

1. IDF Diabetes Atlas 7th edition www.diabetesatlas.org

2. Diabetes Eye Health: A Guide for Health Professionals www.idf.org/eyehealth

FACTS AND FIGURES



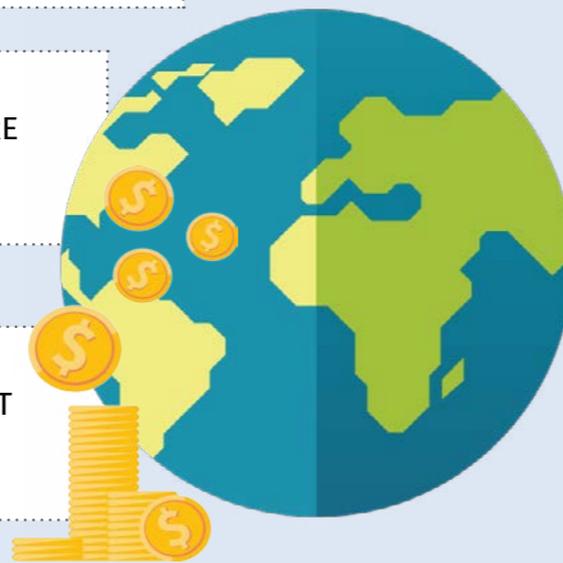
1 IN 11 ADULTS HAVE DIABETES

THREE QUARTERS OF PEOPLE WITH DIABETES LIVE IN LOW AND MIDDLE INCOME COUNTRIES



542,000 CHILDREN HAVE TYPE 1 DIABETES

46.5% OF ADULTS WITH DIABETES ARE **UNDIAGNOSED**



12% OF GLOBAL EXPENDITURE IS SPENT ON **DIABETES**

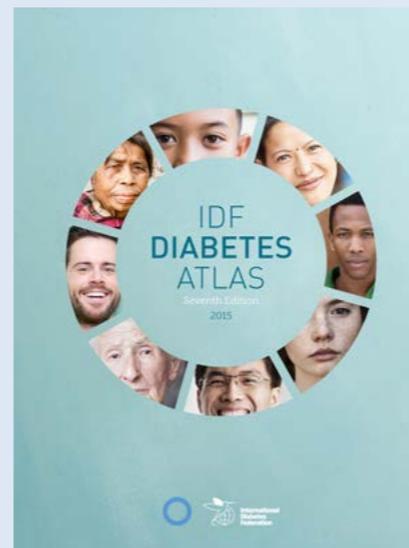


EVERY **6 SECONDS** A PERSON DIES FROM **DIABETES**

BY 2040 **1 IN 10** ADULTS WILL HAVE **DIABETES**



1 IN 7 BIRTHS IS AFFECTED BY GESTATIONAL DIABETES



THE IDF DIABETES ATLAS, SEVENTH EDITION 2015 PROVIDES THE LATEST FIGURES, INFORMATION AND PROJECTIONS ON THE CURRENT AND FUTURE MAGNITUDE OF THE DIABETES EPIDEMIC.

WDD16 RESOURCES

If you are interested in translating or reproducing any of the WDD16 materials, please contact wdd@ifd.org



world diabetes day
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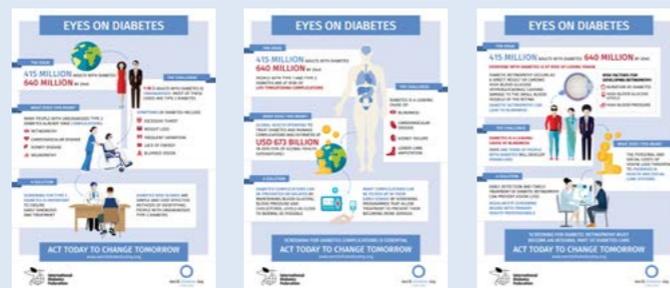
Logo

The World Diabetes Day logo is the blue circle – the global symbol for diabetes. The logo is available in over 60 languages. IDF welcomes the widespread use of the WDD logo in order to raise awareness of diabetes. Download the logo [here](#).



Posters

Four posters have been developed to promote the key messages of the WDD 2016 campaign. They are available for download in English, French and Spanish [here](#).



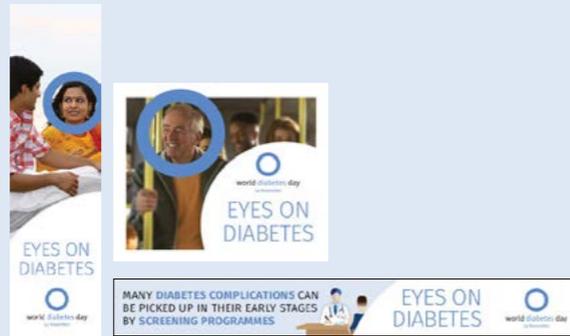
Infographics

Six infographics are available for download, providing general information on diabetes, its complications and the importance of screening to help prevent or delay type 2 diabetes. The infographics can be downloaded in English, French and Spanish [here](#).



Visuals

A selection of WDD visuals in English, French and Spanish is available for use on social media (Facebook, Twitter, LinkedIn). Download the visuals [here](#).



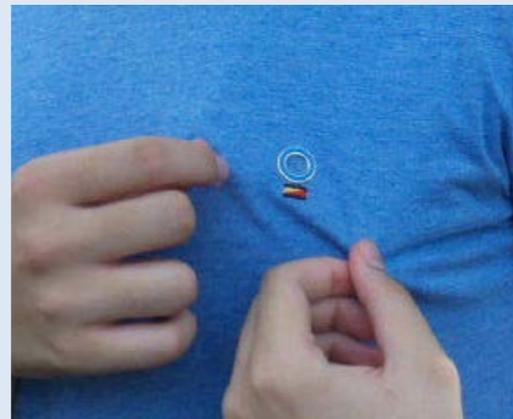
Web banners

Campaign banners can be downloaded for use on your website. The banners are available in English, French and Spanish from [here](#).



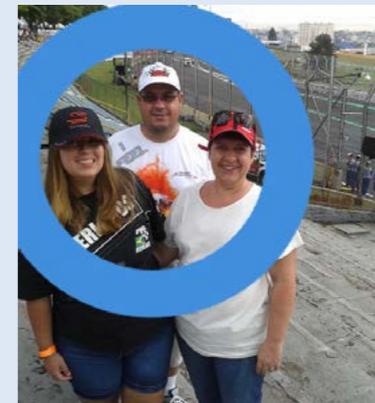
Email templates

A selection of email templates is available to develop custom alerts and newsletters for WDD 2016. Download them [here](#).



Blue circle pins

Blue circle pins are available to purchase for use in World Diabetes Day awareness events. They can be purchased in packs of 10 from the [IDF Shop](#).

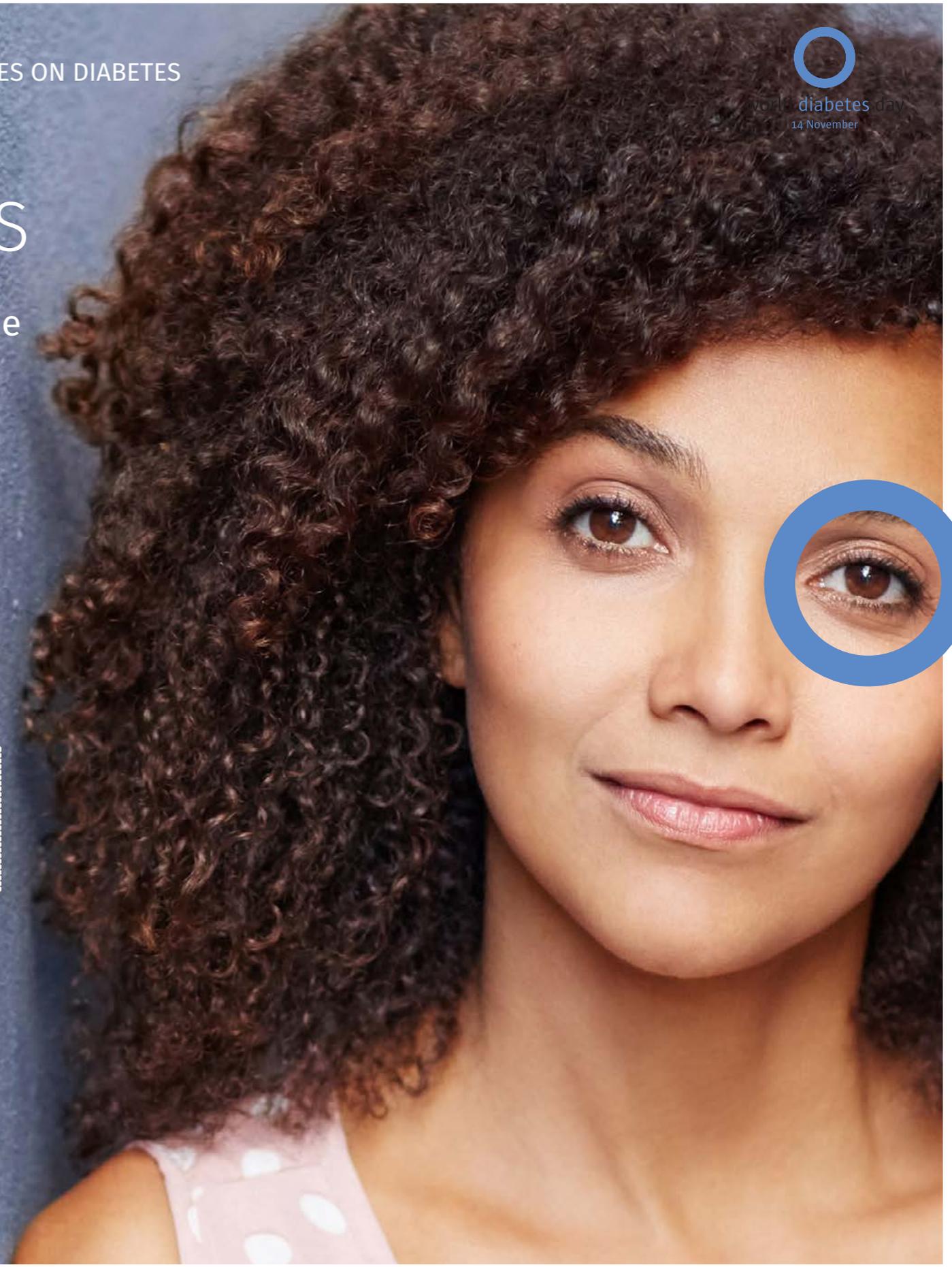
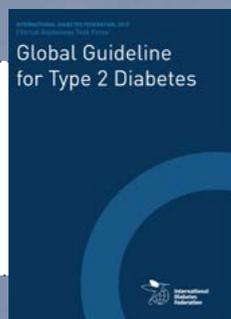


Blue circle selfie app

[Download](#) the blue circle app, take photos and share them online! Help increase awareness of the blue circle as the global symbol for diabetes.

OTHER IDF RESOURCES

IDF resources related to the WDD 2016 theme



GET INVOLVED!

Taking part in World Diabetes Day can be exciting! World Diabetes Day is an excellent occasion for people with diabetes, health professionals, diabetes advocates, media, the general public and governments to unite in the fight against diabetes.



Your participation is key to the success of the campaign.
Here are some ideas on how you can get involved:

o **Promote the blue circle as the global symbol of diabetes**

- Wear blue for diabetes
- Wear the [blue circle pin](#)
- Form a human blue circle
- Promote the blue circle selfie app
- Pin a Member of Parliament



o **Advocate**

- Advocate at regional, national and international level to make diabetes a priority on health and development agendas
- Lead a public health campaign to motivate people to get screened for type 2 diabetes and diabetes complications
- Call on decision-makers in your region to promote healthy environments and nutrition in order to help prevent type 2 diabetes
- Ask your government to adopt legislation and policies to make healthy food more affordable and accessible
- Hold a roundtable, bringing together key stakeholders from diabetes and NCD organisations, governmental agencies, academic institutions and industry to exchange knowledge and share good example in tackling diabetes epidemic
- Inspire a multi-stakeholder approach to diabetes by liaising with governments, private sector, industry groups, research organisations and allied health professionals



◦ Organise an event

- Organise a screening for type 2 diabetes and/or eye examinations for people with diabetes
- Organise WDD activities around the **"Eyes on diabetes"** theme
- Organise a flashmob
- Organise and/or sponsor a diabetes fair
- Organise a 'Learn about diabetes' event in schools
- Organise a screening for type 2 diabetes in public places, including National Parliaments or City Halls
- Organise a press conference
- Organise a physical activity or sports event
- Organise an activity at your workplace



◦ Light a monument or building in blue

- Light a monument or building in blue.
See images for [inspiration](#).

◦ Invite local celebrities to support WDD

- Invite local celebrities to support WDD and attract media attention

◦ Get the local media involved

- Reach out to local and national media for diabetes coverage
- Tell us about WDD media coverage in your area via wdd@idf.org
- Share the WDD Press Kit with your media contacts

◦ Translate and disseminate the WDD 2015 resources

- Access all WDD resources [here](#)



Support WDD online

- Share WDD key messages
- Promote WDD website
- Promote the campaign on social media
 - like, share and retweet
- Promote the campaign on your website
- Share WDD posters and infographics
- Share WDD visuals on social media channels
- Use the WDD headers on social media channels
- Take a blue circle selfie and share it on social media channels
- Submit your WDD photos

Follow World Diabetes Day on social media

- Join us on [Facebook](#)
- Follow us on [Twitter](#) and create your own #WDD Tweet or share our messaging
- Join the conversation on IDF's [LinkedIn profile](#)
- Share and post WDD videos on [YouTube](#)



The official hashtag of the campaign is #WDD

Topic hashtags: #diabetes #DiabetesComplications
#DiabeticRetinopathy #DiabetesAwareness #T1 #T2D #BlueCircle

Twitter handle: @WDD

#TEST2PREVENT

One in two adults currently living with diabetes is **undiagnosed**. This World Diabetes Day, we are asking individuals who may be at risk of type 2 diabetes, people living with diabetes, diabetes associations and health professionals to take action to help identify people with undiagnosed type 2 diabetes, those at risk of developing it in future, and ensure early diagnosis and treatment of diabetes complications such as blindness.

TEST

- **General public:** learn about your risk of type 2 diabetes and consult a health professional to get screened for type 2 diabetes. Persuade your friends, family and colleagues to do the same.
- **People living with diabetes:** visit an eye specialist to get screened for diabetic retinopathy.
- **IDF members, other diabetes associations, health professionals:** organize a public screening activity for type 2 diabetes and diabetes complications in November.

SHOW

SHARE



#TEST2PREVENT

One in two adults currently living with diabetes is **undiagnosed**. This World Diabetes Day, we are asking individuals who may be at risk of type 2 diabetes, people living with diabetes, diabetes associations and health professionals to take action to help identify people with undiagnosed type 2 diabetes, those at risk of developing it in future, and ensure early diagnosis and treatment of diabetes complications such as blindness.

TEST

- **Individuals:** Take a photo of yourself or any element linked to your screening or activity using the WDD blue circle app.
- **IDF members, other diabetes associations, health professionals:** Take pictures of individuals being screened during your screening activity using the WDD blue circle app.

SHOW



SHARE

#TEST2PREVENT

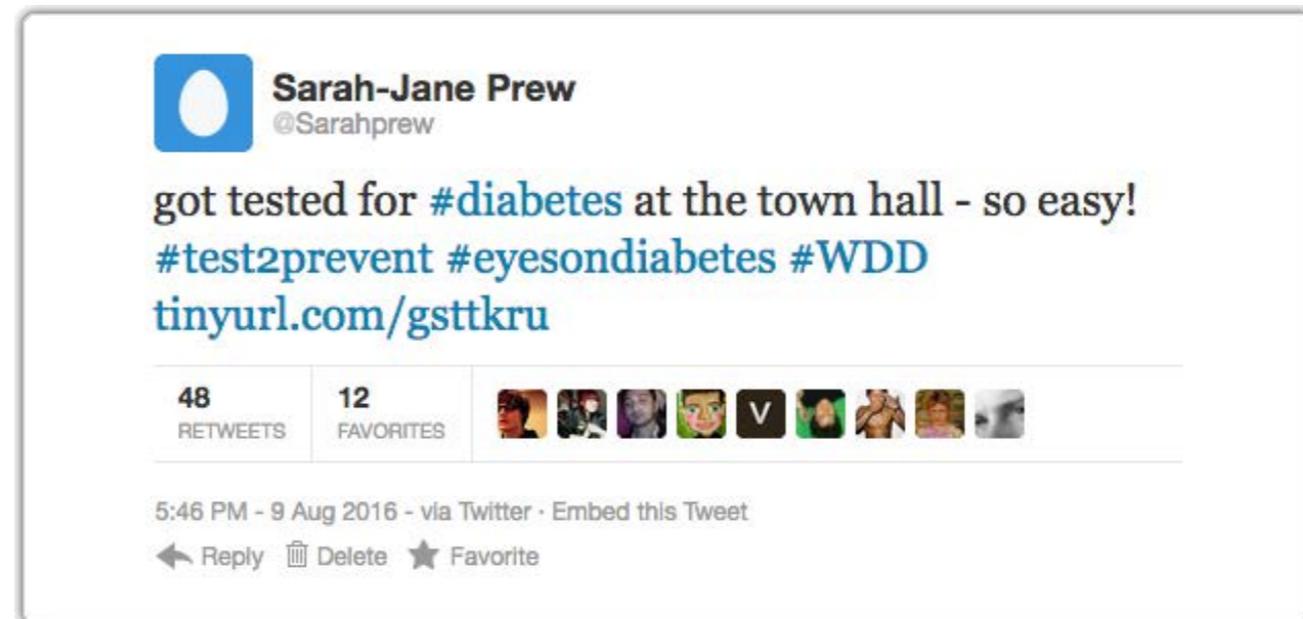
One in two adults currently living with diabetes is **undiagnosed**. This World Diabetes Day, we are asking individuals who may be at risk of type 2 diabetes, people living with diabetes, diabetes associations and health professionals to take action to help identify people with undiagnosed type 2 diabetes, those at risk of developing it in future, and ensure early diagnosis and treatment of diabetes complications such as blindness.

TEST

- **Individuals:** Share your pictures on social media, using the hashtags #test2prevent #eyesondiabetes #WDD.
- **IDF members, other diabetes associations, health professionals:** Record and upload the total number of people participating in your screening activity on www.worlddiabetesday.org

SHOW

SHARE



The aim of Test2Prevent campaign is to achieve **1 MILLION INDIVIDUAL SCREENINGS** recorded on the World Diabetes Day website during the month of November.

To inform all activities, a dedicated page will be available on the World Diabetes Day website, including:

- Information on the risk factors for type 2 diabetes and the complications of diabetes.
- An interactive map providing a global overview of risk assessment tools for type 2 diabetes currently available.
- Downloadable risk assessment forms for use in local screening activities.
- A running total of the number of people screened on World Diabetes Day.
- A photo feed with images submitted through the WDD blue circle app.



PROMOTE YOUR WDD ACTIVITIES

Submit your event

The World Diabetes Day events map provides the opportunity to share your WDD activities with the campaign's global audience and to find out what is happening in your area.

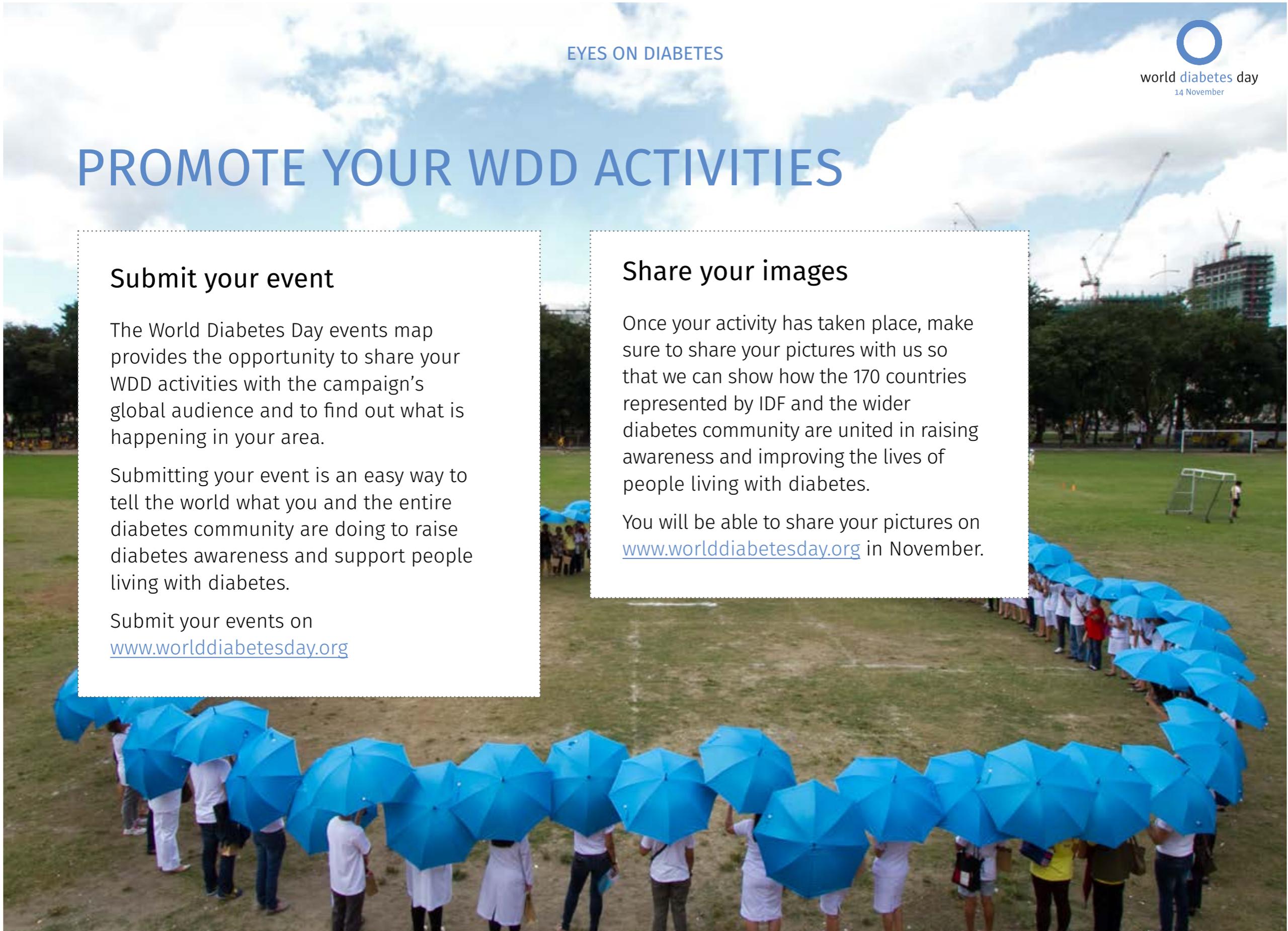
Submitting your event is an easy way to tell the world what you and the entire diabetes community are doing to raise diabetes awareness and support people living with diabetes.

Submit your events on www.worlddiabetesday.org

Share your images

Once your activity has taken place, make sure to share your pictures with us so that we can show how the 170 countries represented by IDF and the wider diabetes community are united in raising awareness and improving the lives of people living with diabetes.

You will be able to share your pictures on www.worlddiabetesday.org in November.



INTERNATIONAL DIABETES FEDERATION

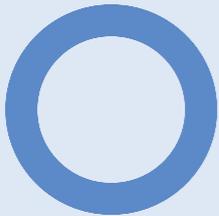
The **International Diabetes Federation (IDF)** is an umbrella organisation of over **230 national diabetes associations in 170 countries and territories.**

It represents the interests of the growing number of people with diabetes and those at risk. The Federation has been leading the global diabetes community since 1950.

IDF is a diverse and inclusive multi-cultural network of national diabetes associations and an authoritative global voice in non-communicable diseases.

The Federation's activities aim to influence policy, increase public awareness and encourage health improvement, promote the exchange of high-quality information about diabetes, and provide education for people with diabetes and their healthcare providers. IDF is associated with the Department of Public Information of the United Nations and is in official relations with the World Health Organization (WHO) and the Pan American Health Organization (PAHO).





Official Partner
World Diabetes Day
2016

Partners of the International Diabetes Federation help make World Diabetes Day a global success by providing valuable support for many of the activities taking place around the world. IDF is pleased to have the support of the following partners for World Diabetes Day 2016:



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**International
Diabetes
Federation**

