

WDD 2015 campaign

Press kit

#WDD  @WDD  World Diabetes Day



**International
Diabetes
Federation**



world diabetes day

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World Diabetes Day



www.worlddiabetesday.org



International Diabetes Federation

International Diabetes Federation

The International Diabetes Federation (IDF) is an umbrella organization 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 strategic goals are to:

- Drive change at all levels, from local to global, to prevent diabetes and increase access to essential medicines.
- Develop and encourage best practice in diabetes policy, management and education.
- Advance diabetes treatment, prevention and cure through scientific research.
- Advance and protect the rights of people with diabetes, and combat discrimination.

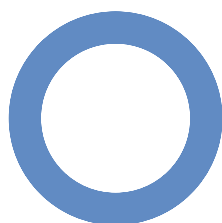
The Federation is engaged in action to tackle diabetes from the local to the global level – from programmes at community level to worldwide awareness and advocacy initiatives. The International Diabetes Federation is divided into seven regions, with the aim of strengthening the work of national diabetes associations and enhancing the collaboration between them.

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).

For information about IDF regions and members visit www.idf.org/who-we-are

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www.idf.org



world diabetes day

14 November

World Diabetes Day was created in 1991 by 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 World Diabetes Day campaign 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

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.

www.worlddiabetesday.org



International
Diabetes
Federation

IDF owner of the
blue circle = diabetes symbol
& WDD logo



world diabetes day

WDD transformed:
– WDD = 1 day (Nov 14)
– World Diabetes Campaign = 365 days/year

Partners of World Diabetes Day



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 2015:



World Diabetes Day 2015

In 2015, World Diabetes Day has become a year-long campaign to reflect the realities of people living with diabetes. The campaign will focus on healthy eating as a key factor in the fight against diabetes and a cornerstone of global health and sustainable development.

Healthy eating:

- Can help prevent the onset of type 2 diabetes
- Is an important part of the effective management of all types of diabetes to help avoid complications

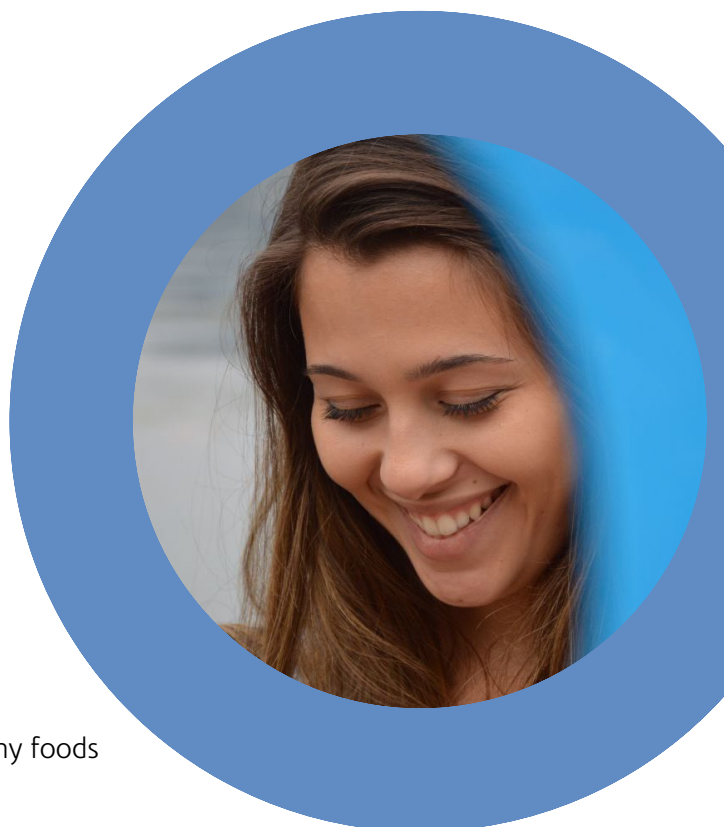
Two questions inform campaign activities:

- How to ensure access to healthy food? Which healthy foods will help prevent the onset of type 2 diabetes?
- Which healthy foods will help effectively manage all types of diabetes?

While WDD 2015 primarily addresses key opinion leaders, the campaign success also relies on the stakeholders of the global diabetes community. The aim is to engage stakeholders to improve access to healthy food, save lives, reduce the global burden of diabetes and save billions in lost productivity and healthcare costs.

WDD campaign materials will be released throughout the year.

The IDF WHA side-event organised in Geneva on May 19 marked the launch of the WDD campaign. Download the full report of the event [here](#).



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| | |
|------------------|---|
| May 19 | Launch of campaign at World Health Assembly side event in Geneva |
| August | WDD Guide and launch of WDD infographic #1 |
| September | Launch of the new activities page on WDD website September 25-27: The United Nations summit for the adoption of the post-2015 development agenda at the United Nation General Assembly |
| October | WDD Press Kit 2015 and WDD infographic #2 |
| November | November 12: WDD event, release summary of the global and regional findings of the IDF Atlas 7th edition and WDD infographic #3 November 15-16: G20 |
| December | Release of the IDF Diabetes Atlas full report and country-level data at the World Diabetes Congress Vancouver 2015 WDD infographic #4 |

Key messages

1. Act to change your life today

Healthy eating is an important part of managing all types of diabetes.

2. Act to change the world tomorrow

Access to affordable healthy food is essential to reducing the global burden of diabetes and ensuring global sustainable development.



Key messages

1. Act to change your life today

Healthy eating is an important part of managing all types of diabetes.

- Almost 600 million of us may be living with type 2 diabetes by 2035. Delayed diagnosis means that many people with type 2 diabetes suffer from at least one complication by the time they are diagnosed with diabetes.
- A healthy lifestyle could prevent up to 70% of type 2 diabetes, healthy eating can help reduce risks.¹
- A healthy diet containing leafy vegetables, fresh fruit, whole grains, lean meat, unsweetened yogurt and nuts can help reduce a person's risk of type 2 diabetes and reduce complications in people with diabetes.
- More of us will develop and live with type 1 diabetes. While type 1 diabetes cannot be prevented, a healthy lifestyle is an important part of effective management of the disease.
- Encouraging healthy eating habits in young children is key to halting the rise of the diabetes epidemic. By ensuring the health of future generations, we take a step toward ensuring sustainable development.

Diabetes 2014



Almost
400 million
adults



Almost
5 million
annual deaths



More than
USD 600 billion
healthcare
costs

¹Mekary, R. A., Giovannucci, E., Willett, W. C., van Dam, R. M., & Hu, F. B. (2012). Eating patterns and type 2 diabetes risk in men: breakfast omission, eating frequency, and snacking. *American Journal of Clinical Nutrition*, 95(5), 1182–1189. doi:10.3945/ajcn.111.028209

Key messages

2. Act to change the world tomorrow

Access to affordable healthy food is essential to reducing the global burden of diabetes and ensuring global sustainable development.

- Diabetes is a huge and growing burden: whilst some 387 million adults were living with diabetes in 2014, this number is expected to skyrocket to around 600 million people by 2035.
- Global health spending to treat diabetes and manage complications was estimated to cost USD 612 billion in 2014.¹
- Up to 11% of total healthcare expenditure in every country across the globe could be saved by tackling the preventable risk factors for type 2 diabetes.
- Up to 70% of type 2 diabetes cases can be prevented or delayed by adopting healthier lifestyles, equivalent to up to 150 million cases by 2035.
- A healthy diet is, on average, USD 1.50 a day more expensive than an unhealthy one, increasing food costs for one person by about USD 550 a year.²
- 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 2035, the number of people with diabetes in the African region is expected to double.

Diabetes



Up to **70%** of type 2 diabetes can be prevented



More than **USD 600 billion** healthcare costs



Up to **11%** of total healthcare costs could be saved

¹IDF Diabetes Atlas 6th edition 2014 update www.idf.org/diabetesatlas

²Do Healthier Foods and Diet Patterns Cost More Than Less Healthy Options? A Systematic Review and Meta-Analysis," Mayu-ree Rao, Ashkan Afshin, Gitanjali Singh, Dariush Mozaffarian, BMJ Open, December 5, 2013 - www.hsph.harvard.edu/news/press-releases/healthy-vs-unhealthy-diet-costs-1-50-more/

IDF Diabetes Atlas 2015

The IDF Diabetes Atlas is the authoritative resource on the global burden of diabetes. First published in 2000, it is produced by IDF biennially in collaboration with experts from around the world and contains data on diabetes cases, prevalence, mortality and expenditure on the global, regional and national level.

Figures from the Atlas are frequently quoted in scientific papers and by the media. A full IDF Diabetes Atlas report is produced biennially.

The Atlas is funded by IDF's corporate partners namely: Lilly Diabetes; Merck; Novo Nordisk; Pfizer; Astra Zeneca.

To reflect the global standing and capitalise on the impact of the Diabetes Atlas, the Atlas will be released in two phases accompanied by an online campaign:

1. On November 12, top level data including global and regional prevalence, mortality and expenditure will be previewed at the IDF's World Diabetes Day event.
2. On December 1, healthcare experts from around the world will be offered the full print and electronic Atlas report at an Atlas symposium during the [World Diabetes Congress](#) in Vancouver, Canada.

All content will be made available on www.idf.org/diabetesatlas

To receive the new 2015 estimates in advance under embargo please contact sara.webber@idf.org

To access the IDF Diabetes Atlas 6th edition update, 2014 please visit www.idf.org/diabetesatlas



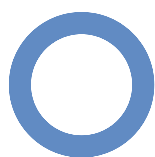
Multimedia



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For more information visit:

<http://www.idf.org/worlddiabetesday/logo/downloads>

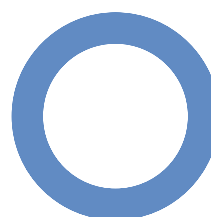


world diabetes day

14 November

For more information visit:

www.idf.org/bluecircle



Twitter

<https://twitter.com/WDD>



Facebook

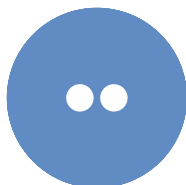
www.facebook.com/worlddiabetesday



LinkedIn

Join the conversation on IDF's LinkedIn profile:

www.linkedin.com/company/InternationalDiabetesFederation



Flickr

<https://www.flickr.com/photos/idf/>



YouTube

Share and post WDD videos on online platforms

www.youtube.com/user/IntDiabetesFed

IDF leaders and representatives



SIR MICHAEL HIRST

Sir Michael Hirst from the United Kingdom is the President of the International Diabetes Federation (IDF) 2013-2015.

He became interested in diabetes over twenty years ago when his youngest child was diagnosed with type 1 diabetes at a very young age. Then a Member of the British Parliament, Sir Michael championed the cause of diabetes in Parliament, as a result of which he was co-opted to the Board of Trustees of the British Diabetic Association, now Diabetes UK. There he served as a trustee in a variety of capacities for 17 years, most recently as the first non- medical Chairman of the Board of Trustees from 2001-2006. As Chairman, he oversaw major changes in the operations and governance of Diabetes UK, Europe's largest organisation for people with diabetes.

Sir Michael Hirst is a graduate in law of the University of Glasgow, and was an exchange student at the University of Iceland. He later qualified as a chartered accountant and became a partner in KPMG, the international accounting firm, until he entered the British Parliament. Sir Michael held a number of senior positions in frontline politics until 1997 and was knighted for political and public service in 1992. He has also served on the board of a number of leading charities and public bodies.



DR SHAUKAT SADIKOT

Dr. Shaukat M. Sadikot from India is the President-Elect of the International Diabetes Federation 2013-2015, and President of Diabetes India. Presently working as a Consultant in Endocrinology at the Jaslok Hospital and Research Center, Mumbai, he has been actively involved with the cause of diabetes and associated metabolic disorders for the past 30 years.

He has been closely associated with the activities of IDF for many years and is a member of the IDF Task Force on Insulin, Test strips and Other Diabetes Supplies, the IDF Consensus Group on the Prevention of Prediabetes, Diabetes and the Metabolic Syndrome, and the IDF Consensus group on Diabetes and Obstructive Sleep Apnoea. Presently, he is working on the interactions between phytochemicals and chemokines on the endothelium.

Dr. Sadikot is the Editor of the upcoming International Scientific Journal "Diabetes and the Metabolic Syndrome: Clinical Research and Reviews". He has written four books and has 87 publications to his credit.

IDF leaders and representatives



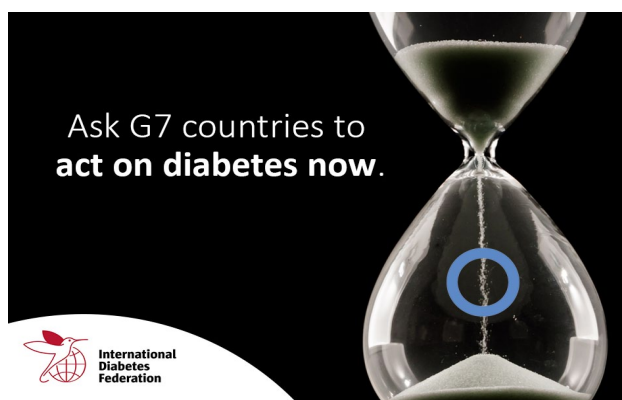
DR PETRA WILSON

Petra Wilson joined the International Diabetes Federation as Chief Executive Officer in November 2013. The International Diabetes Federation (IDF) is an umbrella organisation of over 200 national diabetes associations in over 160 countries. The Federation has been leading the global diabetes community since 1950. In her role, Petra manages a staff of 50 and oversees the implementation of the IDF Strategic Plan throughout the 7 regions of IDF to represent the interests of the growing number of people with diabetes and those at risk.

Prior to her appointment at IDF, Petra was Director of the European Healthcare and Life Sciences team in Cisco's Consulting Services, focussing on helping health and care providers develop their strategies for making good use of communication and collaboration technology. Previously, she was Deputy Director of the European Health Management Association (EHMA), a membership organisation committed to improving healthcare in Europe by raising standards of managerial performance in the health and care sectors. Prior to EHMA, Petra worked for the European Commission in its eHealth Directorate. She worked specifically on the European eHealth Action Plan, which commits all Member States of the European Union to adopting road maps for the implementation of Connected Health solutions.

Petra also advised the Commission on legal and ethical issues surrounding use of information technologies in healthcare. Originally trained in law, Petra spent several years as a Lecturer and Senior Research Fellow at Nottingham University, UK, specialising in healthcare law. She has a Ph.D. in Public Health Law from Oxford University, and has published widely on the legal aspects of using information technologies in healthcare. Originally from the UK, she is fluent in English, German, and French.

IDF projects and programmes



On the occasion of the **G7 Summit 2015**, IDF launched a call to action for G7 countries to develop and implement cost-effective policy options aiming to improve the health outcomes of people with diabetes and prevent the development of new cases. **IDF network managed to make #Diabetes one of the most talked topics on Twitter**, despite diabetes not being on the G7 agenda!

www.idf.org/action-on-diabetes/



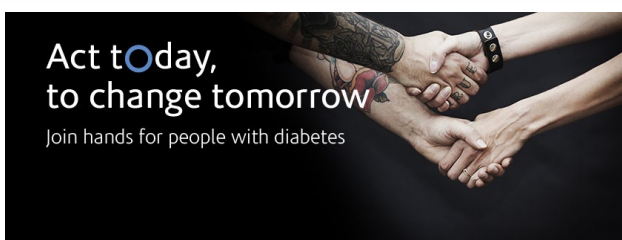
On the occasion of the **G20 Summit 2014**, IDF launched an [advocacy](#) campaign to call G20 governments to implement national diabetes prevention plans and to introduce policies to reduce sugar, salt and fat intake.

A call to action was sent directly to Heads of Government and Ministers of Finance of G20 countries; raising awareness of the economic impact and dimension of diabetes around the G20 meeting in the social media.



The Global Diabetes Scorecard contains the views of 125 IDF Member Associations from 104 countries on how far their national governments have progressed in responding to the diabetes challenge by December 2013 and sets the baseline for future monitoring. It enables IDF and its network of Member Associations to hold governments accountable to the UN Political Declaration on NCD Prevention and Control, and the global targets adopted at the 66th World Health Assembly.

www.idf.org/global-diabetes-scorecard-launched



Diabetes Storybook comprises a selection of stories from IDF Member Associations and Young Leaders in Diabetes. Their powerful testimonies not only reveal the discrimination and stigma faced by people with diabetes, but the crucial role the above fundamental rights play in ensuring people with diabetes can live full and active lives.

www.idf.org/diabetes-storybook/

IDF projects and programmes



The IDF Life for a Child programme is an innovative and sustainable support programme in which individuals, families and organisations contribute monetary or in-kind donations to help children with diabetes in developing countries.

www.idf.org/lifeforachild



The Kids and Diabetes in Schools (KiDS) project aims to foster a supportive school environment that creates a better understanding of diabetes.

www.idf.org/education/kids



BRIDGES funds translational research projects in primary and secondary prevention of diabetes to provide the opportunity to 'translate' lessons learned from clinical research to those who can benefit most: people affected by diabetes.

www.idf.org/BRIDGES/about



Young Leaders in Diabetes. In 2011, IDF launched the Young Leaders in Diabetes Programme to identify talented young people with diabetes and provide them with training to improve the lives of people affected by diabetes worldwide.

Since the first leadership training in 2011, the Young Leaders have conducted numerous successful projects in their local diabetes communities. www.idf.org/youngleaders.

For more information about IDF project and programmes please visit:

<https://www.idf.org/youngleaders>

Act today to change tomorrow



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