

# Be a part of the WDD 2015 campaign

A "living" guide to help us transform one day into 365

#WDD  @WDD  World Diabetes Day



**International  
Diabetes  
Federation**



world diabetes day

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# World Diabetes Day



[www.worlddiabetesday.org](http://www.worlddiabetesday.org)



## International Diabetes Federation

### 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).

[www.idf.org](http://www.idf.org)

### World Health Day 2016 will be dedicated to diabetes!

We are delighted to announce that World Health Day 2016 will be dedicated to diabetes. This announcement was made public by Dr Etienne Krug, WHO Director of NCD Prevention and Control, at the launch of the World Diabetes Day campaign during the World Health Assembly, on May 19.

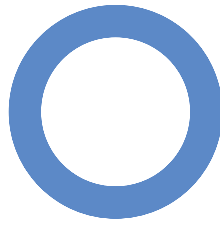
Read the report [here](#) and watch the promotional video [here](#).

IDF is collaborating with WHO to develop World Health Day 2016 further.

*"I am proud to announce that the next World Health Day 2016 will be dedicated to diabetes"*

Etienne Krug, Director, Department for Management of Noncommunicable Diseases, Disability, Violence and Injury Prevention (World Health Organization)





# 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 Nation 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](http://www.worlddiabetesday.org)



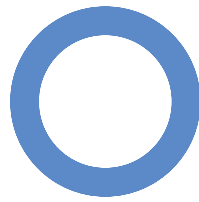
International  
Diabetes  
Federation

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



## Official Partner World Diabetes Day 2015

**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:

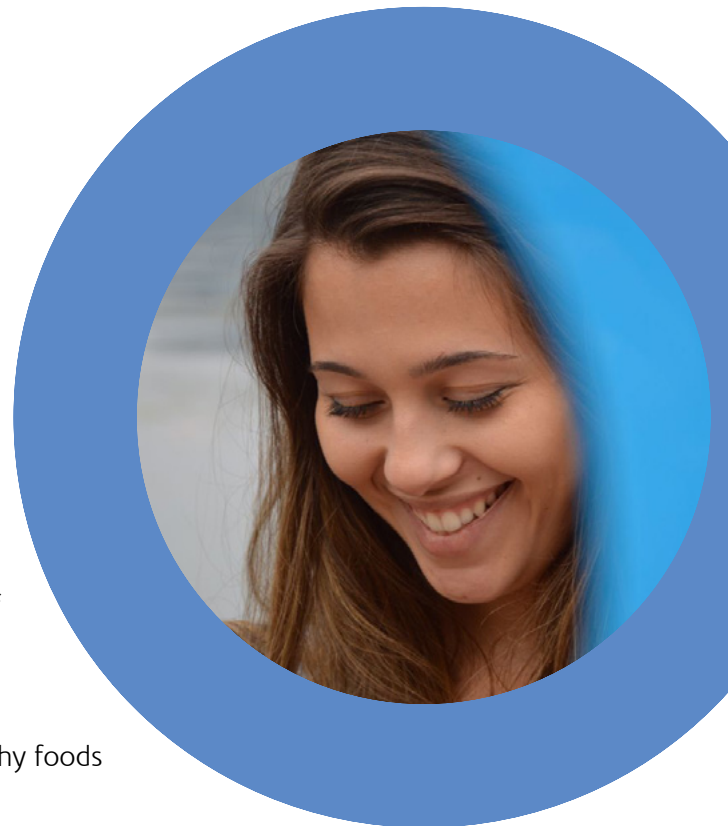
- How to ensure access to healthy food? Which healthy foods will help prevent the onset of type 2 diabetes?
- Which healthy foods will help effectively manage all types of diabetes?

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](#).

[www.worlddiabetesday.org](http://www.worlddiabetesday.org)



<b>May 19</b>	Launch of campaign at World Health Assembly side event in Geneva
<b>August</b>	WDD Guide and launch of WDD infographic #1
<b>September</b>	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
<b>October</b>	WDD Press kit 2015 and WDD infographic #2
<b>November</b>	WDD infographic #3 November 12: WDD event, release summary of the global and regional findings of the IDF Atlas 7th edition November 15-16: G20
<b>December 1</b>	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<sup>1</sup>.
- 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.

Learn more about [healthy eating](#) and find out more about [World Diabetes Day](#)

### Diabetes 2014



Almost  
**400 million**  
adults



Almost  
**5 million**  
annual deaths



More than  
**USD 600 billion**  
healthcare  
costs

<sup>1</sup>Mekary, 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<sup>1</sup>.
- 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.<sup>2</sup>
- 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.

**Find out more about actions taken by policymakers on healthy eating and IDF's call to action to the G20 and G7 governments**

### 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

<sup>1</sup>IDF Diabetes Atlas 6th edition 2014 update [www.idf.org/diabetesatlas](http://www.idf.org/diabetesatlas)

<sup>2</sup>Do 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/](http://www.hsph.harvard.edu/news/press-releases/healthy-vs-unhealthy-diet-costs-1-50-more/)

# Get involved!

Your participation is key to the success of the campaign.



# Get involved!



## Online

- Promote [WDD](#) on social media – like, share and retweet
- Promote [WDD website](#)
- Share our [WDD infographics](#)
- Use the [WDD banners](#) on social media channels
- Share [WDD visuals](#) on social media channels
- Take a [blue circle selfie](#) and share it on social media channels



## Offline

- Organise WDD activities around the “Act Today to Change Tomorrow” theme to raise awareness of the importance of early detection
- Wear blue and the [blue circle pin](#)
- Form a human blue circle
- Organise a healthy meal
- Print [infographics](#) and spread them around
- Organise a flashmob
- Organise and/or sponsor a diabetes fair
- Organise a ‘Learn about Healthy Eating’ event in schools
- Produce a manifesto linked to the [IDF Framework for Action on Sugar](#)
- Request local authorities to declare November 14 a ‘day of interest’
- Organise a screening for type 2 diabetes at National Parliaments or City Halls

# Get involved!



## Advocate

- Advocate at regional, national and international level to make diabetes a priority on health and development agendas
- Call on decision-makers in your region to promote healthy environments and nutrition in order to help prevent type 2 diabetes
- 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
- Ask your government to adopt legislation and policies to make healthy food more affordable and accessible
- Lead a public health campaign to educate people about health risks associated with excess sugar intake
- Inspire a multi-stakeholder approach to diabetes by liaising with governments, private sector, industry groups, research organisations and allied health professionals



# Get involved!

## #WDD on social media

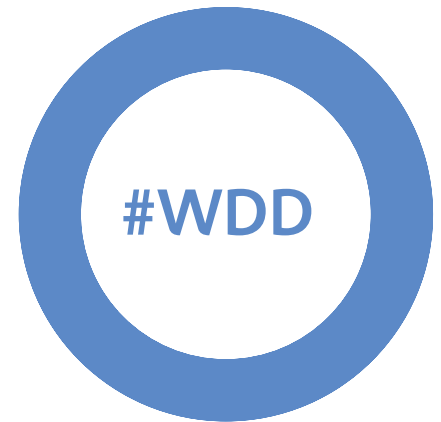
Use social media to be part of the conversation around World Diabetes Day.

The official hashtag of the campaign is **#WDD**

Topic hashtags:

[#Diabetes](#) [#DiabetesAwareness](#) [#healthyeating](#) [#healthyfood](#)  
[#sugar](#) [#T1D](#) [#T2D](#) [#BlueCircle](#)

Twitter handle: [@WDD](#)



## Twitter

Follow us on Twitter: <https://twitter.com/WDD> and create your own #WDD Tweet or share one of our suggested tweets.

- Support World #Diabetes Day 2015 by choosing a healthy lifestyle and help prevent up to 70% of T2 #diabetes cases #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- Join the World Diabetes Day 2015 campaign on #healthyeating and #diabetes. Join the fight against diabetes! #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- A healthy diet reduces the risk of T2 #diabetes & improves health outcomes of people with #T1D & T2D [www.idf.org/wdd](http://www.idf.org/wdd)
- #Healthyeating is important for T1 #diabetes effective management. Healthy eating - a right, not a privilege #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- #Healthyeating is key to prevent and manage T2 #diabetes. Healthy eating - a right, not a privilege #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- Access to affordable #healthyfood is essential to reduce the global impact of #diabetes @IntDiabetesFed #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- I support @IntDiabetesFed and @WHO conditional recommendation to reduce free #sugar daily intake to 6 teaspoons #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- I support the @IntDiabetesFed #WDD campaign on making #healthyeating a right, not a privilege [www.idf.org/wdd](http://www.idf.org/wdd)

TWEET NOW

TWEET NOW

TWEET NOW

TWEET NOW

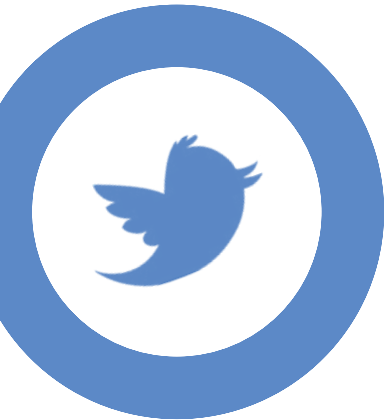
TWEET NOW

TWEET NOW

TWEET NOW

TWEET NOW

# Get involved!



## Tweets to Key Opinion Leaders (KOLs)

You can help us to spread the WDD messages by addressing the following Tweets to key opinion leaders, for example policy-makers from your country, governments and health ministers, UN bodies (WHO), healthy eating bloggers, media, personalities, leading healthcare professionals, etc.

Just make sure to adapt the Tweets with the .@username of the person you want to target and do not forget to maintain the dot at the beginning of the message so that everyone can see your Tweet.

### Addressed to policymakers:

- .@username #Healthyeating is important for #diabetes effective management. Support @IntDiabetesFed #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- .@username 387M people have #diabetes - #healthyeating can help prevent more T2 cases. Support @IntDiabetesFed #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- .@username How will your leadership drive policies to make #healthyeating a right, not a privilege? #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- .@username Access to affordable #healthyfood is key to prevent T2 #diabetes. Your leadership is needed #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- .@username #Healthyeating policies can prevent up to 70% of T2 #diabetes, saving lives and money. Support #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- .@username #Healthyeating policies can improve health outcomes of people with T1 & T2 #diabetes. Support #WDD [www.idf.org/wdd](http://www.idf.org/wdd)

TWEET NOW

TWEET NOW

TWEET NOW

TWEET NOW

TWEET NOW

TWEET NOW

### Addressed to all KOLs:

- .@username Price gap between unhealthy and #healthyfood is increasing. Do you support taxes on #junkfood? #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- .@username #Healthyeating is a right, not a privilege. How would you improve access & affordability? #WDD [www.idf.org/wdd](http://www.idf.org/wdd)
- .@username How would you encourage #healthyeating, an important part of #diabetes effective management? #WDD 2015 [www.idf.org/wdd](http://www.idf.org/wdd)
- .@username #Diabetes generates a huge human and economic impact. Support @IntDiabetesFed #WDD 2015 campaign [www.idf.org/wdd](http://www.idf.org/wdd)
- .@username #Diabetes is one of the biggest health threats of the 21<sup>st</sup> century. Support @IntDiabetesFed #WDD 2015 [www.idf.org/wdd](http://www.idf.org/wdd)

TWEET NOW

TWEET NOW

TWEET NOW

TWEET NOW

TWEET NOW

# Get involved!



Facebook

[www.facebook.com/worlddiabetesday](http://www.facebook.com/worlddiabetesday)



LinkedIn

Join the conversation on IDF's LinkedIn profile:

[www.linkedin.com/company/InternationalDiabetesFederation](http://www.linkedin.com/company/InternationalDiabetesFederation)



YouTube

Share and post WDD videos on online platforms

Watch WDD 2015 campaign launch video [here](#):

[www.youtube.com/user/IntDiabetesFed](http://www.youtube.com/user/IntDiabetesFed)

## Tip

When inserting links into Tweets and Facebook posts, use a free link-shortening service such as bit.ly:

[worlddiabetesday.org](http://worlddiabetesday.org) is [bit.ly/1wzH1gj](http://bit.ly/1wzH1gj)



# IDF in action

## G7 and G20 accountability

### IDF call to action to G7 governments

On the occasion of the **G7 Summit** 2015 in Schloss Elmau (Germany), 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 submitted the call to action to all Prime Ministers, Ministers of Finances and Ministers of Health of all G7 nations. In several cases, the letter was delivered personally by national parliamentarians belonging to IDF's **Parliamentarians for Diabetes Global Network**.

To learn more about this campaign and to download the letters click [here](#).

In order to leverage our messages and involve a wider audience in this call to action, IDF is running a social media campaign on Twitter, engaging opinion with G7 political and key opinion leaders and requesting G7 governments to prioritise diabetes on their agenda. During the Summit, the **IDF network managed to make #Diabetes one of the most talked topics on Twitter**, despite diabetes not being on the G7 agenda!

Visit our [Twitter channel](#) to keep on promoting our messages and direct questions to G7 leaders and visit the website: [www.idf.org/action-on-diabetes](http://www.idf.org/action-on-diabetes).



# IDF in action

## G7 and G20 accountability

### IDF call to action to G20 governments

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. An IDF press release was distributed to 3,000 media registered for the Summit.

#### Diabetes slows productivity and economic growth

Diabetes caused **3.6 million** deaths in the G20 in 2013.

**128 million** G20 residents (20-79 years) have diabetes and don't know it.

Diabetes accounts for **10-15%** of the total health care budgets in high-income countries.

Diabetes is among the top ten causes of disability in adults, producing devastating complications such as **blindness, renal failure, and lower limb amputations**.

#### Act now for a healthy G20

Today

**290 million people**  
have **DIABETES**

Act

**TODAY**  
for tomorrow

573 billion USD  
2015 COST

511 billion USD  
2015

Tackling diabetes today will ensure a healthier and more prosperous tomorrow, up to 44 billion USD in healthcare costs can be saved in the G20.



# IDF in action

## IDF Members

World Diabetes Day is a global event, uniting the global diabetes community to produce a powerful voice for diabetes awareness. Every year, thousands of local and national events are organised by IDF members and by other diabetes representative organisations who want to improve the lives of people with diabetes and strengthen awareness among the general public and policy-makers.

Here are some examples of how IDF members have marked the day:



**In Australia**, Diabetes South Australia held a free fun-filled public event to raise awareness of the importance of healthy lifestyles to help prevent and effectively manage diabetes. The event included a breakfast themed live cooking demonstration, a special appearance from Veggie Man, group fitness sessions and a variety of stalls filled with information, resources, giveaways, fun interactive demonstrations and activities.



**In Mexico**, the affiliates of the Mexican Diabetes Association formed human blue circles across 17 locations, involving more than 15,000 people. Other activities organised throughout the country included blood sugar testing, healthy cooking workshops, health fairs and lifestyle activities such as runs, walks and zumba classes.



**In Romania**, the Romanian Society of Diabetes, Nutrition and Metabolic Diseases organised a nationwide campaign to inform and educate the general public about the importance of diabetes prevention and healthy lifestyles for people with diabetes. Activities included projecting the blue circle on the Parliament building, rhythmic gymnastics with blue ribbons, branded buses with the message: "Fighting against diabetes means prevention and control" – Control your Diabetes, and free blood glucose and HbA1c testing.



**In Spain**, The Spanish Diabetes Federation (FEDE) reached out to fellow citizens, asking them to support their online petition to the Spanish Minister of Health asking for the implementation of policies promoting healthy lifestyles for diabetes prevention and management. The Federation also carried out a campaign with the Spanish Society of Community Pharmacies (SEFAC) to encourage people to take the Findrisk test in more than 100 pharmacies across the country. Queen Letizia of Spain was also presented with the blue circle as part of IDF's "[Pin a Personality](#)" campaign.



# IDF in action

## IDF Framework for Action on Sugar

The global prevalence of diabetes has increased progressively over the past 50 years, with almost 400 million adults having diabetes in 2014, the vast majority of whom have type 2 diabetes. A number of studies have suggested associations between specific dietary factors and increased risk of type 2 diabetes. Recent studies have demonstrated strong associations between consumption of sugar-sweetened beverages (including fruit juice) and increased risk of type 2 diabetes<sup>1,2,3</sup> and that per capita sugar consumption is independently associated with the prevalence of diabetes<sup>4</sup>.

The framework is IDF's official response to exploding sugar intake, increasing rates of obesity and the rising tide of diabetes, anticipated to affect 592 million people by 2035, a 53% increase on existing cases.

The framework calls on national governments to implement policies to reduce sugar consumption and advocates specific measures to increase access to healthy alternatives such as fresh fruit and vegetables and clean drinking water, in order to help prevent new cases of type 2 diabetes.

You can download the IDF Framework for Action on Sugar [here](#).



<sup>1</sup>Barrio-Lopez MT, Martinez-Gonzalez MA, Fernandez-Montero A, Beunza JJ, Zazpe I, Bes-Rastrollo M. Prospective study of changes in sugar-sweetened beverage consumption and the incidence of the metabolic syndrome and its components: the SUN cohort. *Br J Nutr*. 2013 Nov 14;110(9):1722–31.

<sup>2</sup>Koning L de, Malik VS, Rimm EB, Willett WC, Hu FB. Sugar-sweetened and artificially sweetened beverage consumption and risk of type 2 diabetes in men. *Am J Clin Nutr*. 2011 Jun 1;93(6):1321–7.

<sup>3</sup>Malik VS, Popkin BM, Bray GA, Després J-P, Hu FB. Sugar-Sweetened Beverages, Obesity, Type 2 Diabetes Mellitus, and Cardiovascular Disease Risk. *Circulation*. 2010 Mar 23;121(11):1356–64.

<sup>4</sup>Weeratunga P, Jayasinghe S, Perera Y, Jayasena G, Jayasinghe S. Per capita sugar consumption and prevalence of diabetes mellitus – global and regional associations. *BMC Public Health*. 2014;14(1):186.

# IDF in action

**IDF's Parliamentarians for Diabetes Global Network (PDGN)** seeks to promote parliamentary champions for diabetes and ensures diabetes is acted upon through national legislatures.

Parliamentary Champions in cooperation with IDF Members have a powerful role in mobilizing their local communities and national parliaments to recognize WDD. Here are a few examples of how PDGN can support WDD:



## Parliamentarians for Diabetes Global Network



**Australia:** On World Diabetes Day 2014, the Minister for Health, Hon Peter Dutton MP, and the Minister for Communications, Hon Malcolm Turnbull MP, joined the crowd and walked across Sydney Harbour Bridge to launch Walk to Work, a joint initiative of Diabetes Australia and the Pedestrian Council of Australia.



**Kosovo:** The Minister of Health, Dr Ferid Agani, arranged several activities to raise awareness of the importance of measuring blood glucose in elementary schools.



**Malta:** Several parliamentarians from Malta have established a working group to focus on diabetes.



# IDF in action

**IDF's Young Leaders in Diabetes (YLD)** programme aims to enhance the lives of young people living with diabetes and create leaders within the diabetes community. YLD is committed to raising awareness of diabetes by being a powerful voice for prevention, education, access to quality care, improved quality of life and ultimately ending discrimination.

Young Leaders take an active role in supporting the WDD campaign. In cooperation with IDF Members they have a powerful role in mobilizing their local communities to recognize WDD. Here are a few examples of how YLD supports WDD:



## Young Leaders in Diabetes



**Denmark:** Among other buildings the Copenhagen City Court was lit in blue. As part of the WDD activities within the Danish Diabetes Association, Young Leaders presented flyers and information on the major walking streets in Copenhagen, next to the City Court, with a view to spread awareness on diabetes.



**Kuwait:** Young Leaders in Diabetes from Kuwait held a World Diabetes Day event at AlHamra Luxury shopping center. The Young Leaders managed the booth, providing information about the campaign. Young Leaders also organised a walkabout contest, and a treasure hunt competition, that consisted of diabetes related questions. Blood glucose monitoring devices were given to the winners.



**Poland:** During World Diabetes Day Young Leaders were involved in the "Sweet Tram action" in Krakow. The action was organized by Ogólnopolska Federacja Organizacji Pomocy Dzieciom i Młodzieży Chorym na Czurycę ([www.diabetycy.eu](http://www.diabetycy.eu)). Across eight Polish cities, special tram lines (but also bus and trolleybus lines) were prepared to raise awareness, give information about diabetes and measure their passengers' blood glucose. Blood glucose level and blood pressure tests were also offered.



**United Kingdom:** [#insulin4all](https://www.insulin4all.tumblr.com) campaign ([www.insulin4all.tumblr.com](http://www.insulin4all.tumblr.com)) was initiated to raise awareness about the lack of access faced by people with type 1 diabetes around the globe.



# IDF in action

## IDF supporting Jamie Oliver's petition on food education

In March 2015, Jamie Oliver and the Food Revolution Foundation launched a global petition requesting G20 governments to include food education in school curricula. IDF supports the petition through online activities, as part of a global effort to demand immediate action to halt the alarming rise of childhood obesity and type 2 diabetes cases.

This petition has been a great success worldwide and, by Food Revolution Day on May 15, it had already achieved more than 1 million signatures.

You can still add your name to the petition by clicking [here](#).

“Obesity more often than not leads to lifestyle related diseases like type 2 diabetes which can increase the risk of developing a number of serious health problems and decrease life expectancy.”

Jamie Oliver, chef and campaigner



# Governments in action

## National regulations and campaigns



**Brazil:** Food and nutrition education is fully integrated in the school curricula since 2009.



**Caribbean Community:** The “Caribbean Wellness Day” is celebrated every year on September 13, with the objective of raising awareness of healthy lifestyle and healthy food choices.



**Chile:** The recently adopted Food Labelling Law aims to protect the Chilean population from unhealthy food. Products high in sugars, salt and fats must carry a warning and cannot be sold on school premises. Marketing addressed to children is restricted and promotional toys are banned.



**Fiji:** In 2015, import duty on fresh products was removed to promote increased consumption of fruits and vegetables.



**Finland:** Finland was one of the first countries to impose taxes on sugary products at the end of World War II. This measure was removed in 2000, upon its entrance into the Eurozone, but was re-introduced again in 2011, covering confectionery, sugary drinks and other products with high-sugar content.



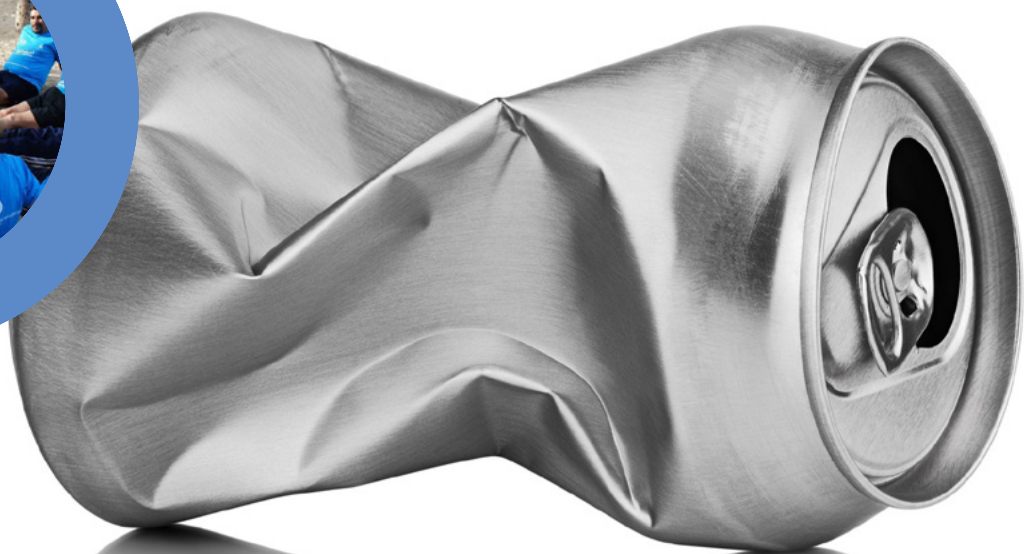
**France:** In 2001, the Health Ministry launched “[Manger Bouger](#)” (Eat Move), a mass media campaign to promote healthy eating and physical activity.



**Iran:** Since 2004, broadcast advertising of sugar-sweetened beverages is banned.



**Mexico:** A federal tax on sugary drinks has managed to reduce soft drink sales by 12% during 2014. The reduction reached 17% amongst the lowest socioeconomic group, who are impacted the most by diabetes costs.





# Governments in action

## Other political commitments:



**European Union:** The EU Diabetes Working Group, formed by cross-party, cross-national Members of the European Parliament, is committed to putting diabetes on the European agenda.



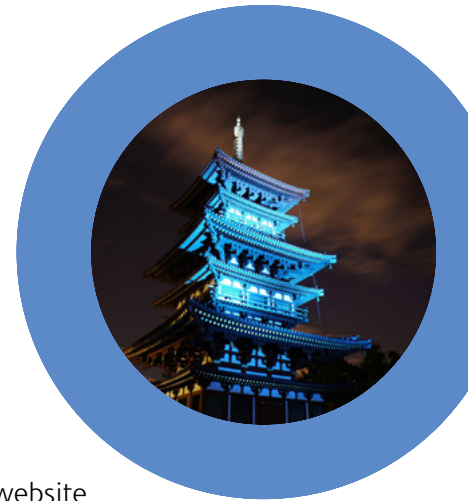
**United Kingdom:** The All Party Parliamentary Group for Diabetes (APPG Diabetes) chaired by Keith Vaz, is a non partisan cross-party interest group of UK parliamentarians who have a shared interest in raising the profile of diabetes. Members include MPs and peers, patient advocacy groups, health care professionals, academics and local commissioning groups amongst others. JDRF and Diabetes UK jointly share the secretariat for the All Party Parliamentary Group on Diabetes.



# Partners in action

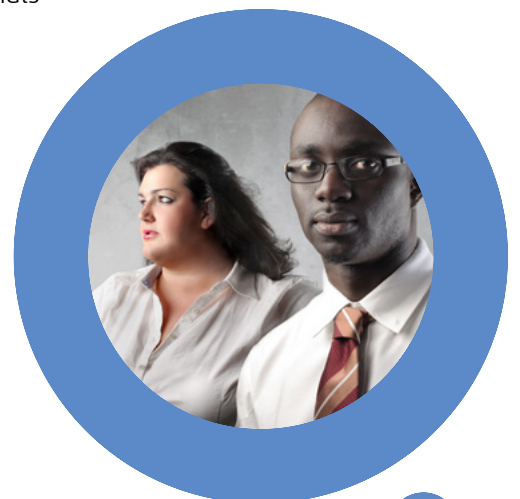
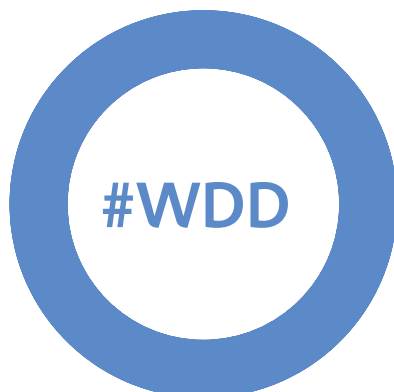
## Do

- Run a media campaign: publish a press release, publish a video on the company's website using IDF messages
- Raise internal awareness via communication platforms such as a blog, an internal news article and video
- Support colleagues in choosing healthier lifestyles
- Organise a WDD event and submit it to the WDD website
- Light a monument or building in blue and share the picture on the WDD website
- Engage with [IDF Regional offices](#) to reinforce regional actions, messaging and reach
- Position the company as a leader in the fight against diabetes



## Share

- Support WDD social media campaign:
  - Promote WDD content on social media channels
  - Update Facebook and Twitter header with WDD header
  - Engage and activate your online community to support WDD
  - Become WDD ambassadors
- Run a social media campaign:
  - Join WDD pages and follow our online activities
  - Use the WDD official hashtag [#WDD](#)
- Share facts about healthy eating and diabetes with stakeholders, clients and families
- Use WDD website and WDD resources: circulate WDD materials
  - Share the WDD Guidebook 2015
  - Create a WDD page using WDD images, logo and content



# Dietary recommendations

## Factors related to an increased or decreased risk of type 2 diabetes<sup>1-5</sup>:

Decreased risk of type 2 diabetes	Increased risk of type 2 diabetes
<b>Nutrients</b>	
<b>Carbohydrates</b>	
Whole grains	White rice, potatoes
<b>Fats and Proteins</b>	
Poly-unsaturated fats Nuts	Red meat Processed meat
<b>Specific Foods</b>	
Green leafy vegetables Up to 3 portions of fresh fruit per day Unsweetened yogurt Peanut butter Water Coffee Tea Moderate alcohol	Fruit juice Sugar sweetened beverages Excess alcohol
<b>Diets</b>	
Mediterranean diet Vegan or lacto-ovo vegetarian diet	Fast food High energy density diet



<sup>1</sup> Halton, et al., Am J Clin Nutr. 2006 Feb;83(2):284–90

<sup>2</sup> Krishnan, et al., Am J Clin Nutr. 2010 Feb 1;91(2):465–71

<sup>3</sup> Ley, et al., Lancet 2014; 383: 1999–2007

<sup>4</sup> Muraki, et al., BMJ. 2013;347:f5001.

<sup>5</sup> Xi, et al., PLoS ONE. 2014 Mar 28;9(3):e93471

# Dietary recommendations

**Individuals can reduce their risk of type 2 diabetes and those with type 1 diabetes may help improve their control by:**

- Choosing water, unsweetened coffee or tea instead of fruit juice, soda, and other sugar sweetened beverages
- Eating at least three servings of vegetables every day, including green leafy vegetables such as spinach, lettuce or kale
- Eating up to three servings of fresh fruit every day
- Choosing nuts, a piece of fresh fruit or unsweetened yogurt for a snack
- Limiting your alcohol intake to a maximum of two standard drinks per day
- Choosing lean cuts of white meat, poultry or seafood instead of processed meat or red meat
- Choosing peanut butter instead of chocolate spread or jam
- Choosing whole-grain bread instead of white bread, brown rice instead of white rice, whole grain pasta instead of refined pasta
- Choosing unsaturated fats (olive oil, canola oil, corn oil, or sunflower oil) instead of saturated fats (butter, ghee, animal fat, coconut oil or palm oil)

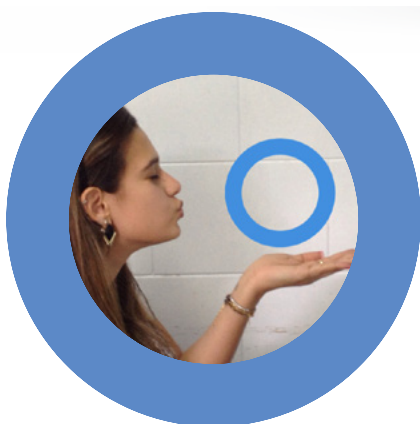
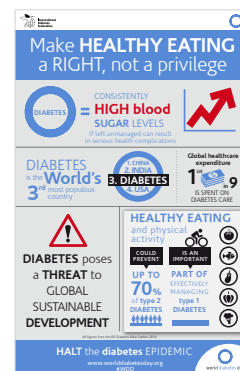
These recommendations may also help people with diabetes to achieve optimal control.



# Resources

## Infographics

Download the infographics [here](#) and share them on social media



## Visuals

Download the visuals [here](#) and share them on social media

- Facebook cover photo
- Twitter header photo
- LinkedIn banner image
- YouTube channel cover



## 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](#).



## Blue Circle Pins

Blue Circle pins are available for use in World Diabetes Day awareness events.

Blue circle pins can be purchased from the [IDF online shop](#).

# Facts & Figures

By 2035, almost  
**600 million**  
of us may be living  
with **diabetes.**



**Healthy lifestyles**  
could prevent up to 70%  
of type 2 diabetes,  
**healthy eating** can help  
reduce your risk.

# Facts & Figures

The IDF Diabetes Atlas, Sixth Edition 2014 provides the latest figures, information and projections on the current and future magnitude of the diabetes epidemic.

- Approximately **387 million** adults have diabetes; by 2035 this will rise to **592 million**
- The proportion of people with **type 2 diabetes is increasing** in most countries
- **77%** of adults with diabetes **live in low- and middle-income countries**
- The greatest number of people with diabetes are between **40 and 59 years of age**
- **179 million** people with diabetes are **undiagnosed**
- Diabetes caused **4.9 million deaths in 2014**; every seven seconds a person dies from diabetes
- Diabetes caused at least **USD 612 billion dollars in health expenditure** in 2014 –11% of total spending on adults
- More than **79,000 children** developed type 1 diabetes in 2013
- More than **21 million** live births were affected by diabetes during pregnancy in 2013 – **1 in 6 births**

**On November 12**, the latest figures on global and regional diabetes prevalence, mortality and expenditure will be released during a WDD event.

**On December 1**, at the IDF [World Diabetes Congress](#) in Vancouver, the full Diabetes Atlas 7<sup>th</sup> edition report will be released including country-level data.

More information on the IDF Diabetes Atlas can be found here:  
[www.idf.org/diabetesatlas](http://www.idf.org/diabetesatlas)



## Diabetes



2014  
Almost  
**400 million**  
adults



2035  
Almost  
**600 million**  
adults



**77%**  
live in low- and  
middle-income  
countries



Almost  
**5 million**  
annual deaths



More than  
**USD 600 billion**  
healthcare  
costs



world diabetes day

# Act today to change tomorrow



#WDD

[www.worlddiabetesday.org](http://www.worlddiabetesday.org)

[wdd@idf.org](mailto:wdd@idf.org)