Welcome!

Get Ready for World Diabetes Day 2013
LCI staff

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May 22, 2013
Panelist

Alan Kissick
Manager, External Relations
International Diabetes Federation
Brussels, Belgium
Panelist

Lorenzo Piemonte
Communications Coordinator
International Diabetes Federation
Brussels, Belgium
How to Participate

Using the control panel:
Type your question in the “Questions” box now.
Today’s Agenda

I. LCI Diabetes Awareness and Action Program

II. Panelist: Alan Kissick
   Overview of International Diabetes Federation
   Global impact of diabetes
   IDF Global Diabetes Plan
   Humanitarian programs

III. Panelist: Lorenzo Piemonte
   World Diabetes Day
   Service activities
   Resources
   How you can help

IV. Questions and Answers

V. Summary and Next Steps
Lions Diabetes Awareness and Action

Diabetes Service Hours

Over 1 million
July 1, 2012 – May 13, 2013

Projects include:
• Diabetes awareness and education
• Diabetes screening
• Diabetes recreational camps
• Strides events for diabetes
Tools and Resources

Publications

www.lionsclubs.org
Special Events for Diabetes

Diabetes Awareness Month
November

World Diabetes Day
November 14

Diabetes Alert Day
4th Tuesday of March - USA

World Sight Day
October – Diabetic Retinopathy

Sharing the Vision Campaign
October – Diabetic Retinopathy
Diabetes Awareness Month

Bucharest - CEC Palace on Calea Victoriei

Romania – Lions raised funds for diabetes prevention and helped make people in their community aware of the disease
Engage and Empower Your Community!

- Order Strides Information Kit
- Distribute educational handouts
- Work with community sponsors and partners
- Raise funds for your diabetes projects

Choose your event! walking, running, bicycling, dancing, etc.
Partners to advance diabetes awareness, education, prevention and control
Diabetes Chairpersons

Provide leadership to clubs in their districts

• Serve at the district or multiple district level
• Evaluate community needs
• Partner with local healthcare organizations
• Set goals and create a plan
• Communicate goals and projects to club chairpersons
• Utilize LCI tools and resources
• **Share success!** Report activities to district cabinet and local media
Core 4 Diabetes Program

Lions Clubs International Foundation: Grant Funding

Enables Lions to realize a variety of initiatives to prevent and reduce the impact of diabetes as a public health concern.

Core 4 funds are available for projects that implement one or more of the following program areas:

- Public awareness/prevention
- Patient education
- Treatment

[www.lcif.org]
International Diabetes Federation

United for Diabetes
INTERNATIONAL DIABETES FEDERATION

ALAN KISSICK
Manager, External Relations
International Diabetes Federation
Poll Question

Do you know someone living with diabetes?
Please answer yes or no, and check all that apply:

- Yes – myself
- Yes – spouse or family member
- Yes – friend or colleague
- No
Diabetes

• A GLOBAL epidemic out of control.
Prevalence

- 371 Million people have diabetes;
- 552 Million people within a generation;
- \( \frac{3}{4} \) cases in developing countries
Costs

4.8 million deaths a year

US $471 billion in health care spending globally
A federation of 200+ member associations in 170+ countries;

7 regional offices;

Promoting diabetes care, prevention and a cure worldwide
Activities

- **3 GOALS and 7 ROLES** in stemming the spiraling diabetes epidemic.
Global Diabetes Plan 2011-2012

IDF’s 3 Goals

1. Improve health outcomes of people with diabetes
2. Prevent the development of type 2 diabetes
3. Stop discrimination against people with diabetes
Driving Change

• Global advocacy & awareness campaigns;
• Build evidence;
• Translational research;
• Best Practice Projects and Education Programmes;
• Global Guidelines;
• Humanitarian Programmes;
• Convenes the Global Diabetes Community.
Advocacy and Campaigning

Raising awareness and generating political priority for diabetes/NCDs.

- **Global advocacy campaigns** to elevate diabetes on to the health and development agenda:
  - UN Resolution 61/225 on Diabetes, 2006;
  - UN High-Level Summit on NCDs, 2011;
  - Global Targets for Diabetes and NCDs, 2012.

- **Global awareness raising campaign** to the general public:
  - World Diabetes Day, November 14th
Historic Global Targets

Agreed on 7 November 2012 ...

- 25 reduction in deaths by 2025;
- Reduce Salt intake 30%;
- Halt the rise in diabetes plus obesity;
- Reduce Physical inactivity 10%;
- Essential medicines and technologies 80%;
- Drug therapy and counseling 50%. 
What’s Next?

• IDF Roadmap to the Future Development Agenda
  - Including diabetes and NCDS onto the next round of Millennium Development Goals
World Diabetes Congress

Convening the global diabetes community

- Record breaking congress in Dubai
- 15,000 + participants;
- Global Diabetes Forum – working with private sector;
- New programme stream - Global Challenges;
- Leaving a legacy.
Humanitarian Programmes

LIFE FOR A CHILD PROGRAMME

- Now supports the care of over 11,000 children with diabetes in 43 countries: ex. Eritrea, Togo, Kenya, Guyana, Liberia, Iraq and Zimbabwe;
- Responding to natural disasters – Haiti, Chile and Philippines.
- www.idf.org/lifeforachild
WORLD DIABETES DAY

LORENZO PIEMONTE
Manager, Communications Coordinator
International Diabetes Federation
About World Diabetes Day

Primary global awareness campaign of the diabetes community

- Celebrated every year on 14 November to mark the birthday of Sir Frederick Banting, who co-discovered insulin in 1921.

- A campaign led by the International Diabetes Federation and supported by the World Health Organisation.


world diabetes day
14 Nov
About World Diabetes Day

Logo

- The logo of the campaign is the blue circle – the global symbol of diabetes.

- The campaign engages the over 200 national diabetes associations in more than 160 countries that are members of IDF.
Yearly Theme and Slogan

Developed by the International Diabetes Federation

2009-2013: Diabetes Education & Prevention

• Focus on:
  Raising awareness of the signs and symptoms and risk factors for diabetes;

• Promoting the importance of diabetes education to improve early diagnosis of the disease, help prevent onset of type 2 diabetes and help prevent complications in people with diabetes;

• Promoting healthy behaviours (better nutrition, increased physical activity) and environments to help reduce the rise of type 2 diabetes all over the world.

DIABETES: PROTECT OUR FUTURE
WORLD’S MOST POPULATED COUNTRIES
1. China   2. India   3. USA   4. Indonesia   5. Brazil

1 IN 2 PEOPLE WITH DIABETES DON’T KNOW THEY HAVE IT
Are you at risk?

DIABETES: KNOW THE COMPLICATIONS
Amputation, Blindness, Heart Attack, Kidney Failure

PEOPLE WITH DIABETES ARE JUST LIKE YOU AND ME
Don’t Discriminate
WDD Activities

- Pin a personality
- Blue monument challenge
- Flash mobs
- Physical activities (walks, runs, etc.)
- Wearing blue
- Human blue circles
- Heroes and champions
WDD Activities
Global Call to Action for World Diabetes Day 2013

- Symbolic donation of steps accrued through various activities
- Target number of steps in support of the number of people with diabetes
- Participants choose from a list of activities, each with a certain number of steps allocated to them.
- Online platform
- Individual and group rankings to encourage healthy competition
- Campaign end: World Diabetes Congress Melbourne 2 December 2013

http://steps.worlddiabetesday.org/
Resources

- Posters
- Online diabetes toolkit
- Video/public service announcement
- Merchandising

wdd@idf.org
Communications Platforms

- Website
- Newsletter
- Social Media
How Can You Help?

- Participate in World Diabetes Day activities
- Raise money for Life for a Child
- Make noise and participate in advocacy activities:
  - Advocate to major funders (ex. World Bank, USAID, DFID, OECD);
  - Who do you know?
  - Help IDF membership associations;
  - Leverage WDD;
  - Target high-level meetings.

www.idf.org
Stay Informed

Stay Connected with IDF

- Facebook, Twitter, Flickr
- World Diabetes Day:  www.worlddiabetesday.org
- Advocacy - www.idf.org/advocacy-and-policy
- Publications - www.idf.org/publications/newsletters
Asking Questions

Using the control panel:

Type your question in the “Questions” box now.
Conclusion and Next Steps

• Assess community needs
• Work with local health care professionals
• Organize a club diabetes project
• Participate in World Diabetes Day/Diabetes Awareness Month
• Utilize LCI and IDF resources
• Publicize your event!
• Stay connected via Social Media
• Report your diabetes service activities via My LCI
• Questions? programs@lionsclubs.org
United for Diabetes

Web:  www.idf.org
Email: wdd@idf.org
Our Final Poll Question

How do you plan to participate in Diabetes Awareness Month or WDD?

*Please check all that apply.*

We will:

- Organize a Strides event for diabetes awareness
- Utilize LCI and IDF tools and resources
- Register for IDF “Take a Step for Diabetes” campaign
- Collaborate with local partners and Lions foundations
- Make noise and participate in advocacy activities
Thank you!

More information:
Health & Children’s Services Department
Service Activities Division

programs@lionsclubs.org