

Toolkit: National Diabetes Month 2018

# Introduction

Thank you for your interest in National Diabetes Month – November 2018. Diabetes is a public health crisis that is reaching epidemic proportions in the United States and globally. In Washington alone, there are over 627,000 people living with diabetes and nearly 2 million people with prediabetes (1 in 3).

National Diabetes Month

National Diabetes Month brings communities together to raise awareness about diabetes and celebrate those maintaining or working toward a healthier lifestyle. For more information go to [Diabetes Month](https://www.niddk.nih.gov/health-information/communication-programs/ndep/partner-community-organization-information/national-diabetes-month/promote)

Organizations can play an important role during National Diabetes Month by:

* Increasing employees’ awareness of the pre/diabetes crisis and risk factors.
* Providing information, resources, and activities that promote a healthier lifestyle to prevent or reverse prediabetes, and manage diabetes.
* Encouraging employees to take the one-minute risk quiz to determine their risk for diabetes.

How to use this Toolkit

In this customizable toolkit, you’ll find campaign elements, options, and resources that allow you to design a diabetes awareness campaign based on your own organizational culture. It is outlined in three simple steps that provide campaign elements to choose from in the following categories:

* Email template messages
* World Diabetes Day activities
* Promotional posters and infographics

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Let’s get started

**Step 1: Choose your email messages from the following four templates below. You can modify the messages and change the send-out dates to align more specifically with your campaign plans.**

**­**

**Week One**

**Subject:** National Diabetes Month – November 2018

**Send-out date:** November 5, 2018

**Message:**

We care about you and your family’s health and wellness – which is why **[insert your organization] is** participating in National Diabetes Month – November 2018.

In Washington State, we have over 627,000 people living with diabetes and nearly 2 million with prediabetes. Nearly 90% of those people with prediabetes do not know they have it.

During November, we invite you to join us to raise awareness of diabetes by: [Summarize your campaign plan and include a brief description of the SmartHealth National Diabetes Month tile and link. Suggested description: *Go to the SmartHealth National Diabetes Month activity tile at (link) to learn more about diabetes and earn 100 point*s].

Do you know your risk?

Take 60 seconds to find out your risk [Diabetes Prevention Risk Quiz Flyer](https://www.hca.wa.gov/assets/program/dpp-quiz.pdf)

For information on your PEBB medical plan diabetes support services go to [PEBB Diabetes Prevention](https://www.hca.wa.gov/employee-retiree-benefits/diabetes-prevention)

**Week Two**

Subject: Diabetes Prevention: Get Fit Don’t Sit!

Send-out date: November 13, 2018

Message:

Research shows that getting more active and changing our sedentary habits is one of the most effective ways to prevent or delay type 2 diabetes.

Studies also tell us that sitting for long periods of time increases our risk for health complications. The American Diabetes Association recommends everyone, including those with diabetes, break up sitting time every 30 minutes with three or more minutes of light physical activity – such as walking, leg extensions, or overhead arm stretches.

[Desk Moves](http://main.diabetes.org/dforg/pdfs/2014/2014-06-chair-exercises.pdf) demonstrates exercises you can do at your desk, and [Fitness Tips](http://www.diabetes.org/food-and-fitness/fitness/types-of-activity/be-more-active-throughout-the-day.html) list ideas for being more active during the workday.

Take a Stand – Get Fit Don’t Sit!

**Week Three**

Subject: Diabetes Prevention: What Can I Eat?

Send-out date: November 19, 2018

Message:

Eating well is an essential part of managing or preventing diabetes. Having prediabetes or diabetes should not prevent you from enjoying a wide variety of foods. With a little planning, you can still eat your favorite foods.

Visit the American Diabetes Association Diabetes food Hub at [ADA Food Hub](https://www.diabetesfoodhub.org/)

You’ll find simple tools and solutions for daily meal planning, shopping, and recipes that include your favorite food.

Happy Eating!

**Week Four**

Subject: Diabetes Prevention: Managing Stress

Send-out date: November 26, 2018

Message:

There are many factors that can increase your risk of developing prediabetes and diabetes.

Stress is one of those risk factors. Over time, stress causes much wear and tear on the body contributing to a higher risk of prediabetes and a major barrier in managing diabetes. Go to [Reducing Stress](http://diabetes.org/living-with-diabetes/complications/mental-health/stress.html) for stress management information and tools.

Be kind to yourself! Be mindful of what is working and not working for you. A mindful approach can help you develop skills for preventing avoidable stress and keeping unavoidable stress to a minimum. Link to [Stress Management/ Mindfulness](http://www.diabetes.org/living-with-diabetes/parents-and-kids/everyday-life/managing-stress-and-diabetes.html) for more ways to manage stress, including being mindful.

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**Step 2: Choose your World Diabetes Day activities and email messages.**

# Introduction

World Diabetes Day – November 14 was created in 1991 by the International Diabetes Federation and the World Health Organization in response to growing concerns about the escalating threat posed by diabetes.

It has since grown to become a globally celebrated event and an official United Nations awareness day. It is now the world’s largest diabetes campaign.

The campaign is represented by a blue circle logo that was adopted in 2007 after the passage of the UN Resolution on diabetes. It signifies the global diabetes community response to the

diabetes epidemic. Every year, the World Diabetes Day campaign focuses on a dedicated theme that runs for one or more years. The theme for 2018-19 is Family and Diabetes.

Links to more information about World Diabetes Day [About WDD](https://worlddiabetesday.org/about-wdd.html)

Choose from the following World Diabetes Day activities and email messages. You can modify the messages and change the send-out dates to align more specifically with your campaign plans.

Invite employees to:

* Wear blue on November 14, the global color for diabetes awareness.
* Take a selfie using the World Diabetes Day selfie app [Blue Circle Selfie App](https://worlddiabetesday.org/resources/blue-circle-selfie-app.html) and share it on SmartHealth at <https://smarthealth.hca.wa.gov/Feed>

* Meet at [insert participation guidelines] for a group picture.
* Participate in a group walk, following the group photo [insert participation guidelines] For resources and information on participating in the World Diabetes walk, and other event ideas, go to [World Diabetes Toolkit and Resources](http://www.worlddiabetesday.org/resources/campaign-toolkit.html)

**Message One**

Send-out date: November 6, 2018

Subject: Join us in celebrating World Diabetes Day – November 14, 2018

You’re invited to participate in celebrating World Diabetes Day. We would like to show how [insert your organization] comes together as a community to support all Washingtonians around diabetes awareness.

Please join us in supporting World Diabetes Day by:

[insert chosen activities and participation guidelines]

Why is National Diabetes Month and World Diabetes Day so important?

Globally,

* 425 million adults (I in 11) have diabetes).
* Over 1 million children and adolescents have type1 diabetes.
* Diabetes caused 4 million deaths in 2017.

In Washington State alone, we have over 627,000 people living with diabetes and nearly 2 million people with prediabetes. For more information on World Diabetes Day go to [About WDD](https://worlddiabetesday.org/about-wdd.html)

**Message Two**

Send-out date: November 14, 2018

Subject: Join us today to Support World Diabetes Day!

Be part of the World Diabetes Day international campaign and join us today to show our support and raise awareness of diabetes.

As a reminder, here’s what we have planned to celebrate the day:

[Insert your chosen activities and participation guidelines]

Thank you for participating in World Diabetes Day!

To find diabetes resources near you, call 211 or visit [211 Win](https://win211.org/)

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**Step 3: Choose promotional infographics, posters, and resources that support and align with your campaign.**

1. Infographic: CDC - A snapshot In the United States

[CDC Infographic](https://www.cdc.gov/diabetes/library/socialmedia/infographics.html)

1. Infographic: A Snapshot In Washington State

[Washington Infographic](https://diabetes.doh.wa.gov/Portals/13/Images/wadiabetesinfographic.pdf)

1. World Diabetes Infographics

[WDD Infographic](https://worlddiabetesday.org/resources/infographics.html)

1. World Diabetes Posters 2018

[WDD Poster](https://worlddiabetesday.org/resources/posters.html)

1. American Diabetes Association Poster

[ADA Stop Diabetes Poster](https://diabetes.doh.wa.gov/Portals/13/Images/StopDiabetesHorizontal.jpg?ver=2017-10-05-134122-917)

1. Washington State Capital Blue Circle Poster

[WA Capital Blue Circle Poster](https://diabetes.doh.wa.gov/Portals/13/Images/CapitolBlueCircle.jpg?ver=2017-10-05-145605-870)

1. American Diabetes Association Diabetes is Not a Choice Poster

[ADA Diabetes is Not a Choice Poster](https://diabetes.doh.wa.gov/Portals/13/Images/DiabetesNotAChoice.jpg?ver=2017-10-05-134116-677)

1. Washington State Prediabetes Poster

[WA Prediabetes Poster](https://diabetes.doh.wa.gov/Portals/13/Images/WAPrediabetes.png?ver=2017-10-06-103302-463)

1. World Diabetes 2018 Logo

[WDD Logo](https://worlddiabetesday.org/resources/logo.html)

1. World Diabetes 2018 Merchandise

[WDD Merchandise](https://worlddiabetesday.org/resources/merchandize.html)

1. CDC National Diabetes Month

[National Diabetes Month](https://www.cdc.gov/features/livingwithdiabetes/index.html)