



Diabetes Awareness Month

World Diabetes Day

Indiana



Indiana
Department
of
Health



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Introduction

November is National Diabetes Month, and World Diabetes Day (WDD) is on November 14th. These days are dedicated to diabetes awareness and can be an opportunity for communities and local and regional advocates to team up with partners across the United States to:

- Increase awareness and educate communities about the impact of diabetes.
- Inform people about the importance of screening and early detection, educate patients, and increase access to the Centers for Disease Control (CDC) recognized diabetes programs such as, the National Diabetes Prevention Program (National DPP), and the Diabetes Self-Management and Education Support Program (DSMES); and
- Encourage healthy nutrition for the wellbeing of families.

According to the CDC, diabetes is the seventh leading cause of death in Indiana (CDC, 2019). Hoosiers are increasingly feeling the effects of this disease with 2,045 deaths in 2019 (CDC, 2017). The prevalence of Diabetes has steadily increased in Indiana over the past 5 years; these rates being higher than the national average. In Indiana 12.43% of adults has been told that they have diabetes (BRFSS, 2019).

The goal is to take this opportunity to raise awareness of this condition through National Diabetes Month and WDD. Through social media campaigns emphasized in this toolkit. The Indiana Department of Health (IDOH) invites you to join the movement by participating in Diabetes Awareness Month by utilizing our social media campaign toolkit.

The campaign focuses on the deep issues in the diabetes world and keeps prediabetes and diabetes at the forefront. At IDOH, we are seeking to raise awareness through the use of social media and will be focusing on the following areas: Increasing awareness and educating communities about the impact of diabetes, informing people about the importance of screening and early detection, and enlightening patients and increase access to CDC-recognized diabetes programs such as, the National DPP, and the DSMES and encourage healthy nutrition for the wellbeing of families. Help us not only to prevent type 2 diabetes, but also educate the entire diabetes community about the importance of good management. Use this social media toolkit to complement and support other diabetes awareness campaigns.

Target Audience

- Health Care providers treating people at risk for diabetes
- Health Care providers working with people with diabetes

Health care providers are targeted as the primary audience to increase awareness about the importance of diabetes awareness, diabetes screening and nutrition.



How to Use this Toolkit

This campaign includes some primary key messaging categories: diabetes awareness, diabetes screening, nutrition, and COVID-19 resources.

Below are the key elements used in this campaign:

- Introductory letter to be posted on social media introducing the campaign;
- A sample social media calendar with messages from each of the four key categories; and
- A list of resources to be used
- Recommended images to be used.



Introductory Letter

Diabetes is a serious problem, particularly in Indiana. It is the seventh leading cause of death in the state.

The World Diabetes Day (WDD) campaign goal is to boost awareness of the rising concern, promote early screening, and effective management:

- Increase awareness and educate communities about the impact of diabetes;
- Inform people about the importance of screening and early detection, and enlighten patients and increase access to CDC recognized diabetes programs such as the National Diabetes Prevention Program (National DPP), and the Diabetes Self-Management and Education Support Program (DSMES); and
- Encourage healthy nutrition for the wellbeing of families
- Provide resources for families / patients on the impact of COVID-19 on diabetes
- This campaign was created with the goal to raise awareness about the importance of limiting the impact of diabetes in our state by encouraging
#diabetesawareness, #diabetescreening,
#diabeteseducation,#diabetesawarenessmonth, #worlddiabetesday and
#diabetesmanagement.

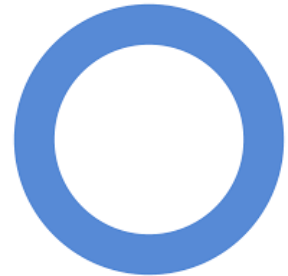
The social media toolkit is attached, in hopes you will join us in this campaign by adopting this toolkit over the next few weeks. **Even though this is labeled for social media purposes, the information and images can be used to create additional awareness materials such as: Brochures, Fliers, one-pages, email blast, etc.**

In addition to the social medial toolkit, we encourage you to use the international blue circle symbol to signify the unity of the global diabetes community in response to the increasing diabetes prevalence. We also encourage everyone to promote others to wear blue on November 14th in support of diabetes campaign movement.

Thank you for helping spread the word!

Sincerely,

[Insert your signature]



Campaign Elements: Social Media Posts

Key Message Category #1

Diabetes Prevention and Awareness

Hashtags to include: #DiabetesAwareness #WDDIndiana #PreventDiabetes #DiabetesAwarenessMonth

1. November is Diabetes Awareness Month! World Diabetes Day is celebrated globally on November 14th to raise awareness about diabetes. Join us in raising awareness and educating our community all month long about diabetes.
2. Did you know that people with diabetes are at a higher risk for severe health complications such as blindness, kidney failure, heart disease and more? The Diabetes Self- Management Education and Support (DSMES) Program can help lower those risks. Look for your closest DSMES:
<https://www.diabeteseducator.org/living-with-diabetes/find-an-education-program>
3. Diabetes is the seventh leading cause of death in Indiana with 2,045 deaths in 2019 (CDC, 2019). Are you at risk?
<https://www.cdc.gov/prediabetes/takethetest/>
4. Are you at risk for type 2 diabetes? Don't worry! The Diabetes Prevention Program is a proven way to prevent or delay type 2
<https://www.in.gov/isdh/26609.htm>
5. 12.43% of Hoosiers has been told they have diabetes. Once diagnosed, it cannot be reversed. But prediabetes can. Check you prediabetes risk.
<https://www.cdc.gov/diabetes/risktest/index.html>



November is Diabetes Awareness Month.

Show yourself some love this month by learning more about diabetes.



Key Message Category #2

Diabetes affects the whole family.

Optional Hashtags: #DiabetesEducation #WDDIndiana #DiabetesAwarenessMonth #PreventDiabetes

1. If type 2 diabetes runs in your family, take a minute to complete a risk test and learn about your specific risk factors and what steps you can take to reduce your chances of developing type 2 diabetes

<https://www.cdc.gov/prediabetes/takethetest/>



2. History of type 1 diabetes (T1D)? If an immediate relative has T1D, one's risk of also developing T1D is 10 to 20 times greater than the risk for the general population. To find out more about your risks visit:

<https://www.cdc.gov/genomics/disease/diabetes.htm>



3. According to the CDC, every year, 2% to 10% of pregnancies in the United States are affected by gestational diabetes. The American Diabetes Association recommends all pregnant women without diabetes be screened between the 24th and 28th week of pregnancy. Learn more about risk factors, testing, and treatment for gestational diabetes. www.cdc.gov/diabetes/basics/gestational.html



4. Heart Disease and Diabetes: What is the Link? People with diabetes are twice as likely to have a heart attack or stroke as people without Diabetes. Learn more about the link between Diabetes and Heart Disease

<http://www.adph.org/diabetes/assets/WhatLink.pdf>



Key Message Category #3

Diabetes Health = Nutrition

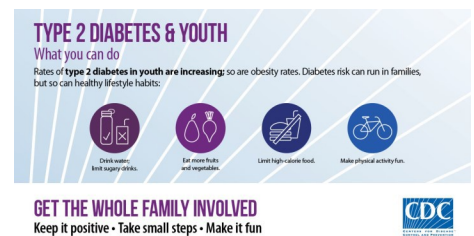
Optional Hashtags: #WDDIndiana #DiabetesAwareness #PreventDiabetes #DiabetesAwarenessMonth

1. Do you love cooking with your family around the holidays? Check out the American Diabetes Association Diabetes Food Hub for videos, recipes, meal planning resources, and more to make tasty meals your whole family will love!
www.diabetesfoodhub.org



2. Diabetes can run in your family, but so can a healthy lifestyle habit!
<https://www.cdc.gov/diabetes/managing/index.html>

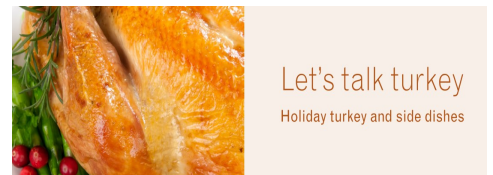
3. Being active & eating healthy can manage diabetes and prevent type 2



4. diabetes. What's one change you can make for Diabetes Awareness Month?
www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity



5. Thanksgiving is almost here, which means it's time to talk about holiday food! Check out this document from the Northwest Kidney Centers for info on buying and preparing a healthy turkey and other tasty recipes too!
<https://bit.ly/2QTFs1y>

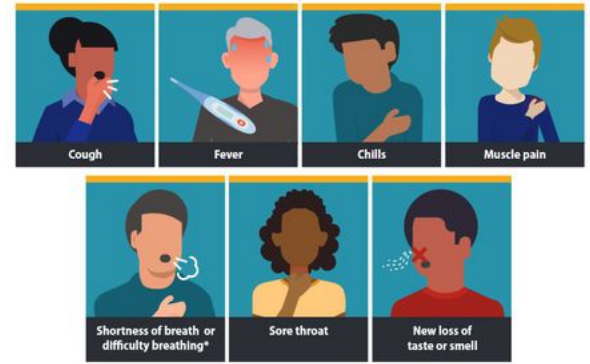


Key Message Category #4

Impact of COVID-19 & Diabetes

1. People with diabetes face a higher chance of experiencing serious complications from COVID-19. In general, people with diabetes are more likely to experience severe symptoms and complications when infected with a virus. To make sure you do not have any symptoms visit:
<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>

Know the symptoms of COVID-19, which can include the following:



2. It's important for people with diabetes to get the COVID-19 vaccination. Adults of any age who have type 1 or type 2 diabetes are more likely to get severely ill because of COVID-19. This includes, but is not limited to, requiring hospitalization, admission to the ICU, intubation, mechanical ventilation, and death. Based on what is known at this time, gestational diabetes may also make you more likely to get severely ill. For more information about the COVID-19 Vaccine, visit ourshot.in.gov.



3. Plan ahead, what you should know and have if you get Coronavirus : <https://www.diabetes.org/coronavirus-covid-19/planning-for-coronavirus>



4. If you are a person with Diabetes and do get coronavirus, here are some tips on what to do:
<https://www.diabetes.org/blog/coronavirus-covid-19-know-what-to-do>



Campaign Elements: Calendar

Below is a sample schedule that uses the include campaign messages and sample posts. Posts could be sent out daily or a few times a week and can be used multiple times throughout the campaign. This campaign officially begins Monday, November 1, 2021. We suggest during each week of the campaign that you incorporate posts from each of the key message categories.

WEEK ONE:

Introductory letter to be posted on social media introducing the campaign plus two to three posts. It is suggested the introductory letter be posted by November 1st, 2021.

WEEK TWO:

Posts on 4 separate days. Include posts from all suggested categories.

WEEK THREE:

4 posts on 4 separate days. On Sunday November 14th, choose one of the suggested posts or create one of your own to commemorate World Diabetes Day.

WEEK FOUR:

3 posts on 3 separate days. Keep in mind that Thanksgiving is on the Thursday of this week.

WEEK FIVE:

On Tuesday, November 30th, create your own post, to thank community members for supporting the WDDIndiana campaign and to end the diabetes awareness month campaign.



CONTACT

For more information on the WDDIndiana campaign or for assistance with this toolkit, please contact:
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1. Indiana Department of Health. (2019). Behavioral Risk Factor Surveillance System.
2. Center for Disease Control and Prevention. (2019). Indiana. Retrieved from <https://www.cdc.gov/nchs/pressroom/states/indiana/in.htm>

