



DIABETES AWARENESS MONTH & WORLD DIABETES DAY

INDIANA

Social Media Toolkit 2019





Table of Contents:

Introduction	3
Target Audience	4
How to Use this Toolkit	5
Campaign Elements: Sample Introductory Letter	6
Campaign Elements: Social Media Posts	7
Campaign Elements: Social Media Calendar	10
Contact	11



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, 2017). Hoosiers are increasingly feeling the effects of this disease with 2,096 deaths in 2017 (CDC, 2017). For 2018, 12.5% of Hoosiers were told they have diabetes, 1.2% for gestational and 9.4% for prediabetes (BRFSS, 2018).

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 State Department of Health (ISDH) 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 ISDH, 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 three primary key messaging categories: diabetes awareness, diabetes screening and nutrition.

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 three key categories; and
- A list of resources 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.
- 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.

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 (Should we put an image of it on this page?). We also encourage everyone to promote others to wear blue on November 14th in support of diabetes campaign movement.

If you wish to be removed from this list, please contact [*Insert your full name, email and phone number*]. Thank you for helping spread the word!

Sincerely,

[*Insert your signature*]



Campaign Elements: *Social Media Posts*

Key Message Category #1

Diabetes Prevention and Awareness

Optional Hashtags: #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. How much do you know about #Diabetes? Click below to find out whether what you know is myth or truth?
<https://www.cdc.gov/diabetes/diabetesatwork/pdfs/diabetesmyths.pdf>
3. Diabetes is the seventh leading cause of death in Indiana with 2,096 deaths in 2017 (CDC, 2017). 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>
#WDDIndiana #PreventDiabetes #DiabetesEducation
5. 12.5% of Hoosiers were told they have diabetes by a doctor. Once diagnosed, it cannot be reversed. But prediabetes can. Check you prediabetes risk.
<https://www.cdc.gov/diabetes/risktest/index.html> #WDDIndiana #DiabetesAwareness



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 the Type 2 Diabetes Risk Test and learn about risk factors and steps to reduce your chances of developing #type2DM. #WDDIndiana
<https://www.cdc.gov/prediabetes/takethestest/>



2. History of type 1 diabetes?
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.joslin.org/info/genetics_and_diabetes.html
3. Gestational diabetes affects as many as 7% of women during pregnancy. The American Diabetes Association recommends all pregnant women without #diabetes be screened between the 24th and 28th week. 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

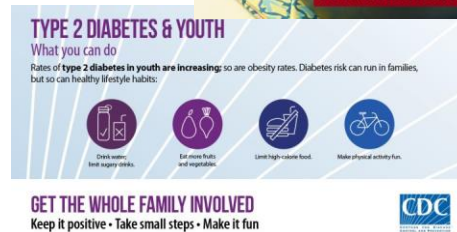
Diabetes Health = Nutrition

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! #WDDIndiana #PreventDiabetes
<https://www.cdc.gov/diabetes/managing/index.html>



3. Do you have well-meaning family members who become the food police at the holidays (or are you that person yourself?) Check out this guide to navigating these tricky situations and keeping the family peace. #WDDIndiana
<https://bit.ly/2ONh25V>



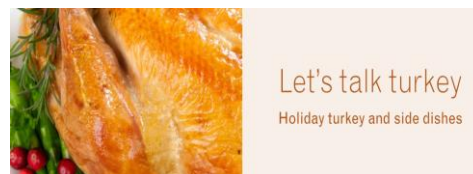
4. Being active & eating healthy can manage #diabetes and prevent #Type2DM. What's one change you can make for #DiabetesAwarenessMonth
www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity



5. Healthy eating around the holidays can be a challenge, especially if you're eating away from home. Check out these tips from the Northwest Kidney Centers for staying on track when you're at family or friends' houses!
<https://bit.ly/2Eobv1C>



6. #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/2QTFsIy>





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 (Best times to post are typically between 11am and 1pm) and can be used multiple times throughout the campaign.

This campaign begins Friday, November 1, 2019. Early posts and messaging can be used to raise awareness of the annual World Diabetes Day on November 14th, 2019.

WEEK ONE (This includes November 1st):

Introductory letter to be posted on social media introducing the campaign. It is suggested the introductory letter be posted by November 1st, 2019.

WEEK TWO:

3 posts on 3 separate days. Posts should feature diabetes screening and, if possible, include local diabetes education organizations.

WEEK THREE:

3 posts on 3 separate days. Posts from Category 1 Message 5, or another of your choosing, to commemorate World Diabetes Day – Thursday November 14th.

WEEK FOUR:

3 posts on 3 separate days. Messages should contain information that supports healthy meals during the holidays.

WEEK FIVE:

3 posts on 3 separate days, one from each key message category. On November 30th, utilize Category 1 Message 4, or create your own, to thank community members for supporting the WDDIndiana campaign.



CONTACT

For more information on the WDDIndiana campaign or for assistance with this toolkit, please contact: **Kathryn Washam** or **Binny Sekyere**

Kathryn Washam

Diabetes Prevention Coordinator

Indiana State Department of Health

Kwasham@isdh.IN.gov

(317) 233-8588

Binny Sekyere

*Health Education and
Communications Coordinator*

Indiana State Department of Health

BSekyere@Isdh.IN.gov

(317) 232-0433



References

Centers for Disease Control and Prevention. (2018). BRFSS Prevalence and Trends Data.

Centers for Disease Control and Prevention. (2017). Stats of the State of Indiana. Retrieved from <https://www.cdc.gov/nchs/pressroom/states/indiana/indiana.htm>.



Indiana State
Department of Health

