



WORLD DIABETES DAY
WASHINGTON
SOCIAL MEDIA TOOLKIT 2022



ACCESS TO DIABETES CARE

Education to Protect Tomorrow

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INTRODUCTION

In November, National Diabetes Month — and World Diabetes Day (WDD) on November 14th — bring communities across the United States and globally together to:

- Increase awareness and educate communities about the impact of diabetes,
- Inform people about the importance of screening and early detection, and
- Encourage healthy nutrition for the wellbeing of families.

In Washington State alone, we have over 716,200 people living with diabetes and nearly 2 million people with prediabetes. As a result, diabetes is the seventh leading cause of death in our state. For this reason, we hope to increase awareness about this condition through the National Diabetes Month and World Diabetes Day campaigns. On behalf of partners across the state, we invite you to join us in participating in the World Diabetes Day Washington 2022 social media campaign.

The campaign draws attention to important issues in the diabetes world and keep diabetes firmly in the public spotlight. Here in Washington, Northwest Kidney Centers, Health Care Authority and the Washington State Department of Health work together to increase awareness of diabetes in our communities. Washington's theme this year follows the International Diabetes Federation's worldwide campaign, "Access to Diabetes Care — Education to Protect Tomorrow." For more information on the international World Diabetes Day campaign please visit worlddiabetesday.org. There are three key components to this year's campaign: awareness, screening and management of diabetes. In these three areas, we hope to empower individuals to make health choices that work for them and celebrate those working to maintain healthy lifestyle while living with this condition.

This social media toolkit was created with the intention to complement and support related diabetes awareness campaign efforts that may be promoted by your organization.

TARGET AUDIENCE

People at risk for diabetes, people with diabetes and people caring for someone with diabetes — parents, families, friends, caregivers, and community health workers — were selected as the primary audience to increase awareness about the importance of diabetes management and prevention.



HOW TO USE THIS



This campaign includes three primary key message categories: **Diabetes Awareness, Diabetes Screening, and Diabetes Management**. We encourage organizations to post messages from each of the categories throughout the month of November. Posts could be sent out daily or a few times a week, and can be used multiple times throughout the campaign. Early posts and messaging can be used to raise awareness of the annual World Diabetes Day on November 14th. Each message category includes optional hashtags that can be used for the campaign. Facebook and Twitter posts have the capacity to include many hashtags, but priority should be given to include #WDDWashington to support this campaign. Below is a sample schedule that uses the included campaign messages and sample posts.

1st week of November:

Introductory letter is sent to communicators. 3 posts on 3 separate days with at least one featuring **diabetes awareness on the first week of November**.

2nd week of November:

Share/promote three post on 3 separate days. Posts on second week of November should feature **diabetes screening** and, if possible, include local diabetes education organizations.

3th week of November:

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

Blue selfie app—Encourage those in your organization to download the [Blue Circle Selfie app](#). On November 14th have employees take pictures and post them to your organizations internal webpage. It's a fun way to show your support for World Diabetes Day.



4th week of November:

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

5th week of November:

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

SOCIAL MEDIA POSTS



KEY MESSAGES - CATEGORY #1

Diabetes Awareness

Hashtags: #WDDWashington, #DiabetesAwareness

1. Whether it's for family, work, or a dream you've always had, we encourage you to live healthier for your best life with CDC's National Diabetes Prevention Program lifestyle change program. What's your reason for living healthier? Tell us in the comments.

Download Image: [Living Healthy](#)



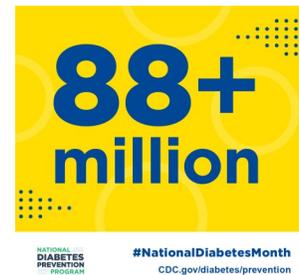
2. Living with type 2 diabetes puts you at higher risk for heart disease and stroke. Knowing what steps to take may reduce your risk. Learn more at www.knowdiabetesbyheart.org

Download Image: [WhereToStart](#)



3. Around 88 million adults have prediabetes. Are you one of them? Check your risk! cdc.gov/diabetes/risktest/index.html

Download Image: [2+ millions](#)



4. Thanks for supporting #WDDWashington. To find #diabetes resources near you, call 211 or visit wa211.org

Download Image: [WDDWashingtonLogo](#)



5. We stand together to fight #diabetes! Learn about worlddiabetesday.org & share how you support people with diabetes.

Download Image: [WDDLogo](#)



world diabetes day

14 November



KEY MESSAGES - CATEGORY #2

Diabetes Screening

Hashtags: #WDDWashington, #PreventDiabetes, #DiabetesScreening

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. #WDDWashington #WorldDiabetesDay

www.diabetes.org/risk-test

Download Image: [Protect your family](#)



2. Do you have a family history of type 1 diabetes? Family members of people with #T1D are 15x more likely to develop the disease. Learn more about at www.mayoclinic.org/diseases-conditions/type-1-diabetes/symptoms-causes/syc-20353011 #WDDWashington

Download Image: [Family](#)



3. Gestational diabetes affects as many as 7% of women during pregnancy. The @amdiabetesassn recommends all pregnant women without #diabetes be screened between the 24th and 28th week. Learn more at www.cdc.gov/diabetes/basics/gestational.html #WDDWashington

Download Image: [GestationalDiabetes](#)



4. With CDC's prediabetes risk test, it takes just 60 seconds to find out if you are at risk for type 2 diabetes. Take the test and take action. Learn more at cdc.gov/diabetes/risktest/index.html #WDDWashington #DiabetesAwareness

Download Image: [60 Seconds](#)



KEY MESSAGES - CATEGORY #3

Diabetes Management

Hashtags: #WDDWashington, #DiabetesManagement

1. Do you love cooking with your family? Check out the @cdcorg recommendations on how to make tasty meals for your whole family will love! www.cdc.gov/diabetes/pdfs/managing/TastyRecipesforPeoplewithDiabetes-508.pdf WDDWashington
Download Image: [TastyMeal](#)



2. Diabetes risk can run in families, but so can healthy lifestyle habits! #WDDWashington
www.cdc.gov/diabetes/managing/
Download Image: [If not now, When?](#)



3. Are you looking for advise on eating healthy? Check out the suggestions offered by #cdcorg at www.cdc.gov/diabetes/managing/eat-well.html #WDDWashington
Download Image: [HolidayMeal](#)



4. Being active & eating healthy can manage #diabetes and prevent #Type2DM. What's one change you can make for #WDDWashington? www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity
Download Image: [HealthyHabits](#)



5. Healthy eating around the holidays can be a challenge, but these tips from @AAEEdiabetes may help you stay on track managing your diabetes www.diabeteseducator.org/docs/default-source/living-with-diabetes/tip-sheets/healthy-holiday-eating/aade_holiday_toolkit.pdf?sfvrsn=4 #WDDWashington
Download Image: [HealthyRecipes](#)



6. Holiday season is almost here, Check out this @cdcorg tasty recipes for people with diabetes and their families! www.cdc.gov/diabetes/pdfs/managing/TastyRecipesforPeoplewithDiabetes-508.pdf
Download Image: [HealthyMeal](#)



ACKNOWLEDGMENT

We would like to sincerely thank [Christine Stalie](#) for producing the artwork for the WDDWashington campaign. Also you may visit her Instagram accounts [@christinestaliestudio](#) & [@tuesdaygourmet](#)

CONTACT

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DOH 345-354 October 2019 English

For persons with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TTY 1-800-833-6388).



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[Facebook.com/WorldDiabetesDayWashington](https://www.facebook.com/WorldDiabetesDayWashington)

WDDWashington is supported by the Department of Health, Health Care Authority and the Northwest Kidney Centers and promoted by diabetes partners across the state.

