

WORLD **DIABETES** DAY
W A S H I N G T O N

SOCIAL MEDIA TOOLKIT
2018



FAMILY AND DIABETES

diabetes concerns every family

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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 685,000 people living with diabetes and nearly 2 million people with prediabetes. Diabetes is the seventh leading cause of death in our state. We hope to increase awareness about this condition through the National Diabetes Month and World Diabetes Day campaigns. On behalf of the American Diabetes Association, Northwest Kidney Centers, Foot and Ankle Surgical Associates, Coordinated Care, Health Care Authority, and Washington State Department of Health, we invite you to join us in participating in the World Diabetes Day Washington 2018 social media campaign.

The campaign draws attention to important issues in the diabetes world and keep diabetes firmly in the public and political spotlight. Here in Washington, local non-profit organizations, educational institutions, healthcare providers, government agencies, research institutes, diabetes support groups and other public and private sectors all work together to increase awareness of diabetes in our communities. Washington's theme this year follows the International Diabetes Federation's worldwide campaign, "Family and Diabetes." There are three key components to this year's campaign: diabetes awareness, diabetes screening, and nutrition. In these three areas, individuals will be empowered to make health choices that work for them and celebrate those working to maintain a full and 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.

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 awareness, diabetes screening, and nutrition.



HOW TO USE THIS TOOLKIT

This campaign includes three primary key message categories: diabetes awareness, diabetes screening, and nutrition.

Below are the key elements used in this campaign:

- Introductory letter sent to communicators introducing the campaign
- A sample social media calendar with messages from each of the three key categories

Each message category includes optional hashtags that can be used for the campaign. Facebook and Instagram posts have the capacity to include many hashtags, but because Twitter posts have limited space, priority should be given to including #WDDWashington.





Dear communicator,

Diabetes is a growing epidemic in Washington State. More than 685,000 individuals are living with the disease, and around 2 million more are living with prediabetes, with the potential to develop into type 2 diabetes in the future. The World Diabetes Day Washington (WDDWashington) campaign goal is to boost awareness of this rising health concern, promote early screening, and effective management by:

- Increasing awareness and educating communities about the impact of diabetes,
- Informing people about the importance of screening and early detection, and
- Encouraging healthy nutrition for the wellbeing of families.

This campaign was created through the collaboration of multiple organizations with the goal to raise awareness about the importance of limiting the impact of diabetes in our state by encouraging #diabetesawareness, #diabetescreening, and #diabetesmanagement. The social media toolkit is attached and also located on the Diabetes Connection website (diabetes.doh.wa.gov).

We hope you will join us in this campaign by adopting this toolkit over the next six weeks. Check out the [WDDWashington](#) Facebook and Twitter pages to keep up with our posts and see more social media messages.

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 diabetes epidemic. We also encourage everyone to wear blue on November 14th and post a picture of your group to social media with #WDDWashington.

If you wish to be removed from this list , please contact [WHOM]. Thank you for helping spread the word!

Sincerely,

[NAME(S)]





KEY MESSAGE CATEGORY #1

Diabetes in the world = Awareness

Optional Hashtags: #DiabetesAwareness #WDDWashington #PreventDiabetes
#DiabetesManagement #Type2DM

1. #Diabetes is not a choice. Spread the word & share your story
#ThisIsDiabetes #WDDWashington #LearnAboutDiabetes

www.diabetes.org/diabetes-basics/myths

Download Image: [NotAChoice](#)



2. Around 685,000 Washingtonians have diabetes and almost 1 in 4 don't know it. Text "RISK" to 97779 to take a risk test.

#WDDWashington #DiabetesAwareness doh.wa.gov/diabetes

Download Image: [RiskTest](#)



3. 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 diabetes. Find a program near you. <https://bit.ly/2xDNbTS>

[Note: Use Washington 211 (win211.org) to identify local programs]

#WDDWashington #PreventDiabetes

Download Image: [NationalDPP](#)



4. Thanks for supporting #WDDWashington. To find #diabetes resources near you, call 211 or visit win211.org

#PreventDiabetes

Download Image: [CapitolCircle](#)



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

Download Image: [WDDWashington Logo](#)



KEY MESSAGE CATEGORY #2

Diabetes Prevention & Management = Screening

Optional Hashtags: #WDDWashington #DiabetesAwareness #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. #WDDWashington <http://diabetes.org/risktest>
Download Image: [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. @BenaroyaResearch offers a simple blood test screening program that can catch type 1. Learn more and see if you are eligible. www.benaroyaresearch.org/our-research/diabetes-clinical-research/overview
Download Image: [Family](#)



3. Gestational diabetes affects as many as 7% of women during pregnancy. The @AmericanDiabetesAssociation 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
Download Image: [Gestational Diabetes](#)



4. Almost 2 million people have prediabetes in Washington. Are you one of them? Check your risk! #WDDWashington #DiabetesAwareness DoIHavePrediabetes.org
Download Image: [WA Prediabetes](#)



2 million

Adults in Washington have prediabetes

That is about 1 out of 3 people



KEY MESSAGE CATEGORY #3

Diabetes Health = Nutrition

Optional Hashtags: #WDDWashington #DiabetesAwareness #PreventDiabetes #LearnAboutDiabetes

1. Do you love cooking with your family around the holidays? Check out the @AmericanDiabetesAssociation Diabetes Food Hub for videos, recipes, meal planning resources, and more to make tasty meals your whole family will love! www.diabetesfoodhub.org
Download Image: [ADA Food Hub](#)



2. Diabetes risk can run in families, but so can healthy lifestyle habits! #WDDWashington #PreventDiabetes
<https://www.cdc.gov/diabetes/managing/index.html>
Download Image: [Type 2 Diabetes & Youth](#)



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. #WDDWashington <https://bit.ly/2ONh25V>
Download Image: [Holiday Meal](#)



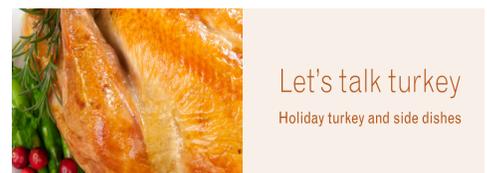
4. Being active & eating healthy can manage #diabetes and prevent #Type2DM. What's one change you can make for #WDDWashington? www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity
Download Image: [ADA Healthy Habits](#)

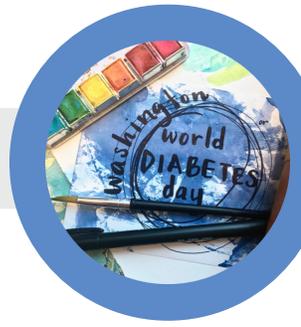


5. Healthy eating around the holidays can be a challenge, especially if you're eating away from home. Check out these tips from @NorthwestKidneyCenters for staying on track when you're at family or friends' houses! <https://bit.ly/2Eobv1C>
Download Image: [Celebrating the Holidays](#)



6. Thanksgiving is almost here, which means it's time to talk #turkey! Check out this document from @NorthwestKidneyCenters for info on buying and preparing a healthy turkey and tasty recipes too! <https://bit.ly/2QTFsly>
Download Image: [Let's Talk Turkey](#)





Below is a sample schedule that uses the included 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. A more detailed example can be found [here](#).

This campaign begins October 29, 2018. Early posts and messaging can be used to raise awareness of the annual World Diabetes Day on November 14th.

WEEK ONE:

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

WEEK TWO:

3 posts on 3 separate days. Posts on November 1st, 4th and/or 5th should feature **diabetes screening** and, if possible, include local diabetes education organizations.

WEEK THREE:

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

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 WDDWashington campaign.



CONTACT

For more information on the WDDWashington campaign or for assistance with this toolkit, please contact:

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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).



Twitter.com/WDDWashington



Instagram.com/WDDWashington



Facebook.com/
WorldDiabetesDayWashington

WDDWashington is supported by the Department of Health and promoted by diabetes partners across the state.

