

LET'S MAKE TIME



**DIABETES
CANADA**

DIABETES AWARENESS MONTH

2023 Campaign Toolkit

THIS OVERVIEW INCLUDES:

1. CAMPAIGN THEME AND BACKGROUND
2. KEY MESSAGES AND CALL-TO-ACTION
3. SAMPLE SOCIAL POSTS AND GRAPHICS, AND STORIES
4. #WEARBLUE SOCIAL MEDIA ACTIVATION
5. SOME DIABETES FACTS

November is Diabetes Awareness Month, a time when individuals, community groups and organizations around the globe bring attention to diabetes and urge action to tackle the epidemic.

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1

CAMPAIGN THEME AND BACKGROUND

Everyone has the same number of hours in a day, but people living with diabetes must dedicate a significant amount of their time and energy to managing their condition. They are constantly thinking about their blood sugar levels, monitoring their insulin intake, and facing interruptions in their daily tasks. Diabetes demands their attention and can often take up a large part of their day.

This Diabetes Awareness Month, join us in taking the time to learn about the realities of living with diabetes and educating ourselves on this complex condition. It's time to increase education and awareness, and to ensure that everyone living with diabetes has access to the care and resources they need to live a healthy life.

And for the 1 in 3 people in Canada affected by diabetes, it's a chance to tell their stories and awaken the world to the realities of living with this chronic condition.

Hero Image



For more information and questions, please contact communications@diabetes.ca

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2

KEY MESSAGES AND CALL-TO-ACTION

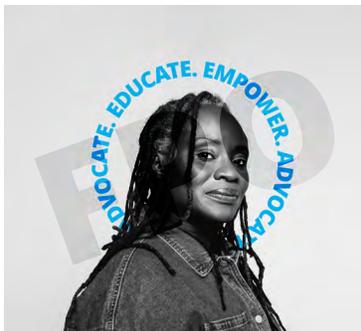
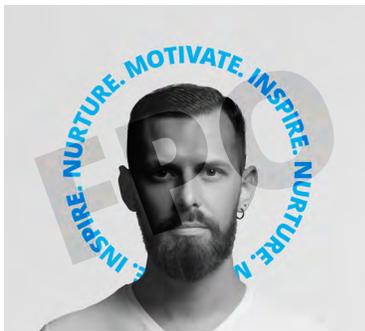
KEY MESSAGES

When you live with diabetes, you are never off the clock. It is a continuous cycle that demands your time, attention, and energy. But if together, Canadians dedicate some of their time to raising awareness about the realities of this chronic condition, we can help improve the health and quality of life for the almost 12 million people affected by diabetes in Canada.

- This Diabetes Awareness Month we're calling on Canadians to show support for people affected by diabetes by spending their time learning more about this too-often "invisible" condition and sharing that knowledge with their communities.
- The complexity, effort and time required to self-manage diabetes is significant, involving **as many as 600 steps every day**, with the insulin injection process alone involving 40 steps.
- According to **research conducted at Stanford university** people with diabetes (particularly those using insulin to manage their condition) **make 180 more decisions each day** about their health than someone without diabetes.
- Between testing blood sugar daily, calculating doses of insulin, filling syringes, priming their insulin pump, or a caregiver waking up every hour throughout the night to ensure their child is safe, managing diabetes can be a part-time job for many.

With 1 in 3 people in Canada affected by diabetes, chances are you or someone in your life is impacted. Become an advocate for them by raising awareness through everyday actions.

- 1 in 2 young adults are at risk of developing type 2 diabetes in their remaining lifetime.
- Every 3 minutes a Canadian is diagnosed with diabetes or prediabetes.
- The number of cases of diagnosed diabetes is predicted to increase 26% within the next decade.



CALL-TO-ACTION

Let's make time for Diabetes Awareness Month. Let's make time to end diabetes. Learn more at diabetes.ca/letsmaketime

WAYS TO GET INVOLVED



Learn about the every day realities of managing diabetes and share knowledge with your communities.



Support local Diabetes Awareness Month events and activities by volunteering or participating.



Raise awareness about diabetes and your personal experience through social channels.



Donate to further the work of Diabetes Canada to help End Diabetes.

Awareness and funds raised throughout November will help support the work of Diabetes Canada, so we can continue to:



Share knowledge and create connections for individuals and healthcare professionals who care for them.



Connect kids and youth with type 1 diabetes when they need it most.



Fund critical research to bring us closer to a cure.



Offer our toll-free support line and education resources to help people with diabetes live better.



Advocate to improve access to diabetes medications, devices and supplies.

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3

SAMPLE SOCIAL POSTS AND GRAPHICS, AND STORIES

During Diabetes Awareness Month, the sample social media posts can be leveraged on your social channels.

Social Media Post — Option 1

People living with diabetes spend so much of their time thinking about and monitoring their diabetes. That constant cycle is always on repeat in their minds. This #DiabetesAwarenessMonth we can all spend time educating ourselves and our communities about the truth of diabetes. Learn more at diabetes.ca/lets maketime #LetsEndDiabetes

Social Media Post — Option 2

Managing diabetes requires a lot of time involving as many as 600 steps every day. This #DiabetesAwarenessMonth we can all spend more time understanding the reality of diabetes and advocating for a better future for the 1 in 3 people in Canada affected by diabetes in Canada. Find out more at diabetes.ca/lets maketime #LetsEndDiabetes

Social Media Post — Option 3

Caring for a loved one with diabetes takes an enormous amount of time. Between testing blood sugar daily, calculating doses of insulin, filling syringes, priming their insulin pump, managing diabetes can be a part-time job for many. Let's all spend our time this #DiabetesAwarenessMonth supporting those with diabetes by educating ourselves and our communities about the condition. Learn more at diabetes.ca/lets maketime #LetsEndDiabetes

Image Options



Campaign hashtags are **#DiabetesAwarenessMonth**, **#LetsEndDiabetes**, **#LetsMakeTime** and **#DiabetesAdvocate**

Please tag **@DiabetesCanada** in your social media posts.

 @DiabetesCanada

 @DiabetesCanada

 @DiabetesCanada

 @DiabetesCanada

Throughout November, we'll share a variety of social media posts on our channels with helpful resources for the diabetes community and showcasing how people are making time to End Diabetes. We encourage you to join the conversation by liking, commenting or sharing.

[Download graphics here](#)

Sample Email

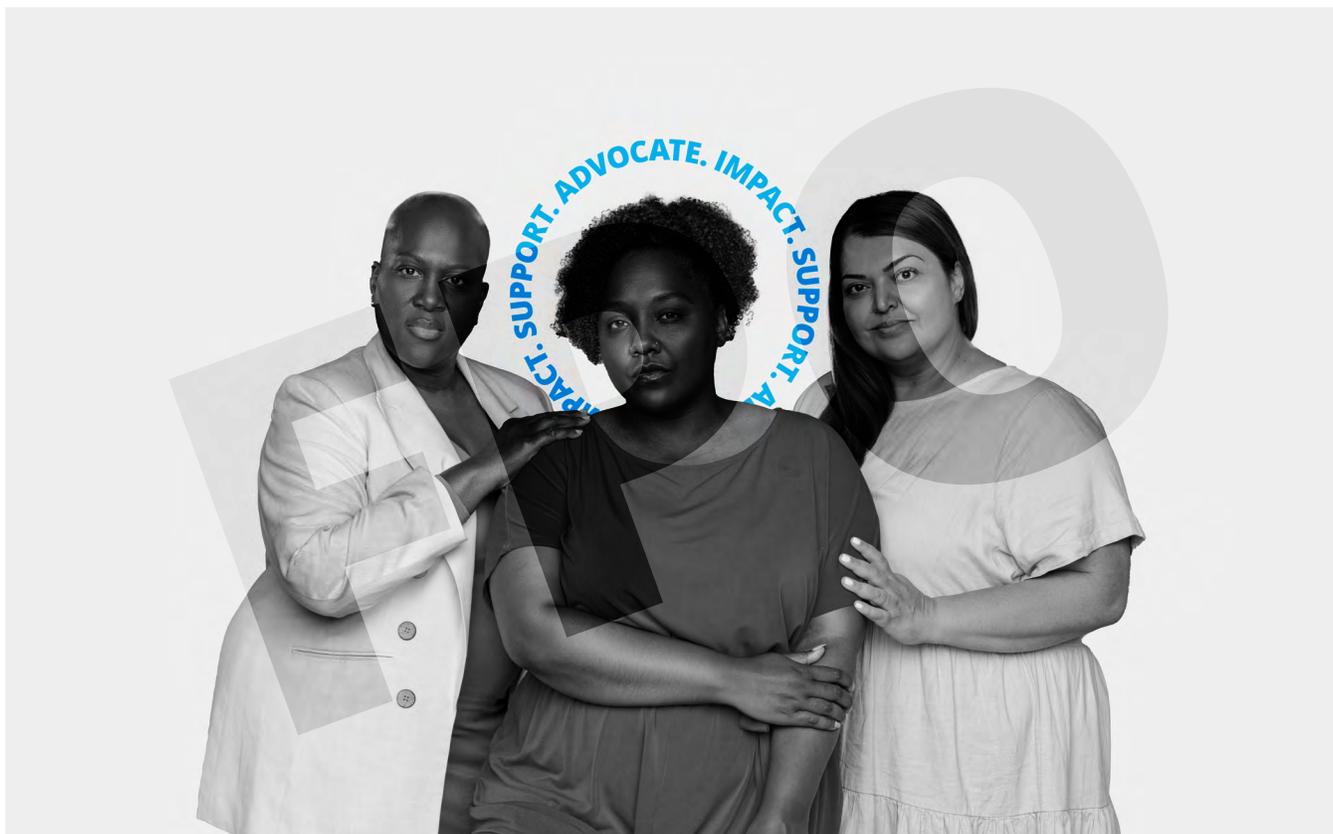
Subject: Let's make time for Diabetes Awareness Month

Living with diabetes is a continuous cycle that demands time, attention, and energy, requiring as many as 600 steps every day.

With 1 in 3 people in Canada affected by diabetes, chances are you or someone in your life has been impacted. Show your support this Diabetes Awareness Month by taking time to learn about diabetes and raise awareness about this too-often “invisible” condition.

By taking time today, you will help build a brighter tomorrow for the almost 12 million people affected by diabetes or prediabetes in Canada.

Let's make time for Diabetes Awareness Month. Let's make time to End Diabetes. To learn more, visit diabetes.ca/letsmaketime and find ways to get involved.



Sample Story — Option 1 (Siobhan Brooks)

Title: Caring for three children with diabetes is a 24/7 job for mom, Siobhan.

Siobhan Brooks is never off the clock. That's because three of her four children live with type 1 diabetes. At any given time, each of the girls will test different and feel different. One may have low blood sugar and need a snack, while another may need an insulin injection.

Continually testing and monitoring blood sugar levels, counting carbs, calculating insulin injections and being on alert for lows demands Siobhan's time, attention and energy. And forget spontaneity. "Everything must be planned ahead. Wherever we go, whatever the kids are doing, we need to pack insulin, juice, snacks, and glucagon for rapid glucose recovery," says Siobhan.

"After the first diagnosis, I was so scared. I worried that I wouldn't be able to do everything I needed to do."

Siobhan's youngest daughter, Kahli, was the first to be diagnosed. One day, quite unexpectedly, Kahli told her mom that it burned when she peed. When tested, Kahli's blood sugar level was dangerously high. Kahli was rushed to a hospital in Halifax, where she received urgent treatment and Siobhan began a crash course in diabetes management. "It's like suddenly you're expected to be a doctor," says Siobhan. "The weight of the responsibility was overwhelming."

About a month later, Vienna was diagnosed and a few months after that, Braelyn was diagnosed. "I had a hard time understanding why three of my children had type 1 diabetes," says Siobhan.

"For the first few years, the nights were the hardest."

Siobhan would stay up until midnight and if everyone's sugars were in range, she'd go to bed. Then she'd get up at 2am and again at 4am to check. If the levels were high, she'd give an insulin shot. If they were low, she'd wake the child to have a juice. "One time Kahli's glucose level was so low I had trouble waking her up. After that, the girls were afraid of having lows to the point that Vienna was sneaking food before bed," says Siobhan.

Things improved when the girls started using glucose monitoring devices. The devices continually monitor each girls' blood sugar levels and send alerts to their phones and to Siobhan's phone when action is needed, day or night.

"We spend a lot of time monitoring, managing and talking about diabetes, but we're determined not to let it run our lives."

Siobhan and her family don't let diabetes rob them of the things they like to do. All four children are involved in a variety of activities, including volleyball, football, cross fit, hockey and skiing. The family also takes time to do social media videos and participate in various fundraisers and events to spread awareness about diabetes. This Diabetes Month let's all make time to educate ourselves and our communities about the realities and complexities of living with diabetes. Learn more at diabetes.ca/letsmaketime

Download Siobhan Brooks' images here

Sample Story — Option 2 (Amy Moore)

Title Options: Diabetes demands Amy's attention around the clock.
Managing type 2 diabetes demands Amy's constant attention.
Day or night, diabetes is always top of mind for Amy.
Taking time to share her story is Amy's way of addressing the stigma.

[Download Amy Moore's images here](#)

Amy Moore knew something wasn't right. Her weight kept fluctuating and she was tired all the time. After numerous tests, the only thing her doctor found was that Amy's blood sugar level was a little high — which was attributed to her stressful job.

But despite Amy's efforts to reduce her stress and make lifestyle changes, her blood sugar level continued to climb. In June of 2015, at the age of 25, she was diagnosed with type 2 diabetes.

"I was very upset at first. I just went to my car and cried," she says. Amy knew that diabetes is a chronic condition that she'd be facing for the rest of her life. After the initial shock, Amy felt relieved to finally have an explanation for her symptoms, but little did she know her struggle to find answers was just beginning.

"People with type 2 diabetes often fall through the cracks. I had to learn to self-advocate."

Trying to manage her blood sugar levels was a rollercoaster for Amy. "I wasn't told about carb counting or finger pricking," she says. "It's no wonder I couldn't get my levels under control."

Eventually, a pharmacist suggested Amy try a continuous glucose monitor (CGM), which was a game-changer. But it wasn't until 2020 — when Amy was trying to get pregnant — that she was finally referred to an endocrinologist. Things improved from there, but Amy questions why it took five years to have access to the specialized resources she needed.

"Monitoring and managing diabetes is a 24/7 job."

When you live with type 2 diabetes, you're never off the clock. As soon as Amy wakes up each morning she tests her blood sugar and also checks her overnight levels. About 20 minutes before she eats breakfast, she gives herself a dose of insulin. An hour after eating, she checks her sugars again. She repeats the process for lunch and for dinner. Amy also does finger pricks a few times each day to double check her levels — like many people who have diabetes, she's fearful of going too low.

"I feel there is a lack of understanding about the realities of living with type 2 diabetes."

Amy is passionate about raising awareness about type 2 diabetes and combatting the stigma around it. "Diabetes is caused by a combination of factors, many of which are beyond our control," she says. "What I want people to know most of all is, we didn't do this to ourselves."

With one in three people in Canada living with diabetes or pre-diabetes, it's hard to fathom why it's still so misunderstood. This Diabetes Month let's all make time to educate ourselves about the complexities of living with this chronic condition and advocate to improve access to resources for everyone impacted by diabetes. Learn more at diabetes.ca/lets maketime

4

#WEARBLUE SOCIAL MEDIA ACTIVATION

#WearBlue Campaign

To show your support on social media for our Diabetes Awareness Month Campaign we are calling on people to **#WearBlue**. Share a photo of you, your family and friends (including pets) wearing blue—the colour of the global symbol for diabetes awareness!

Step 1: Pick your platform: Facebook, Instagram or X (Twitter).

Step 2: Post a photo of yourself wearing the colour blue and tell us how you're making time for diabetes this November.

Step 3: Include the hashtags **#LetsMakeTime**, **#WearBlue** and **#DiabetesAwarenessMonth** and tag **@diabetescanada** in your post.

Step 4: Share a photo of just yourself, or get your family and friends (pets included) involved.

Step 5: All posts that include the above hashtags and **@diabetescanada** tag will be reshared/retweeted to Diabetes Canada's Instagram/FB stories and X (Twitter) feed throughout November.

Sample Social Media Post



A sample social media post from a user named Summer_878. The post features a selfie of a young woman with long brown hair and glasses, wearing a light blue sweater. Below the photo are icons for likes, comments, and shares. The caption reads: "This #DiabetesAwarenessMonth, I'm wearing blue to support those affected by diabetes. Join @diabetescanada all month long and make a change, one blue outfit at a time! It's more than just wearing blue; it's about understanding, learning, and being there for each other. #LetsMakeTime 🙌💙". The post also includes the hashtags #LetsEndDiabetes, #DiabetesAdvocate, and #WearBlue, and is marked as "JUST NOW".



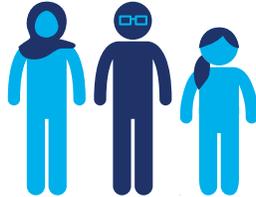
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5

SOME DIABETES FACTS

1 in 3 people

in Canada are affected by diabetes or prediabetes.



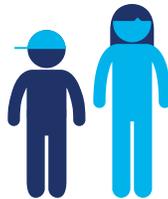
Close to **12 million** people live with diabetes or prediabetes – that's **30% of people living in Canada**.

In 2023, more than **4 million** people in Canada have been diagnosed with diabetes – that's 10% of Canada's population.



Diabetes rates are expected to **rise 26%** in the next 10 years.

Over **1 million** people in Canada live with diabetes and **don't even know it**.



In 2023, another **239,000 Canadians** will be diagnosed with diabetes.

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For help and information, please contact:
communications@diabetes.ca