



Bring Diabetes to Light Challenge

Dear Colleagues and friends

This document has been developed to provide guidance and resources to help you plan and communicate activities surrounding the lighting of iconic monuments to mark World Diabetes Day 2009.

Last year saw the first 'Monumental Challenge'. The response was truly amazing, exceeding all expectations. A total of 1107 iconic sites and buildings lit the World Diabetes Day skyline. The participating icons were joined by many more lightings of office buildings and individual homes. We would like to thank everyone involved for their hard work in making last year's World Diabetes Day 2008 such a tremendous success.

This document provides core materials and step-by-step recommendations to help you with the planning, execution and promotion of your landmark illumination. We hope that a coordinated approach will facilitate a unified global campaign across all regions.

We hope that this document provides you with all the necessary materials to ensure a successful event in your country. If you have any questions, please do not hesitate to contact World Diabetes Day team members Dominique Robert – Dominique.Robert@idf.org (+32-2-5431630) (English and French) or Merry Rivas – Merry.Rivas@idf.org (Spanish).

Over recent years the global diabetes community has made remarkable steps towards increasing awareness of diabetes, but we still have a long way to go if we are to attract the attention and funding that the communicable diseases receive. Together, we persuaded the United Nations to recognize World Diabetes Day as an official UN health day and pass a World Diabetes Day Resolution (61/225). We now have a global platform and the credibility to make further advances in the treatment, prevention and care of diabetes.

We wish you the best of luck in your efforts to make 2009 the most successful World Diabetes Day campaign to date.

With kind regards

World Diabetes Day team
International Diabetes Federation

OVERVIEW

In order to commemorate World Diabetes Day on 14 November, iconic buildings and sites throughout the world will once again light in the colour of the blue circle symbol for diabetes - the central component of the World Diabetes Day campaign logo. We expect to exceed the number of iconic buildings and monuments that participated in last year's campaign. The landmark illuminations are testimony to the power of our combined efforts to alter the diabetes landscape. They also provide, of course, a strong visual element to attract attention to the diabetes cause.

The generation and use of images to attract media attention will be essential to drive local and global coverage of this years' World Diabetes Day campaign.

It will be important to ensure that the media are aware of all events in advance and provided with the appropriate materials and resources to encourage them to cover the story. To facilitate this process, we have developed materials that we hope can be adapted at local level to help promote your event/s to media and ensure consistent messaging at local, national and global levels.

The information contained within this document covers the following key areas:

Section 1: Bring Diabetes to Light (How to Light in Blue)

Section 2: Media Advisory

Section 3: Photocall Notice

Section 4: Photography and Filming

Section 5: Appendix - Materials

SECTION 1

Bring diabetes to light!

This World Diabetes Day, join the fun and help raise global awareness of diabetes.

There are many ways to join in:

- Get a local monument to participate in the World Diabetes Day monument challenge.
- Organize an event with local politicians to mark World Diabetes Day and draw attention to the theme.
- Organize or participate in a community activity such as a walk, cycle ride, a human circle event, or a school-based activity.
- Participate as an individual and lend your support to the global campaign.

However you decide to participate, we have the tools and information to help you. Visit www.worlddiabetesday.org...

How will you bring diabetes to light?

The monument challenge

Last year, the global diabetes community rallied behind the second call to light iconic landmarks and buildings in blue to mark World Diabetes Day. A total of 1107 iconic monuments were lit in 2008 as beacons of hope for the millions of people worldwide living with diabetes. A full list can be found on the World Diabetes Day website. This year, with your help, we aim to illuminate more monuments. Visit www.worlddiabetesday.org for more information and support material to help you light a monument near you.

Engaging local politicians

Last year many individuals and organizations showed their support by seeking local, national and regional proclamations in support of World Diabetes Day. Political representatives around the world responded by issuing official statements in support of World Diabetes Day. Why not approach your local governmental representative for an official message of support? An official signing provides an ideal opportunity to support the official lighting of a local monument and other awareness-raising activities in your area.

Community action

Each year, diabetes representative organizations, industry partners and committed individuals organize activities on or around World Diabetes Day. Typical activities include walks, cycle rides, educational rallies and exhibitions. These activities can be linked to an official lighting and/or an official signing. Last year saw a number of human blue circles organized. It was a simple idea that had great visual impact. Share ideas and register your event through the World Diabetes Day website.

Individual action

Can't find an event near you but want to join in? Why not illuminate your home in blue or light a blue candle for World Diabetes Day?

Are you involved in an activity or project that you would like to receive an official World Diabetes Day seal of approval? You could become one of the official Friends of World Diabetes Day.

Individuals have shown their support by aligning their interests and activities to support the campaign. For example, there is a World Diabetes Day VW Beetle that races to raise awareness of diabetes; there is a motorcycle enthusiast who crosses the desert on the World Diabetes Day bike and a group of sports enthusiasts who will climb a mountain to mark the day. Why not suggest an activity for official World Diabetes Day endorsement?

However you choose to join the campaign, register your activity on the World Diabetes Day website so that we can count the global total of people who take part.

Help bring diabetes to light!

How to light in blue

Different buildings and monuments present different challenges for lighting. Below you will find easy steps to assist you in requesting a lighting.

Step 1: Identify the iconic building or monument that you would like to light in blue.

Step 2: Identify the person who can grant permission to light the building or monument and the person who is technically responsible for lightings.

Step 3: Tailor the draft letter provided here to suit your situation [see Appendix 1.1].

Step 4: Provide the reasons why the building should light in blue to mark World Diabetes Day [see Appendix 1.2, 1.3, 1.4, 1.5]. Also add the list of buildings lighting confirmed for this year - <http://www.worlddiabetesday.org/events/monument-challenge>

Step 5: Send your lighting request to your chosen location and, if possible, follow up with a phone call.

Step 6: If your request is approved, ask for the technical specifications.

Step 7: Decide on the best way to light the monument – some buildings may already participate in lightings while for others this may be the first time. To make the colour blue may require changing bulbs or filters. If neither is possible, you can project the World Diabetes Day logo and key messages onto the monument. See photos of buildings from 2008 - <http://www.flickr.com/photos/idf/sets/72157603772275638/> (check link).

Step 8: Identify any costs – Often monuments are able to light in blue for free.

Sometimes, however, charges may be incurred. Regretfully, the World Diabetes Day campaign does not have the resources to support your lighting financially.

Step 8: Capture print quality photos or video of your lighting. We need to share the images of your lighting immediately with the global media and the public. See Section 4.

SECTION 2

Media advisory

To help raise awareness and drive coverage of the World Diabetes Day 'Bring Diabetes to Light' campaign, a media advisory has been developed [please see Appendix 1.6] for distribution to key local media prior to World Diabetes Day. The advisory highlights essential information regarding the campaign from a global perspective and will be used to garner further media interest of World Diabetes Day and diabetes in children.

To maximize media interest and generate coverage of your local building illumination, we would recommend distributing a media advisory locally to key target media within your country or region.

The template media advisory provided in this kit will need adaptation to include: plans for your local building illumination, date, times etc, local statistics (if available) along with perspectives and quotations from a local spokesperson.

It will also be helpful for you to identify any additional local news angles that may be of interest to your local market. For example if a local celebrity/spokesperson of importance is attending your illumination, including potential opportunities for interviews/photo opportunities etc.

Please note: A week prior to the distribution of a press release, we would recommend circulating an alert to your local media. This will act as a pre-announcement, a 'teaser' to inform journalists of your building illumination and alert them to the opportunity to cover the story. The template media alert has helpful 'hints and tips'

SECTION 3

Photocall notice

In order to ensure maximum media exposure of your building illumination, we would recommend distributing a photocall notice to coincide with the press release. Different to a press release, the photocall notice should be sent directly to the picture desks of local publications to ensure that any media who wish to obtain their own images/footage of the monuments will be able to attend events to coincide with the landmarks being lit.

A template photocall notice with best practice 'hints and tips' can be found in Appendix 1.7.

Distribution

It is recommended that the photocall notice be distributed at the same time as the media alert to allow the journalist and picture desk enough time to digest both documents and liaise on event attendance. It is important to include an embargo time on the photocall notice and ensure that this matches the press release – once again this will hold the media's interest up until the day the embargo is lifted and ensure a unified campaign across all IDF regions.

SECTION 4

Photography

The monument illuminations provide such a strong visual element to World Diabetes Day that we are keen to collect and share images from as many of the illumination events around the world as possible. The take up of these by the media will be essential to drive coverage of the overall campaign.

Please arrange (if you haven't already) for an experienced professional photographer to attend your building illumination and capture a print-quality shot. Please consider that taking images in low light conditions at dusk or night can be very challenging. Weather conditions can also affect the quality of your photos.

We will all benefit from sharing high quality and interesting images. To facilitate the sharing of images among the global diabetes community, we have created a facility on the WDD website that will enable you to easily upload and share your photographs (<http://www.worlddiabetesday.org/>). In addition, we will use Flickr (<http://www.flickr.com>) to collect all images of events related to World Diabetes Day. For examples of last year's campaign visit <http://www.flickr.com/groups/wdd>

We welcome all photographic material. The photographs will be used on the World Diabetes Day site, in web banners and the high-quality ones will be used in print. Please make sure you own the copyrights for any material published. By uploading and linking the photos, you allow IDF to use the material for the World Diabetes Day awareness

campaigns and make them freely available for IDF member associations and aligned groups to use in non-commercial material.

If you have a Flickr account (free to register), upload your pictures in high resolution to your own account and add the pictures to the public group "World Diabetes Day" (for more information, see <http://www.flickr.com/help/groups/>)

If you do not have a Flickr account, you will still be able to upload your images through the World Diabetes Day website (<http://www.worlddiabetesday.org/photos>). Images uploaded through the site will be published on the IDF Flickr account (<http://www.flickr.com/photos/idf/>).

Filming

In addition to sharing still photography with the media, we are keen to collect video footage (10 min. maximum per video) of the top illuminations around the globe, to help raise awareness and publicize World Diabetes Day on 14 November and throughout 2010.

As host to one of the top illuminations, we would like to invite you to share the success of your event with key media, IDF member associations and the broader global diabetes community by filming the illumination of your building in real time, as it takes place on 14 November.

Video Material

We will be able to feature videos uploaded through YouTube (<http://www.youtube.com>). You will need a (free) YouTube account. Please make sure you own the copyrights for any material published. By uploading and linking videos, you allow IDF to use the material for the World Diabetes Day awareness campaigns.

To have your videos listed on the World Diabetes Day site:

- upload your video on YouTube
- go to <http://www.worlddiabetesday.org/videos> and submit the "Embed" URL that links to your video

Uploading footage

Your video will be included in the World Diabetes Day YouTube playlist and will be featured on the World Diabetes Day site.

In order to fulfill broadcast media requests (television, online TV) we will need high quality footage. If you are in a position to make short clips of the activities (maximum 60 sec/ prefer 30 sec clips), please contact media@idf.org prior to November 14.

APPENDIX

1.1 Draft Letter to Monuments and Buildings



Dear <<address form and name of official>>

I am writing to you on behalf of <<Organization Name>> to request your support and authorization to light up the City Hall and/or other civic buildings <<as well as + name of well known local landmark/s or monument/s>> in blue to mark World Diabetes Day on November 14.

Diabetes is a leading global cause of blindness, kidney failure, heart attack, stroke and amputation. The number of people living with diabetes has increased considerably over the past 30 years. In 1985, an estimated 30 million people worldwide had diabetes. A little over a decade later, the figure had risen to over 150 million. Today, according to the International Diabetes Federation and World Health Organization, the figure exceeds 250 million. Unless action is taken to implement effective prevention and control programmes, it is predicted that the total number of people with diabetes will reach 380 million by 2025.

<<Insert a paragraph about the national or local impact of diabetes. You can find data from the IDF Atlas online. Go to www.eatlas.idf.org and click the link to the maps.>>

World Diabetes Day is celebrated every year on November 14. It was created in 1991 by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in response to growing concerns about the escalating threat of diabetes worldwide. In 2007, World Diabetes Day became an official United Nations Day as a result of UN Resolution 61/225. The Resolution invites all member states to participate in World Diabetes Day and draw attention to the need for education and awareness to tackle the growing diabetes epidemic.

World Diabetes Day is a global event that unites millions of people in over 160 countries to raise awareness of diabetes. Numerous local and national events are organized by organizations and individuals with an interest in diabetes. Last year, the global diabetes community worked together with local champions to light iconic landmarks and buildings in blue to mark World Diabetes Day around the world. A staggering total of 1107 monuments were lit in blue. The full list of participating monuments is attached.

This year we hope to encourage more iconic buildings and monuments to light up and would like to include your <<Name of City Hall and/or another significant landmark in your town/city>> as one of the participating monuments.

We hope you will join the campaign and look forward to your reply.

Respectfully

[INSERT YOUR NAME & TITLE]

1.2 UN Resolution 61/225

The document is available in the official 6 UN languages from:
<http://www.unitefordiabetes.org/campaign/resolution.html>

United Nations

A/RES/61/225



General Assembly

Distr.: General
18 January 2007

Sixty-first session

Agenda item 113

Resolution adopted by the General Assembly

[without reference to a Main Committee (A/61/L.39/Rev.1 and Add.1)]

61/225. World Diabetes Day

The General Assembly,

Recalling the 2005 World Summit Outcome¹ and the United Nations Millennium Declaration,² as well as the outcomes of the major United Nations conferences and summits in the economic, social and related fields, in particular the health-related development goals set out therein, and its resolutions 58/3 of 27 October 2003, 60/35 of 30 November 2005 and 60/265 of 30 June 2006,

Recognizing that strengthening public-health and health-care delivery systems is critical to achieving internationally agreed development goals, including the Millennium Development Goals,

Recognizing also that diabetes is a chronic, debilitating and costly disease associated with severe complications, which poses severe risks for families, Member States and the entire world and serious challenges to the achievement of internationally agreed development goals, including the Millennium Development Goals,

Recalling World Health Assembly resolutions WHA42.36 of 19 May 1989 on the prevention and control of diabetes mellitus³ and WHA57.17 of 22 May 2004 on a global strategy on diet, physical activity and health,⁴

¹ See resolution 60/1.

² See resolution 55/2.

³ See World Health Organization, *Forty-second World Health Assembly, Geneva, 8–19 May 1989, Resolutions and Decisions, Annexes* (WHA42/1989/REC/1).

⁴ *Ibid.*, *Fifty-seventh World Health Assembly, Geneva, 17–22 May 2004, Resolutions and Decisions, Annexes* (WHA57/2004/REC/1).

Welcoming the fact that the International Diabetes Federation has been observing 14 November as World Diabetes Day at a global level since 1991, with co-sponsorship of the World Health Organization,

Recognizing the urgent need to pursue multilateral efforts to promote and improve human health, and provide access to treatment and health-care education,

1. *Decides* to designate 14 November, the current World Diabetes Day, as a United Nations Day, to be observed every year beginning in 2007;

2. *Invites* all Member States, relevant organizations of the United Nations system and other international organizations, as well as civil society, including non-governmental organizations and the private sector, to observe World Diabetes Day in an appropriate manner, in order to raise public awareness of diabetes and related complications, as well as its prevention and care, including through education and the mass media;

3. *Encourages* Member States to develop national policies for the prevention, treatment and care of diabetes in line with the sustainable development of their health-care systems, taking into account the internationally agreed development goals, including the Millennium Development Goals;

4. *Requests* the Secretary-General to bring the present resolution to the attention of all Member States and organizations of the United Nations system.

*83rd plenary meeting
20 December 2006*



1.3 2008 Monuments in Blue

CONFIRMED MONUMENTS
World Diabetes Day 2008

Blue Monuments Photo Gallery and a PowerPoint Presentation that can help you show the global impact and context of the lightings are available from:
<http://www.worlddiabetesday.org/bluemonumentsmap>

1.4 Monument in Blue Collage



1.5 About World Diabetes Day



World Diabetes Day

World Diabetes Day is an official United Nations World Health Day. It is celebrated every year on November 14. The date was chosen because it marks the birthday of Frederick Banting, who, along with Charles Best, is credited with the discovery of insulin in 1921. World Diabetes Day is represented by a blue circle logo. The blue circle is the global symbol of diabetes and signifies the unity of the global diabetes community in response to the diabetes pandemic.

World Diabetes Day was created by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in 1991, in response to concern over the escalating incidence of diabetes around the world. The International Diabetes Federation leads the World Diabetes Day campaign – produces the annual and biannual themes, runs the global website, creates all the materials and drives the global outreach.

Diabetes education and prevention is the World Diabetes Day theme for the period 2009-2013. The campaign calls on all those responsible for diabetes care to understand diabetes and take control. For people with diabetes, this is a message about empowerment through education. For governments, it is a call to implement effective strategies and policies for the prevention and management of diabetes to safeguard the health of their citizens with and at risk of diabetes. For healthcare professionals, it is a call to improve knowledge so that evidence-based recommendations are put into practice. For the general public, it is a call to understand the serious impact of diabetes and know, where possible, how to avoid or delay diabetes and its complications.

Through its Unite for Diabetes campaign, IDF led the push for a UN Resolution on diabetes. On December 20, 2006, that goal was realized when the United Nations General Assembly unanimously passed Resolution 61/225, which designates the existing World Diabetes Day as a United Nations world day, to be observed every year beginning in 2007.

World Diabetes Day is a global event. It brings together millions of people in over 160 countries to raise awareness of diabetes, including children and adults affected by diabetes, healthcare professionals, healthcare decision-makers and the media. Numerous local and national events are organized by the member associations of the International Diabetes Federation and by other associations and organizations, healthcare professionals, healthcare authorities, and individuals with an interest in

diabetes. World Diabetes Day unites the global diabetes community to produce a powerful voice for diabetes awareness.

Diabetes organizations and individuals worldwide establish a range of activities tailored to a variety of target audiences. Activities organized every year include such things as: lighting of global monuments, buildings and individual homes in blue on November 14, formation of blue circles around the world, global diabetes walks and rides, a WDD car in the Baja 1000 race, WDD motorcycle, press conferences, in-school activities, sports activities, frisbee events, free screenings for diabetes and its complications, workshops and exhibitions, and geocaching with World Diabetes Day commemorative coins.

Find out more at www.worlddiabetesday.org.

1.6 Media Alert



MEDIA ADVISORY

[INSERT TITLE]

For example: Eiffel Tower Lights Up for World Diabetes Day

WHAT: [INSERT DETAILS ON THE CAMPAIGN AND BUILDING ILLUMINATION THAT YOU ARE ALERTING THE MEDIA TO]

For example:

The International Diabetes Federation (IDF) has launched a global campaign to light iconic monuments and sites in blue to mark World Diabetes Day – 14 November 2009.

In [Place], IDF has partnered with [Name of organization] and the [Name of landmark] to help Bring Diabetes to Light. A ceremony hosted by [Name] and [Name] will be held at the [Location].

WHY: [INSERT DETAILS ON WHY THE EVENT IS TAKING PLACE]

For example:

World Diabetes Day marks a call to action to raise awareness around the world about diabetes, to urge governments to implement national policies for the care and treatment of diabetes, and to encourage individuals to get involved. The theme for World Diabetes Day 2009 - 2013 is Diabetes Education and Prevention. The campaign calls on all those responsible for diabetes care to understand diabetes and take control. For people with diabetes, this is a message about empowerment through education. For governments, it is a call to implement effective strategies and policies for the prevention and management of diabetes to safeguard the health of their citizens with and at risk of diabetes. For healthcare professionals, it is a call to improve knowledge so that evidence-based recommendations are put into practice. For the general public, it is a call to understand the serious impact of diabetes and know, where possible, how to avoid or delay diabetes and its complications [Insert local prevalence data if available, highlighting the current unmet needs in diabetes care and stress the local the importance of World Diabetes Day]

WHEN: [INSERT DATE AND TIME OF EVENT]

For example: November 14, 2009 @ 6:00 P.M.

WHERE: [INSERT LOCATION]

WHO: [INSERT NAMES OF ATTENDEES OF NOTE]

[Name of celebrity or key spokesperson]

[List brief biographical data]

[Name of Member Association leader]

President of [Name of Association/Organization]

For media inquiries, please contact:

[INSERT NAME AND TITLE] at [ORGANIZATION] on [INSERT TELEPHONE NUMBER AND E-MAIL ADDRESS]

1.4. Media Photocall

MEDIA PHOTOCALL – MEDIA PHOTOCALL – MEDIA PHOTOCALL

When: [INSERT DATE AND TIME OF EVENT]

Where: [INSERT LOCATION]

For example:

British Airways London Eye, Riverside Building
County Hall
Westminster Bridge Road
London SE1 7PB

Who: [INSERT NAMES OF ATTENDEES OF NOTE]

TOP TIP

List the key representatives from each organization.

[INSERT DATE / EMBARGO]

TOP TIP

It's a good idea to include an embargo so media don't print the story early and stop other journalists coming to the photocall.

[INSERT TITLE]

For example: **London Eye Lights Up for World Diabetes Day**

TOP TIP

Keep the title short and punchy, include the location.

You are invited to [INSERT TWO/THREE PARAGRAPHS EXPLAINING WHAT THE PHOTOCALL IS FOR]

For example:

You are invited to attend a photocall at the London Eye, one of England's most famous and iconic landmarks, which will today be illuminated in blue, the colour of the global diabetes symbol (a blue circle), to commemorate World Diabetes Day.

TOP TIP

In the first paragraph, include key information to catch their attention.

The theme for World Diabetes Day in 2009–2013 is Diabetes Education and Prevention.

The campaign calls on all those responsible for diabetes care to understand diabetes and take control. For people with diabetes, this is a message about empowerment through education. For governments, it is a call to implement effective strategies and policies for the prevention and management of diabetes to safeguard the health of their citizens with and at risk of diabetes. For healthcare professionals, it is a call to improve knowledge so that evidence-based recommendations are put into practice. For the general public, it is a call to understand the serious impact of diabetes and know, where possible, how to avoid or delay diabetes and its complications.

TOP TIP

In the second and third paragraphs, go into more detail about what the project will involve.

To mark World Diabetes Day landmark buildings of national and local significance across the globe will be illuminated in blue including the Jet d'Eau, Gateshead Millenium Bridge, Manneken-Pis and Vienna Hofburg.

Diabetes is a deadly disease. Each year, almost 4 million people die from diabetes-related causes..

"Diabetes is a common yet misunderstood and often overlooked disease." Said [NAME OF SPOKESPERSON AND CREDENTIALS]. "Delayed diagnosis of diabetes can prove deadly. If we can make the general public aware of the warning signs of diabetes, we can save lives. It's that simple. It is hoped that the participation of [MONUMENT NAME] in World Diabetes Day will help will help bring diabetes to light for the people of this city."

TOP TIP

Insert a short quote from the main spokesperson. Be as enthusiastic as possible. Demonstrate the benefits of the project to local people.

– ENDS –

For further information, please contact:

[INSERT NAME AND TITLE] at [ORGANIZATION] on [TELEPHONE NUMBER AND E-MAIL ADDRESS]

TOP TIP

Include as much contact information to make contact easy. This should include landline and mobile numbers and an e-mail address. You should include directions relevant travel information.

Timing	Action:
Week of 26th October	Liaise with local production company to obtain quotes for filming of your monument illumination
Week of 26th October	Arrange briefing meeting with production company to outline scope and aims of project
Week of 2nd November	Make contact with Kerrita McClaughlyn, IDF Media Office, media@idf.org confirm protocol for uploading footage and address any last minute queries
14th November	Filming and upload of the footage onto You Tube and add to the World Diabetes Day account - www.worlddiabetesday.org/videos