

Social Media Toolkit

Title: *American Diabetes Association Alert Day* ***For use during week (3/23/20 to 3/29/20)*** ***Launch Date: 3/9/20***

Introduction

****Describe content of toolkit.***

This toolkit consists of information about diabetes and American Diabetes Association Diabetes Alert Day® (March 24, 2020) and provides information that could be used in order to raise awareness and disseminate information. The toolkit provides social media postings that could be utilized as posting for social media outlets such as Facebook, Twitter, Instagram and YouTube.

****Describe background of topic***

Diabetes is one of the most prevalent and serious chronic diseases in the United States, affecting more than 30 million (9.4%) people in America.¹ In Ohio, nearly 1 million (11.1%) Ohio adults have been diagnosed with diabetes.¹ Diabetes is the 7th leading cause of death in Ohio and the United States¹. The two most common types of diabetes are type 1 diabetes and type 2 diabetes. Type 1 diabetes results when the body loses its ability to produce insulin; type 2 diabetes results from a combination of resistance to the action of insulin and insufficient insulin productions.²

****Describe the source(s) for the toolkit content***

In order to generate this toolkit, we used data from collected from the Centers for Disease Control and Prevention, American Diabetes Association, Healthy People, and other sources. The infographics were pulled from these sources and compiled into individual sections below.

Target audience/high-risk subsets

****Describe target audience***

The target audience for this toolkit is people who are at risk for diabetes or are living with diabetes.

****Describe high-risk or sub-populations, if appropriate***

Minority groups such as African Americans, Hispanic/Latinos, American Indians, and some Asian Americans and other Pacific Islanders are at particularly high risk for type 2 diabetes.

Target Audience Needs/Issues/Considerations

****Include considerations that the opposition may provide***

Social determinants of health such as access to healthy food, cost of medication, access to health care, and exercise are few considerations that have an impact on people with diabetes.

Supporting Campaigns

****Include organizations that would have credible information and would be likely to have their own campaigns***

The American Diabetes Association and the Ohio Department of Health are two supporting agencies that operate in the state of Ohio.

References

¹ Ohio Department of Health. Know Your Programs. Diabetes <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/Diabetes/Diabetes> . Accessed on December 03, 2019.

² Healthy People. Diabetes <https://www.healthypeople.gov/2020/topics-objectives/topic/diabetes>. Accessed on December 03, 2019. American Diabetes Association. <https://www.diabetes.org/>. Accessed on December 03, 2019.

3 American Diabetes Association. American Diabetes Association Alert Day. <https://nationaldaycalendar.com/american-diabetes-association-alert-day-fourth-tuesday-in-march/> Accessed February 20, 2020.

4 National Institute of Diabetes and Digestive and Kidney Diseases. Diabetes Alert Day. <https://www.niddk.nih.gov/health-information/community-health-outreach/diabetes-alert-day?dkrd=hisce0048> Accessed February 20, 2020.

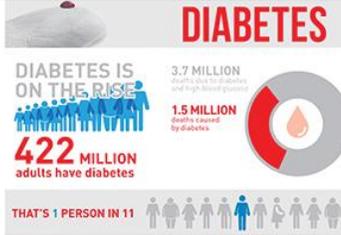
Toolkit Content

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Estimated time used to create	4 Hours																																					
Date submitted	6 December 2019																																					
DUE date & TARGET date for release (Monday)	Due Date: 12/6/2019 Target Date: Week 12 (3/23/20 to 3/29/20) --Amer. Diabetes Association Alert Day, 3/25/2020																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 45%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 10%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>2/20/20</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Osman Ulvi</td> <td>3/09/20</td> <td>OU</td> <td>OU</td> <td>OU</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	2/20/20	AL			Osman Ulvi	3/09/20	OU	OU	OU											Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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FACEBOOK

<p>Facebook 1</p>	<p>Use this embedded code: <div data-cdc-widget="Prediabetes" data-widget-max-width="170px" data-widget-max-height="301px"></div><script src="https://tools.cdc.gov/1M1B"></script></p> <p>Prediabetes Screening Test</p>
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	Infographic	Website	Caption (if provided)	When accessed	Permission
<p>Facebook 1</p>		<p>https://www.cdc.gov/diabetes/library/socialmedia/infographics.html</p>	<p>Living Well with Diabetes</p>	<p>12/02/2019</p>	<p>Source: CDC</p>
<p>Facebook 2</p>		<p>https://www.diabetes.org/resources/statistics</p>	<p>The Staggering Costs of Diabetes</p>	<p>12/02/2019</p>	<p>Source: ADA</p>
<p>Facebook 3</p>		<p>https://www.unitypoint.org/livewell/article.aspx?id=759f2cf4-43a2-4844-8002-493ce71f774b</p>	<p>Breaking Down Diabetes</p>	<p>12/02/2019</p>	<p>Source: Live Well</p>

<p>Facebook 4</p>	 <p>DIABETES</p> <p>Types of Diabetes ⁽²⁾</p> <p>TYPE 1 Often occurs in teens or early adulthood. 10% of people with diabetes have Type 1.</p> <p>TYPE 2 Risk of Type 2 is increased in overweight, inactive & older people. 90% of people with diabetes have Type 2.</p> <p>GESTANTIONAL Occurs during pregnancy.</p> <p>Prediabetes occurs when people have high blood sugar and it is not yet Type 2. ⁽³⁾</p> <p>1.4 million new cases are diagnosed each year. ⁽⁴⁾</p> <p>The American Diabetes Association estimates that the total national cost of diagnosed diabetes in the United States is \$245 Billion. ⁽⁴⁾</p> <p>Symptoms: Weight gain/loss, Frequent Urination, Extreme Thirst/ Hunger, Fatigue, Lack of Energy, Blurred Vision (2)</p> <p>NOVUS BIOLOGICALS a biotechne brand</p>	<p>https://www.novusbiologicals.com/antibody-news/antibodies/diabetes-infographic</p>	<p>Diabetes</p>	<p>12/02/2019</p>	<p>Source: Novus</p>
<p>Facebook 5</p>	 <p>DIABETES</p> <p>DIABETES IS ON THE RISE</p> <p>422 MILLION adults have diabetes</p> <p>THAT'S 1 PERSON IN 11</p> <p>3.7 MILLION people have prediabetes and high blood glucose</p> <p>1.5 MILLION deaths caused by diabetes</p>	<p>https://www.who.int/mediacentre/infographic/diabetes/en/</p>	<p>Diabetes</p>	<p>12/02/2019</p>	<p>Source: WHO</p>

TWEETS

Twitter best practices

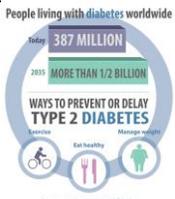
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Don't wait check your blood sugar today #diabetes
Tweet 2	Don't wait to sign up to volunteer at diabetes.org/volunteer @AmDiabetesAssn
Tweet 3	Type 2 diabetes can be prevented through a healthy diet. #type2diabetes
Tweet 4	Let's get healthy and beat diabetes! Visit https://www.healthypeople.gov/2020/topics-objectives/topic/diabetes website to learn more about national objectives, interventions & resources, and see a national snapshot. #diabetesawareness
Tweet 5	Diabetes is the leading cause of kidney failure, lower limb amputation, and adult-onset blindness. #diabetesawareness
Tweet 6	Diabetes affects an estimated 29.1 million people in the United States and is the 7th leading cause of death. #diabetesawareness
Tweet 7	African Americans, Hispanic/Latino Americans, American Indians, and some Asian Americans and Native Hawaiians and other Pacific Islanders are at particularly high risk for the development of type 2 diabetes. #diabetesawareness
Tweet 8	86 million American adults have blood glucose levels that greatly increase their risk of developing type 2 diabetes. #diabetesawareness
Tweet 9	Take a diabetes risk test! https://www.niddk.nih.gov/health-information/diabetes/overview/risk-factors-type-2-diabetes/diabetes-risk-test #diabetesawareness
Tweet 10	You are not alone. Visit the American Diabetes Association website in order to gain more information or to sign up to volunteer https://www.diabetes.org/ #diabetes

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.accu-chek.com/tools-tech/managing-the-high-cost-of-diabetes	Managing the High Cost of Diabetes	12/02/2019	Source: Accu-Chek
Instagram 2		https://www.dailyinfographic.com/diabetes-by-the-numbers-infographic	Diabetes by the Numbers	12/02/2019	Source: Daily Infographic
Instagram 3		https://www.who.int/mediacentre/infographic/diabetes/en/	Diabetes	12/02/2019	Source: WHO
Instagram 4		https://www.heart.org/en/healthy-living/healthy-lifestyle/my-life-check--lifes-simple-7/l7-blood-sugar-infographic	How to Manage Blood Sugar	12/02/2019	Source: American Heart Association
Instagram 5		https://www.cdc.gov/globalhealth/infographics/worldwide_diabetes.htm	People Living with Diabetes Worldwide	12/02/2019	Source: CDC

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#diabetesawareness
Hashtag 2	#type1diabetes
Hashtag 3	#lifestylechange
Hashtag 4	#type2diabetes
Hashtag 5	#insulin
Hashtag 6	#weightloss
Hashtag 7	#diabetes
Hashtag 8	#diabetescure
Hashtag 9	#diet
Hashtag 10	#disease

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=2TWelC6SHr8	This video describes what diabetes is, the differences between type 1 and type 2 diabetes, possible complications, and ways to manage the disease.	12/3/19	AR	NIH
Video #2		https://www.youtube.com/watch?v=HfHBvHQtJQg	This lifestyle change program can help you move in the right direction to prevent type 2 diabetes. Learn more: https://www.cdc.gov/diabetes/prevention/index.html	2/20/20	AL	Centers for Disease Control and Prevention
Video #3		https://www.youtube.com/watch?v=myem3alwgWc	Make small changes to your diet to stay healthy and control diabetes. For more on diabetes care, go to: http://www.nychealthandhospitals.org/...	12/3/19	AR	NYC Health and hospitals