Change the **numbers**.

Change the **story**.

A campaign guide to launch the T1D Index
Introduction

A first of its kind data simulation tool, the T1D Index measures and maps the human and public health impact of T1D.

The Index uniquely illuminates the human burden of T1D by highlighting "missing people" and "healthy years lost" to the condition. The T1D Index provides a rare perspective into the data behind T1D and the specific interventions that could change the story for people living with it.

The Index was developed collaboratively by JDRF, Life for a Child, International Society for Pediatric and Adolescent Diabetes (ISPAD), International Diabetes Federation (IDF), and Beyond Type 1. These organizations represent part of the diverse global diabetes community, and this coalition is committed to working together to expand this partnership.
According to the T1D Index, the number of people impacted by T1D will more than double by 2040. T1D has a profound human, emotional and financial burden for those who live with it - and that burden is rising rapidly.

Nearly 100 years after its discovery, insulin therapy paired with regular blood glucose testing is still the only widely accepted treatment for T1D.

Sadly, the high cost of insulin and blood glucose testing prevents millions living with diabetes in low- and middle-income countries from accessing these life-saving treatment regimes.
The data shows that 1 in 8 children globally who develop type 1 diabetes (T1D) die soon after onset. As well, 8.7 million people live with T1D today, and this number has been doubling every 15 years. If we stay on this path, by 2040, nearly 7 million people will be missing due to T1D.

Introducing the campaign

A powerful human story lies within the T1D Index's robust array of data and statistics.
Yet, despite these difficult truths we still have the power to change the story.

By bringing awareness to and taking action on the issues surrounding T1D, we can turn these numbers around, and write a new story.

A better one. Together.

We can change the story from mourning lives lost to T1D, to celebrating lives lived. From memorials to memories made. From obstacles to opportunities. From hardship to hope.
Because when we change the numbers, we change the story.
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1 Getting started

Identifying how you can use the data in the T1D Index to start a campaign by choosing an intervention and defining your goal.
Steps to get started

- Identify the intervention with the biggest impact
  (See slide 11)
- Define a clear campaign ask
- Team up with others
Before you start developing your campaign, we recommend using the T1D Index. The Index is designed to support, inform, and amplify your existing efforts leading to greater impact.

Use the Index to find country specific data and learn the effect the four different diagnosis and care interventions could have in your country.

The current state of Type 1 diabetes diagnosis and care greatly depends on what part of the world you are in.
The four interventions

These are the four ways we can change the story for people living with T1D.

- **Timely diagnosis**: Better education and training to accurately diagnose Type 1 diabetes
- **Insulin and test strips**: Access to insulin and blood glucose testing strips
- **Pumps and CGMs**: Access to technology that automates glucose monitoring and insulin delivery
- **Prevention and cures**: Further investment and research in emerging prevention, treatments and cures

Use the Index to identify the intervention with the biggest impact on your country.
Steps to get started

- Identify which of the four interventions will have the biggest impact

- **Define a clear campaign ask**

  A campaign ask is the high-level goal that informs every decision behind your campaign. It should clearly and boldly link the problem you’re trying to solve to a solution.

  For example: if your campaign focuses on diagnosis of T1D, you could ask primary health care providers in your community to promote resources that identify the symptoms of T1D.

- Team up with others
Steps to get started

- Identify the intervention with the biggest impact
- Define a clear campaign ask

**Team up with others**

The most successful campaigns rely on a strong network. To amplify your impact consider teaming up with organizations and other advocates who share your goals. Learn more about building a coalition through the info from the Prevention Institute at the link below.

Learn more
## How to get started worksheet (fill this in)

### The intervention with the biggest impact for my community is:
Replace this with one or two sentences that simply outline why this intervention is most important in your country or community.

### Team up with others
- List key partner organization / influencer / decision makers
- #1
- #2
- #3

## Define a clear campaign ask

<table>
<thead>
<tr>
<th>Audience</th>
<th>Need statement</th>
<th>Call to action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is the audience for your campaign? For example, People living with T1D, Healthcare Providers or Legislative Entities</td>
<td>Based on intervention, a statement that highlights the need in 5-7 words. For example: Primary Care Providers in France need better access to in-office diagnosis materials.</td>
<td>Based on need statement, in 3 words create a call to action for your audience(s). For example, Visit the Index Now, Sign our Pledge</td>
</tr>
</tbody>
</table>
You’ve laid the foundation for your campaign by identifying an intervention and main ask. Now, the next step is developing your guiding principles, key messaging and engagement ideas.
Campaign Principles

Tips to ensure your campaign is effective and credible.

Clear and specific objective
Limit your focus to one intervention and one campaign ask.

Incorporate the latest data
Use the T1D Index to back your campaign with rigorous data that creates urgency for your campaign.

Clear call to action
Make sure your audience has an avenue to support your campaign. What exactly do you want people to do?

Meet your audience
Figure out where your current and potential supporters already are and communicate with them there.
Messaging Matrix

This campaign revolves around three key messages (in blue below) that can all be used to make the case for your goal. For clarity and focus, use only the one “intervention” message (in grey to the right) that aligns with the intervention you chose in step 1.

**Key message 1**
Type 1 Diabetes is dangerous.

**Key message 2**
For the first time ever we have the data that can change the story of Type 1 diabetes.

**Key message 3**
By bringing awareness to Type 1 diabetes we can change the numbers and change the story.

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**Diagnosis message**
Better education and training could ensure more cases of T1D are accurately diagnosed. If the global population had access to timely diagnosis today, 668,000 more people could be alive in 2040.

**Insulin and strips message**
If the global population had access to insulin, test strips, and supported self-management, 1.98 million more people could be alive in 2040.

**Pumps and CGMs message**
If everyone living with type 1 diabetes had access to technologies that automate glucose monitoring and insulin delivery, 673,000 more people could be alive in 2040.

**Prevention and Cures message**
Research and investment in emerging prevention, treatments and cures is needed. 890,000 more people could be alive in 2040 if we found a cure.
Data to back your campaign

Data is a key component to your campaign. Below are globally relevant examples of how to position data to add validity to your campaign and goal. You can use these, but we recommend you find your country-specific data by using the country pages on the T1D Index website.

- The average person living with type 1 diabetes loses 32 healthy years of life to the condition.
- The number of people living with Type 1 Diabetes is doubling every 10-15 years.
- By 2040, type 1 diabetes will be responsible for 7 million lives lost, people who would otherwise still be alive today.
- For every 2 people living with Type 1 diabetes, 1 person has lost their life.
- 1 in 3 people living with Type 1 diabetes don’t make it to 55.
- 1 in 8 children with type 1 diabetes die without a diagnosis.
Bringing it together

Here’s an example of how your campaign could come together in a poster with all of the content you identified in steps 1 & 2.
Ideas to engage your audience

This section provides thought starters that you can use to get people involved in your campaign.

This post saves lives
A post to raise awareness about the symptoms of T1D to help diagnosis and save lives.

This poster changes the story
Amplify the message to new audiences and inspire action on the street.

Remember my story
Invite your audience to speak directly to those with the power to make public health decisions.

Write your own story
Make noise by inviting artists to re-interpret the data and gain some media attention.
This post saves lives

Education around diagnosis can help save up to 668,000 lives globally, so help us amplify life-saving, educational information.

**Step 1:**
Access the working files for the diagnosis social post [here](#). Use the T1D Index to update the artwork with the diagnosis statistics in your country.

**Step 2:**
Write copy for the post description that describes the most common symptoms that would help diagnose type 1 diabetes. You can use the call to action: “Simply being able to identify these symptoms can save 668,000 lives in [COUNTRY] by 2040. Visit the Index to learn more about type 1 diabetes and to take action.”

**Step 3:**
Post to your social media channels. Ask your audience to share with their networks via Whatsapp, email or social media. Encourage people to re-post the asset to gain the most reach possible.

What you’ll need: Social media account
Step 1:
Download the working files for the relevant Poster artwork [here](#). Customise the poster to make it more relevant for your local area (input country data or translate it to best suit your audience).

Step 2:
Print the poster using an at-home printer and recruit people to help you post them. You can also email the poster as a PDF to your network so they can print the posters at home and post them in their local area.

Step 3:
You and your network post the posters around your community. Ensure you ask for permission. Consider places like community halls, places of worship, healthcare clinics.

**What you'll need:** A printer, community, time.
Promise to remember my story

Encourage your audience to interact directly with those in power, by asking to be remembered when important public health decisions are being made. This not only highlights the issue with a human story, but puts public pressure on decision makers to change the story.

Step 1:
Download our Remember my Story guide. Identify local decision makers in your geography to target and ensure they are users of a social media platform.

Step 2:
Use the T1D Index to identify the key stats in your region to localise your campaign.

Step 3:
Repurpose one of the social assets here and asks your followers to share their personal story and tag the chosen target decision maker in their posts. Sample text: "If a loved one has type 1 diabetes, it’s likely they are part of this statistic. Share your story and tag @Decision Maker asking them to promise to remember you or your loved one when making public health decisions."

What you’ll need: Social media account, community manager to respond to followers
Use the hashtag #ChangeTheT1DStory to create a place to see all the conversations, updates and campaign wins.
Write your own story

To gain attention for your cause, sometimes you need to make some noise. Invite artists to personalise the data from the T1D Index. Artists will produce a song, story or piece of art with a percentage missing that brings to life a specific statistic about type 1 diabetes.

**Step 1:**
Identify artists, creators, writers, or people of influence in your current sphere that might be open to the idea of a collaboration of this scale. See slide 26 for more tips on engaging an influencer.

**Step 2:**
Include the relevant statistics in your brief to the artist. Ask the artist to create a piece of content that brings the data to life within their chosen medium. See examples on the right. Collaborate with the artist to craft the final piece of content.

**Step 3:**
Prepare a press release and disseminate it to local media. Consider hosting an event to launch the piece of content.

**What you’ll need:** Resource to engage local artists and content creators, conduct briefings on the local stats most relevant to your geography.
Getting media for your campaign

Getting traditional media outlets to cover your campaign can help to amplify your message. It is also a great way to attract policymaker's attention!

We recommend identifying a journalist working in your area that has reported on type 1 diabetes in the past.

Afterwards, use one of the media releases provided on the T1D Index's Resources page to inform them of what you're planning. **You should do this well before your campaign is launched.**

This way you can make sure that the launch of your campaign activation coincides with the journalist covering the Index and your work.
Customizing your campaign

The T1D Index is a global tool specifically designed to support advocates in every country. We recommend using the templates we provide but to customize them. You can do this in three ways:

**Data**
Use the T1D Index to find local, relevant data and statistics for your country.

**Images**
Use images that reflect your diverse audience.

**Translate**
Though campaign documents are provided in English, we recommend deploying them in whichever language best suits the intended audience.
3 Resources

Creative templates, examples of press releases and educational resources
Resources

We have provided free access to resources that will support your advocacy efforts.

The Index
Strong data is central to creating compelling campaign messaging. The News section of the website also contains inspiration and stories from around the world about how other organizations are using the T1D Index.

Learn more

Creative
We have ready-to-go creative assets available to download. On top of this we have Adobe and Canva templates that you can customize to best fit your campaign.

Learn more

Media
Getting media coverage, particularly on your campaign asks, is essential in making policymakers aware of your advocacy efforts. We have templates for media releases and advice to help with your media efforts.

Learn more
4 Contact Us

Contact details for questions and support
Contact

Unanswered questions?
Feel like you need further support, or want to talk through your approach to the campaign? We are here to help!

Contact hello@t1dindex.org and we will get back to you ASAP.

Hands on support
We are running regular workshop sessions to help you get the most out of the T1D Index, we'd love to see you there.

Join one of our upcoming workshops.

Keep us in the loop
We want to help support any of the campaigns that you run using the T1D Index.

Share your campaign wins and experiences at hello@t1dindex.org