



DIABETES AWARENESS MONTH

OFFICE OF POPULATION HEALTH
DIABETES PREVENTION AND EDUCATION PROGRAM



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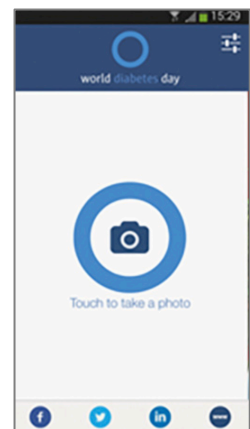
DIABETES AWARENESS MONTH

One of the ways to best get involved with Diabetes Awareness Month is to spread the word about diabetes and show support for those impacted by the condition. This social media and marketing tool kit is designed to raise heightened awareness about diabetes, its complications, and the Johns Hopkins Office of Population Health Diabetes Prevention & Education Program (DPEP).

LOGO

The blue circle is the global symbol for diabetes awareness. It signifies the unity of the global diabetes community in response to the diabetes epidemic.

The Blue Circle selfie app has been developed to raise diabetes awareness in an engaging way. It is available for [iOS](#) phones and tablets. You can take a selfie or a group picture with the blue circle and share it on social media using the hashtag #JHMWorldDiabetesDay or #JHMDPEP with a personal message.

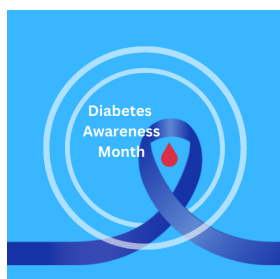


Please review the Johns Hopkins Medicine [Social Media](#) and [Photography](#) Guidelines.

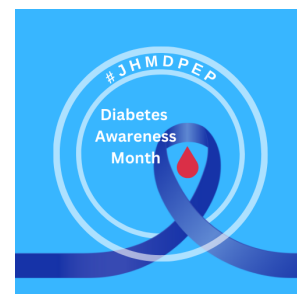
SOCIAL MEDIA

Profile Picture

Upload to your social media accounts one of the Diabetes Awareness Month profile pictures to help spread the word about diabetes and show your support.



[DOWNLOAD](#)



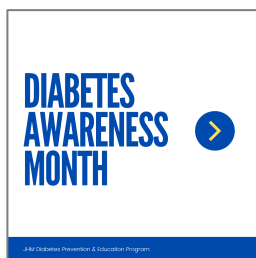
[DOWNLOAD](#)

Suggested Social Copy

Education is a critical part of both diabetes prevention and treatment. Help us dispel common misconceptions about the disease by posting content that reflects the facts.

- November is #DiabetesAwarenessMonth. What can you do to reduce your risk for #diabetes? Learn more: <https://bit.ly/3Fimdou>
- This #DiabetesAwarenessMonth learn how the JHM Diabetes Prevention & Education Program incorporates the needs and goals of people with diabetes to improve health outcomes. <https://hopkinsmedicine.org/DSMT> #DSMT #DiabetesManagement
- Have you or someone you know been affected by diabetes? This November, share your story to highlight the importance of taking action to address the condition and its complications. #DiabetesAwareness #PreventDiabetes #DiabetesManagement #ColorJHMBLue #DiabetesAwarenessAtHopkins
- November 14 is World Diabetes Day. Take this day to spread awareness on a condition that affects millions of people all over the world. #worlddiabetesday #WDD
- People with diabetes are twice as likely to develop heart disease as compared to those that do not have diabetes. <https://bit.ly/3gBoMaB> #diabetesawareness

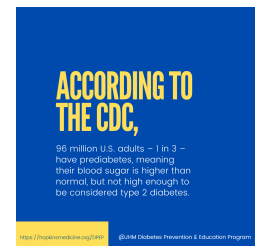
Carousel-Style Content



[DOWNLOAD](#)



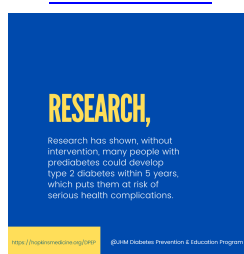
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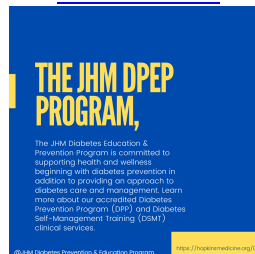
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Diabetes Prevention and Education Program Video



Full Length Video Link: <https://youtu.be/PVLwK0bYV1g>

Abbreviated Video Link: <https://bit.ly/3TKSClx>

People who have diabetes have an elevated risk for serious health complications such as kidney failure, stroke, heart disease and blindness. [Learn how](#) the Johns Hopkins Medicine Diabetes Prevention and Education Program helps patients prevent and manage the condition.

Recommended Hashtags

- #JHMDiabetesPrevention&Education
- #JHMDPEP
- #DiabetesAwareness
- #PreventDiabetes
- #DiabetesManagement
- #ColorJHMBLue
- #DiabetesAwarenessAtHopkins

For World Diabetes Day on November 14

- #JHMWorldDiabetesDay
- #JHMWDD

Diabetes Educator Videos



Healthy Life Style Choices During the Holidays

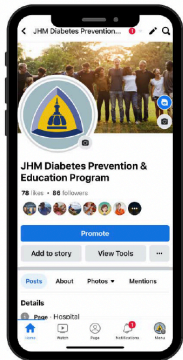
[DOWNLOAD](#)



Food Portions

[DOWNLOAD](#)

Diabetes Prevention and Education Program



Follow the [JHM Diabetes Prevention and Education Program Facebook](#) page for news and updates on diabetes.

DIABETES PLASMA SCREEN SLIDES

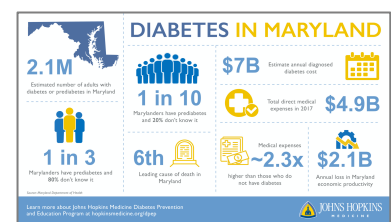
Display these slides on hospital plasma screens to encourage healthy habits, increase engagement and improve patient outcomes.



[DOWNLOAD](#)



[DOWNLOAD](#)



[DOWNLOAD](#)

WORLD DIABETES AWARENESS DAY – NOV. 14

November 14, 2022, is World Diabetes Day, and the theme is Access to Diabetes Care. The day allows us to share the message about the JHM Diabetes Prevention and Education Program (DPEP) and its commitment to supporting health and wellness, starting with an accredited diabetes prevention program. For people with diabetes, the program provides an integrative and comprehensive approach to diabetes care with diabetes self-management training clinical services.

Please share and tag the JHM Diabetes Prevention & Education Program (DPEP) or use the hashtag #JHMDPEP in any content posted, including photos and videos at the various planned events during November.

Wear Blue Day

Build awareness around diabetes by wearing blue on November 14. Take a selfie and share your picture on social with the hashtag #JHMWorldDiabetesDay or #JHMDDD or submit your pic to ksteph27@jhmi.edu.

DIABETES DANCE CHALLENGE

Calling all staff! Come – Step out and dance as we raise awareness around diabetes. In a group of 3-5 people, record a 30-second to a minute-long dance. Post your video on your Instagram account on World Diabetes Day, Monday, Nov. 14, by noon. Remember to tag Johns Hopkins Medicine in your post and include the hashtags #JHMDPEP, #diabetes, and #WDD. You have until 5 p.m., Friday, Nov. 25, to accumulate as many views to your post. The video with the most-views walk away with this year's DDC trophy.

First Prize – Catered lunch for the winning team

Second Prize – Holiday Gift Basket

Third Prize – Warm and Toasty Box Set

Brought to you by The Office of Population Health Diabetes Prevention and Education Program

Registration

1. Participants must complete the challenge [registration form](#) by 5 p.m. Friday, Nov. 11 and post a video on their Instagram account on Monday, Nov. 14 by noon.

Video

1. Video must be 30-second to a minute max
2. Using Instagram Reels [record](#) or [upload](#) your video
3. Add music to your video using [Instagram music library](#)
4. You may also can purchase license music through [Soundstripe](#)

Submissions

1. Participant/s must complete the [registration form](#) by 5 p.m. Friday, Nov. 11 to participate
2. Videos must be posted by Monday, Nov. 14 at 9 a.m.; late posts will not be considered
3. You have from Monday, Nov. 14 thru Friday, Nov. 25 to accrue as many views to your post.
4. Judges will tally the votes the week of Nov. 28 and announced the winner on Thursday, Dec. 1.

DIABETES AWARENESS MONTH EVENTS

- Diabetes and Obesity Webinar, November 9 | 1-2 .m. Location – Zoom, [Register](#)
- ADA State of Diabetes Event, November 10 | 10:30 a.m.-3 p.m. Location – Kaiser Center for Total Health, [Register](#)
- World Diabetes Day, A1C Testing Event at JHOC (Johns Hopkins Outpatient Center)
November 14 | 1 p.m.-4 p.m. Location – 1 Lobby
- World Diabetes Day, Outreach Event at Bayview
November 14 | 3 p.m.-7 p.m. Location – Knott Conference Room
- World Diabetes Day Tabling Event at Howard County General Hospital
November 14 | 11 a.m.- 2 p.m. Location – Cafeteria and 6-8 p.m. Location – Lobby
- World Diabetes Day Tabling Event at Suburban Hospital
November 14 | 11:30 a.m. to 1:30 p.m. Location – Hospital Lobby
- World Diabetes Day Tabling Event at Sibley Memorial Hospital
November 14 | 11:30 a.m. to 1:30 p.m. Location – Hospital Lobby
- JHM Diabetes Instagram Challenge: Share your video on Instagram on November 14
- The Johns Hopkins Office of Population Health Diabetes Prevention & Education Program
Webinar: November 30 | 12 p.m., [Register](#)

DIABETES WEBINAR – NOV. 30

A DIABETES AWARENESS MONTH WEBINAR: DECODING DIABETES

Webinar Date: November 30, 2022

Start Time: 12 pm EDT

End Time: 1 pm EDT

Location: (Conference Room) The Johns Hopkins Medicine Office of Population Health

Platform: Table discussion via Zoom and streamed to Facebook Live

In this webinar, experts from the Johns Hopkins Medicine Diabetes Prevention and Education Program will provide practical advice and pithy comments in a rapid-fire format as they take on trending topics in diabetes.

PARTICIPANTS

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Johns Hopkins Brancati Center for the Advancement of Community Care



[DOWNLOAD FLYER](#)



[DOWNLOAD DIGITAL GRAPHIC](#)

Tune-in to the interactive discussion to find answers and more.

Brought to you by the Johns Hopkins Office of Population Health Diabetes Prevention & Education Program

ZOOM/TEAMS BACKGROUND

In Zoom or Teams meetings, use the [Diabetes Awareness Month background](#) to show your support for the millions impacted with diabetes and to elevate the Johns Hopkins Medicine Diabetes Prevention and Education Program profile.

CALENDAR

Week of Oct. 31

- DPEP Video
- Diabetes Dance Challenge

Week of Nov. 7

- Diabetes Dance Challenge
- Diabetes Webinar
- Diabetes Educator Video

Week of Nov 14

- Diabetes Webinar
- Diabetes Educator Video

Week of Nov. 21

- Diabetes Webinar
- Diabetes Educator Video

Week of Nov. 28

- Diabetes Webinar
- Diabetes Educator Video
- Announcement of Diabetes Dance Challenge Winner