

# Take control of diabetes: Eat, move and monitor!

A toolkit to help employees better understand and manage diabetes



# Educate employees on diabetes

Diabetes can be a difficult disease to understand. It can go undiagnosed for years. It can lead to complications, including heart attack, stroke, kidney failure, lower limb amputations, nerve damage, and blindness.<sup>1</sup> It can worsen the effects of other diseases, such as tuberculosis, and can lead to premature death.<sup>1</sup>

In its 2016 report on diabetes, the World Health Organization reports on the alarming rise in diabetes, and the toll it is taking in human lives and the world economy:<sup>1</sup>

- Diabetes has been steadily increasing for the past three decades; in 2014, 422 million people were diagnosed with the disease
- 43% of all deaths attributable to high blood glucose occur prematurely, before the age of 70 years — an estimated 1.6 million deaths worldwide
- The largest number of deaths occur in upper-middle income countries
- Losses in GDP worldwide from 2011 to 2030 will total US \$1.7 trillion (including both the direct and indirect costs associated with diabetes)

Diabetes is the biggest challenge confronting Australia's health system.<sup>2</sup> In Australia:

- 280 Australians develop diabetes every day<sup>2</sup>
- Around 1.7 million Australians have diabetes<sup>2</sup>
- The total annual cost impact of diabetes is estimated at \$14.6 billion<sup>3</sup>

Type 1 diabetes cannot be prevented, but it can be managed. The majority of people with diabetes are affected by type 2 diabetes, which is largely preventable with lifestyle changes, awareness of risk factors and regular checkups.<sup>1</sup> Even if an employee has type 2 diabetes, it is a manageable disease which means your employees can avoid, delay or minimise the complications associated with diabetes.

Education can help everyone (even co-workers and supervisors without diabetes) better understand the disease. MetLife has created this campaign to support this education effort.

## What's in the toolkit?

- Campaign objectives
- Ideas for engaging employees
- Marketing materials (articles, email campaign, flyers, etc.)

### Campaign objectives:

- Educate employees on the causes and risk factors for diabetes
- Encourage employees to adopt lifestyle changes that can prevent type 2 diabetes
- Provide employees with information on how to manage their diabetes more effectively in order to avoid complications
- Create greater awareness of the global impact of diabetes

### Ideas for engaging employees in the campaign:

- Consider asking managers to send a personal note to promote the Take control of diabetes: Eat, move and monitor! campaign
- Plan a kick off event where the campaign flyers are displayed
- Plan an office wide walk to kick off the campaign
- Encourage and reward employees to share personal experiences in making better, healthier decisions

## Marketing Materials

### 1. Email campaign

- Banner
- Email templates

### 2. Short articles

- Common myths about type 2 diabetes
- Diabetes alert: What to look for at a glance
- Risk factors for type 2 diabetes

### 3. Flyers

- What is diabetes? Can I know for sure if I'll get it?
- It's your move: Exercise, eating and staying positive
- Living happily and healthily with diabetes

## What is MetLife 360Health?

MetLife 360Health defends you against serious illness, so you can live healthier for longer. MetLife recognises that we all need support, not just when faced with an accident or illness, but at all stages of our life.

A holistic, integrated suite of solutions covering tools, services and resources, MetLife 360Health complements our insurance products. It focuses on customers as both individuals and employees, taking into account mind, body, environmental and work factors.

It also aims to facilitate better health literacy, improve health support and deliver on improving health outcomes.

MetLife 360Health, your health partner.



1. World Health Organization, "Global Report on Diabetes," 2016
2. [www.diabetesaustralia.com.au/diabetes-in-australia](http://www.diabetesaustralia.com.au/diabetes-in-australia)
3. "The Cost of Diabetes in Adults in Australia", [www.ncbi.nlm.nih.gov/pubmed/23298663](http://www.ncbi.nlm.nih.gov/pubmed/23298663)

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