



# D·A·I·L·Y

DIABETES AWARENESS INFORMATION  
FOR LOVED ONES AND YOU

## Communications Toolkit

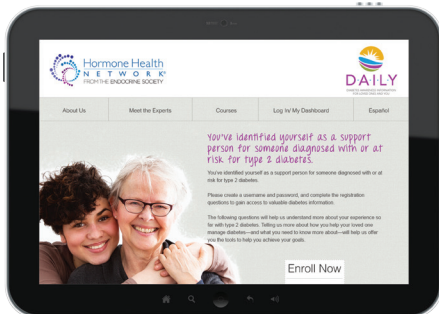
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## ABOUT D.A.I.L.Y.

D.A.I.L.Y. (DIABETES AWARENESS INFORMATION FOR LOVED ONES AND YOU) IS A NEW DIGITAL INTERACTIVE DIABETES EDUCATION TOOL FROM THE HORMONE HEALTH NETWORK.

This online platform is a multi-funded initiative to engage, activate and educate people with type 2 diabetes and members of the diabetes community to improve their knowledge, skills and confidence, enabling them to take increasing control of their own condition and integrate effective self-management strategies into their daily lives.

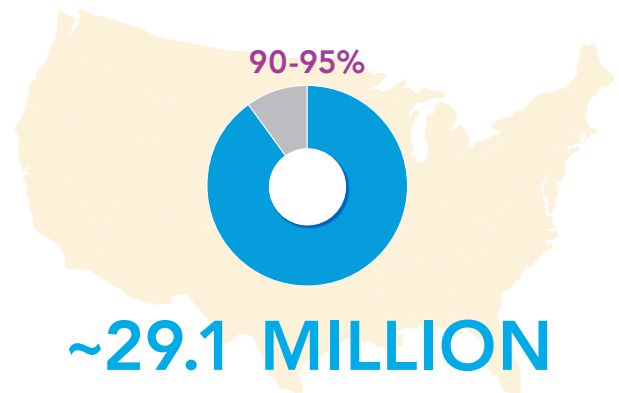


Currently, there is no online support community for type 2 diabetes patients and their families that focuses on how diabetes affects the entire family and how

patients can take an active role in managing their diabetes care. D.A.I.L.Y. will build a community of type 2 diabetes patients by providing access to experts who can address the full spectrum of issues for those newly diagnosed or living with diabetes, and those with diabetes complications.

D.A.I.L.Y. will offer a selection of courses focusing on topics ranging from the emotional components of diabetes; strategies for managing type 2 diabetes; and understanding treatment options (supported by Boehringer Ingelheim and Lilly Diabetes Alliance, and Janssen Pharmaceuticals). Each course will include assessments, videos, fact sheets, patient stories, case studies, and peer-to-peer resources.

D.A.I.L.Y. ADDRESSES A MAJOR HEALTH THREAT IN OUR COUNTRY TODAY:



APPROXIMATELY 29.1 MILLION PEOPLE HAVE DIABETES AND TYPE 2 DIABETES ACCOUNTS FOR 90% TO 95% OF DIAGNOSED CASES OF DIABETES IN ADULTS, ACCORDING TO THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC).<sup>1</sup>

7 MILLION

ANOTHER 7 MILLION PEOPLE HAVE TYPE 2 DIABETES AND DON'T EVEN KNOW IT, ACCORDING TO THE ENDOCRINE SOCIETY.<sup>2</sup>



ONE OUT OF THREE PEOPLE WILL DEVELOP TYPE 2 DIABETES AT SOME POINT IN THEIR LIFETIME.<sup>3</sup>

D.A.I.L.Y. RESPONDS TO THIS SOCIAL AND HEALTH ISSUE AND FOCUSES ON INSPIRING AMERICANS WITH DIABETES TO TAKE CONTROL OF THEIR CONDITION.



D.A.I.L.Y. ALSO PROVIDES TIPS FOR LOVED ONES TO SUPPORT PEOPLE WITH DIABETES, AND ULTIMATELY, IMPACT THE FUTURE HEALTH OF MILLIONS OF AMERICANS.



## D.A.I.L.Y. GOALS

Enroll individuals from diverse patient populations, particularly:

- Patients and caregivers who struggle with managing diabetes
- Individuals who are effective managers seeking additional resources and tips
- Detached patients who don't want to "deal" with their diabetes because they feel "fine" now and may be unaware of how their diabetes can change over time
- Elderly patients whose diabetes is complicated by other comorbidities

Empower patients, through a unique platform, with the day-to-day skills, strategies and resources necessary to live their best life possible with type 2 diabetes.

Increase patient adherence for better outcomes — and the ability to track each patient's journey.

Create an online community for D.A.I.L.Y. members to provide ongoing peer-to-peer support and encouragement and use existing HHN social media to augment the community.

Equip healthcare providers with D.A.I.L.Y. patient resources.

## REFERENCES

<sup>1</sup>National Diabetes Statistics Report. Centers for Disease Control and Prevention, 2014. <http://www.cdc.gov/diabetes/pubs/statsreport14/national-diabetes-report-web.pdf>

<sup>2</sup>Endocrine Society. *Endocrine Facts and Figures: Diabetes. First Edition.* 2015.

<sup>3</sup>Diabetes in the United States. Centers for Disease Control and Prevention. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention).

## INTRODUCING OUR D.A.I.L.Y. EXPERT PANEL



*"Get tips to share with family and friends. Enroll in this unique diabetes management program and gain access to tools that can be used to communicate better with your healthcare team and loved ones."*

-M. Carol Greenlee, MD, FACE, FACP



*"Created by experts for you. Developed by endocrinologists. As the leading experts in diabetes treatment, endocrinologists helped to develop program content to ensure patients and their loved ones receive the most trusted information. Meet the experts."*

-David Saxon, MD



*"Ready when and where you are. One hundred percent online and works on your computer or any mobile device. Navigate through the program all at once, or take a break and pick up where you leave off with our easy dashboard tool."*

-William H. Polonsky, PhD



*"It's your diabetes journey. Take an active role in your diabetes management. Our program provides resources that are tailored to individual patients' needs and that can be shared with health care professionals to encourage a collaborative approach to diabetes management."*

-T. Sean Vasaitis, PhD

Meet more of our experts by clicking here:

<http://www.hormone.org/about-us/volunteer/diabetes-you/diabetes-you>



Hormone Health  
NETWORK<sup>®</sup>  
FROM THE ENDOCRINE SOCIETY

## THANKS FOR SUPPORTING D.A.I.L.Y.

On **Friday, November 6, 2015**, the Hormone Health Network will be launching D.A.I.L.Y. (Diabetes Awareness Information for Loved Ones and You).

Health care professionals, patients, and caregivers can register to participate in D.A.I.L.Y. to receive access to educational materials, support, and so much more.

Your financial support of D.A.I.L.Y. has helped to make this program a reality. We have put together this toolkit to provide you with all of the resources you need to get started to share this new diabetes platform with your constituents:

- D.A.I.L.Y. Mega Messages
- Ideas to Get Involved
- Social Media Tips
- Sample Outreach Email
- Communications Timeline
- Press Release Template
- D.A.I.L.Y. Contact Information

## D.A.I.L.Y. MEGA MESSAGES

Use these mega messages when talking to constituents and help support D.A.I.L.Y.

- D.A.I.L.Y. (Diabetes Awareness Information for Loved Ones and You) is a new, free digital interactive diabetes education tool from the Hormone Health Network. It can be accessed at: [www.dailydiabetes.org](http://www.dailydiabetes.org)
  - The online initiative was developed with endocrinologists, who are leading experts in diabetes treatment, to engage, inspire and educate people with type 2 diabetes and members of the diabetes community.
  - Course content covers a range of areas, including the emotional components of diabetes; strategies for managing type 2 diabetes; understanding treatment options and adhering to treatment for optimal health.
  - The D.A.I.L.Y. platform works on any computer or mobile device. Users can navigate through the program all at once, or take a break and pick up where they left off with an easy dashboard tool.
  - A major focus of the platform is on caregiving. D.A.I.L.Y. features tips to share with family and friends who help or simply support loved ones with type 2 diabetes. D.A.I.L.Y. offers tools that can be used to improve communication among family, friends and health care professionals.
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## IDEAS TO GET INVOLVED

Below are some examples of ways your organization can activate to help support and spread the word about D.A.I.L.Y. Remember to check our website for the latest ideas, trends, and tips to support D.A.I.L.Y. launch.

### Get Social

- Activate your social media constituency to talk about D.A.I.L.Y.
- Celebrate diabetes heroes and healthcare professionals on social media.
- Email your constituents to educate them about D.A.I.L.Y. and invite them to participate.
- Create a D.A.I.L.Y. video with your diabetes community, or staff. Share on YouTube and social media using the hashtag #DAILYdiabetes
- Brand your personal and organizational social media accounts with #DAILYdiabetes graphics and be an ambassador for D.A.I.L.Y.

## SOCIAL MEDIA TIPS

Social media is key to making sure the D.A.I.L.Y. message grows and reaches new audiences! Remember to tag @HormoneHealthN and @TheEndoSociety using #DAILYdiabetes.

### Suggested Facebook posts:

- The Hormone Health Network, part of The Endocrine Society, is pleased to offer and announce the launch of our new, FREE educational online #diabetes tool called Diabetes D.A.I.L.Y. For more information or to take the course, please visit [www.dailydiabetes.org](http://www.dailydiabetes.org) #type2diabetes
- Have Type 2 Diabetes? The Hormone Health Network has some valuable advice for you and your loved ones! Visit our newly launched FREE course called D.A.I.L.Y. online at [www.dailydiabetes.org](http://www.dailydiabetes.org) to learn more about the disease and how to best manage. Tips included for patients and caregivers #type2diabetes
- Wondering what you should eat to help manage your #type2diabetes? Hormone Health Network can help! Take our free, online #DAILYdiabetes course by visiting [www.dailydiabetes.org](http://www.dailydiabetes.org).

### Suggested Twitter posts:

- .@HormoneHealthNetwork, part of @TheEndoSociety, LAUNCHES new, FREE online #diabetes course D.A.I.L.Y. Diabetes @ [www.dailydiabetes.org](http://www.dailydiabetes.org)
  - Have or know someone with #Type2Diabetes? @HormoneHealthN has NEW, FREE course called #DAILYdiabetes NOW online @ [www.dailydiabetes.org](http://www.dailydiabetes.org)
  - What should u eat to help manage #type2diabetes? @HormoneHealthN can help! Try our free #DAILYdiabetes course <http://ow.ly/Tm6bX>
  - What to eat to manage #type2diabetes? @HormoneHealthN has new free, online #DAILYdiabetes course to help educate [www.dailydiabetes.org](http://www.dailydiabetes.org)
  - @HormoneHealthN NEW, FREE educational #diabetes course for people with #type2diabetes #DAILYdiabetes Check it out @ [www.dailydiabetes.org](http://www.dailydiabetes.org)
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## SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as a part of your outreach for D.A.I.L.Y. This can be sent to staff, diabetes community, and partners to get them involved in supporting D.A.I.L.Y.

*Feel free to copy, paste, or adjust as you see fit for your organization.*

Dear \_\_\_\_\_,

On Friday, November 6, 2015, the Endocrine Society's Hormone Health Network is launching a new interactive online diabetes education course for type 2 diabetes patients, those at risk for diabetes, and caregivers.

The course will provide access to tools that can be used to communicate better with your healthcare team and loved ones. We would like to invite you to take a few minutes now to explore [D.A.I.L.Y.](#) and check back often for more updates.

There are many ways that you can get involved. Some ideas include:

1. Use the hashtag #DAILYdiabetes to talk about D.A.I.L.Y. and to share with your network.
2. Help spread the word about D.A.I.L.Y. Join the e-mail list by visiting [www.dailydiabetes.org](http://www.dailydiabetes.org) to receive updates, course information, and the latest graphics and tools to share on your social media channels.
3. Share your story using the hashtag #DAILYdiabetes so others can learn about how you support someone with diabetes or how you manage your own diabetes.

## 2015 COMMUNICATIONS TIMELINE

Use this timeline to build your marketing plan and to send us your stories so we can feature them in our communication channels.

<b>NOVEMBER 1</b>	Build the drumbeat for #DAILYdiabetes with stories and highlights
<b>NOVEMBER 6</b>	D.A.I.L.Y. Site Launch – Track 1 ( Live!
<b>NOVEMBER 13</b>	D.A.I.L.Y. Track 2 Live!
<b>NOVEMBER 20</b>	D.A.I.L.Y. Track 3 Live!
<b>NOVEMBER 25</b>	D.A.I.L.Y. Track 4 Live!

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## SAMPLE PRESS RELEASE

Contact:

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

### **The Endocrine Society and Hormone Health Network Launches First-of-its-Kind Free Digital Type 2 Diabetes Education Tool**

*--The Diabetes D.A.I.L.Y. Course Educates People with Type 2 Diabetes and Their Loved Ones to Better Manage and Control Diabetes—*

**Washington, D.C., November X, 2015** – The Hormone Health Network, part of The Endocrine Society representing more than 18,000 physicians and scientists, today announced the launch of its new, free digital interactive diabetes education tool for people with type 2 diabetes and their loved ones, caregivers and families called D.A.I.L.Y. (Diabetes Awareness Information for Loved Ones and You). Developed by endocrinologists, who are leading experts in diabetes treatment to help people take control of their condition and better manage their diabetes every day, D.A.I.L.Y. can be accessed at [www.dailydiabetes.org](http://www.dailydiabetes.org) at no cost. Funding for the platform was provided in part by Boehringer Ingelheim, Lilly Diabetes Alliance and Janssen Pharmaceuticals.

“The diabetes D.A.I.L.Y. course fills an unmet need for people with type 2 diabetes and their caregivers and loved ones with a unique, one-stop resource that offers easy-to-use tools that work on any mobile platform and accessible at anytime, anywhere,” says Henry Anhalt, DO, Hormone Health Network Committee Chair. D.A.I.L.Y. is a trusted resource to help patients and loved ones to build a collaborative network with their medical experts to support in the management of their type 2 diabetes.”

“To help people with type 2 diabetes and their family members and loved ones to be more involved and become active participants in diabetes management, this diabetes D.A.I.L.Y tool is a resource that has been a long time coming,” says T. Sean Vasaitis, Ph.D., Assistant Professor of Pharmaceutical Sciences at the University of Maryland, Eastern Shore and one of the members of the D.A.I.L.Y. Expert Panel. The program is unique in that it provides resources tailored to the individual patients’ needs and can be shared with health care professionals to with more informed medical decisions on behalf if the patient.”

D.A.I.L.Y. offers a selection of courses focused on four topics:

- Healthy Behaviors/Type 2 Diabetes Myths
  - Type 2 Diabetes Treatments
  - Healthy Eating & BMI Calculator
  - Physical Activity & Exercise
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Each course includes assessments, videos, fact sheets, patient stories, case studies and health care professional resources.

D.A.I.L.Y. was created by a leading group of diabetes experts and endocrinologists to help educate people with type 2 diabetes and improve their confidence to take a more active role in their diabetes management. Its strong community component inspires those with type 2 diabetes, family members and caregivers to share information with one another. D.A.I.L.Y. will also provide access to the experts who can address the full spectrum of issues for those newly diagnosed or living with diabetes as well as those with diabetes complications.

### About Diabetes and Type 2 Diabetes

- D.A.I.L.Y. addresses a major health threat in our country today:
  - Diabetes is a common medical condition in which the body has abnormally high levels of blood sugar (glucose). With type 2 diabetes, the body does not make or use the hormone insulin properly.
  - Approximately 29.1 million people have diabetes and type 2 diabetes accounts for 90% to 95% of diagnosed cases of diabetes in adults, according to the Centers for Disease Control and Prevention (CDC).<sup>1</sup>
  - Another 7 million people have type 2 diabetes and don't even know it, according to The Endocrine Society.<sup>2</sup>
  - One out of three people will develop type 2 diabetes at some point in their lifetime.<sup>3</sup>

### About the Hormone Health Network

Established by The Endocrine Society in 1998, the Hormone Health Network (HHN) is the leading national patient education resource on endocrine-related disorders and other women's health topics, such as diabetes, menopause and healthy living. Our mission is to help patients have more informed discussions with their healthcare providers about hormones and related diseases and treatments. We accomplish this by working with more than 18,000 industry experts to provide up-to-date, clinically accurate information in a variety of engaging and patient-friendly resources, including:

- Questions and Answers patient fact sheet series
- Patient Guides
- Menopause Map
- *Cooking for Pleasure, Healthy for Life*
- *Diabetes D.A.I.L.Y. (Diabetes Awareness, Information for Loved Ones and You)* innovative course
- *Hormone Hotline* e-update

#### References

<sup>1</sup>National Diabetes Statistics Report. Centers for Disease Control and Prevention, 2014.

<http://www.cdc.gov/diabetes/pubs/statsreport14/national-diabetes-report-web.pdf>

<sup>2</sup>The Endocrine Society. Endocrine Facts and Figures: Diabetes. First Edition. 2015.

<sup>3</sup>Diabetes in the United States. Centers for Disease Control and Prevention. [www.cdc.gov/diabetes/prevention](http://www.cdc.gov/diabetes/prevention).

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## QUESTIONS OR IDEAS

Feel free to get in touch with the Hormone Health Network team:

## GENERAL INQUIRES

### **General Inquires:**

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Manager, Strategic Partnerships

### **Partnership Inquiries:**

Cheretta A. Clerkley, MBA, CASE, CME  
Director, Hormone Health Network

### **Press Inquiries:**

Jenni Glenn Gingery  
Associate Director, Media Relations

### **Follow us on Facebook and Twitter**

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**For more information visit [hormone.org](http://hormone.org).**

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