

# 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)

Another source goes deeper into the cost of diabetes on U.S. employers:<sup>2</sup>

- People with diabetes have medical expenditures that are approximately 2.3 times higher than those without diabetes
- Insurers report spending \$5,000 a year for a member with pre-diabetes, \$10,000 per member with diabetes with no complications, and \$30,000 for an employee with diabetes complications

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 minimize 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 kickoff 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

1. World Health Organization, "Global Report on Diabetes," 2016
2. Northeast Business Group on Health, "Moving the Needle on Diabetes: The Employer Perspective," November 2014

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