

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.¹ It can worsen the effects of other diseases, such as tuberculosis, and can lead to premature death.¹

In 2020, the World Health Organization reported on the alarming rise in diabetes, and the toll it is taking on human lives:¹

- Diabetes has been steadily increasing for the past three decades; in 2014, 422 million people worldwide were diagnosed with the disease
- In 2016, an estimated 1.6 million deaths were directly caused by diabetes
- Every year, millions of deaths are attributable to high blood glucose through an increased risk of cardiovascular and other diseases
- The largest number of deaths occur in low- and upper-middle income countries

Another source goes deeper into the cost of diabetes in the U.S. and globally:²

- The total direct cost of diabetes in the U.S. was \$237 billion in 2017
- It is estimated the global cost of diabetes will increase from \$1.3 trillion in 2015 to between \$2.1 and \$2.5 trillion in 2030

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.^{1,3} 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, "Diabetes," accessed at www.who.org/diabetes, May 15, 2020
2. Riddle, MC, "The cost of diabetes care – an elephant in the room." *Diabetes Care* 2018 May; 41(5): 929-932
3. American Diabetes Association, "Standards of Medical Care in Diabetes - 2020," *Diabetes Care*, January 2020

The information and materials included in MetLife's Health and Wellness Information Library, including all toolkits, modules, template communications, text, charts, graphics and other materials, (collectively, the "Content") are intended to provide general guidance on health and wellness matters and are not, and should not be relied on as, medical advice. While the Content is based on resources that MetLife believes to be well-documented, MetLife is not responsible for the accuracy of the Content, and you rely on the Content at your own risk. Each person's condition and health circumstances are unique, and therefore the Content may not apply to you. The Content is not a substitute for professional medical advice. You should always consult your licensed health care professional for the diagnosis and treatment of any medical condition and before starting or changing your health regimen, including seeking advice regarding what drugs, diet, exercise routines, physical activities or procedures are appropriate for your particular condition and circumstances.

