

WORLD HEALTH DAY 2016

SOCIAL MEDIA

Description/Objectives: The focus of WHO's World Health Day 2016 is Diabetes with the goal to scale up prevention, strengthen care and enhance Surveillance.

The WHO's main objectives of World Health Day 2016 campaign is to:

1. Increase awareness about the rise in diabetes and its staggering burden and consequences, in particular in low- and middle-income countries;
2. Trigger a set of specific, effective and affordable actions to tackle diabetes. These will include steps to prevent diabetes and diagnose, treat and care for people with diabetes; and
3. Launch the first Global Report on Diabetes, which will describe the burden and consequences for diabetes and advocate for stronger health systems to ensure improved surveillance, enhanced prevention and more effective management of diabetes.

Source: <http://www.who.int/campaigns/world-health-day/2016/en/>

The focus for the World Coalition on Adult Vaccination's key social media messages is to support WHO's first objective of increasing awareness about the rise, burden and consequences of diabetes as well as demonstrate the importance of vaccination for people living with diabetes.

SAMPLE FACEBOOK KEY MESSAGES

1. About 350 million people worldwide have #diabetes, a number that will double in the next 20 years. Diabetes has long been perceived to be associated with an increased risk of infection and worse health outcomes. The incidence of hospitalization and death are consistently elevated in people with #diabetes compared to people without diabetes, during both influenza epidemics and non-epidemic years. Learn more about what vaccines you should receive if you have #diabetes on Immunization Action Coalition's website: <http://www.immunize.org/catg.d/p4043.pdf>
2. Despite the potential for impaired immune function, most people with #diabetes are capable of generating adequate responses from vaccination to be protected. Morbidity and mortality associated with influenza and pneumonia are reduced in people who have received appropriate vaccination for each of these infectious diseases. Get vaccinated today! #Vaccines4Life
3. The World Coalition on Adult Vaccination is working to improve global adult vaccination uptake rates by increasing awareness, advocating and educating the public on the importance of being fully vaccinated. Ensuring people with #diabetes are vaccinated will decrease the risk of serious illness, incidence of hospitalizations, complications and death. Learn more about the World Coalition on Adult Vaccination here: <http://www.ifa-fiv.org/first-edition-world-coalition-adult-vaccination-newsletter-just-released/>
4. There are a number of factors that increase the risk of pneumonia: Age – adults over 65 years of age and young children are more susceptible, chronic medical conditions like #diabetes and a weakened immune system. It is important that individuals with increased risk of pneumonia and family members living or in contact with individuals who are high risk get vaccinated!
5. People living with type 1 and type 2 #diabetes mellitus have higher rates of acquiring hepatitis B than the general population. For unvaccinated adults with #diabetes who are 60 years and older, the Center for Disease Control's (CDC) Advisory Committee on Immunization Practices

(ACIP) recommends hepatitis B vaccination at the discretion of their health care provider.
#Vaccine4Life

6. People with #diabetes are 3.2 times more likely to contract tetanus than nondiabetics. Also, the case morality among diabetes is 44% as opposed to 28% for nondiabetics. Learn more about the Tdap and Td vaccine along with other important vaccinations for adults with #diabetes on IAC's Adult Vaccinations for Adults with Diabetes Chart:
<http://www.immunize.org/catg.d/p4043.pdf>
7. People with #diabetes are more susceptible to infection from vaccine-preventable diseases; some include influenza, pneumonia, shingles and tetanus. Pneumonia is the most frequent cause of death due to infection in Europe. Each year in the United States, pneumococcal disease kills thousands of adults, including 18,000 adults aged 65 years and older. Thousands more end up in the hospital due to severe infections of the lungs (pneumonia), bloodstream (bacteria) and lining of the brain and spinal cord (meningitis). The best way to prevent pneumococcal disease and many other vaccine preventable diseases is to get vaccinated!

SAMPLE TWITTER MESSAGES

Hashtags

1. #diabetes
2. #Vaccine4Life

Sample Tweets

1. Mark your calendars! World Health Day: Beat Diabetes is on April 7th! #diabetes
2. Do you have #diabetes & wonder which vaccinations you should have to protect your health? Check out IAC's chart: <http://www.immunize.org/catg.d/p4043.pdf>
3. About 350 million people worldwide have #diabetes & is predicted to become the 7th leading cause of death in the world by 2030
4. The odds of developing acute hepatitis B are estimated to double in patients with #diabetes compared to those without #Vaccine4Life
5. Most people with #diabetes are capable of generating a good response to vaccination protecting them from preventable diseases #Vaccine4Life
6. Morbidity & mortality associated with influenza & pneumonia are reduced in people with #diabetes who received appropriate vaccination
7. ACIP, @CDCFlu and @AmDiabetesAssn both recommend annual influenza vaccination for individuals with #diabetes #Vaccine4Life
8. Flu can cause serious complications in people with chronic diseases #diabetes & can be fatal for older adults #Vaccine4Life
9. Number of factors increase the risk of pneumonia: Age - 65 years and older & weakened immune systems & chronic conditions #diabetes
10. #diabetes mellitus is often associated with cardiovascular/renal dysfunction, increasing risk of severe pneumococcal illness #Vaccines4Life
11. People with #diabetes are 3.2 times more likely to contract tetanus than nondiabetics #Vaccine4Life
12. The World Coalition on Adult Vaccination is working to improve global adult vaccination rates globally #Vaccine4Life <http://www.ifa-fiv.org/first-edition-world-coalition-adult-vaccination-newsletter-just-released/>