

#79 IDF EUROPE ADVOCACY & COMMUNICATIONS TOOLKIT, INTERNATIONAL DIABETES FEDERATION EUROPE.

INTERNATIONAL DIABETES FEDERATION

Toolkit, 2011

Topic for advocacy HEPA - Physical Activity and Health / Advocacy

https://issuu.com/idfeurope/docs/idf_europe_advocacy_and_communicati

Description of the good example

Toolkit helps to establish advocacy for organisations working with diabetes. It provides a step-by-step guideline which will help you develop key messages, establish advocacy and run a campaign.

Target - Who can best use this example or document?

Organisations working with people with diabetes.

Learning points - What can we learn from it?

You will be provided with a 9-step guide on how to develop your own advocacy and communications strategies tailored to your own context and environment. Although these steps complement each other, your advocacy initiatives will not necessarily have to include all of them. The clearly divided steps will allow you to focus directly on the aspects of advocacy, in order to achieve the results according to your needs, your goals and your environment.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

This guide offers valuable information that will support you in developing a powerful advocacy strategy to improve the lives of people with diabetes and to hold policy makers accountable. Advocacy plays a key role in the agenda setting of every decision-maker (be it a politician, a government or an institution) and in monitoring their commitments on a particular issue.

Further information

International Diabetes Federation

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<https://www.idf.org/>