

EUROPEAN ELECTIONS JUNE 6-9 2024:

THE ROLE OF EUDF
AND THE DIABETES
COMMUNITY IN
RAISING DIABETES
ON THE POLICY
AGENDA



TAKE A STAND FOR
THE DIABETES
COMMUNITY

DIABETES COMMUNITY PLEDGE

Welcome and opening remarks,
raising diabetes on the European
policy agenda

Stefano Del Prato



TAKE A STAND FOR
THE DIABETES
COMMUNITY

TAKING EUROPEAN ACTION ON DIABETES TO THE NEXT LEVEL

- The **Diabetes Community Pledge** has been developed by a broad coalition of organisations working in the field of diabetes and supporting people with diabetes (PwD) ahead of the **6-9 June 2024 European parliamentary elections**
- This is a critical moment for setting the EU policy agenda



DIABETES: WHAT DO YOU KNOW?

Diabetes is a chronic condition that occurs when the pancreas can no longer make insulin or the body cannot effectively use insulin. There are many forms of diabetes but over 90% of cases are due to the three main types:



Type 1

An autoimmune disease that can develop at any age and requires insulin treatment for survival. The pancreas makes little or no insulin



Type 2

Accounts for around 90% of all diabetes and is more common among adults



Gestational

Occurs with high blood glucose during pregnancy and can cause complications for both mother and child

For all types of diabetes, risks can be reduced if the condition is **detected early** and **well managed**

DIABETES: WHAT DO YOU KNOW?

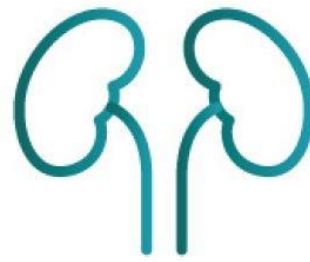
When the body cannot produce or use insulin effectively, this leads to high blood glucose levels, called hyperglycaemia. **Uncontrolled diabetes can lead to many complications**, including (but not limited to):



1/3 PwD will develop some form of **vision loss** during their lifetime



A **lower limb** is lost to diabetes somewhere in the world **every 30 seconds**



PwD are **10x** more likely to suffer **kidney failure**



PwD are up to **3x more likely** to develop **cardiovascular diseases**

For all types of diabetes, risks can be reduced if the condition is **detected early** and **well managed**

DIABETES COMMUNITY PLEDGE

What are we asking for?

Diabetes Pledge for the European
Elections

Niti Pall



TAKE A STAND FOR
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DIABETES COMMUNITY PLEDGE FOR THE 2024 EUROPEAN ELECTIONS

1 Early detection

Ensure timely diagnosis and alert people at risk



3 Empowering people

Address lack of awareness and understanding about diabetes



2 Equitable high-quality care

Provide the right treatment for the right person at the right time



4 Embracing science and technology

Harness their untapped potential to deliver effective and tailored care for PwD and those at risk



1

EARLY DETECTION

Ensure timely diagnosis and alert people at risk



Early detection and diagnosis are essential for diabetes management, enabling timely treatment, the avoidance of serious complications and improved health outcomes and quality of life

Taking action:

- Call on Member States to introduce **health check programmes** in all age groups for all types of diabetes and their most frequently associated co-morbidities (such as cardiovascular and kidney disease)
- Set up **monitoring pathways** to prevent metabolic, neurocognitive and other health risks
- Enhance **primary and community care** with the aims of identifying PwD and those at risk in all age groups so as to manage the disease early. It is crucial to set up a continuous quality improvement programme to evaluate the follow-up of implementation strategies and detect new areas of improvement

2

EQUITABLE HIGH-QUALITY CARE



Provide the right treatment for the right person at the right time

Many policy barriers prevent PwD from accessing the best care options. We need to tackle inequalities in diabetes care access both within and between countries across the EU

Taking action:

- Ensure equitable and affordable access to the required **medicines, supplies, devices and digitally-enabled technologies**, such as glucose monitoring and insulin delivery systems, across Member States
- Provide PwD with integrated care pathways to have **timely access to the most appropriate management options** based on their personal needs, preferences and circumstances, as well as the latest guidelines
- **Train HCPs and strengthen their capacity** to support PwD in both primary and secondary care in line with their needs, preferences and with the most appropriate treatments and technologies
- Adapt financing systems to overcome silo budgeting barriers and facilitate **integrated and people-centred care**
- **Overcome therapeutic inertia** and increase glycaemic control to avoid complications and the risk of reduced quality of life

3

EMPOWERING PEOPLE



Address lack of awareness and understanding about diabetes

By being treated as equals in both care and regulatory processes, PwD can be empowered to manage their condition and flourish as fully productive and participating members of society

Taking action:

- Support **shared decision-making** between PwD and HCPs
- Put PwD at the centre of **research, regulatory, policy and evaluation processes** affecting them
- Provide PwD with **self-management education** and **peer support**
- Sensitise HCPs regarding the harms of **stigmatisation**

4

EMBRACING SCIENCE AND TECHNOLOGY



Harness their untapped potential to deliver effective and tailored care for PwD and those at risk

Science and technology open vast new possibilities for preventing diabetes and caring for the rising number of PwD, including through improved data collection, self-management and treatments

Taking action:

- Invest in **digital innovation** and develop a best practice pathway in health systems and diabetes care to accelerate access to medical technologies, self-standing digital solutions (such as apps and AI) and digital services
- Enhance the **collection of clinical data**, including real-world evidence (RWE), and use of common indicators across Member States. This should include measurement and registration of outcomes by introducing standard outcome sets and outcomes-focused registries across the EU
- Fund **diabetes research** under EU research programmes, for example to address unmet needs and leverage digitally-enabled medical technologies, solutions and services for diabetes care and improved disease management. The full participation of PwD and their representatives in such projects should be ensured

DIABETES COMMUNITY PLEDGE

How can you support the diabetes
election campaign?

Toolkit for countries

Bart Torbeyns



TAKE A STAND FOR
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PLEDGE FOR THE EUROPEAN ELECTIONS

TOOLKIT FOR COUNTRIES



To support EUDF members in engagement activities, we are developing a **Campaign Toolkit**, which will include:

- **Translation** of the Pledge into DE / FR / IT / ES / PL / RO / NL
- **Talking points**, including an elevator pitch & key messages. These can be further tailored for each Member State and stakeholder
- Country-specific **facts & figures**
- **Cover letter templates** for MEPs and MPs
- **Training for EUDF Members & Country Champions** on public affairs training & content of the Pledge
- **Best practice document** with 'dos and don'ts' of policymaker outreach
- **Social media content**, including draft posts, videos etc.

The Campaign Toolkit can be further tailored for each Member State and stakeholder

PLEDGE FOR THE EUROPEAN ELECTIONS CAMPAIGN @ EUROPEAN LEVEL

- **Face-to-face meetings** in Brussels
- Development of MEP **distribution list** and **dissemination of the Pledge**
- **Social media campaign**, testimonials with our members, Pledge visuals
- **Videos** – intro / early detection / equitable high-quality care / empowering people / embracing science and technology
- Breakfast with **journalists** POLITICO/EURACTIV
- Publication in **Parliament Magazine**
- Monitoring of relevant **speaking opportunities**
- Opportunity to write **blogpost** for EFPIA Diabetes Platform and MTE Diabetes Sector Group

PLEDGE FOR THE EUROPEAN ELECTIONS CAMPAIGN @ NATIONAL LEVEL

- Leveraging **existing events & conferences** to engage with country politicians:
 - ATTD Florence – March 2024
 - SFD Toulouse – March 2024
- Face-to-face meetings in country / **‘country days’** in Brussels
- Development of MEP **distribution list** and **dissemination of the Pledge**
- **Engagement with several countries** to explore interest in joint event

THE UNITED DIABETES COMMUNITY

The **Diabetes Community Pledge** has been developed and is supported by the **united Diabetes Community**:

**Member
Organisations:**



**Supporting
Collaborators:**



GET IN TOUCH!

Do not hesitate to **reach out to us** if you would like to know more or to **join our advocacy and awareness-raising campaign** ahead of the June 2024 European parliamentary elections

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| FOLLOW THE ACTIVITIES OF EUDF AND VISIT THE EUDF BOOTH

Five Priorities
for Advancing
Integrated Care



Diabetes
Registries

Enabling high quality diabetes care



The Promise
of Digital Tools
in Diabetes

A roadmap for apps

