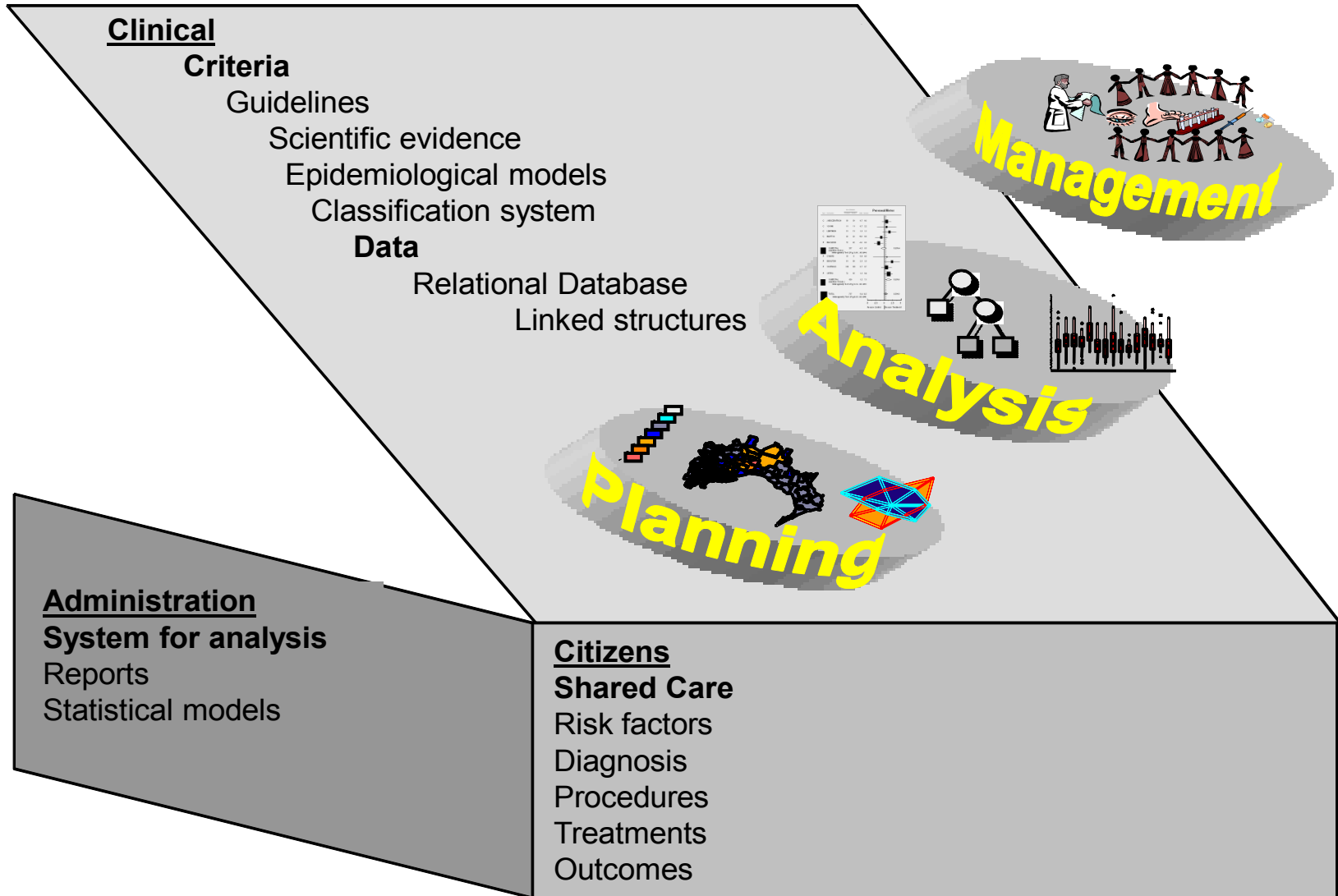


Design for Multilevel outputs



BCD CAMPAIGN: THE CHALLENGE

1. IS IT POSSIBLE TO EDUCATE AND CREATE AWARENESS IN A CORRECT AND EVIDENCE BASED WAY ON A DIFFICULT TOPIC SUCH AS GOOD DIABETES CONTROL?
2. IS IT POSSIBLE TO BUILD AN EFFECTIVE ALLIANCE AMONG ALL THE STAKEHOLDERS OF THE DIABETES DISEASE MANAGEMENT?
3. IS IT POSSIBLE TO HAVE THE ATTENTION OF MEDIA, INSTITUTIONS AND POPULATION ON SUCH A COMPLEX SUBJECT?

BCD = Buon Compenso del Diabete



Italian awareness campaign on Good Diabetes Control An evidence based Campaign

BCD Campaign is a **multi-phase, multi-target, multi-media communication campaign** to promote a **better/stricter diabetes control approach** across all the stakeholders of the diabetes disease management process as the **best means to reduce complications** according to medical evidence.

The campaign is promoted as a pilot project by **IDF** (International Diabetes Federation) and its Italian affiliates (**AMD and SID - the scientific associations; AID FAND and ANIAD, voluntary associations**) and is supported by **sanofi-aventis** through an unrestricted grant.

The campaign is in line with the **UN, Unite for Diabetes** objectives and received the formal **patronage by the Italian Ministry of Health**.

GOOD DIABETES CONTROL



**... A MULTI-TARGET,
MULTI-LEVEL
AND MULTI-PHASE**

EVIDENCE BASED AWARENESS CAMPAIGN

TO PROMOTE

DIABETES CONTROL

**AMONGST DIABETOLOGISTS, GPs, PEOPLE WITH
DIABETES, PUBLIC OPINION, PAYERS, INSTITUTIONS**

Filling the Italian gap

- Promoting an Alliance among all the players involved in the disease management process as well as developing an awareness campaign with their help.
- Spreading the importance of the glycated haemoglobin in all target groups: diabetologists, GPs, people with diabetes, public opinion in order to promote a better metabolic control.



An innovative project

- An IDF's pilot project in line with the UN's resolution on diabetes.
- Developing a new concept of campaign which focuses more on the "overall good diabetes control" than on the "HbA1c<7%" concept, which could be restrictive and controversial.



An evidence-based campaign

1st PHASE in 2006

Creating the Alliance to promote the GDC Campaign and securing evidence-based foundations for the campaign.

2nd PHASE in 2007

Extending the Alliance to GPs to promote the GDC Campaign.

3rd PHASE in 2008

Involving the Institutions in the Alliance to promote the high value of a good diabetes control towards the general public.



International Diabetes Federation



With the unconditional grant of

sanofi aventis

La salute, la cosa più importante

In partnership with



federfarma

- IDF, the International Diabetes Federation, is a worldwide alliance involving over 200 diabetes associations in more than 160 countries.
- IDF acknowledges the high value of promoting campaigns and communication activities regarding good metabolic control.
- IDF's members work together to enhance the quality of life for people affected by diabetes.
- IDF is represented in Italy by its local member associations both professional (AMD and SID) and non professional (AID and FAND).

- Sanofi-aventis is interested in supporting prevention programmes and projects to improve health conditions throughout the world population.
- Sanofi-aventis has a highly specific scientific background in the metabolic disease area.
- Sanofi-aventis has given its unrestricted support to the GDC Campaign.

THE STEERING COMMITTEE OF THE CAMPAIGN

IDF: Massimo Massi Benedetti, Chair Scientific Task Force



AMD: Sandro Gentile, President



SID: Paolo Cavallo Perin, President



AID: Raffaele Scalpone, President



FAND: Antonio Papaleo, Vice President



ANIAD: Gerardo Corigliano



Collecting the evidence to build an effective campaign together with diabetologists, GPs, and other HC professionals



← Scientific evidences and communication key messages



← Better communication with people with diabetes



← Guidelines for GPs

BCD CAMPAIGN 2008-2009-2010



Tour

Information and screening activity in main towns across Italy to promote Good Diabetes Control. A mobile unit equipped to execute main medical tests to assess cardiometabolic risk factors: glycemia, glycated haemoglobin, blood pressure, BMI.

Supporting activities

- Institutional relations
- Press Office
- Educational tools diffusion through health units, pharmacists', hospitals, volunteering associations, ecc.
- On-line communication through www.buoncompensodeldiabete.org

2010 Tour

The 2010 Tour will touch more than 30 cities across Italy taking advantage of a new mobile structure to allow for maximum flexibility and performance.



RESULTS 2008-2009-2010 OVERALL

- Strong collaboration and support from Healthcare professionals and all stakeholders:
- Strong interest and participation from general population
- Interest from the media
- Interest and support from Institutions



With the Patronage of the Italian Ministry of Health and sponsored by



International Diabetes Federation

ASSOCIAZIONE
MEDICI
DIABETOLOGI **AMD**



In partnership with



federfarma



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unconditioned grant of

sanofi aventis

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Years 2008 - 2009

Roadshow stop-overs		44
Institutional partnerships	119	People visiting 147.950
Institutions/associations involvement	487	Brochures delivered on site 109.170
Health units, hospitals involvement	954	Medical check-ups 8.663
Pharmacists' involvement	2.726	HbA1c Test 1.887
Delivered brochures and leaflets	750.965	HbA1c \geq 7% 721

Year 2010

Programmed Roadshow stop-overs	34
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Media visibility 2008-2009

N° clippings: 1315

Visibility = 199.506.414 (total media contacts)



L'epidermia Raddoppio dei casi nel 2025

SEMERA un paradosso, ma è più facile educare un giovane all'adozione del proprio diabete che un paziente avanti negli anni. Quanto alla cultura della prevenzione primaria, nessuno a parte «Un guano», dichiara Raffaella Scapone, primario diabetologo al presidente di Aidi, la più vecchia Associazione italiana di diabetici «perché l'incrocio del diabete speciale di tipo 2 è in ascesa: il diabetico il 4,5% della popolazione generale rispetto al 2,7% di sei anni fa. Nel 2025 la quota di diabetici di tipo 2 raddoppierà in Occidente e crescerà del 100% in Cina, India, Emirati arabi. Nel 2025 sarà possibile curare solo 3 diabetici su 5». Lo stile di vita (alimentazione, peso corporeo, alcool) e il movimento possono prevenire nel 50% dei casi l'insorgenza del diabete non insulino-dipendente. Una corretta gestione invece previene le complicanze diabetiche che riducono in dieci, quindici anni la qualità e l'aspetta di vita.

«Furto nel paese scandinavo lauto, mentre il nostro medico assistenziale sia uno dei più evoluti d'Europa», commenta Scapone dall'frat della Campagna BCD. «Il Buon Compenso del Diabete», promossa dall'International Diabetes Federation e sostenuta da Sanofi Aventis, progetto che ha coinvolto in 12 mesi 230 medici di medicina generale, 18 ospedali, oltre 15 mila cittadini, più di 4 mila check up gratuiti e mille test di emoglobina glicata, sono preoccupanti: un diabetico su due non ha la patologia sotto controllo, «anche se i rapporti ad alcuni anni fa stato un netto miglioramento. Il problema di fondo resta, il 40-50% dei pazienti diabetici non è controllato in maniera ottimale», spiega Gerardo Medina, responsabile nazionale Area metabolica Simg. Corrente il follow up, i diabetici non sono seguiti nel tempo, infatti il 50-55% degli ex controlli a 6-10% non si segue più niente. Meno di un paziente su due ha un valore di emoglobina glicata a norma, cioè inferiore a 7, e il 50% dei diabetici la controlla una volta l'anno. La diagnosi avviene per caso: un esame del sangue, un ricovero. Durante la Campagna BCD è stato diagnosticato un nuovo caso di diabete ogni 30 persone. I farmaci da soli non bastano. Occorre un'assistenza integrata e la partecipazione attiva della famiglia. «Un diabetico per evitare complicanze ve così arterioso, glicemico, emoglobina glicata, e l'eco ed ecografia cardiaca) è voluto ogni «ovviamente il paziente deve accettare di controllo, per farlo è indispensabile che il suo medico, quello che non medici chiamano compente». Ogni diabetico ha il suo livello coinvolgimento, e questo gli salva la vita».



A Torino il 22° congresso nazionale della Sid
Diabete: una patologia in sensibile aumento

Information tools

To support local road-show stop-overs

Delivered brochures and leaflets



The Alliance Charter



BCD Campaign whose objective is to inform people about how and why it is important to control diabetes, received the **support of the primary Italian institution – the Parliament.**

Thanks to the support granted by some MPs like senator **Antonio Tomassini**, president of the 12th Health Commission of the Senate, **by deputy Gero Grassi**, vicepresident of the 12th Social Affairs Commission of the Deputies Chamber, and by senators **Emanuela Baio** and **Ignazio Marino**, and thanks to the participation of **Ferruccio Fazio**, State undersecretary of the Italian Ministry of Health, BCD's preliminary results were presented at the **press conference at the Senate**, on July 2008.

To affirm the common intent of encouraging good diabetes control initiatives, senators and deputies signed – together with project promoters and partners – the **Alliance Paper for the Good Diabetes Control.**



MPs and Institutions High Representatives are invited to become Campaign Testimonials and sign the Guest Book.



Sen. Umberto Veronesi



On. Gero Grassi



Sen. Stefano De Lillo



Sen. Alfonso Andria



Sen. Felice Belisario



Sen. Egidio Digilio



Sen. Enzo Ghigo

Anna La Rosa



Sen. Marco Perduca



MPs on the Mobile Unit

