



BUILDING A TEAM FOR BETTER DIABETES CARE.

**DIABETES
CANADA**

**DIABETES
FRONTLINE FORUM**

2022 Communications Toolkit

As a valued stakeholder in the support of Canadians living with and affected by diabetes, we know you are committed to sharing information about learning opportunities for health-care professionals. By providing this Communications Toolkit, we hope that you can help us increase awareness about Diabetes Canada's Diabetes Frontline Forum (DFF) to your networks.

We've made an easy-to-use toolkit with suggested messaging and social media posts to share with your networks and to encourage attendance at the third annual conference on **May 14, 2022**. We thank you in advance for your support!

The agenda and speakers are available [here](#) and will be updated regularly.

Please contact diabetesfrontlineforum@diabetes.ca with any questions.



KEY MESSAGES

The Diabetes Frontline Forum key messages can be used to help develop a variety of communication materials, such as internal and external emails, social media posts and more.

- **As the leader in diabetes education, Diabetes Canada is proud to be hosting the third Diabetes Frontline Forum – a one-day virtual education event for health care professionals delivering diabetes care across Canada.**
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- **Taking place on May 14, 2022, the Diabetes Frontline Forum is specially designed for pharmacists, registered dietitians and nurses, but is open to all health-care professionals and provides an excellent opportunity to learn from diabetes experts, network with colleagues, discover the latest industry trends and attend a live exhibitor tradeshow.**
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- **Speakers will be covering a variety of topics including the unique challenges of diabetes management from adolescence to adulthood, understanding and screening for diabetes distress, low-carb, keto and intermittent fasting, holistic approaches to physical activity, supporting patients in their diabetes management, using digital applications and more.**
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- **There are currently more than 5.7 million Canadians living with diagnosed diabetes (type 1 or type 2 diabetes) and this number is expected to rise to more than 7.2 million by 2032.**
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SOCIAL MEDIA POSTS

The sample social media posts and graphics below can be leveraged on your social channels.

On May 14, I will be presenting at the @DiabetesCanada Diabetes Frontline Forum! I invite you to register and learn from industry leaders, network with hundreds of fellow health-care professionals, and attend a live exhibitor tradeshow. Register today: diabetesfrontlineforum.ca #LetsEndDiabetes

Want to get the latest on diabetes research, treatment, and care? Join me @DiabetesCanada virtual 2022 Diabetes Frontline Forum happening on May 14, 2022. Register today: diabetesfrontlineforum.ca

Topics will include:

- Diabetes through the Lifecycle
- Impact of Diabetes on Mental Health
- Diabetes Medication Update
- A Holistic Approach to Exercise and Activity
- Certified Diabetes Educator (CDE): Getting There and Impacting Practice
- Dietary Trends for Diabetes Management
- Guide to Continuous Glucose Monitoring (CGM) and the 2021 Diabetes Canada Glucose Monitoring Guidelines
- Diabetes Apps to Support Patients
- Insulin Injection Techniques

#LetsEndDiabetes

Download images at: <https://rb.gy/xiyahw>



Links & Hashtags:

diabetesfrontlineforum.ca

#LetsEndDiabetes

Please tag @DiabetesCanada in your social media posts.

Join the conversation at:

 @DiabetesCanada

 @DiabetesCanada

 @DiabetesCanada

 @DiabetesCanada



TESTIMONIALS

“I feel better prepared to advocate for and assist my clients thanks to the information given.”

- Pharmacist, BC

“Appreciated the examples of how to cultivate purpose, so helpful! I’m very much looking forward to sharing this with my clients.”

- Pharmacist, AB

“Amazing panel for Ask The Experts - this was my favorite part of the event!”

- Dietitian, SK

“Continue to do these please - we need the resources!”

- HCP Student, ON

“Crucial information for nurses, nursing students, and faculty to have. Outstanding presentation. A great learning opportunity. Thank you.”

- Nurse, NS