



Action:

Country: Poland

Theme:

Project Lead:

Objective(s)

- Improvement of awareness of the health, social, economic consequences of diabetes (lack of understanding of diabetes as an illness you can live with and limited understanding of consequences)
- Improvement of access to screening and other modes of eye control (Polish diabetes treatment system is weak)
- Improving patient follow-ups

Strategy/Activities

- To establish a National Screening System
- Build partnerships with diabetic organizations
- Start with promoting screening and awareness
- Prepare educational brochures for patients

Timing

Short: Information action

Medium: Start with follow-up

Long: Establish of system and its financing, building of capacity

Audiences (Decision Makers/Influencers)

AWARENESS – Work with organizations that can produce, disseminate and promote information to improve awareness of diabetes and its complications

Messages (Supported by Barometer Data)

- 1/3 have reported to be diagnosed with Diabetic Eye Disease
- Only 1/8 of respondents are aware of government sponsored screening
- ¾ of respondents suffer from complications of diabetes
- Over ¼ respondents claim that their diabetes is not controlled

Resource requirements

- 500,000 Euro – Investment in education



Audience Specific Message Development:

Country: Poland

Patient Audience

- Learn more, not only about the illness but patient rights

KOL/Medical Societies

- Help us to improve the level of knowledge and understanding of problems of Diabetes

Media

- Saving money today we have to expect rapid increasing of expenditures in the future

Theme:

Policy Maker/Payer Audience

- Diabetes is a social illness without your understanding of the consequences of the illness and acceptance for investments into infrastructure, we wouldn't be able to fight against Diabetes.

Health Care Professionals

- Your activities are crucial for the fight against diabetes

General Public

- Only one in eight (1/8) patients with diabetes have the possibility to have screening. It means that the majority of people with diabetes are endangered with loss of sight.