



Action:

Country: Portugal / Turkey **Theme:**

Project Lead:

Objective(s)

- Raise awareness in the community will pay off
- Improve HCP Communication

Audiences (Decision Makers/Influencers)

- HCP
- Politicians and policy makers
- Media professionals, journalists
- Patient organizations

Strategy/Activities

- Public awareness campaign
- With a press package (journals, videos, radio, TV, Facebook, Twitter, posters etc.)
- Intervention in the Portuguese and Turkish Parliament

Messages (Supported by Barometer Data)

- Are you aware of Diabetic blindness?
- Diabetes can cause loss of vision
- Screening is important to detect diseases of the eye
- Treatment is effective and can prevent blindness

Timing

- November and World Diabetes Day (dedicated to eye disease this year)
- Best time is from November to May

Resource requirements

- 50,000 Euros (lots of friends in Portugal)



Audience Specific Message Development:

Country: Portugal / Turkey

Patient Audience

- Eyes to Eyes

KOL/Medical Societies

- Patients are underdiagnosed
- We must prevent and treat Diabetic Retinopathy together

Media

- Diabetes is the first cause of blindness and it is preventable

Theme:

Policy Maker/Payer Audience

- It is cheaper and better to detect and treat early. With screening we save money.

Health Care Professionals

- It is a professional imperative to screen early and do a tight follow-up

General Public

- Good vision is a human right