



Messaging framework for the 2023 GDW campaign

Key Message: Join the Global Diabetes Walk and help fight diabetes worldwide!

Supporting messages:

- Physical activity and regular exercise are important for preventing diabetes
- Diabetes affects millions of people around the world
- You can make a difference by participating in the Global Diabetes Walk

Key Message: Be a part of the solution, join the Global Diabetes Walk today!

Supporting messages:

- Together, we can raise awareness about diabetes and its prevention
- Diabetes is a growing global health problem
- Participating in the Global Diabetes Walk can make a positive impact on your health and the health of others

Key Message: Act against diabetes, join the Global Diabetes Walk!

Supporting messages:

- Regular exercise can help prevent and manage diabetes
- Adopting healthy habits protects yourself from developing diabetes
- By participating in the Global Diabetes Walk, you can help raise awareness for diabetes prevention and management.

Key Message: Get moving with the Global Diabetes Walk!

Supporting messages:

- Diabetes affects people from all walks of life
- The Global Diabetes Walk is a fun and easy way to promote physical activity and healthy living
- By joining the Global Diabetes Walk, you can help make a difference in the fight against diabetes.

These key messages and supporting messages can be used across various communication channels, including social media, email, and marketing materials. They should be consistent with the campaign's objectives of promoting physical activity and primary prevention while raising awareness about diabetes and its impact globally.