



Activities & Events 2022



in collaboration with



world diabetes day
14 November

in collaboration with



**International
Diabetes Federation**
Europe

diabetesDE
**DEUTSCHE
DIABETES
HILFE**





#dedoc°

#dedoc° is an international network of diabetes advocates. We believe in the core principles of the Diabetes Online Community, best expressed through two hashtags: #NothingAboutUsWithoutUs and #PayItForward.

#dedoc° was founded in 2012 as a Twitter hashtag to host weekly TweetChats for the German chapter of the Diabetes Online Community. Activities such as Blood Glucose Bingo, the #dedoc° Open Blog and our Diaversary Project acted as a catalyst to grow a small group of German diabetes bloggers into one of Europe's strongest patient advocacy groups.

#dedoc° organized its first-ever #docday° in 2015. What started as an improvised get-together in a small co-working café in Stockholm soon developed into the go-to event for diabetes advocates at scientific conferences, where members of the Diabetes Online Community present their advocacy work in search for exchange, collaboration, feedback and support. On World Diabetes Day, #dedoc° hosts special editions of #docday° in collaboration with diabetesDE and IDF Europe.

In 2020, #dedoc° launched the #dedoc° voices scholarship program to enable diabetes advocates to attend conferences such as ATTD, EASD and ISPAD. COVID forced the program to go fully virtual, dramatically increasing its reach and scope.

#dedoc°, #docday° and the #dedoc° voices program connect some of the DOC's most influential diabetes advocates across Europe and beyond.

The #dedoc° voices scholarship program

#dedoc° believes in the value patient advocates bring to scientific congresses. This is why we have created the #dedoc° voices scholarship program.

The #dedoc° voices scholarship program grants diabetes advocates free access to scientific conferences and provides a dedicated platform for people with diabetes, healthcare providers, researchers and industry leaders to meet and exchange.

The #dedoc° voices program ensures the patient perspective is represented by a group of carefully selected advocates, and that the patient voice is heard loud and clear. It aims to promote health literacy and empower a new generation of diabetes patient advocates to participate in scientific discussions, research groups, patient advisory committees and more.

#dedoc° voices commit to participating in scientific sessions, industry symposia and #dedoc° networking events at the conferences they attend. They curate and translate scientific findings, technological advances and product releases in a way that is appreciated by PwD around the world, and share their learnings with the community. Their social media presence creates value far beyond the event itself for conference organizers, partners and the global diabetes community alike.



The #dedoc° voices

#dedoc° voices are powerful diabetes advocates who have proven themselves in the field of diabetes advocacy: Members of diabetes patient organisations, individuals running their own initiatives and programs or online influencers with a strong presence in social media and the Diabetes Online Community. As #dedoc° strives to continuously grow and diversify the community and include more T2D, advocates from countries where access is a challenge and minorities of all kinds, we also encourage “New Faces” to apply.

Diabetes advocates apply to become a #dedoc° voice by filling out an online application and answering three simple questions:

- Who are you, and why do you want to become a #dedoc° voice?
- Which sessions and symposia would you like to attend, and why?
- And how will you report back to your community and pay it forward?

Applications are reviewed by a group of experienced #dedoc° advocates and alumni in a spirit of fairness, transparency and equal access.

Successful applicants join a powerful network of like-minded peers who mentor and support each other. They participate in preparatory networking events, meet our partners and may present their own advocacy work at #docday°. The program allows for virtual participation as well as in-person attendance, covering costs for access, travel and accommodation.

“The Better Hybrid”

The #dedoc° voices scholarship program covers the following conferences:

- ATTD Paris, 8-11 March 2022
- EASD Stockholm, 19-23 September 2022
- ISPAD Abu Dhabi, 13-16 October 2022
- IDF World Diabetes Congress Lisbon, 5-8 December 2022 (tbc)

The #dedoc° voices scholarship program was set up to allow diabetes advocates to attend conferences in person. After a successful pilot with more than 20 diabetes advocates at ATTD 2020 in Madrid, Covid forced us to transform the program to virtual formats. This change allowed us to expand the program’s reach and impact: The #dedoc° voices network now spans all five continents, includes diabetes advocates from more than 30 countries, offers more scholarships than ever before and reaches a global audience.

However, nothing replaces meeting each other face to face. For 2022, with conferences returning to in-person or hybrid ways of working, we have thus decided to merge the best of both worlds - in person and virtual - to create what we call “The Better Hybrid”: A limited number of #dedoc° voices will be fully funded to join a conference in person, with priority given to speakers at the #dedoc° symposium and those with a proven #PayItForward track record. In order to include advocates from all over the world, allow our alumni to re-join and continue to grow the #dedoc° voices network, we will also offer virtual scholarships. Our activities will follow conference policy and adapt dynamically, taking place in person, hybrid or virtual as outlined below.



#dedoc° voices warmup

The #dedoc° voices warmup takes place via Zoom. It is a closed event for newly selected #dedoc° voices and our alumni to get to know each other and engage in networking and collaboration. We also answer any questions regarding the upcoming conference and set them up for success so they may make the most of it.

#dedoc° voices networking event

The #dedoc° voices networking event takes place via Zoom a week before each conference. It allows our partners to introduce themselves to the #dedoc° voices, present their activities in the field of patient engagement, ask for feedback from the DOC and promote upcoming congress highlights, sessions and symposia. Each partner is given 15 minutes to present and ask questions through our live survey.

#dedoc° symposium

In collaboration with The BMJ, we hosted our first-ever #dedoc° symposium as part of the official program of ISPAD 2021. A #dedoc° symposium features a select group of #dedoc° voices and other diabetes advocates representing the patient perspective on a topic of high relevance to the DOC. #dedoc° symposia follow conference policy: Whenever possible they take place in person, with hybrid participation offered via the official conference platform. #dedoc° also offers a publicly accessible livestream and recording via our website and Facebook Live.

#docday°

#docday° is a platform for others to stand on. It allows diabetes advocates from all walks of life to share their stories, initiatives and advocacy work with the Diabetes Online Community. Originally held in person at ATTD and EASD, it is now a virtual event live streamed on www.dedoc.org/docday and via Facebook Live.

#docday° follows its celebrated open door policy, with other diabetes organizations as well as industry partners invited to join and present new initiatives, awareness campaigns and other content serving the diabetes community. In order to no longer run in parallel to the official conference program, #docday° now takes place a week after ATTD and in between EASD and ISPAD:

- ATTD #docday°, Thursday, 17 March 2022
- EASD/ISPAD #docday°, Thursday, 29 September 2022

#docnight°

#docnight° is an informal meeting for diabetes advocates, partners and friends of #dedoc° to meet and mingle and celebrate the DOC. #docnight° will be organized on site, i.e. as a dinner or at a bar, as well as virtual, using our dedicated platform with spatial audio functionality to allow for small group discussions and exchange.

#dedoc° voices breakfast news

Every morning during a conference, #dedoc° voices are served our #dedoc° voices breakfast news via our internal newsletter and social media channels - a compilation of highlights of the day, reminders for upcoming sessions, dedicated posts by our partners and featured blog posts.



#dedoc° voices for partners

Partners contribute to the #dedoc° voices program because they wish to engage with leading diabetes advocates in a compliant way. They do so through a non-commercial, non-exclusive multi-sponsorship approach to ensure the highest degree of independence, transparency and credibility for the patient voice.

Partners benefit from exclusive access to the #dedoc° voices network and increased visibility and reach in the Diabetes Online Community. All partners may recommend diabetes advocates for the #dedoc° voices program and are welcome to join the #dedoc° voices networking event and our #docnight°.

Gold and Platinum partners have the unique opportunity to engage directly with the #dedoc° voices during our networking events. Platinum partners take part in a moderated interview at #docday°, live-streamed to the global Diabetes Online Community, and may show specific content on our #docday° website.

#dedoc° also organizes NDA-covered sessions with a select group of #dedoc° voices, offers feedback and consultancy, can help co-create patient engagement and awareness campaigns and support or even host proprietary DOC summits. Further modules are in preparation.

All partnerships support the #dedoc° voices scholarship program and enable us to cover access, travel, accommodation and related costs for our #dedoc° voices.

World Diabetes Day

On 14 November 2022, #dedoc° and IDF Europe collaborate to host a special edition of #docday° celebrating World Diabetes Day. We will be joined by #dedoc° voices, diabetes advocates, IDF Europe members and other diabetes organizations as well as industry partners, who will share their diabetes awareness and advocacy campaigns launched during Diabetes Awareness Month.

WDD #docday° is our signature event of the year. With most World Diabetes Day events focussing on activities in a specific country, WDD #docday° provides a platform showcasing how the Diabetes Online Community celebrates World Diabetes Day across Europe and the world. WDD #docday° is being live streamed on www.dedoc.org/worlddiabetesday and via Facebook Live.

By involving the entire #dedoc° voices network and through our collaboration with IDF Europe, its member associations and other participating partners, WDD #docday° reaches a high number of live viewers. It is an ideal platform for partners to reach out to the DOC and showcase their own diabetes campaigns and initiatives during Diabetes Awareness Month.

#dedoc° also offers to co-create dedicated WDD campaigns with and for the community, with possible integration thereof into #docday°. #dedoc° is also hosting Germany's Virtual World Diabetes Day, in collaboration with diabetesDE and Kirchheim publishers. More info on www.weltdiabetestag.de