



November 13, 2020

Dear Colleagues,

We hope you will join us in bringing awareness on for World Diabetes Day on November 14th, 2020. According to the [International Diabetes Federation's Diabetes Atlas](#), the number of people living with diabetes is expected to rise to 578 million by 2030.

The WCO encourages optometrists and eye care professionals to utilize the most up to date research and best practices within the field of diabetes to ensure patients are provided with the best patient care possible. As eye care professionals, we need to ensure the public understands the importance of comprehensive eye health examinations. Do your part to help bring awareness on November 14th! You can show your support by:

- Emphasizing the importance of comprehensive eye health examinations to your patients
- Using the hashtags #WorldDiabetesDay and #WDD on social media leading up to and on World Diabetes Day
- Downloading and sharing the [World Diabetes Day logo](#)
- [Sharing your blue circle photos with us](#) - download the [Blue Circle Selfie App](#)
- [Sharing your stories](#) on how you are educating your patients or providing awareness, advocacy or encouraging prevention of diabetes
- Review the latest information from the [International Diabetes Federation's Diabetes Atlas](#) and [A Global Compendium on Good Practice: Integrated Care for Diabetes and Eye Health](#)

This World Diabetes Day and Diabetes Awareness month serves as a reminder for optometrists to research best practices, screen patients with diabetes for retinopathy and continue to bring awareness of the importance of comprehensive eye examinations.

Be sure to share our posts on social media on November 14th to build awareness of diabetes globally. Thank you for your support.

Sincerely,

Mr. Paul Folkesson
WCO President