

NATIONAL DIABETES WEEK 2025

# A HEALTHIER FUTURE – FOR EVERYONE

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Communications Toolkit

13 – 19 July 2025

# Contents

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About the theme	3
Key information	4
Support the campaign	5
Digital assets & resources	6



# About the theme

## A healthier future – for everyone

This **National Diabetes Week** we are shining a light on **prevention** to positively change lives. With type 2 diabetes making up about 85% of cases, it's important to emphasise early intervention. Studies show that **up to 58% of type 2 diabetes cases can be prevented or delayed** through proactive measures and lifestyle changes.

This week, we focus not only on preventing **type 2 diabetes**, but also on reducing complications for those with all forms of diabetes, including **type 1, type 2, and gestational diabetes**. Serious complications such as amputations, kidney failure, and vision loss are often avoidable with timely care and effective support systems. By empowering individuals to manage their health, we can significantly enhance their quality of life.

As we **raise awareness**, it is important to understand that effective prevention and management matter at every stage of the diabetes journey. The right support can help individuals implement small but impactful changes that reduce the risk of severe complications.

This National Diabetes Week, let's commit to spreading awareness and ensuring that everyone has access to the resources they need for healthier lives. By building better understanding and offering stronger support, **we can help create a healthier future - for everyone.**

The campaign landing page contains all key information:  
[diabetesaustralia.com.au/national-diabetes-week](https://diabetesaustralia.com.au/national-diabetes-week)



# Key information

## Stay tuned during National Diabetes Week for important announcements.

Important: Please don't share these activities until National Diabetes Week begins (from 13 July 2025).

Supporting people <u>at risk</u> of type 2 diabetes	Supporting people living with type 1 diabetes	Supporting people living with type 2 diabetes
<p><b>Type 2 diabetes risk calculator</b></p> <p>Find out if you're at risk of type 2 diabetes and what you can do next – <b>in just two minutes</b>.</p> <p><a href="#">Learn more &gt;</a></p> <p><b>Free Priceline health checks</b></p> <p>Priceline are offering <b>FREE health checks</b> at over <b>300 Priceline Pharmacy stores</b>, helping you to stay on top of your health by assessing your BMI, blood pressure, risk of type 2 diabetes, body fat percentage and more at self-serve health stations with <b>instant results</b>.</p> <p><a href="#">Learn more &gt;</a></p>	<p><b>Annual cycle of care</b></p> <p>An <b>annual cycle of care</b> is a <b>checklist</b> designed to help you and your healthcare team stay on top of your health as your needs change and reduce the risk of complications.</p> <p><a href="#">Learn more &gt;</a></p> <p><b>Join the call for insulin pump subsidies</b></p> <p>We know that access to diabetes technology, like <b>continuous glucose monitors</b> (CGMs) and <b>insulin pumps</b>, can significantly improve daily life and reduce risks of complications.</p> <p>While CGMs are subsidised, insulin pumps currently aren't, and <b>we believe that needs to change</b>.</p> <p><a href="#">Learn more &gt;</a></p>	<p><b>GroAus app – free trial</b></p> <p>We've teamed up with <b>GroAus</b>, a leading diabetes management app, to give people living with type 2 diabetes the opportunity to <b>trial free for six months</b>.</p> <p>Backed by science and designed to support real-life routines, the program supports you to:</p> <ul style="list-style-type: none"><li>• <b>Eat well</b> – with personalised nutrition guidance</li><li>• <b>Move more</b> – with fun activity ideas</li><li>• <b>Sleep better</b> – to feel your best</li><li>• <b>Practice self-care</b> – with simple tools for daily life</li></ul> <p><a href="#">Learn more &gt;</a></p>

# Support the campaign

There are several ways you can support National Diabetes Week 2025:

1. Use the pre-written messaging provided in the *Digital Assets & Resources* section of this document.
2. Download and use the communication assets available [here](#), which include:
  - Social media tiles
  - Email banners
  - Email signature
  - Posters
3. Share campaign posts from our social media accounts:
  - **Facebook:** @DiabetesAus
  - **Instagram:** @diabetes\_australia
  - **X:** @DiabetesAus
  - **LinkedIn:** @diabetes-australia



# Digital Assets & Resources

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FREE for you to download at:

[diabetesaustralia.com.au/national-diabetes-week/resources/](https://diabetesaustralia.com.au/national-diabetes-week/resources/)



# Social media assets

We've developed a variety of social media assets, hashtags and copy for you to share with your audience and amplify the conversation in the lead-up and during National Diabetes Week 2025.

**Instagram Stories** 1080x1920 pixels (9:16)



**Tiles** 1080x1080 pixels (1:1)







**Portrait** 1080x1350 pixels (4:5)



# Social media copy suggestions

In the lead-up to National Diabetes Week 2025: Week commencing Monday 7 July.

Post		Hashtags	Handles for tagging
Facebook, Instagram, LinkedIn	X (Twitter)	#NationalDiabetesWeek  #NDW25	<b>Facebook:</b> @DiabetesAus  <b>Instagram:</b> @diabetes_australia  <b>X:</b> @DiabetesAus  <b>LinkedIn:</b> @diabetes-australia
National Diabetes Week (July 13-19).  This year, Diabetes Australia is shining a light on prevention – because it matters at every stage of the journey.  From lowering the risk of type 2 diabetes to helping people living with all types of diabetes reduce the risk of complications, prevention has the power to change lives.  Together, we can create a healthier future through understanding and support.  Learn more and get involved: <a href="http://www.diabetesaustralia.com.au/ndw">www.diabetesaustralia.com.au/ndw</a>  #NationalDiabetesWeek #NDW25  Tags: Facebook: @DiabetesAus Instagram: @diabetes_australia LinkedIn: @diabetes-australia	National Diabetes Week is July 13 – 19.  This year, @DiabetesAus is shining a light on prevention. From lowering the risk of type 2 diabetes to reducing the risk of complications of all types of diabetes, prevention can change lives – a healthier future starts with understanding.  Find out more <a href="http://www.diabetesaustralia.com.au/ndw">www.diabetesaustralia.com.au/ndw</a>  #NationalDiabetesWeek #NDW25	   	



# Social media copy suggestions

**During National Diabetes Week 2025: 13 – 19 July.**

## Post

### Facebook, Instagram, LinkedIn

At [organisation name], we're proud to support Diabetes Australia in shining a light on the importance of 'prevention' — because it matters at every stage of the journey.

Type 2 diabetes can be prevented — and it's more achievable than you might think.

Up to 58% of cases can be prevented or delayed through simple lifestyle changes.

For those already living with diabetes, support and connection are key. Staying connected with your healthcare team and accessing the right support can make all the difference in managing your health confidently and effectively.

Join us in learning more about the campaign and discover resources available to you: [www.diabetesaustralia.com.au/ndw](http://www.diabetesaustralia.com.au/ndw)

#NDW25  
#NationalDiabetesWeek

Tags:  
Facebook: @DiabetesAus  
Instagram: @diabetes\_australia  
LinkedIn: @diabetes-Australia

### X (Twitter)

At [organisation name], we are proud to support #NationalDiabetesWeek.

This year's theme focuses on prevention and creating a healthier future for everyone.

Find out more  
<http://www.diabetesaustralia.com.au/ndw>

#NDW25  
@DiabetesAus



# Resources and other assets

EDM banners 600x200 pixels



E-mail signature 500x125 pixels



Poster A4/A3 PDF



# Thank you.

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**For more information, contact us:**

Phone: 1800 177 055

E-mail: [comms@diabetesaustralia.com.au](mailto:comms@diabetesaustralia.com.au)