

# IDF EUROPE 2016 SOCIAL MEDIA PRIZE IN DIABETES

**REWARDING EXCELLENCE, INNOVATION AND COMMITMENT IN DIABETES**



Since 2012, the International Diabetes Federation European Region (IDF Europe) has recognised excellence, innovation and commitment in diabetes through two Prizes in Diabetes awarded to a Young Researcher, and for Long-Standing Achievement. This year, IDF Europe will be awarding a third Prize in the category:

## SOCIAL MEDIA IN DIABETES

This award recognises an individual's talent and ability to produce and share accurate, reliable and clear information through a social media channel such as a blog, an account or a platform. Information should be posted on a regular basis with the aim of informing fellow patients, their families, and everyone concerned.

## Apply now to the 2016 IDF Europe Social Media Prize!

### What does the award consist of?

- The opportunity to be recognised for your work among the world diabetes community through IDF Europe and IDF communication channels
- 5.000 EUR to be donated to the charity of your choice
- Prize Money of 2.000 EUR
- A commemorative plaque and a certificate
- An invitation to the IDF Europe Regional Meeting (25-27 November, Lisbon, Portugal)<sup>1</sup>, where the Award Ceremony will take place

### Inclusion Criteria

Eligible blogs, accounts and platforms:

- Must be operated by individuals who either have diabetes themselves or are relatives of a person with diabetes
- Can be written in any language used in the European Region
- Must be regularly updated (at least once a month)
- Should provide educational content for other people with diabetes, their relatives and friends
- Any medical claims made must be backed by corresponding scientific literature
- Must not be part of a direct or indirect marketing activity of a company
- May mention the use of medicines and/or medical devices but cannot promote them
- **PLEASE NOTE: Any link to a commercial company will be considered as an exclusion criterion**

### Step 1 – National Selection

- IDF Members in the European Region will select one blog/account/platform
- In countries with more than one IDF Europe Member, Members will convene to agree on the candidate to be nominated and on the Member who will send the nomination to IDF Europe

### Step 2 - To Nominate

One Member to fill in and send the following information to [prizes@idf-europe.org](mailto:prizes@idf-europe.org) by **20 September 2016**:

- The IDF Europe 2016 Social Media nomination form ([www.idf-europe.org/diabetes-award](http://www.idf-europe.org/diabetes-award))
- A short essay (500 words max.) from the nominating Member about the nominee and their work
- A link to the blog/account/platform, and include metrics for visits/followers
- Nominee's CV/resumé

Applicants will be notified of the decision of the Selection Committee by **15 October 2016**

More information: [www.idf-europe.org/diabetes-award](http://www.idf-europe.org/diabetes-award)

Contact: [prizes@idf-europe.org](mailto:prizes@idf-europe.org)

IDF Europe is an inclusive and multicultural umbrella organisation of 70 national diabetes associations in 47 countries across the European region, representing people living with diabetes and healthcare professionals. Through our activities we aim to influence policy, increase public awareness and encourage health improvement, as well as promote the exchange of best practice and high-quality information about diabetes throughout the European region.