

# November 14: World Diabetes Day 2020

---

Social Media Awareness Campaign  
Activation Kit



**Wounds**CANADA.ca

*25 years of advancing wound prevention and care*

## *About the Campaign*

Four out of five lower limb amputations related to diabetic foot complications can be prevented. Stakeholders from Canada are using November, Diabetes Awareness Month, to increase awareness about the problem of unnecessary diabetes-related foot amputations and provide resources and solutions. We're trying to "end the four" of five amputations that wouldn't happen if more people knew how to prevent them.

Wounds Canada has put together a strategy for an international social media campaign to #EndAmputations and #SaveThe4. By working together on this campaign, we can increase the impact of our message and help patients at risk of diabetic foot ulcers and amputations. Because the campaign is based on social media channels, it will have wide distribution at no cost to participants.

## *How it Works*

The campaign consists of a series of co-ordinated Facebook, Instagram, LinkedIn and Twitter posts, beginning October 20 and throughout November, with peak messaging leading up to November 14. Wounds Canada will provide pre-made social media posts that organizations can use, following the schedule provided, as well as graphics and resources to share. These resources will include the patient stories, clinical and educational Tools, four finger selfies and more!

The campaign is aimed at everyone (patients, families, health-care professionals, government and policy decision makers, media personnel) and is designed to elevate the topic of skin and wound care in general and preventing diabetic foot-related amputations in particular.

Together we can bring out the facts, emphasize the science and highlight the hope.

## *How to Participate*

Visit the [Advocate or Policy Maker section](#) of Wounds Canada's website for more information about the campaign and access to related resources. If your organization decides to participate, please send a jpeg of your logo to [katie.bassett@woundscanada.ca](mailto:katie.bassett@woundscanada.ca), to be included on our website and other communications. Be sure to check the web page often, as we will be posting additional information and resources as we get closer to the campaign.

## *Hashtags*

#EndAmputations

#SaveThe4  
#EndDiabetes