



EDUCATION BULLETIN – JUNE 2016

Advocacy Part 1 – the importance of a good picture

This is the first of a number of bulletins on advocacy that we will send.

Every diabetes group in the world is looking to have the Government provide more services for people with diabetes. However, many other groups are lobbying for funds. Therefore we all must have very effective advocacy tools and advocacy approaches.

Every picture paints a thousand words, as illustrated in the recent LFAC Art Competition where we received over 330 entries from 20 countries LFAC supports. The entries brought all sorts of feelings in all who saw them: sadness, laughter, a feeling of joy, fear and hope for the future of these young people.

LFAC has collected a small library of photos and videos from many of the countries that we support. **We need more!** As the program moves forward, we must find more funding to continue our work.

You need pictures as well – for news stories and your social media pages.

To this end, we strongly encourage you to take photos, video and write down quotes/stories that can be used to encourage our current donors and move others to join in our endeavours so that **No child should die of diabetes**

For those of you, our colleagues, who care for these brave and resilient children, we offer some tips on this.

The photo of the child or young person should be:

- **In focus and of as high resolution** as possible (best 1MB or higher). Low resolution pictures cannot be printed.
- **Good lighting** – use flash if needed
- **Close-up individual shots** are usually more effective than group shots. We get lots of group shots, and please send them, but individual shots carry more emotional power and are easier to see! Also, pictures of children and young people are more effective and interesting than many pictures of doctors!
- **Action shots** are better than the child just standing against a wall. Try:
 - **In context of their diabetes management** e.g.
 - giving an injection
 - doing a fingerprick
 - measuring height or weight
 - examining eyes
 - having one-on-one diabetes education
 - reading or watching diabetes education materials
 - with their parents
 - **In daily life** – talking with each other, at school, playing, or doing sports.... Anything children and young people do....

Maybe use a volunteer professional photographer sometimes – Rwanda and Ecuador have done this.

Please ask permission of parents/relatives for use of the images in publicity and reports. It's their choice – some families don't give permission – that is completely OK.

We have included a few good pictures with this Bulletin.

LFAC plans to use these photos on their website, Facebook page, reports, and advertising material regarding donations.

Thank you!