



**International
Diabetes Federation
Europe**

IDF Europe Youth Leadership Camp 2016 Rodon Hotel, Agros, Cyprus 11-17 July 2016



The IDF Europe Youth Leadership Camp is one of the pillars of IDF Europe activities. Supporting the development of advocacy capacities of youth, as well as encouraging knowledge sharing and replication of successful activities, is a core concern of IDF Europe.

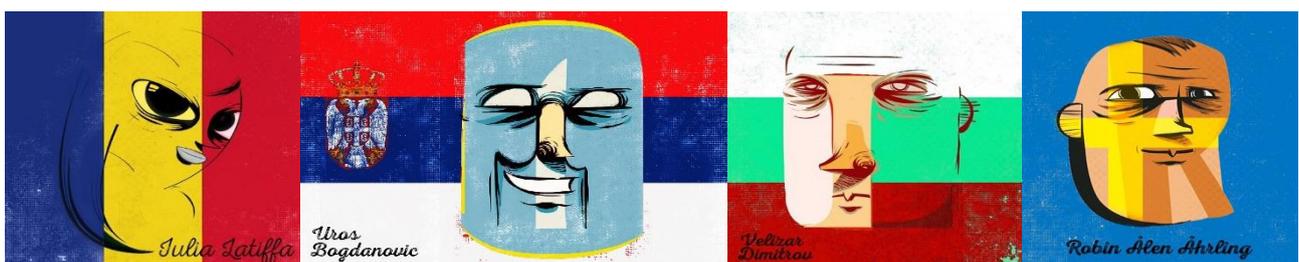
Engaged youth are role models for their peers today and will be even better positioned to be effective influencers as they progress in their professional life and civic engagement.

The Leadership Camp long-term objective is to empower youth to engage in policy and advocacy-related activities by inspiring them through examples of positive leadership, and to build a strong and active pan-European network of young advocates for diabetes.

This year's IDF Europe Youth Leadership Camp was hosted by the Cyprus Diabetic Association on 11-17 July in Agros, with the generous support of Eli Lilly, FEND, Medtronic and Roche.

A Selection Committee and a Programme development Committee formed by IDF Europe Board Members gave direction for the organization of the Leadership Camp.

From forty-four applications across the European region, twenty-three participants from as many countries were selected on the basis of their motivation for participation in the Camp, gender equality, and optimal geographic representation. Candidates from countries which were underrepresented in previous Camps were given special consideration.



Illustrations of 2016 IDF Europe Youth Leadership Camp participants. © Andreas Skouroumounis, 2016 IDF Europe Youth Camp Participants, Cyprus



International Diabetes Federation Europe

Participants came from Albania, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Greece, Hungary, Lithuania, Malta, Moldova, The Netherlands, Poland, Portugal, Romania, Russian Federation, Serbia, Spain, Sweden, Ukraine, United Kingdom, and Uzbekistan.

As in previous years, despite tireless efforts, some selected participants (from Turkey, Azerbaijan and Kyrgyzstan) were not able to join because of problems obtaining their visa. We strive every year to address this issue, which is unfortunately intrinsic to international activities held in different countries every year.

As in previous years, the programme (Appendix 1) combined sports and leisure activities, interactive workshops and participant presentations. This combination has proven key in the success of the IDF Europe Youth Leadership Camp.

Professor Sehnaz Karadeniz, IDF Europe Regional Chair, opened the programme by welcoming participants and presenting IDF Europe's mission, activities and priorities.

Dr Myrto Azina-Chronides, Ministry of Health, Cyprus, provided an overview of the current diabetes situation on the island including prevention strategies, allocated resources, challenges and planned activities.

Her talk was followed by a comprehensive description of the activities of the Cyprus Diabetic Association provided by Mr Mavrides, member of the Cyprus Diabetic Association and local coordinator of the Camp.

Building on the experience of previous years, a series of presentations and workshops were organized addressing topics aligned with IDF Europe's advocacy and communication priorities, to help participants understand the work carried out by IDF Europe and to build bridges with the youth advocates for future work. Each of the workshops was designed to be highly interactive, with breakout sessions, brainstorming in small groups and group reporting.

Inspiration is a key element in engaging young adults who, in turn, will become inspirational leaders. A number of researchers have shown that *"positive role models boost young people's motivation by modeling a guide to achieving success. For example, they likely have 1) an ability to inspire others, 2) a clear set of values, 3) a commitment to community, 4) an acceptance of others, and 5) an ability to overcome obstacles. They illustrate for youth a way of achieving successful goals and a sense of self-worth"*.¹ With this in mind, a number of inspirational lectures and skype interactions were scheduled during the week.



"I was inspired by their dedication and strong will to make their ideas happen"

Kyle Jacques Rose, IDF Europe Board member, is a former top level competitive athlete who is still very active in the world of cycling. As such, he uses sport as a way to inspire, motivate, and empower others. His presentation "Optimizing your Diabetes Care for Healthy Outcomes" was followed by a talk by Einav Dahan, an inspirational artist who specializes in an array of dancing, music, and artistic drawing. She shared with participants her personal journey since the moment she was diagnosed with type 1 diabetes in a remote village of Israel, her fight to get proper treatment and how she now uses her talents to raise awareness and advocate for diabetes.

Later in the week, a skype video conference was organized with Douglas Cairns and Karl Beetson just after they set a new aviation speed record: the two pilots flew from London to Malta in just under 13 hours. This

¹ <http://www.rootsofaction.com/role-models-youth-strategies-success/>



challenge was part of a series of initiatives aiming at raising awareness about diabetes: Douglas was a Royal Air Force pilot before losing his flying instructor's job when diagnosed with Type 1 diabetes in 1989, while Karl was forced to abandon a childhood dream of becoming a commercial pilot after his own diagnosis at the age 17. Douglas and Karl are shining example of policy/advocacy/reversing discrimination.

The panel titled "**How to work with industry**" (moderated by Kyle Jacques Rose) intended to offer insight from industry and patient organizations on issues such as partnerships between industry and NGOs and other civil society organizations across health areas, ethical relations, and support for youth activities. Two corporate partners took part in the session, one in person (Alexis Delbaere, Medtronic International), one remotely (Maurizio Guidi, Eli Lilly). Case studies were then submitted to participants addressing specific fundraising issues and/or grant requests (congress organization, fundraising event and publications to create awareness advocating for political/policy changes).

The **advocacy** session (Kyle Jacques Rose with Emma Woodford by skype) focused on the definition of advocacy and the description of advocacy strategies, as well as on the importance of shaping campaigns for desired impact. It also included a general overview of the European political institutions most likely to influence the decisions of national government with regard to diabetes prevention, treatment and care, a brief description of key advocacy partners that participants could engage with in their respective countries and how young advocates could get involved to have an impact.



"Gained something new from all of the sessions. Excellent subject matter, delivered by experts, didn't feel anything was missing from the programme".

The session on **communication and social media** (Cristina Petrut) in campaigning was articulated in two parts. The first focused on verbal and nonverbal communication; participants were invited to practice their communication skills through role plays (elevator pitch). The second described the steps for setting up campaigns and increasing engagement on social media. Youth advocates were divided into groups to plan a social media campaign (plan, goals, message, promotion and evaluation).

The **leadership** session (Iryna Vlasenko and Cristina Petrut) addressed three different styles of leadership: autocratic, democratic and laissez-faire². Pros and cons for each type of leadership were vividly debated. Divided into groups, participants were asked to adopt one style and to describe their behaviour if they were to organize a diabetes camp with a group of volunteers. Leadership strategies were also briefly described and participants were invited to reflect on the relevance of these strategies to motivate people to get involved in their projects and activities.

The **project management** (Stella de Sabata) workshop was also highly interactive. After a brief introduction to project management concepts, tools and techniques, participants were divided into 3 groups to apply their newly gained knowledge to create their own project plan (developing a counting carb app, planning an advocacy activity for WDD, and developing an online platform). Plans for the online platform were further developed during the discussion on **online learning and exchange platforms** and have already developed into one of the follow up activities (see pages 6-7).

² As identified by Lewin et al. Kurt Zadek Lewin (September 9, 1890 – February 12, 1947) was a German-American psychologist, known as one of the modern pioneers of social, organizational, and applied psychology in the United States (https://en.wikipedia.org/wiki/Kurt_Lewin)



"I liked discussions over lectures". "I liked the group workshops because everyone participated". "They were always new and fresh topics where everything was about leadership"

Polis Stavrou, alumna of the 2012 IDF Europe Youth Leadership Camp, and Davide Pilleri, 2015 IDF Europe Staff Exchange, shared with the participants their respective experience and benefits for further involvement with their Member Association and for their personal development as young diabetes advocates.

In order not to leave out sensitive questions of particular interest to young adults, a "taboo box" collected, from the beginning of the week, anonymous questions that participants wished to raise during the session "living with diabetes and **taboo forum**". These included diabetes in the workplace, diabetes and sexual performance, diabetes and pregnancy, diabetes and alcohol as well as pros and cons of insulin pumps.

Regular physical activity is a key part of managing diabetes as it is recognized to produce multiple general and diabetes-specific health benefits. It can however be challenging, so that a **physical activity** talk was given by three IDF Europe Board Members to provide scientific and medical evidence of benefits of exercise as well as practical recommendations. The purpose was to explore the health benefits, potential risks, and general guidance that people with type 1 diabetes should keep in mind when exercising. During this session, DiaEuro, the International Futsal Championship for players with diabetes, was also presented as a motivational drive for physical activity and healthy lifestyle. An important element to be taken into consideration by participants during the Camp was the hot weather as people with diabetes may have greater susceptibility to adverse effects from the heat. Outdoor physical activities were therefore planned early in the morning (optional) or in the evening when temperatures were lower. Other activities included judo, volley-ball, basketball, dancing and swimming. The hike organized in the neighboring Troodos Mountains was rated by the participants as their top physical activity of the Camp.



"Really enjoyed these sessions" – "There are never enough physical activities"

Participants' presentations were one of the highlights of the Youth Leadership Camp. Prior to the Camp, participants were asked to prepare a PowerPoint presentation to briefly introduce themselves, give an overview of the incidence of diabetes in their own country and resources available for treatment, describe activities of their diabetes association, their own present involvement and further plans as diabetes advocates.



"I liked that everyone shared their opinions and was very open about everything" – "It was great to hear about other experiences" – "A lot of new perspectives and ideas" – "It was great to learn more regarding diabetes conditions and treatment in Europe"



This sharing of experiences was an opportunity for the participants not only to learn more about diabetes incidence and treatment in Europe but was also an inspiration for engaging in diabetes activities in their own country. Issues such as use of insulin pumps vs injections, different types of continuous glucose monitoring (CGM) systems, national reimbursement policies were actively debated. Comparison between activities led by the various diabetes associations allowed identifying some common gaps such as the lack of specific activities and psychological support for late teenagers/young adults. Although diabetes camps are organized in many European countries for children under the age of 16 or 18, most teenagers/young adults are left without specific support when they enter what is often considered a critical period of their life. Addressing this specific issue is a project some of the Camp participants plan to develop in the near future.

On the last evening participants organized a superlative closing ceremony where everyone showed their talents – singing, drawing, dancing joking, and organizing games. It was an unforgettable evening.

As per the evaluation conducted at the end of the week, the Youth Leadership Camp was deemed a huge success by participants, who especially valued the sharing of experiences, the immediate friendships they developed, the knowledge gained, the dedication and engagement of the speakers and the constant interaction during workshops and presentations, during physical activities, at the time of the hike and during free time in the evening. They left with an increased sense of belonging to the diabetes community and have already formed a network of active young advocates.

“The IDF Europe Youth leadership Camp has provided me a unique and unforgettable opportunity to further my advocacy work in diabetes. The Camp has given me the confidence and competence to pursue educational work and Campaigns which endeavour to improve care for people living with diabetes. The Camp offers an unrivalled opportunity to learn from youth advocates from across Europe who are all making a mark in their respective countries.

The Camp has left me feeling enthused and inspired to challenge myself to further my advocacy work at both a national and international level. Without the Camp, I would never have believed I could make such a huge impact on a national and international scale.

Thank you IDF Europe for such a phenomenal opportunity. Thank you for putting such an amazing group of people together with so much positive energy; I look forward to what the future holds working with these incredible youth advocates”.

Lauren Quinn, United Kingdom



Caricatures of IDF Board Members who participated in the IDF Europe 2016 Youth Leadership Camp
© Andreas Skouroumounis, 2016 IDF Europe Youth Camp Participants, Cyprus

In addition to specific projects they plan to develop in their own country with their Member Association, participants have identified some common activities they wish to engage with IDF Europe. A follow-up plan is being developed and some projects have already been initiated:

- 1- Previous Youth Leadership Camps had outstanding outcomes such as the group Diabetes Youth Advocates (DYA) Europe, which originated from the 2014 Youth Leadership Camp. This very active



group, together with other Youth Leadership Camp Alumni and the very motivated 2016 cohort will be the basis for developing capacity-building and other relevant activities to support young advocates' commitment, energy and creativity. An online survey has already been circulated with the purpose of collecting information on activities conducted by the Alumni, to collect their views on how the support of IDF Europe could help make a difference in their advocacy and other relevant activities, and how IDF Europe's Youth activities could look like in the future.

- 2- Creation of a platform to provide a space for education and information: discussions and webinars on identified items of common interest and concern will take place on a regular basis (monthly or bimonthly). Repositories of educational and informative tools and resources (own stories, news items, initiatives, inspirational videos, comics, traditional literature, etc.) will provide a "one-stop shop" approach to the platform.

This motivational and inspirational support aims at promoting interaction and collaboration, fostering youth participation and engagement in concrete actions to raise awareness on diabetes, and to promote the uptake and dissemination of best practices in diabetes management.

Peer support plays a key role in good self-management, and we anticipate that this cohort of youth will inspire others to keep diabetes complications at bay. Use of IDF tools such as the IDF D-NET platform will be explored.

- 3- An immediate activity proposed by 2016 Youth Leadership Camp participants is a "World Diabetes Day European Health Challenge" to raise awareness on diabetes in Europe and promote the benefits of physical activity. The goal of this initiative is to achieve an 'Active year for diabetes' – which means 8784 hours of physical activity in 2016. The Challenge would start mid-October (date TBC) in multiple European countries and culminate on World Diabetes Day, November 14th. The plan is for young advocates to encourage European Diabetes Associations, members of IDF and others, to invite people to exercise (running, cycling, swimming, dancing, skiing, football, yoga, etc.) and to record their "active minutes".

In engaging in these selected activities, IDF Europe pursues several purposes, central to its mission and vision:

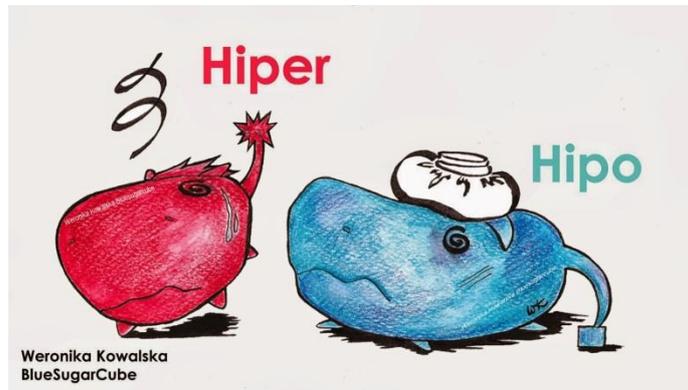
- To promote dissemination and sharing of best practices in diabetes management and education
- To promote healthy lifestyles (regular physical activity, healthy diet and healthy body weight)
- To encourage activities conducted by national diabetes associations across Europe
- To create an IDF Europe Youth Advocates Community that will help raise diabetes awareness and increase connectivity with everyone interested
- To help the youth advocates develop effective mechanisms for voicing their perspectives and to set up campaigns, using Internet tools and social media to communicate health messages and influence their peers, community and policy makers.

Youth Advocates can become the driving force to engage other youth to advocate for improving food and physical activity policy, access to medicines and new technology, and for furthering diabetes on the political agenda. IDF Europe strongly believes that the young generation's creativity and engagement will help find new and original solutions to create a world where diabetes doesn't shape one's dreams and hopes.

IDF Europe wishes to thank the Cyprus Diabetic Association (with special thanks to Mr Antonakis Mavrides), the Cyprus Tourist Organization, the Cyprus medical team (Dr Elena Karlafti, Polis Stavrou and Demetris Theocharous), Eli Lilly, FEND Medtronic, Roche, all the speakers and IDF Europe Regional Office for their involvement, contribution and support to a very successful Youth Leadership Camp. Last but not least, IDF Europe wishes to thank all participants for their enthusiasm and positive energy during the training week and for what they are and will be contributing to their communities for improving the lives of fellow people with diabetes.



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and

FEND
Foundation of European Nurses in Diabetes



Medtronic

Roche