



Action Project Reference: 66-04

Organisation: Diabetes Fiji Inc

Action Project Proposal:

“Media Awareness - create videos, articles and impact stories about projects undertaken by Diabetes Fiji”

Who Are Diabetes Fiji?

Diabetes Fiji was founded in 2012 and is under the umbrella of the International Diabetes Federation. Diabetes Fiji is closely linked to the work of the National Diabetes Foundation of Fiji which existed from 1981 to 2012. The organisation works to increase awareness of diabetes in Fiji, encourage policy makers to provide diabetes support, provide knowledge to empower diabetes sufferers or those at risk and strengthen Fiji’s healthcare systems to provide better services for diabetics. Diabetes Fiji operates in close connection with the Ministry of Health.

Diabetes is a major issue in Fiji and is the second leading cause of death. Around 16% of the Fijian adult population are living with diabetes yet many are not diagnosed. Therefore Diabetes Fiji works to try and strengthen community outreach and screening.

Mission and Values:

Mission:

To steer Fiji's national solidarity in combating Diabetes.

Values:

1. *Equity*
2. *Integrity*
3. *Respect for Human Dignity*
4. *Responsiveness*
5. *Customer Focus*

Long Term Aims & Vision:

Diabetes Fiji's long term vision is ***Diabetes in better hands***. They consider this in a number of different ways:

1. The diabetic themselves and ensuring that they have the best knowledge possible about how to live a good and healthy life.
2. Those at risk and ensuring that they are able to live a healthier lifestyle.
3. Provision of care in better hands and trying to provide better services for diabetics.

Diabetes Fiji also places a particular focus on children and young people as they are the country's future.

Current Challenges:

- Low income
- Lack of skilled staffs in areas such as marketing, graphic designs, monitoring and evaluation etc
 - People within the organisation don't know enough about how to create social media
- Difficulty finding donors, since most donor funds focus on women empowerment, climate change and entrepreneurship with very little focus on NCDs
- Research – research on Diabetes management, complication rate etc.
 - Lack data – don't have data to back up treatment and don't have enough data on prevalence of diabetes in Fiji

Further Information:

We would like you to create short videos based on 3 projects undertaken by Diabetes Fiji. We would also like you to write articles and impact stories on projects to be used in the Diabetes Fiji newsletter. The videos and articles will be used to help make people more aware of the work undertaken by Diabetes Fiji Inc so that people are able to access the services provided. We particularly need to increase awareness about young people's services. Project details, pictures and videos will be provided.

Action Project Questions:

You may wish to consider...

Planning & Delivery

- Research which articles have achieved the greatest engagement for other organisations.
- Gain knowledge and understanding of Diabetes Fiji's current services and projects.
- Can you find a previous copy of the Diabetes Fiji newsletter? - what do they normally include in their articles?
 - How can you make them better?
- What is the purpose of your articles and videos?
- Who is your target audience?
 - How can your videos and articles appeal to these people?
 - Will the content/ tone vary depending on who you are targeting?
- Can you find example articles and/or videos from other similar organisations?
 - What is good about these?
 - How could they be improved?
 - How can you apply them to the needs of Diabetes Fiji?
- How will you create clear, engaging and educational content?
- What software will you use to create the videos?

Create Content

- What projects are you focusing on?
- What information do you need to know about these projects?
- What images/infographics will you include?
- What parts of these projects will you focus on?

Barriers to success ...

- What barriers may you face and how will you overcome them?
 - E.g. Practical (how will you gain the information you require)?
 - E.g. Social (how will you use your project to increase people’s awareness of Diabetes Fiji’s work)?
 - E.g. Information and Knowledge (is there anything you need to know in order to complete this project)?
- What are the potential issues of engagement?
- How have other similar organisations overcome similar barriers?

Evaluate

- How will you evaluate the success of your work?
- Are there any improvements you can make?
- How will you ensure that your work is sustainable and can be used in the long term?
 - Could you create a template for future articles?
- Do your videos and articles meet the intended aim?

Useful Links:

- Organisation page - <https://thinkpacific.com/action-project-diabetes-fiji/>
- Facebook - <https://www.facebook.com/Diabetes-Fiji-Inc-1690230817863736/>
- Information about Diabetes Fiji provided by the International Diabetes Federation - <https://www.idf.org/our-network/regions-members/western-pacific/members/102-fiji.html?layout=details&mid=149>

Further Questions

Are there any questions you would like to ask Diabetes Fiji to assist in completing this project?

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