

#CGMFORALL SOCIAL MEDIA CAMPAIGN WRAP REPORT

March 2022



diabetes
new zealand





Key points

01

The #CGMForAll social media campaign was a continuation of the advocacy work started with our petition to Parliament in 2019.

02

The campaign was created, resourced and managed entirely internally, with zero external spend.

03

The campaign was digital only, run on the website and social media. It had higher widespread engagement on social media than any other activity in the past year.



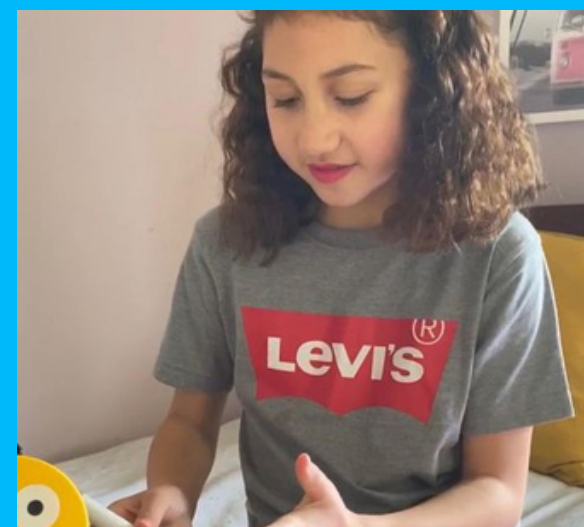
Background

In December 2019 we presented a petition to Parliament, asking:

That the House of Representatives urge Pharmac to fund Continuous Glucose Monitors (CGM), GLP1 agonists including Bydureon, Byetta, Lyxumia, and Victoza, SGLT2 inhibitors including Forxiga and Jardiance, and DPP-4 inhibitors including Januvia, Onglyza, and Trajenta".

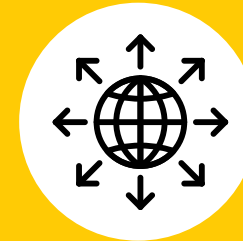
In response to feedback from us and others, Te Pātaka Whaioranga - Pharmac made the decision to fund two new medicines for New Zealanders who are at high risk of heart and kidney complications from type 2 diabetes.

In June 2021 we presented our submission to the Health Select Committee. However, no new technology has yet been funded...



Key numbers

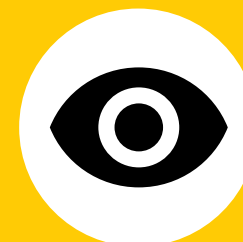
Throughout March, we made headlines and kept the national conversation on diabetes and the need for funding.



113,000
reached on our
social media*



50
personal stories
shared to website



5,695
views of website
campaign page



160
personal stories
posted to social



11,527
reactions and shares
of personal posts



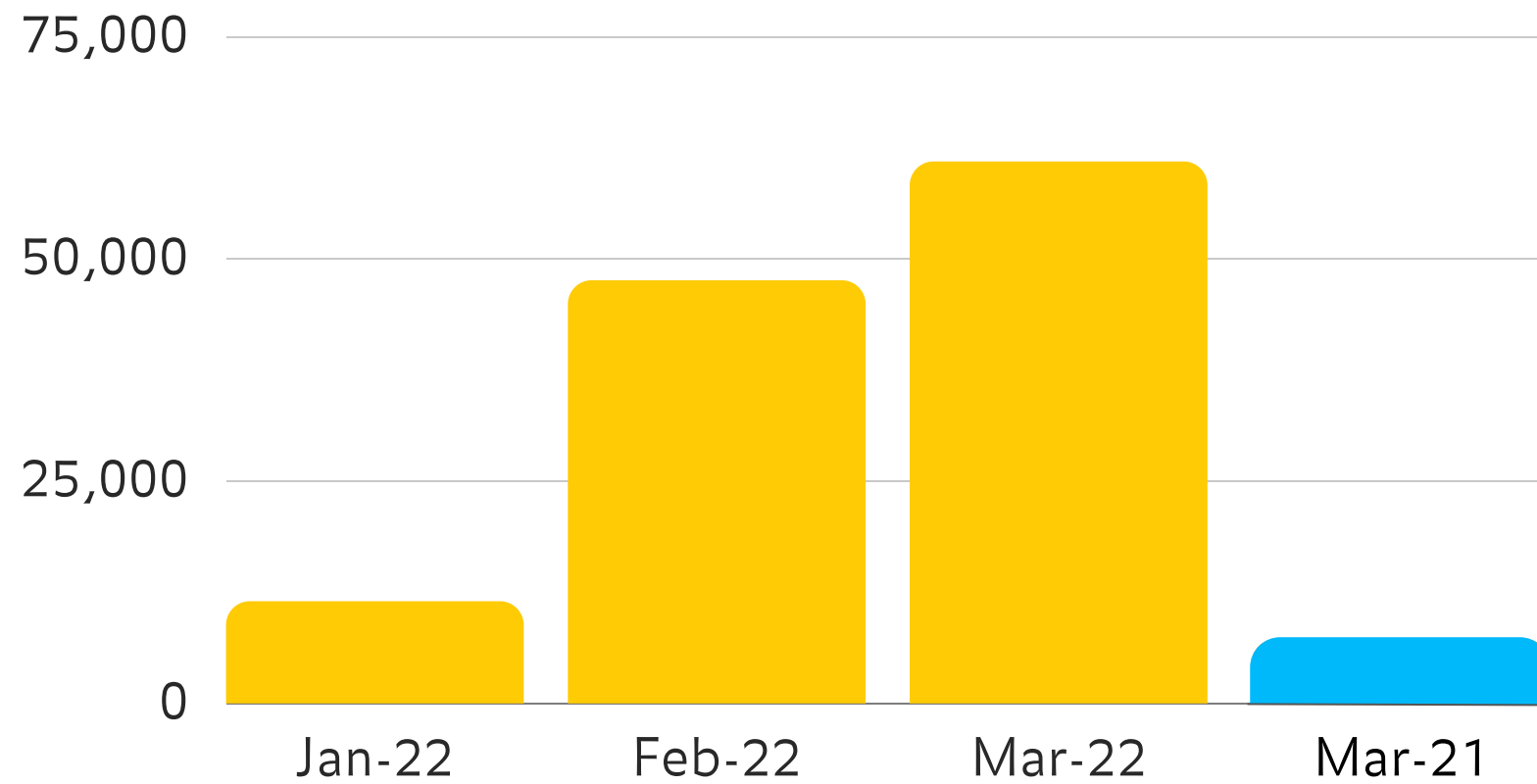
7
national media items

REACH (HIGHEST MONTH)

60,885 reach

FACEBOOK

March: +27% from previous month

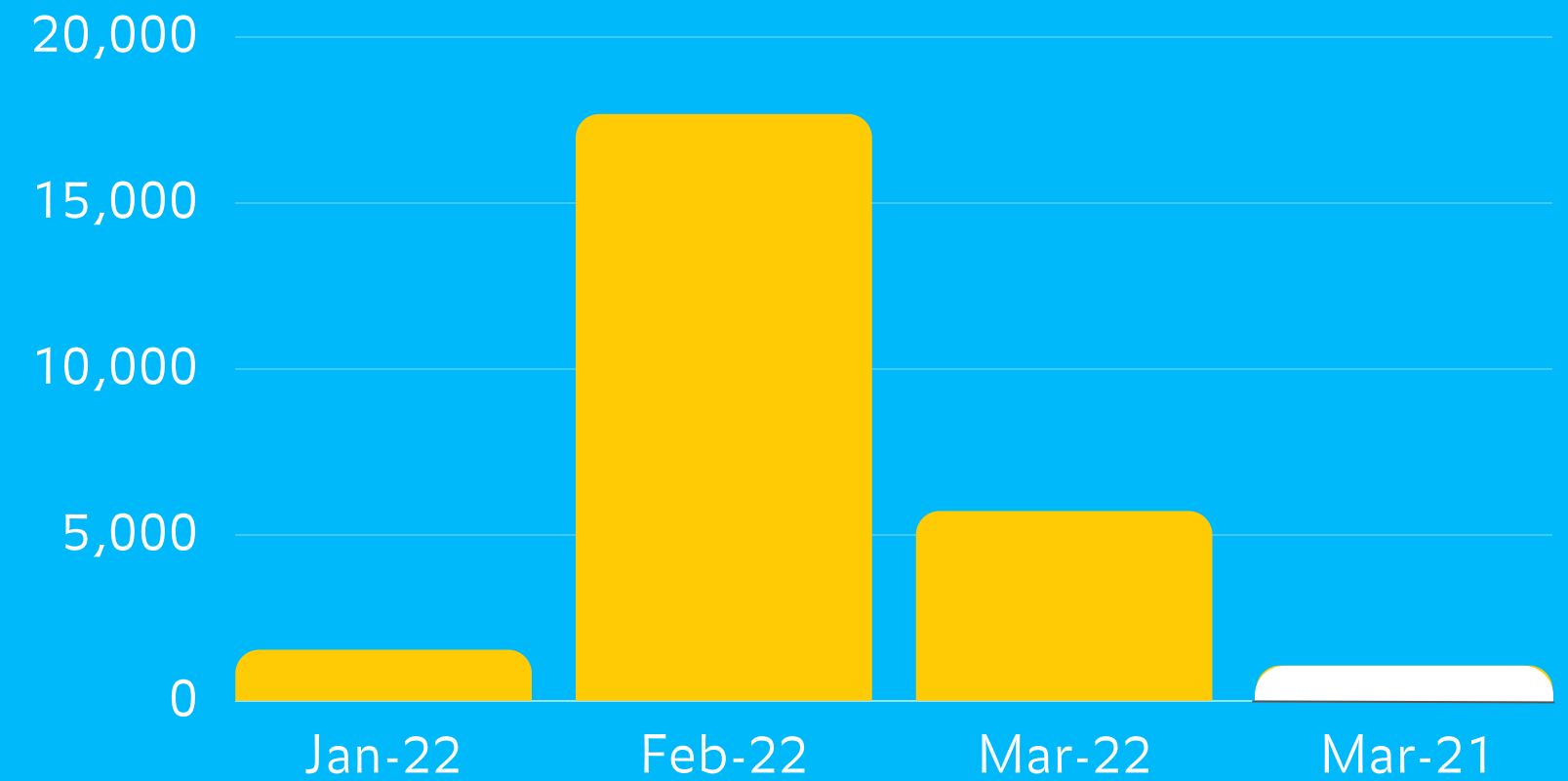


REACH (HIGHEST MONTH)

17,646

INSTAGRAM

February: +1.1K% from previous month



We go without a lot due to the demanding expense of my CGM. - [Jess](#)



4,262 days living with this disease. And not a single thing I do doesn't have my diabetes being considered in the planning. - [Evelyn](#)



Living well with diabetes shouldn't be a luxury, only accessible to those who can afford it. - [Ruby](#)



I am one of the highest costing eye patients in NZ (46 eye injections \$2,000 each and Vitrectomy surgery \$10,000+. If CGMs were funded I can hand on my heart say all those costs could have been avoided. - [@eilish.neeson](#)

We can see which way her blood sugar level is heading which help prevents the horrific damage to her healthy body caused by high or low levels. (This can save a lot of suffering as well as health dollars). - [Lisa and Patrick](#)



I work outside in all weathers it has been very easy to use. - [Jeremy](#)



Just so I can afford my CGM device, we have had to let go of other things that are expenses and work out month to month how this 'life saving' (literally 😊) gadget can fit into our budget... the priority really is the certainty of my three children waking up to a Mum. - [@renee_t1](#)

27,300 finger pricks in 8 years... We have been fortunate enough to allow him breaks from finger pricking by purchasing a CGM... but it is not a cost we are always able to factor in. - [@ohleelaynz](#)



He plays guitar and it broke my heart when he said it was getting sore to strum because of having to prick his finger. - [Ngaru](#)



CGMs are not only LIFE CHANGING but also LIFE SAVING! It not only gives me the security of knowing I will wake up tomorrow but also that my kids will wake up to a mummy. - [Ana](#)

I don't want to have to choose between living independently and having good quality of life. - [Dominic](#)



[Our 11-year-old's] nerve endings are damaged with having to do fingerprick testing sometimes up to 7+ times a day which over a month would be around 196 finger pricks - [@shari.r0se](#)



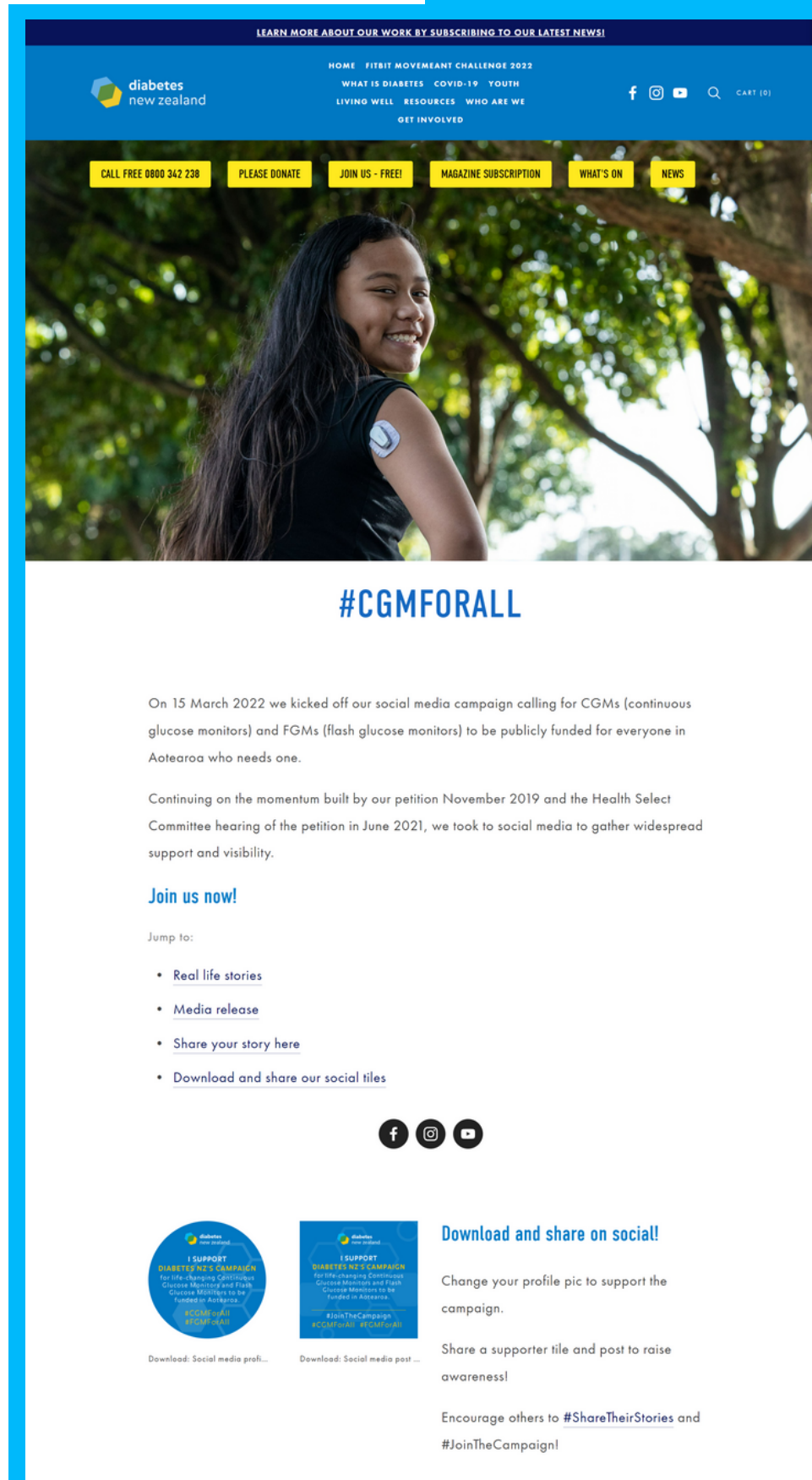
It feels completely unfair that we have to shift all of our financials so that our boys can go to school, play rugby and soccer and hang out with their mates without second guessing if they have had enough to eat, need to inject themselves or have to stop and find help. - [Tara](#)



Campaign page

diabetes.org.nz/cgm-for-all

Our website was the home of the campaign. With more than 100 stories shared, we continue to receive and share further stories as more people join the campaign.



Media



Te Ao Māori News
Diabetics' preventable problems and the billion dollar cost
Mar 8 2022



Stuff
Diabetes NZ to kick-start campaign for Pharmac funding for glucose monitors
Mar 11 2022



Stuff
Mother of young diabetes patient designs new medical bracelets to tackle stigma
Mar 12 2022



RNZ Pacific
Diabetes New Zealand is urging the government to fund life-saving continuous glucose monitors
Mar 16 2022



Southland Times
Diabetes NZ campaigns nationally for glucose monitors
Mar 20 2022



Newshub
Upper Hutt dad's plea to Pharmac to cover family's \$5200 a year bill for 'life-changing' diabetes devices
Apr 2 2022

Radio: Newstalk ZB 10 Apr 27 2022

International reshares:

NewsNow.co.uk, Global Medicine (US), Newsfounded.com (US), StopDiabetes.eu (EU), NotiUlti noticias ultimas (Spanish language), LatestBreakingNews.com (US), YouTube Meta News (Aus),



Who did we engage?

We received more than 100 stories from all over Aotearoa, from people with Type 1, Type 2, Type 3c and gestational diabetes. As many more again were shared on social media.



Young and old



All types of diabetes



Individuals and whānau



Next steps

01

Share this wrap report with Te Pataka Whaioranga - PHARMAC, key decision makers in healthcare and finance across parties, and key media

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02

Using international data, produce an evidence-based campaign demonstrating the short and long term impact of public funding for continuous and flash glucose monitors

.....

03

Our advocacy is ongoing. Our current target is the 2023 General Election. Working with key stakeholders, we will keep funding for diabetes technology at the forefront of the national health conversation.



Contact us



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