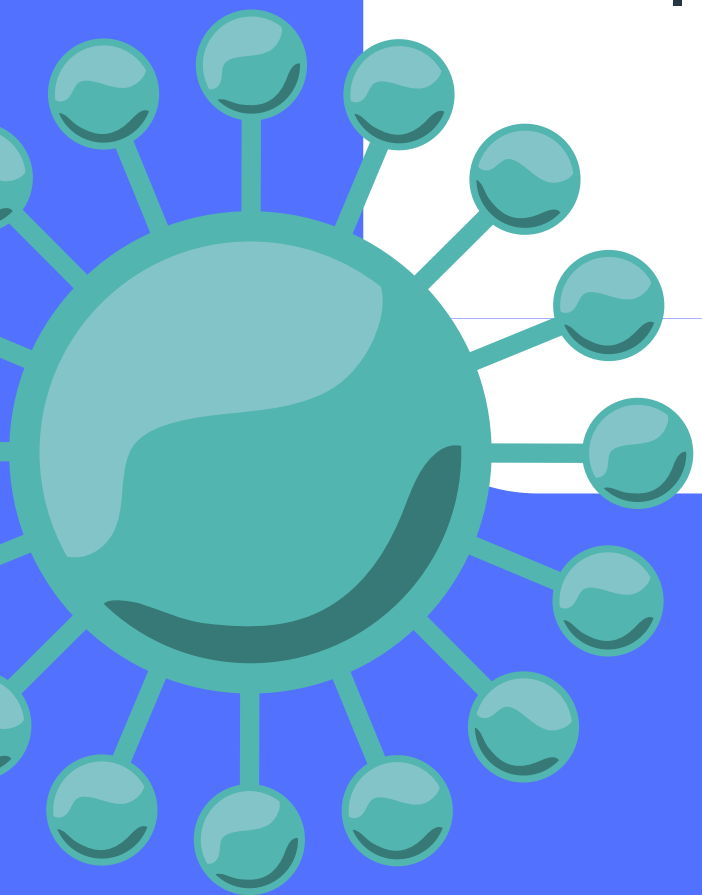




LANGUAGE MATTERS

IN THE TIMES OF COVID 19



AN INITIATIVE BY
DIABESTIES IN
COLLABORATION
WITH NHS UK.
SUPPORTED BY
DIABETES INDIA

A GUIDE TO EASE
THE PANIC, PASS
ON CREDIBLE
INFORMATION AND
SPREAD SMILES.

A GLOBAL MOVEMENT

Today in a world which is a global village, one world we all speak one language which is that of love care and compassion. People with Diabetes need the best communication, the language they understand, feel; where they can adapt and live better and happier lives.

This concept developed by a truly global team needs to be spread across every one who cares for people living with diabetes. In a world where information spreads faster than a virus, it's an outstanding effort.

Ever-changing science still needs a vehicle to communicate and I congratulate the team for this wonderful initiative. Stay Happy, Stay Healthy, Stay at home, Eat Mindfully, Be active, Sleep well and Smile!

Dr Shashank Joshi
Chair IDF Southeast Asia,
Dean, Indian College of Physicians

TOGETHER WE STAND

Language Matters has evolved as a concept across diabetes over the last few years and continues to gain strength. In these extraordinary times of COVID19, it has particular relevance as there has never been a greater need for the diabetes community to look after each other, help to reassure as well as ensure accurate information is cascaded as much as possible. This is the time to be aware of impact of language on others mental health as many are at home and look to the internet and social media for information. As Healthcare professionals part of our role needs to be thus focussed on ensuring we do our bit to help cascade reliable information and be mindful of impact of words used on those living with diabetes.

With great power, comes great responsibility.

And in unprecedented times like the present, the relevance of that is even further enhanced.

Professor Partha Kar

National Speciality Advisor, Diabetes, NHS England

Consultant Diabetes, Portsmouth, UK

INTRODUCTION

We live in extraordinary times; times of uncertainty, anxiety and fear. We must be careful now – more than ever before – about the words we use, the information we exchange and the message we spread. **#LanguageMatters Diabetes** has become a global movement, initially inspired by Jane Speight & Renza Scibilia in Australia (2012), subsequently in the USA led by Jane Dickinson (2017), further in the UK as coordinated by the NHS (2018) and then in India (2020).

Over the course of time, this has continued to gain wider acceptance and understanding in the medical fraternity and is being used to make the conversation around Diabetes more comfortable and empathetic.

We have tried to use the same principle developing the **#LanguageMatters Diabetes COVID 19 edition**, which will hopefully guide us all and help everyone understand the information that should and should not be circulating in these trying times. This has been developed to help **everyone** make sure that only accurate information and helpful sentiments are shared during this difficult period.

VIRAL ONLINE

Got a forward or a share on WhatsApp/ Insta/Twitter/Facebook or other social media information about Coronavirus?

Wait and think before you forward it. Fact-check the information/message you receive. There are **national guidelines available** as well as credible, reliable sources that provide information to the public. Please refer to those, and do not blindly believe a forward! Your true sources of information on COVID-19 are below and these should be your main reference to getting the latest updates on Coronavirus.

The collage consists of five screenshots from authoritative websites:

- WHO (World Health Organization):** Shows the WHO logo and a red banner stating "There is a current outbreak of Coronavirus (COVID-19) disease".
- NHS (National Health Service):** Shows the NHS logo and a section titled "Advice for everyone" for Coronavirus (COVID-19), with links for advice for everyone, people at high risk, symptoms, and self-isolation.
- MOHFW (Ministry of Health & Family Welfare, India):** Shows a dashboard with statistics: 15,24,268 passengers screened at airport, 593 Active COVID-2019 cases, 42 Cured/Discharged cases, 13 Death cases, and 1 Migrated COVID-19 Patient. It also lists latest updates.
- RSSDI (Research Society for the Study of Diabetes in India):** Shows a photograph of a group of people on a stage during an event, with a large Ganesha statue in the background.
- JDRF (Jawahar Education Research Foundation):** Shows a section titled "Coronavirus and Type 1 Diabetes: What You Need to Know" with a graphic of a coronavirus particle.

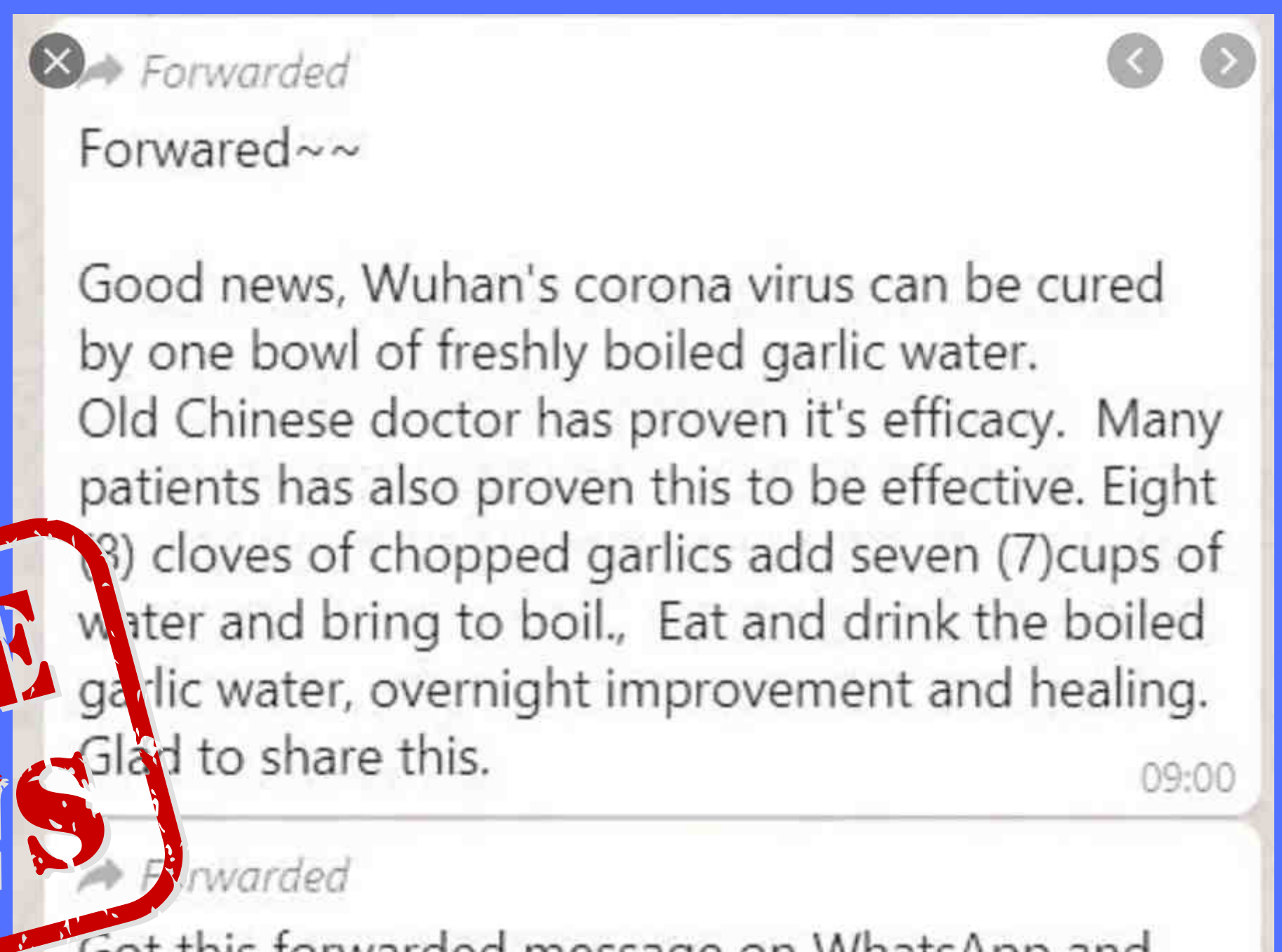
WHO / NHS / MOHFW / RSSDI / JDRF

Look for the missing piece



WhatsApp/Insta/Twitter/Facebook or other social media forwards rarely give the **source of origin** for their messages, never mentions who wrote the messages, generally attribute the message to **a third-party**, often do not have official links to back up the authenticity of the message, have no **official statement**, and often comes from your own contacts whom you know are neither associated with nor are subject experts of the message.

Always look out for the above-mentioned verified marks.



YOUR TRUE SOURCES

The Government of India has launched a **MyGov Corona Helpdesk WhatsApp Number 009190131 51515**.

All you have to do is drop a Hi to begin with. A holistic message will be sent to you in reply containing every latest update about COVID-19. You can further seek specific clarity you require through the chatbox.

24X7 Medical Help is also available from wherever you are in India. You can choose to call on 0091-11-23978046 or dial toll free number 1075 or write an email to ncov2019@gov.in

These portals will give you credible and reliable information:

Ministry of Health & Family Welfare, Government of India

National Health Portal, Government of India

Press Information Bureau, Government of India

MyGov, Government of India

Indian Council of Medical Research

Ministry of External Affairs, GoI

Air India



**Ministry of Health & Family Welfare
Government of India**

GUIDELINES

The **RSSDI** (Research Society for Study of Diabetes in India) has also published **National Guideline** for people with Diabetes that can help ease your anxiety and clearly answer questions. Please refer to them here:

<http://www.rssdi.in/newwebsite/rssdi-advice-for-people-with-diabetes-on-covid-19.php>

Research Society for the Study of Diabetes in India (RSSDI)
advice for people living with diabetes and their families for
Corona Virus (COVID-19)



March 2020

"It very important that people stay calm during these times. We have prepared guidelines to ensure that information is passed on in a clear and precise manner. Follow the advise, stay safe, practice social distancing and together, we will get through this."

- Dr. Banshi Saboo, President, RSSDI

Spread some smiles!

Grim times need laughter and sunshine! Try to spread lighter messages along with the facts and statistics. A smile to start and end the day is always nice, with a dash of colourful gifs and memes. Make your quarantine fun and creative. Use the resources around you to create something positive and share it with the world. Children can pick up on adults' worries, be mindful of this and maybe make some some child-friendly content!



This too, shall pass

With all that's going on, every message should end with some optimism. Think about what you **CAN** do with what you **HAVE** instead of the other way around. If you know anyone who needs emotional support, with the COVID-19 fear looming over, do talk to them, reassure them and inform them that they need to stay at home and practice social distancing. Just like how Diabetes is manageable with proper care and discipline, we can also slow the spread of COVID-19 with proper hygiene, care and discipline.

DONT SCARE!

Say you'll be there!

It is now established that people with diabetes fall under an **'at risk'** group. This means that they must do what is being advised for everyone – social distancing along with regular management and discipline. ***Please do not pin point and frighten those with diabetes by giving statistics about mortality rates.*** We know the information, we know the consequences, and what we need is a person saying it's going to be okay if we take the right approach.

Be that person.



Treat each other right

Given the nature of Coronavirus, we may sense some friction among individuals who may be fearful. But there is more than what meets the eye. Social distancing, quarantine and isolation are concepts to be aware of for the greater good of the society and the country; **but we must be careful not to let our distancing develop into dislike.** We are not taking precautions to develop hate, racism or judgements against others; but so that we can look out for them along with ourselves.

Don't let your actions alone drive you, let sentiments drive you too. Protect your community

Stay Safe! Stay Home! Take care of each other! Wash those hands, and be gentle with those around you. Remember, in these difficult times - the Language we use Matters



How to end the fake news cycle



CONFIRM THE SOURCE

Where did you receive the news from? Has it been confirmed by reliable sources?



CHECK THE DATE

Videos, pictures and articles from months or years ago may surface. Be cautious.



REMEMBER TO STAY CALM

Spreading panic in a time of fear is common. Follow every above step before giving in to the panic.



ALWAYS VERIFY

Are other credible sites, platforms, or channels reporting on the story?



DO YOUR RESEARCH

Look for more details before believing everything you read.



DON'T FORWARD EVERY MESSAGE

End the fake news cycle by not clicking forward on every message.

Acknowledgments

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