

How is it organized?

The International Diabetes Federation (IDF), supported by the World Health Organization (WHO), produces a variety of materials which are distributed by our member associations to the general public and the media. Our member associations use these materials, which include posters, leaflets, photographs and publications, to design a **World Diabetes Day** campaign which best meets the needs of the diabetes community in their country. **World Diabetes Day** unites the international diabetes community to produce a powerful global voice for diabetes awareness.

The International Diabetes Federation

Founded in 1950 the International Diabetes Federation (IDF) is the global advocate for people with diabetes. Its mission is to work with its member associations to enhance the lives of people with diabetes. Today, IDF counts over 180 member associations in more than 140 countries. IDF activities aim at raising awareness of diabetes, providing access to diabetes education and improving standards of treatment and care. IDF is a non-governmental organization in official relations with the World Health Organization (WHO).



International Diabetes Federation



World Diabetes Day is co-sponsored by the International Diabetes Federation and the World Health Organization

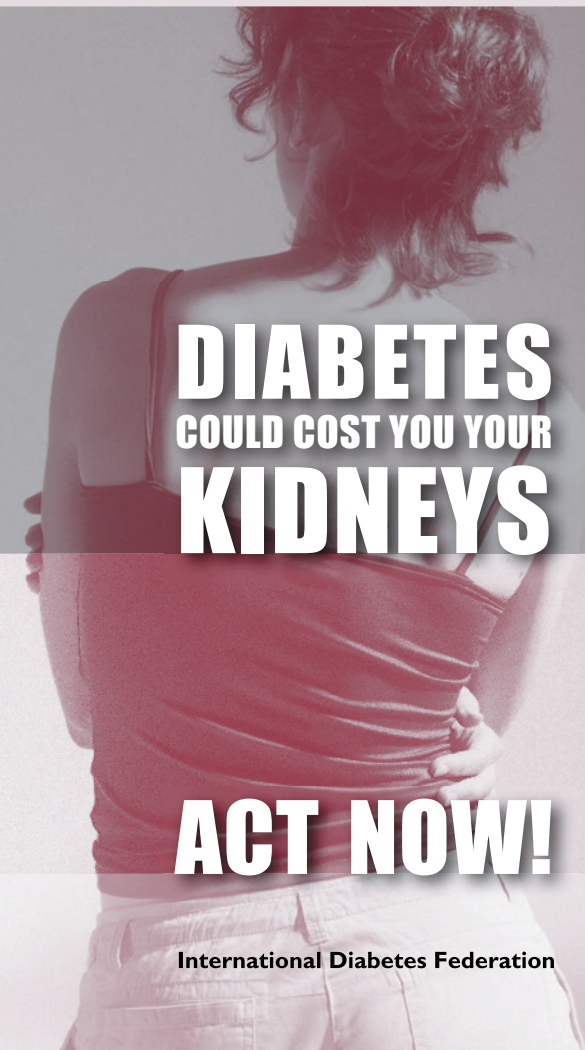
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WORLD DIABETES DAY

14 NOVEMBER

REACHING MILLIONS OF PEOPLE AROUND THE WORLD



DIABETES COULD COST YOU YOUR KIDNEYS

ACT NOW!

International Diabetes Federation

Did you know that...?

- There are over 190 million people with diabetes worldwide. This figure is projected to rise to 330 million by 2025, largely due to population growth, ageing, urbanization and a sedentary lifestyle.
- There are two basic forms of diabetes: Type 1 diabetes most frequently affects children and adolescents and accounts for approximately 5 to 10% of all diabetes. Type 2 is by far the most common form of diabetes and occurs primarily in adults, although it is now affecting children and young adults to a greater extent. It accounts for approximately 90 to 95% of all diabetes.
- At least 50% of all people with diabetes are unaware of their condition. In some countries this figure may rise to 80%.
- Diabetes is the leading cause of death due to cardiovascular disease (heart attack and stroke for example) and the fourth main cause of death in most developed countries.
- Diabetes is the leading cause of blindness and visual impairment in adults in developed countries. The incidence of blindness is 25 times higher in people with diabetes than in the general population.
- Diabetes is the leading cause of kidney failure in developed countries. Approximately 20% of people with type 1 diabetes develop kidney failure.
- People with diabetes are 15 to 40 times more likely to require a lower-limb amputation compared to the general population.
- Smoking cessation alone may reduce the risk of disease progression by 30%.
- All these diabetic complications are imposing a huge burden on healthcare services. It is estimated that diabetes accounts for between 5-10% of a nation's health budget.
- Research has shown that keeping blood sugar levels as close to normal as possible can prevent the onset of diabetes complications.

What is World Diabetes Day?

World Diabetes Day is the primary global awareness campaign of the diabetes world. It aims to raise public awareness of the causes, symptoms, treatment and complications associated with the condition. **World Diabetes Day** serves as an important reminder that the incidence of this serious condition is increasing and will continue to do so unless action is taken now.

When does it take place?

World Diabetes Day is celebrated every year on 14 November. The date was chosen as it is the birthday of Frederick Banting who, along with Charles Best, first conceived the idea which led to the discovery of insulin in October 1921.

Where does it take place?

All over the world! **World Diabetes Day** is celebrated by the member associations of the international Diabetes Federation in over 140 countries.

How is it celebrated?

IDF member associations organize an extensive range of activities which vary from country to country. Everyone is free to join in the fun! Here are some examples of activities organized in recent years:

- Radio shows
- Sports events
- Free blood screening tests
- Marches
- Public information meetings
- Poster and leaflet campaigns
- Diabetes workshops and exhibitions
- Press conferences and media coverage

Is there a special theme every year?

Yes, each year **World Diabetes Day** is centred around a unifying idea, a theme which is the focus of special attention. Topics covered in the past include diabetes and human rights, diabetes and lifestyle, and the costs of diabetes. Since 2001 particular attention has been paid to diabetes complications.

Topics covered or planned are:

- 2001** Diabetes and Cardiovascular Disease: Take it to heart!
- 2002** Your Eyes and Diabetes: Don't lose sight of the risks
- 2003** Diabetes could cost you your kidneys: Act now!
- 2004** Diabetes and Obesity
- 2005** Diabetes and Foot Care

How did it all begin?

World Diabetes Day was introduced in 1991 in response to concern over the escalating incidence of diabetes around the world. Since 1991, it has grown in popularity and now unites more than 350 million people worldwide including opinion leaders, healthcare professionals, children, adults and, of course, people with diabetes.

What does the World Diabetes Day logo signify?

In 1996 a permanent logo was designed. The logo is central to creating a strong, global identity for **World Diabetes Day**. The logo combines balance and teamwork and is based on the well-known symbol of Yin and Yang. A careful balance of insulin, medication, diet and exercise is essential in diabetes management, as is teamwork between healthcare professionals, colleagues, friends and families.