

Health Bulletin



The Global Drive To Change Diabetes

(NAPSA)—Diabetes affects nearly 21 million people in the United States and the number is expected to increase, according to the American Diabetes Association. And the International Diabetes Federation (IDF) reports that more than 240 million people in the world are living with diabetes, and the number is expected to rise to 380 million by 2025.

These alarming statistics sparked an IDF-led global initiative called the “Unite for Diabetes” campaign, which last year successfully petitioned for a United Nations (UN) Resolution on diabetes. Together, the UN and IDF, in partnership with diabetes organizations across the world, will continue to work together to help focus the world’s attention on this epidemic by calling on member states to develop national policies for the prevention, treatment and care of diabetes.

One important aspect of this initiative is the adoption of a universally recognizable symbol: a blue circle, representing the need to bring together all who are affected by diabetes to support each other and advocate for change. To raise awareness about the urgent need to turn back the tide on this global threat, the UN sanctioned November 14 as World Diabetes Day, starting in 2007.

Supporting the charge is Novo Nordisk, who launched the *Changing Diabetes*SM Bus world tour, featuring a 59-foot mobile showroom filled with interactive exhibits where visitors can learn



This 59-foot mobile showroom has traveled through five continents to reach one billion people with the message that they can help change diabetes.

about diabetes and why controlling it is critical—for themselves and their loved ones. The *Changing Diabetes* Bus departed Copenhagen, Denmark in September 2006 on an 18-month global drive to change diabetes to raise awareness about the disease and its social, humanitarian, health and economic consequences.

Since its launch, the Bus has traveled across five continents, including Europe, Africa, Asia, Australia and North America. This past June, the *Changing Diabetes* Bus made its U.S. debut in Chicago, where Chicago Bears Coach Lovie Smith, whose mother is living with diabetes, kicked off opening ceremonies.

“Education is the key to ensuring that future generations do not suffer needlessly from type 2 diabetes, which is a preventable disease,” said Smith. “I am teaming up with Novo Nordisk to call on Americans to change diabetes for good, and learn about the importance of good lifestyle habits, like proper nutrition and exercise.”

To learn more, visit changingdiabetes-us.com.