



مركز إمبريال كوليدج لندن للسكري
IMPERIAL COLLEGE LONDON DIABETES CENTRE



مؤسسة الإمارات
Emirates Foundation

News Release: Dailies; online, international wires

The Capital laces up to WALK UAE 2007

'START WALKING. PREVENT DIABETES.'

Daman partners with ICLDC and Emirates Foundation, with the support of Abu Dhabi Tourism Authority

THIS FRIDAY

Walkathon, Abu Dhabi Corniche

November 23 2007 3:00 p.m.

(For more information log on to www.icldc.ae; www.diabetesuae.ae)



هيئة أبوظبي للسياحة
Abu Dhabi Tourism Authority

Daman
الشركة الوطنية للضمان الصحي
National Health Insurance Company



مركز إمبريال كوليدج لندن للسكري
IMPERIAL COLLEGE LONDON DIABETES CENTRE



مؤسسة الإمارات
Emirates Foundation

Abu Dhabi, November 2007 – Thousands of UAE residents are expected to put on their walking shoes to combat a five kilometre walkathon route along Abu Dhabi cornice as the nation continues to unite in the fight against diabetes (Friday November 23).

Event organisers, Imperial College London Diabetes Centre (ICLDC) suggests that over 5,000 participants, comprising individuals, families and corporate teams will participate in the walkathon, one of many nation-wide activities organised to throw the spotlight on the debilitating disease.

The National Health Insurance Company – Daman, has joined hands with ICLDC to drive this initiative as the event's exclusive sponsor, and the Abu Dhabi Tourism Authority (ADTA) also pledged its support.

Dubbed **WALK UAE 2007. START WALKING.PREVENT DIABETES.**, the walkathon is the third step of ICLDC's multi-pronged public health awareness campaign 'DIABETES. KNOWLEDGE. ACTION', in association with Emirates Foundation.

The walkathon will start in the Marina Mall area at 3pm on Friday, November 23 2007 and will continue along Abu Dhabi corniche. Hundreds of 'diabetes-blue' balloons, will be released to mark the event.

The World Health Organization reports that approximately 150 million people worldwide have diabetes, and the number is projected to double

هيئة أبوظبي للسياحة
Abu Dhabi Tourism Authority

Daman
الشركة الوطنية للضمان الصحي
National Health Insurance Company

by the year 2025. UAE has second highest diabetes prevalence in the world with 19.6 %.

Diabetes in UAE

Facts & Figures

- It is estimated that 19.5% of the UAE's population is living with diabetes that means every one out of five person is living with diabetes.
- More than a quarter of UAE nationals suffer from diabetes
- 40 percent of residents aged over 60 have diabetes and the number is expected to increase through the coming years.
- According to statistics cases of mortality, diabetes mellitus constitute 75 percent of the deaths among UAE nationals and 31 percent among non-nationals.

A 30-minute walk a day helps keep diabetes away

A brisk 30-minute walk every day may help the body improve the use of its own insulin and ward off diabetes, according to the specialists at Imperial College London Diabetes Centre (ICLDC).



مركز إمبريال كوليدج لندن للسكري
IMPERIAL COLLEGE LONDON DIABETES CENTRE



مؤسسة الإمارات
Emirates Foundation

"Our studies show that, no matter what the activity is, increased activity leads to a marked improvement in insulin sensitivity" said Dr Maha Taysir Barakat, Endocrinologist and Medical & Research Director at the Centre.

Research shows that subjects who exercise moderately and regularly are less likely to fall foul of impaired insulin-using capacity than sedentary subjects. She said a brisk; half-hour walk-a-day is particularly effective in managing good health, especially when a balanced diet is also maintained.

"Adults need to participate in at least 30 minutes of moderate physical activity on most days of the week," she said.

"It's clear that simple lifestyle changes can prevent diabetes and other related diseases. Researches showed that the combination of a healthy diet, regular exercise, weight control, and abstinence from tobacco, reduce the risk of having diabetes".

For more detailed information, visit www.icldc.ae and www.diabetesuae.ae

- Ends -

Notes to the Editor

About Imperial College London Diabetes Centre

هيئة أبوظبي للسياحة
Abu Dhabi Tourism Authority

Daman
الشركة الوطنية للضمان الصحي
National Health Insurance Company

The Imperial College London Diabetes Centre is a state-of-the-art specialised out-patient clinic dedicated to help detect, prevent and treat diabetes. The centre is a one-stop-facility that specialises in Diabetes Treatment, Research, Training and Public Health. Located in Abu Dhabi (next to the Zayed Military Hospital), ICLDC allows the highest level of specialised patient care, from first diagnosis to the continued management of all complications associated with diabetes.

Imperial College London holds a renowned history and expertise in the study of diabetes, bringing one of the leading medical academic institutions in the world to Abu Dhabi as a core working partner. Under ICLDC practices, one of the Centre's primary objectives will be to provide continuing education for health professionals and the general public. For more details visit: www.icldc.ae

About Emirates Foundation

The Emirates Foundation, created in 2005, represents a unique, multi-sector effort to create a new range of opportunities for the people of the United Arab Emirates (UAE). Through philanthropic projects within our four core areas of interest, we seek to engage all individuals and groups in the UAE to usher in a new era of mutual achievement.

The four core areas for our work are: education; research & development; arts & culture; and social & environmental development.

All activities are designed to benefit the broader public, both directly and indirectly. In many cases, the success of our projects is dependent on large-scale public participation. Explore our website to learn more about the role that we play in our community. www.emiratesfoundation.ae

About National Health Insurance Company - Daman

The National Health Insurance Company - Daman, was established on 01 May 2006. Today it is the region's leading health insurance company, providing comprehensive healthcare solutions to over 850,000 customers in the UAE via the largest network of private hospitals and pharmacies available.

With affordable health insurance for people of all income levels, Daman offers international standard healthcare insurance cover for both individuals and companies.

A 24-hour dedicated Medical Authorisation Center, staffed by a team of doctors and nurses, ensures that patient enquiries are dealt with speedily and efficiently using the most sophisticated technology available. A second customer hotline, also open 24/7 and manned by 30, multilingual staff, guarantees that UAE residents can access information about plans and their insurance cover whenever and wherever they want.

With an international network of 18 countries, Daman's customers have access to healthcare provision in the Kingdom of Saudi Arabia, Oman, Qatar, Bahrain, Kuwait, Jordan, Syria, Egypt, Lebanon, Germany, USA, UK, Spain, Russia, Austria, Switzerland and India, in addition to the UAE, depending on the terms of their personal cover. www.damanhealth.ae

About Abu Dhabi Tourism Authority

The Abu Dhabi Tourism Authority is the statutory body established in 2004 with wide ranging responsibilities for the promotion and development of the emirate's international tourism industry. The mandate covers three primary areas : Destination Marketing, Infrastructure and product development. Regulation, licensing and classification.



مركز إمبريال كوليدج لندن للسكري
IMPERIAL COLLEGE LONDON DIABETES CENTRE



مؤسسة الإمارات
Emirates Foundation

Key ADTA responsibilities include the development of an overall tourism strategy for Abu Dhabi - the largest of the seven emirates which form the UAE Federation - directing the implementation of activities needed to achieve strategic objectives and creating the physical infrastructure required by tourism operators and their clientele. www.abudhabitourism.ae

For media enquiries:

Susan Furness, Strategic Solutions for ICLDC

Tel : +9714 3903033, Mobile : +97150 6556126

Anu Bhatnagar, Strategic Solutions for ICLDC

Tel: + 9714 3903018, Mobile: + 97150 7286803

هيئة أبوظبي للسياحة
Abu Dhabi Tourism Authority

Daman
الشركة الوطنية للضمان الصحي
National Health Insurance Company