

## Diabetes Awareness Booth in Al Ain sees record number, set to reach 5,000 by month end

ICLDC and the Emirates Foundation drive “DIABETES. I WONDER...” campaign at Al Jimi Mall

(for more information log on to [www.diabetesuae.ae](http://www.diabetesuae.ae))

**Al Ain, July 2007:** More than 150 people a day are approaching the “DIABETES. I WONDER...” booth at Al Ain’s Jimi Mall, meaning that more than 5,000 people will have been given diabetes awareness by month end, and over 15,000 people since the campaign started in the capital in April. (July 2007).

Visitors to the booth who are considered to be ‘high-risk’ are urged to undergo a simple blood test to check if they have diabetes or pre-diabetes.

Figures to date show that of the people who return for testing, more than 17% tested positive for diabetes or pre-diabetes and have been urged to seek follow-up and treatment.

This is the second phase of the nation-wide outreach programme, a joint public health awareness initiative carried out by the Imperial College London Diabetes Centre and the Emirates Foundation, while being endorsed by the Health Authority Abu Dhabi (HA-AD). The booth kicked off in April at Abu Dhabi’s Marina Mall.

“The booth is purpose-designed to educate visitors about the disease and offer free screening for high-risk individuals,” said Dr Maha Taysir Barakat, Consultant Endocrinologist and Medical & Research Director at the Centre.

She said that risk is assessed by age (45+), build (body mass index and signs of heavy weight particularly around waist), family history of diabetes, ethnic background, lifestyle (low activity),

“DIABETES. I WONDER...” is the first of many activities within the DIABETES KNOWLEDGE. ACTION campaign, which is under the auspices of Her Highness Shaikha Fatima bint Mubarak, Supreme Chairperson of the Family Welfare Foundation and Chairperson of the General Women's Union.

Diabetes prevalence in the UAE ranks the Emirates as second highest worldwide. More than 19.5% of the age group 20-79 are estimated to have diabetes.

For more detailed information, visit [www.icldc.ae](http://www.icldc.ae) and [www.diabetesuae.ae](http://www.diabetesuae.ae)

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### **Notes to editor**

#### **About ICLDC:**

The Imperial College London Diabetes Centre is located in Abu Dhabi next to Zayed Military Hospital. Specializing in Diabetes Treatment, Research, Training and Public Health, ICLDC allows the highest level of 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.

#### **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 our activities are designed to benefit the broader public, both directly and indirectly. In many cases, the success of our projects will be dependent on large-scale public participation. We invite you to explore our website to learn more about the role that we intend to play in our community.

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