

You are what you read

Packaging and labels are there to impart important information, says ICLDC

ICLDC Launches I COOK HEALTHILY;

Live cook show, nightly during Ramadan at Abu Dhabi's Marina Mall

Every night until October 11, 9.30pm to 10.30pm

(for more information log on to www.icldc.ae 'I COOK HEALTHILY' recipes are available for download on www.diabetesuae.ae)

Abu Dhabi, October 2007: On-going improvement in the labeling and packaging of groceries has helped ease the often-daunting process of personal diet management, according to a leading official at Abu Dhabi's Imperial College London Diabetes Centre (ICLDC).

"Self regulation by food production companies and the deployment by local governments of nation-wide controls have meant that the consumers' ability to determine just what goes onto the food table has never been so straightforward," said ICLDC's Dr. Maha Taysir Barakat, Consultant Endocrinologist and Medical & Research Director at the Centre.

She stressed that diet plays an important role in general well-being, particularly for those living with diabetes and confirmed that by maintaining a healthy lifestyle, including a balanced diet, not only can diabetes be managed, but it is possible to help prevent its onset, if predisposition is recognized early.

Recent figures suggest that one out of five people in the UAE aged 20 to 79 already live with diabetes.

“If you are living with diabetes, your diet is an important part of your treatment plan,” she said.

“Today’s ever-stringent food labelling guidelines mean that you can determine what you are eating – and what to avoid - by carefully reading the labels. Reading and understanding food labels can help you make the best dietary choices.”

(This month, during the Holy Month of Ramadan) ICLDC has joined hands with Marina Mall, Abu Dhabi to host live cooking demonstrations (from 9.30pm to 10.30pm nightly). More than 10,000 people are expected to see one or more of the shows, dubbed ‘I COOK HEALTHILY’.

‘I COOK HEALTHILY’ is the second stage of ICLDC’s multi-pronged public health awareness campaign, ‘DIABETES. KNOWLEDGE. ACTION’, in partnership with Emirates Foundation.

Chef Salim, Executive Chef with Abu Dhabi National Hotels, is billed to make nightly performances, cooking up more than 60 recipes (two a night) at a bespoke IKEA kitchen especially constructed in Marina Mall’s exhibition concourse.

Dr. Maha endorsed the cook show concept and approved each of the 60 recipes. The recipes are now available for download on www.diabetesuae.ae

ICLDC's Practical Tips for Healthy eating

The ingredient list informs you of the ingredients that are used in the packaged food and they are shown in descending order according to their weight

The first ingredient makes up the largest quantity of the food items. Beware of the foods where fat, margarine, cream, oil or sugar feature the top few ingredients.

Understanding Common Nutrient Claims

When You Read...	The Nutrient Claims Indicate...
Sodium free/Salt free	Less than 5 mg of sodium per serving
Low Sodium	140 mg or less of sodium per serving
Reduced in Sodium	At least 25% less sodium than regular version
Light in Sodium	50% less sodium than regular version
Unsalted/No Added Salt	No salt has been added to the product
Fat-Free*	Less than 0.5 grams of fat per serving
Low Saturated Fat	1 gram or less per serving
Low Fat	3 grams or less of fat per serving
Reduced Fat	At least 25% less fat than regular version
Light in Fat	50% less fat than regular version
Sugar-Free**	Less than 0.5 grams of sugar per serving
Reduced in Sugar	At least 25% less sugar than regular version
No Added Sugars	No sugar has been added to the product
High in Fibre	5 grams or more of fibre per serving

*Fat-Free may not always be a healthier option as it may be higher in carbohydrates than the original. It's best to read and compare the labels!

**Sugar-Free does not mean that a product is carbohydrate-free.

Useful Tips:

1. Avoid food with added sugar.
2. Avoid fried food.
3. Eat more fiber. In fact, half of your plate should be green as a rule of thumb (e.g. Salad, vegetables, tabbouleh) – see plate method below.



4. Lastly and most importantly daily walking or regular exercise is essential.

Abu Dhabi's state-of-the-art diabetes centre, ICLDC, opened just over one year ago (August 2006) and is now the UAE's largest, leading, multi-disciplinary diabetes facility. It is dedicated to prevention, treatment, training and research covering all aspects of diabetes and its complications.

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

Notes to the Editor

About Imperial College London Diabetes Centre

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 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. www.emiratesfoundation.ae



مركز إمبريال كوليدج لندن للسكري
IMPERIAL COLLEGE LONDON DIABETES CENTRE



مؤسسة الإمارات
Emirates Foundation

About Marina Mall:

Marina Mall is Abu Dhabi's landmark in shopping and entertainment set on the the Abu Dhabi breakwater. With over 350 local and international retailers and services, Marina Mall covers a gross built area of 257,000 m² and has a gross leasable area of over 120,000 m² spread over four levels. With 4,200 parking bays, 1100 of which are in the underground basement, there is more than sufficient space for all visitors. The Mall is owned and managed by the National Investment Corporation (NIC).

About IKEA:

IKEA, a member of the Al-Futtaim Group, offers an extensive range of home furnishing items of good design, value and functionality. IKEA UAE closely follows the popular self-serve, self assembly concept which was conceived in Sweden over half a century ago and offers customers a complete family day out through its ability to cater to children's needs. With stores in Dubai and Abu Dhabi, IKEA UAE won the 'Best Integrated Communications in 2004' award from Gulf Marketing Review among all retail companies in the UAE. Toll free number for the world-famous brand is 800 4532 (800 IKEA). The IKEA catalogue is also available online www.ikeauae.com

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