

PUBLIC CAN NOW STOP WONDERING ABOUT DIABETES RISK

UNDER THE AUSPICES OF H.H. SHEIKHA FATIMA BINT MUBARAK

**ICLDC KICK STARTS “DIABETES. I WONDER...”
HAND IN HAND WITH EMIRATES FOUNDATION**

DIABETES AWARENESS BOOTH SET UP AT MARINA MALL ABU DHABI



Abu Dhabi – UAE April 9 2007: The Emirates Foundation, a philanthropic society, together with the UAE's leading diabetes detection and prevention centre, Imperial College London Diabetes Centre (ICLDC) kicked off the first leg of 'DIABETES. KNOWLEDGE. ACTION.', its joint public health awareness initiative in Abu Dhabi supported by the Health Authority Abu Dhabi (HAAD)

The nation-wide initiative breaks (this week) with teams from Emirates Foundation and ICLDC showing the public how important it is to be aware of risk factors predisposing to diabetes. 'Diabetes. I Wonder...' is the first activity of many for 'DIABETES KNOWLEDGE. ACTION.' Through it, ICLDC and Emirates Foundation will provide people with information that explains just how easy it is to prevent diabetes and shows those who have been diagnosed with the disease how it can be managed.

Marina Mall is the first of many stops that will host a purpose-designed diabetes awareness booth. Members of the public can learn whether or not they are at risk of developing diabetes and who should be tested.

There is a simple prevention solution– a healthy lifestyle.

News of this public health awareness drive, which is launched under the auspices of Her Highness Sheikha Fatima bint Mubarak Al Nahyan, Supreme Chairperson of the Family Welfare Foundation and Chairperson of the General Women's Union, was first announced during the visit of His Royal Highness Prince Charles to ICDLC (in February).



Prevent diabetes by living a healthy life

Mr.Omar Saif Ghobash, Deputy CEO of Emirates Foundation said: “Diabetes is a silent disease that could hit any one of us!

“Yet, many of us do not know what diabetes is, how it affects our lives or how we can prevent or reverse its effects.

The goal of ‘DIABETES. KNOWLEDGE. ACTION.’ is to ensure that diabetes in the UAE does not have the opportunity to further weaken the health of the community we live in.

Starting with ‘Diabetes, I Wonder...’ we hope to encourage every individual in the UAE to ask themselves ‘How much do I know about diabetes?, do I want to know more about the disease?, is this a problem for me, my family, my friends?, how do I help to tackle this problem?’

The UAE has the world's second highest number of diabetes cases per capita. One out of five people aged 20 to 79 already lives with this disease, while a similar percent of the population is at risk of developing it.

It is a dangerous disease with many potential complications and we want to help stop it in its tracks,” he said.

Dr Maha Taysir Barakat, Consultant Endocrinologist and Medical & Research Director at the Centre confirmed that by maintaining a healthy lifestyle not only can diabetes be managed, but it is possible to prevent it.

“The good news is that 80% per cent of type 2 diabetes is preventable simply by introducing a healthier diet and increasing physical activity.”



“DIABETES. KNOWLEDGE. ACTION.’ will equip those in the UAE with the knowledge and tools to prevent diabetes through the provision of accurate, up-to-date information and screening activities,” continued Dr Maha.

Dr. Maha warned that diabetes brings with it several life-threatening complications if not diagnosed and properly treated. “These complications can be prevented if detected early and our initiative, ‘DIABETES. KNOWLEDGE. ACTION.’ will ensure a consistent, hard-hitting message to the people of the UAE - *act now for a healthier, longer life.*”

More community activity planned

‘DIABETES. KNOWLEDGE. ACTION’ and the activities throughout the initiative will encourage more community activity, such as, **I Eat Right**, an educational initiative aimed at getting children, mothers and carers to take a look at, and possibly change, what’s in their lunch boxes; **I Play Sports**, a fun Corporate World vs. the Field Professionals football tournament, **I Walk** to bring the community together in a walkathon to raise awareness and finally **I Cook Healthily**, a recipe book and DVD to show people how they can cook fabulous meals that are good for them.

Abu Dhabi’s state-of-the-art diabetes centre, ICLDC, was officially opened just seven months ago (August 2006) by His Highness, Sheikh Suroor Bin Mohammed Al Nahyan and is now the UAE’s largest, multi-disciplinary diabetes facility.

It is dedicated to prevention, treatment, training and research covering all aspects of diabetes and its complications.

ICLDC is wholly owned by Mubadala Development and was created as a result of the strategic partnership between Mubadala Development and Imperial College London, a world leading science-based university with the largest medical school in Western Europe.

For further information, please visit: <http://www.icldc.ae>.

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Notes to editors

About ICLDC:

The Imperial College London Diabetes Centre is located in Abu Dhabi next to Zayed Military Hospital. Specialising 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.