

Press Release

**HH SHEIKHA FATIMA BINT MUBARAK
GIVES SUPPORT AS
ICLDC and EMIRATES FOUNDATION KICK OFF
'DIABETES. KNOWLEDGE. ACTION' CAMPAIGN
TO DRIVE DIABETES AWARENESS**

***'Campaign provides hope for those at risk of diabetes and
will alert those who have diabetes but do not know - yet;
UAE currently second highest in the world for diabetes prevalence;
numbers could rise if measures not taken.'***

Abu Dhabi – UAE February 27 2007: Her Highness Sheikha Fatima bint Mubarak, Supreme Chairperson of the Family Welfare Foundation and Chairperson of the General Women's Union, has pledged her patronage of a public health awareness campaign to draw nationwide attention to diabetes.

The *DIABETES. KNOWLEDGE. ACTION'* campaign will focus on disseminating knowledge surrounding diabetes prevention, symptoms and lifestyle support activities. It aims to help prevent rising numbers in diabetes prevalence by encouraging nationwide testing for the debilitating illness in which the UAE ranks alarmingly high, second only to the small Western Pacific island of Nauru (source: International Diabetes Federation).

The campaign, an initiative born out of a partnership between the Imperial College London Diabetes Centre (ICLDC) in Abu Dhabi and the Emirates Foundation, was showcased today in the presence of His Royal Highness the Prince of Wales, Her Royal Highness the Duchess of Cornwall, Her Excellency Mariam M. Al Roomi, Minister of Social Affairs, and His Excellency Ali Salem Al Kaabi, Director of the Office of the Minister of Presidential Affairs and Chairman of the Board of Trustees of the Family Development Foundation.

Ahmed Ali Al Sayegh, Managing Director of the Emirates Foundation, speaking on behalf of the Chairman, His Highness Sheikh Mansour bin Zayed Al Nahyan, stated: “The Emirates Foundation strives to foster initiatives for the betterment of the community in which we live.

“Through this union with ICLDC and the patronage of Her Highness Sheikha Fatima bint Mubarak, this public health awareness campaign looks set to engage the UAE community in the fight against diabetes.”

His Excellency Khaldoon Khalifa Al Mubarak, CEO and Managing Director of Mubadala Development, and ICLDC Chairman said: “The research observations show that each of us in the UAE is likely to have a close relative or friend living with diabetes. The opening of the Imperial College London Diabetes Centre last year was the first step in reversing the impact of diabetes in the UAE, and now this campaign with the Emirates Foundation will help to bring the message home.

“The Centre and the campaign are another step in the realisation of our President, His Highness Sheikh Khalifa bin Zayed Al Nahyan’s vision to provide the people of the UAE with the best healthcare facilities in the world.”

Currently, while diabetes is pegged as one of the world’s fastest growing debilitating illnesses, the good news is that there is a simple prevention and maintenance solution – a healthy lifestyle.

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.

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

She said that the '*DIABETES. KNOWLEDGE. ACTION*' public health awareness campaign is designed around an outreach information and screening programme that will take teams of specialist medical professionals into the heart of the community. This is one of many drives to manage and eventually reverse diabetes trends.

The '*DIABETES. KNOWLEDGE. ACTION*' campaign will also promote community activities, such as a major *Corporate World versus the Field Professionals* football tournament with the UAE National team taking on members of the UAE's commercial sector, and an '*I Eat Right*' school lunch-box drive, targeted at mothers, carers and children.

Abu Dhabi's state-of-the-art diabetes centre, ICLDC, was officially launched just six months ago (August 2006) under the auspices of His Highness General Sheikh Mohammad bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE Armed Forces and Chairman of the Abu Dhabi Executive Council, by His Highness Sheikh Suroor bin Mohammed Al Nahyan. It is now the UAE's largest multi-disciplinary diabetes facility dedicated to prevention, treatment, training and research of 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.

Meanwhile, ICLDC will host a programme of complementary activities at the Centre, including Specialist Forums targeted at the medical sector, and Lifestyle Clinics for those with and without diabetes who have embraced the news that a healthy lifestyle can prevent and manage diabetes.

For further information, please visit:

<http://www.icldc.ae> and <http://www.emiratesfoundation.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 their four core areas of interest, they seek to engage all individuals and groups in the UAE to usher in a new era of mutual achievement.

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

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

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