



مركز إمبريال كوليدج لندن للسكري
IMPERIAL COLLEGE LONDON DIABETES CENTRE



مؤسسة الإمارات
Emirates Foundation

SNIPPET lifestyle bite – Tabloids; Lifestyle; Healthcare

Smart snacks for a healthier community

**UAE's children help reinvent the 'smart' lunchbox
as 'I EAT RIGHT...' targets schools**

(for more information log on to www.diabetesuae.ae or www.icldc.ae)



Abu Dhabi, November 2007: It's snack time. But just what do we give to our child to eat that are both a tasty treat and passes the good nutrition test?

And, with an estimated 2.2 million schoolchildren being allergic to one type of food or another, including peanuts, milk and soy, the possibility of a food allergy brings more complexity to the no-longer simple process of snacking.

'I EAT RIGHT...' is a public health initiative by Imperial College Diabetes Centre (ICLDC), in association with Emirates Foundation, that aims to help in making all meal times, especially snack time, a fun, tasty experience for children – and their mothers or carers, by encouraging a peek into the typical lunchbox!

Daunting? Well, with many popular, ready-packaged snacks high in fat, added sugar and sodium, and low in nutritional value, yes it can be.

However, this fun but educational thrust from ICLDC, which has drawn support from National Health Insurance Company – Daman, is out to change these eating habits by encouraging children, mothers and carers to take a look at, and possibly change, the contents of snacks and lunchboxes.

Daman believes that adopting these habits from an early age will help these children to lead healthier lives in the future, and pass these traits onto their children which will ultimately yield a healthier community.

"Children obesity and diabetes are currently on the rise globally due to the kids' constant exposure to unhealthy foods and snacks. We aim that through this campaign we will be able to educate families on the dire health hazards that these habits may generate, and urge all families to participate in this initiative as a first step to curbing diabetes," commented Dr. Michael Bitzer, CEO of Daman

'I EAT RIGHT...' has also ensured that convenience in preparation is factored in to make a 'smart' lunchbox, as few parents or carers have the time or inclination to serve messy snacks or worry too much about measuring portion sizes.

"Adults underestimate kids and their willingness to eat healthy foods. If you take an extra step to make it seem special or fun, kids are very receptive to new foods.

"Just don't force children to choose between cookies and carrots. But if the option is between fruit and a whole-grain cracker with cheese, either choice is a winner," says Dr Maha Taysir Barakat, Endocrinologist and Medical Research Director at the Centre.

'I EAT RIGHT...' is set to work with 16 schools and talk to more than 2,000, 10-year olds. The ICLDC team will coach pupils and teachers by means of interactive sessions that involve fun quiz times that prompt the children to think about food, calories and nutritional content, and then have the children make up the ideal, tasty lunchbox!

For more detailed information on campaign or Diabetes please log on to www.diabetesuae.ae

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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 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

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