



مركز إمبريال كوليدج لندن للسكري
IMPERIAL COLLEGE LONDON DIABETES CENTRE



مؤسسة الإمارات
Emirates Foundation

Getting ready for World Diabetes Day, November 14;

THE UAE UNITES FOR DIABETES

**The nation's leading healthcare drivers join hands with
United Nations**

**- Emirates Foundation, ICLDC, HAAD, Ministry of
Health-**

**WALK UAE 2007 walkathon launches on the platform of
'START WALKING. PREVENT DIABETES.'**

10,000 participants targeted for Walkathon along Abu Dhabi Corniche

November 23 2007 3:00 p.m.

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



Abu Dhabi, 8 November 2007 — As the global media spotlight prepares to shine on diabetes [World Diabetes Day (WDD), 14 November 2007], four of the nation's leading voices in healthcare have pulled together in support of the United Nations' Unite for Diabetes' campaign.

The Emirates Foundation, Health Authority - Abu Dhabi (HAAD), UAE's leading centre for specialist diabetes care, Imperial College London Diabetes Centre (ICLDC) and the Ministry of Health, have pledged allegiance as the nation attempts to stamp out diabetes, said to affect 19.5%, or almost one in five persons in the UAE of the 20-79 age group.

Dr. Maha Taysir Barakat, Endocrinologist and Medical & Research Director at Abu Dhabi's ICLDC, is set to host the trio, and a senior UN representative, as recent public health awareness campaigns have raised demand for screening and, ultimately, treatment (in the lead up to WDD) on 12 November 2007 at ICLDC, Abu Dhabi including a special media briefing at 10am.

She said that a senior figure from the Ministry of Health, Professor Rury Holman representing the United Nations diabetes campaign, Dr. Oliver Harrison of HAAD and Peter Cleves of the Emirates Foundation are committed to on-going awareness drives and information sharing – including focused research and development.

The United Nations denoted 14 November 2007 as 'World Diabetes Day' recognising that diabetes is a chronic, debilitating and costly disease associated with major complications that pose severe risks for families, economies and countries globally.



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Turning back to home, the UAE is considered to have the second highest prevalence of diabetes worldwide.

The ongoing public health awareness drive, now in its ninth month and born out of a partnership between the Emirates Foundation and ICLDC, has now been joined by the National Health Insurance Company – Daman, to stage a mass walkathon in the capital (on November 23 2007, 3pm start). Abu Dhabi Tourism Authority (ADTA) has also pledged its support.

WALK UAE 2007 - 'START WALKING. PREVENT DIABETES.' is the third step of ICLDC's multi-pronged campaign, 'DIABETES. KNOWLEDGE. ACTION.'

For more details visit: www.icldc.ae www.diabetesuae.ae

- ENDS -

Photo Caption : Professor Rury Holman, senior UN representative address UAE diabetes experts at ICLDC. World Diabetes Day 2007.

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 650,000 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

About Abu Dhabi Tourism Authority

The Abu Dhabi Tourism Authority is the statutory body established in 2004 with wide ranging responsibilities for the promotion and development of the emirate's international tourism industry. The mandate covers three primary areas : Destination Marketing, Infrastructure and product development. Regulation, licensing and classification.

Key ADTA responsibilities include the development of an overall tourism strategy for Abu Dhabi - the largest of the seven emirates which form the UAE Federation - directing the implementation of activities needed to achieve strategic objectives and creating the physical infrastructure required by tourism operators and their clientele. www.abudhabitourism.ae



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