

**Daman partners with ICLDC and Emirates Foundation in Diabetes awareness and prevention campaign;  
Walk UAE 2008 announcement kick-starts World Diabetes Month activities in UAE**

WALK UAE 2008  
'START WALKING. PREVENT DIABETES.'  
November 28 2008



**Abu Dhabi, October 2008:** For the second year running, the National Health Insurance Company – Daman, has put its weight behind WALK UAE, the nation's landmark Diabetes awareness event (scheduled for Friday November 28 2008 in Abu Dhabi). More than 10,000 people are expected to take part, up 100 per cent from last year.

Daman's CEO Dr Michael Bitzer confirmed that his team was fully behind the initiative organised by Imperial College London Diabetes Centre (ICLDC), in partnership with the Emirates Foundation.

"Daman is committed to raising health standards in the UAE, primarily through public health education. WALK UAE has done an excellent job in bringing the community out in force – we are fully on-board to play a key role for the second year running," he said. Daman is named as the exclusive sponsor of WALK UAE 2008.

Emirates Foundations' Communications Director, Maytha Al Habsi, stressed the need for ongoing education: "The UAE needs much more information about Diabetes. The community needs to know what measures they can take to prevent and manage Diabetes and related conditions, such as cardiovascular disease.



"ICLDC's DIABETES.KNOWLEDGE.ACTION. campaign has made great strides in this direction. Emirates Foundation will continue to encourage such public awareness initiatives and we are confident that WALK UAE 2008 will reach out to many more people this year."

ICLDC's Medical & Research Director and Consultant Endocrinologist Dr Maha Taysir Barakat confirmed that early response is high : "We have received tremendous interest from corporates, institutions and individuals to participate in Walk UAE 2008, and hope for participant numbers nudging 10,000 people this November 28, " she said.

Dr Maha promotes exercise as a simple but smart way of managing a healthy lifestyle and said that walking briskly for 30-minutes each day has proved to be effective in Diabetes prevention.

She said that Diabetes is estimated to affect nearly 20 percent of the UAE's population and almost 33 million people in the Gulf region.

WALK UAE 2008 is scheduled for November (Friday November 28), to coincide with a month of global diabetes activities and initiatives spearheaded by the International Diabetes Federation (IDF) and World Health Organisation (WHO).

~Ends~

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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 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](http://www.icldc.ae)

### **About the Emirates Foundation**

The Emirates Foundation is a United Arab Emirates philanthropic organisation, established by the Government of the Emirate of Abu Dhabi in 2005 to facilitate new public-private initiatives for social betterment.

The Foundation represents a unique multi-sector effort that offers a channel for individuals and organisations to give back to the community through six major programme areas. It manages an independent capital fund with donations from the private sector, the government and private individuals interested in philanthropy.

The Emirates Foundation contributes to UAE society by supporting people, institutions and community organisations that contribute to the nation's long-term progress and sustainability. It addresses important educational, cultural, environmental and social issues affecting people's lives and aspirations. Its philanthropy helps to groom socially responsible individuals and to empower them to achieve their full personal and intellectual potential.

The Foundation focuses on six core areas: Education, Science & Technology, Arts & Culture, Social Development, Environment, and Public Awareness. In each area, the Foundation supports programmes that aim to achieve social balance and individual fulfillment. As a national initiative, the Foundation uses a variety of mechanisms to identify and support qualified individuals, organisations, and community projects in every region of the United Arab Emirates.

The Foundation also administers key strategic projects directly – such as Takatof, which promotes volunteerism among young Emiratis – and Tawteen, which helps to improve occupational qualifications of young Emirati professionals.

The UAE is a country with a great legacy of social and cultural values. The Emirates Foundation strives to promote these, as well as other traditions that can combine with today's prosperity to engender a highly motivated, informed and goal-oriented nation. The Foundation also actively encourages the spirit and practice of volunteerism, while working to promote and build a commitment to service, particularly among young men and women.

Through institutional grants, fellowships, research awards, and philanthropy-led initiatives in various key areas, the Emirates Foundation aspires to raise the profile of UAE peoples and their institutions, as well as the reputation of its corporate citizens. Its mission is consistent with the ideals of the nation's founding father, the late Sheikh Zayed bin Sultan Al Nahyan.

### **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 1.1 Million 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 multilingual staff, guarantees that UAE residents can access information about plans and their insurance cover whenever and wherever they want.

With an international network, Daman's customers have access to healthcare provision to 35 countries across the world, depending on the terms of their personal cover [www.damanhealth.ae](http://www.damanhealth.ae)