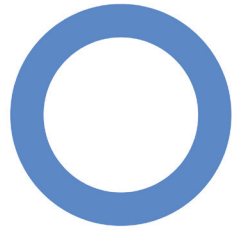




'Off to the right start'
WORLD DIABETES DAY 2014

Guidebook 2014



world diabetes day

World Diabetes Day (WDD) is celebrated annually on November 14. Led by the International Diabetes Federation (IDF), World Diabetes Day was created in 1991 by IDF and the World Health Organization in response to growing concerns about the escalating health threat posed by diabetes.

World Diabetes Day unites the global diabetes community to produce a powerful voice for diabetes awareness and advocacy, engaging individuals and communities to bring the diabetes epidemic into the public spotlight.

The blue circle is the global symbol for diabetes awareness. It signifies the unity of the global diabetes community in response to the diabetes epidemic.

www.worlddiabetesday.org

World Diabetes Day 2014

Healthy Living and Diabetes is the World Diabetes Day theme for 2014 - 2016.



Activities and materials in 2014 focus on the importance of starting the day with a healthy breakfast to:

- Help prevent the onset of type 2 diabetes.
- Effectively manage all types of diabetes to avoid complications.

Three questions inform campaign activities:

- What breakfast will help prevent the onset of type 2 diabetes?
- What breakfast will help effectively manage diabetes?
- How to ensure access to a healthy breakfast?

Key messages

1. Investing in a healthy breakfast will reduce the global burden of diabetes, and save billions in lost productivity and healthcare costs.

- The human and economic burden of diabetes is enormous: it affects almost 400 million people, results in over 5 million deaths annually and consumes almost US\$ 550 billion in health-related expenditures.
- The majority of the costs related to diabetes are spent on treating complications, which can affect the heart, eyes, kidneys and feet; these complications can be prevented through early diagnosis and proper management of diabetes.
- Delayed diagnosis means that many people already have at least one complication by the time they are diagnosed with diabetes.
- Over 70% of type 2 diabetes cases can be prevented or delayed by adopting healthier lifestyles, equivalent to up to 150 million cases by 2035.
- Eating a healthy breakfast decreases the risk of developing type 2 diabetes¹.
- A healthy diet containing leafy vegetables, fresh fruit, whole grains, lean meat, fish and nuts can help reduce a person's risk of type 2 diabetes and avoid complications in people with diabetes.
- Skipping breakfast is associated with weight gain¹, one of the main risk factors for type 2 diabetes. Overweight and obesity account for up to 80% of new cases of type 2 diabetes.
- Reducing the prevalence of type 2 diabetes will result in an increased participation and productivity in the workforce, given that the greatest number of people with diabetes are between 40 and 59 years of age.
- In the UK alone, diabetes accounted for an estimated € 9 billion in reduced productivity².
- Diabetes accounts for 10-15% of the total healthcare budgets in high income countries. 1 in 9 healthcare US\$ is spent on diabetes.
- Up to 11% of total healthcare expenditure in every country across the globe could be saved by tackling the preventable risk factors for type 2 diabetes.

Key messages

2. Ensuring access to an affordable and healthy breakfast is essential to reducing the global burden of diabetes.

- Eating a healthy breakfast decreases the risk of developing type 2 diabetes¹.
- The wide availability of cheap energy dense low-nutrient food is contributing to the global epidemic of type 2 diabetes.
- Foods which reduce the risk of type 2 diabetes such as vegetables, fresh fruit, whole grains and unsaturated fats need to be more affordable and more widely available.
- A healthy diet is, on average, US\$ 1.50 a day more expensive than an unhealthy one, increasing food costs for one person by about US\$ 550 a year³.
- A healthy diet containing leafy vegetables, fresh fruit, whole grains, lean meat, fish and nuts can help reduce a person's risk of type 2 diabetes and avoid complications in people with diabetes.
- Diabetes is a huge and growing burden: while 382 million people were living with diabetes in 2013 that number is expected to balloon to almost 600 million people by 2035.
- Global health spending to treat diabetes and manage complications totalled almost US\$ 550 billion in 2013.
- Up to 11% of total healthcare expenditure in every country across the globe could be saved by tackling the preventable risk factors for type 2 diabetes.
- Over 70% of type 2 diabetes cases can be prevented or delayed by adopting healthier lifestyles, equivalent to up to 150 million cases by 2035.

1. Mekary, R. A., Giovannucci, E., Willett, W. C., van Dam, R. M., & Hu, F. B. (2012). Eating patterns and type 2 diabetes risk in men: breakfast omission, eating frequency, and snacking. *American Journal of Clinical Nutrition*, 95(5), 1182–1189. doi:10.3945/ajcn.111.028209

2. *The Costs of Diabetes Report, Diabetes UK 2012*
www.diabetes.org.uk/Documents/Diabetes%20UK%20Cost%20of%20Diabetes%20Report.pdf

3. *Do Healthier Foods and Diet Patterns Cost More Than Less Healthy Options? A Systematic Review and Meta-Analysis*, Mayuree Rao, Ashkan Afshin, Gitanjali Singh, Dariush Mozaffarian, *BMJ Open*, December 5, 2013 - www.hsph.harvard.edu/news/press-releases/healthy-vs-unhealthy-diet-costs-1-50-more/

Healthy eating and diabetes

Individuals can reduce their risk of type 2 diabetes by:

- Choosing water or unsweetened coffee or tea instead of fruit juice, soda, and other sugar sweetened beverages.
- Eating at least three servings of vegetables every day, including green leafy vegetables such as spinach, lettuce or kale.
- Eating up to three servings of fresh fruit every day.
- Choosing nuts, a piece of fresh fruit or sugar-free yoghurt for a snack.
- Limiting your alcohol intake to a maximum of two standard drinks per day.
- Choosing lean cuts of white meat, poultry and seafood instead of processed meat or red meat.
- Choosing peanut butter instead of chocolate spread or jam to spread on bread.
- Choosing whole-grain bread instead of white bread, brown rice instead of white rice, whole grain pasta instead of refined pasta.
- Choosing unsaturated fats (olive oil, canola oil, corn oil, or sunflower oil) instead of saturated fats (butter, ghee, animal fat, coconut oil or palm oil).

These recommendations will also help people with diabetes to achieve stable control.

Why is a healthy breakfast important?

- Eating a healthy breakfast helps to control appetite and blood glucose concentrations in both adults and children¹
- Eating a healthy breakfast decreases the risk of developing type 2 diabetes¹
- Skipping breakfast is associated with weight gain¹

¹ Mekary, R. A., Giovannucci, E., Willett, W. C., van Dam, R. M., & Hu, F. B. (2012). Eating patterns and type 2 diabetes risk in men: breakfast omission, eating frequency, and snacking. *American Journal of Clinical Nutrition*, 95(5), 1182–1189. doi:10.3945/ajcn.111.028209

Healthy breakfast options:

Unsweetened tea, coffee or water	Vegetables
Wholegrain bread, rice or other products	Low fat milk
Peanut butter	Nuts and seeds
Eggs (boiled, scrambled or poached)	Grilled chicken/turkey
Unsweetened yoghurt, (eg, with nuts , seeds, fresh fruit)	Fish
1 piece fresh fruit (eg, apple, pear, orange, peach)	Cheese (small portion)
Low sugar, high fibre cereal	Ham, cold cuts (small portion)



Unhealthy breakfast options:

Fruit juice, fruit smoothies	Sugar-sweetened yoghurt
White bread, pastries, croissants	Most breakfast cereals
Jam, honey, chocolate spread	Fried food
Sugar sweetened beverages	Flavoured milk



How you can get involved

World Diabetes Day brings together millions of people in over 170 countries to raise awareness of diabetes. Activities that can be organized in your local community to mark November 14

and show support for the almost 400 million people currently living with diabetes and the many more at risk include:



Promoting World Diabetes Day through social media

Help raise awareness by sharing and using the key messages and multimedia resources that IDF will make available as part of a dynamic social media campaign that will be launched on November 1.

www.idf.org/worlddiabetesday

Organising a healthy breakfast

Raise awareness of the importance of a healthy and balanced diet for the prevention and management of diabetes by organising a healthy breakfast event.

www.idf.org/worlddiabetesday/activities/go-blue-for-breakfast





Lighting a monument or building in blue

Join our *Blue Monument Challenge* by getting a prominent landmark in your town or city to go blue for diabetes awareness in November.

www.idf.org/worlddiabetesday/activities/monument-challenge

Pinning a personality with the blue circle

Help promote the global symbol for diabetes awareness by getting local celebrities to show their support for the diabetes cause by wearing the blue circle pin and making the blue circle the universally recognized symbol of diabetes awareness.

www.idf.org/worlddiabetesday/pin-personality



Forming a human blue circle

A simple activity with a great visual impact that can be organized as an individual activity or as part of a bigger event. Get your friends, family, colleagues and the wider public to join in.



Wearing blue

Promote the global colour for diabetes awareness by getting your friends, family and colleagues to wear blue in November. Be as creative as you can!

Taking a blue circle selfie

Promote the global diabetes symbol in a fun way by taking a blue circle selfie with our free blue circle app. Your imagination is the limit!

www.idf.org/worlddiabetesday/selfie-app



Resources

Poster



The 2014 campaign poster promotes the message “Healthy eating begins with breakfast.” The poster is available for download in multiple languages and can be translated in your own local language by contacting wdd@idf.org.

www.idf.org/worlddiabetesday/materials/posters

Infographics

A selection of infographics explaining diabetes, its signs and symptoms, risk factors and how to reduce your risk of type 2 diabetes.

www.idf.org/worlddiabetesday/materials/infographics



Logo



The World Diabetes Day logo is the blue circle - the global symbol for diabetes. The logo is available in over 60 languages. IDF welcomes the widespread use of the WDD logo in order to raise awareness of diabetes. Written permission to use the WDD logo must be obtained from wdd@idf.org.

www.idf.org/worlddiabetesday/logo/downloads

Merchandise

A selection of World Diabetes Day promotional items are available for use in World Diabetes Day awareness events. Blue circle pins, awareness bracelets, flags, t-shirts and measurement tapes can be purchased from the IDF online shop and WDD online store.

<http://shop.idf.org>

www.cafepress.com/diabetesbluecircle



Facts and figures



The *IDF Diabetes Atlas*, Sixth Edition provides the latest figures, information and projections on the current and future magnitude of the diabetes epidemic

- Almost 400 million people have diabetes; by 2035 this will rise to 592 million
- The number of people with type 2 diabetes is increasing in every country
- 80% of people with diabetes live in low- and middle-income countries
- The greatest number of people with diabetes are between 40 and 59 years of age
- 175 million people with diabetes are undiagnosed
- Diabetes caused 5.1 million deaths in 2013; every six seconds a person dies from diabetes
- Diabetes caused at least USD 548 billion dollars in health expenditure in 2013 – 11% of total spending on adults
- More than 79,000 children developed type 1 diabetes in 2013
- More than 21 million live births were affected by diabetes during pregnancy in 2013

On November 14, IDF will be releasing the *IDF Diabetes Atlas Sixth Edition Update*. Visit www.idf.org/diabetesatlas for the latest figures on the global diabetes epidemic.