

COMMITMENT OF CHRONIC CARE FOUNDATION TO WORLD DIABETES DAY AND BEYOND

Chronic Care Foundation (CCF) calls for renewed commitment and action from the Government, Corporate sector, Religious Institutions, Health Sector, Civil Society and others to tackle the increased incidence of diabetes in India. This call for action must include investment in awareness raising, education, diagnostic testing – initial testing and monitoring that needs to be beyond the World Diabetes Day.

Krishna Sarda – Executive Trustee of CCF and CEO of India800 Foundation said – “India is the World’s Diabetes Capital with over 50 million people living with this condition. By 2030 it is predicted that this number will increase to 87 million people. We urgently need to develop effective models of intervention in work place, at home and in society at large if we are not to suffer this predicted outcome.” We should use this as a wake up call for action and at CCF we will be developing and rolling out a number of such interventions across India.”

World Diabetes Day

World Diabetes Day falls on 14th November each year and is a grim reminder of the prevalence of diabetes which takes millions of lives in the world. World Diabetes Day was started in 1991 by the International Diabetes Federation (IDF) and the World Health Organization to campaign on issues concerning empowerment of people through advocacy and awareness of diabetes. It is held every year on November 14, in the wake of the rising health impact of diabetes. It also commemorates the birthday of Frederick Banting who along with Charles Best first conceived the idea of the discovery of insulin in 1922.

The impact of diabetes is creating a big threat to human health with millions losing their lives annually. The campaign of this World Diabetes Day is to draw attention of the world towards the major health concerns which diabetes poses. In the year 2007, World Diabetes Day became an official United Nations Day with the passage of United Nation Resolution 61/225. In keeping tune with the World Diabetes Day, IDF takes up a new theme each year to address issues pertaining to diabetes and this campaign usually lasts for the whole year. In the ongoing period i.e. 2009-2013, the theme for the World Diabetes Day is ‘Diabetes Education and Prevention’.

Diabetes Education and Prevention

The current theme is structured to create a medium where every person with diabetes, general public, health professionals, Governments etc gets connected to this theme to understand diabetes properly in terms of its management and prevention. The campaign hopes to bring better understanding about diabetes and in controlling it. The theme seeks to empower the people suffering from diabetes through education. Effective strategies and policies are anticipated from the Government in prevention and management of diabetes which will eventually safeguard the health of the people and the risks associated with diabetes. Through this theme, healthcare professionals are expected to upgrade their knowledge on diabetes (with evidence-based recommendations) so that they are put into practice in managing and controlling diabetes. At large the theme is a call to bring awareness on the serious health impact caused by diabetes and in getting acquainted with how it can be avoided.

World Diabetes Day is an annual day to reconfirm the commitment to fighting diabetes by over 200 member associations of the IDF in more than 160 countries (including India) and territories including member States of the United Nations. Pharmaceutical companies, healthcare professionals and people living with diabetes and their families also get involved in the annual event.

The World Diabetes Day Logo



The logo of the World Diabetes Day was adopted in 2007 to mark the passage of the United Nations World Diabetes Day Resolution. The logo is a blue circle, the idea for which came from the 'Unite for Diabetes' awareness campaign. According to the IDF, "...the circle symbolizes life and health. The colour blue reflects the sky that unites all nations and is the colour of the United Nations flag. The blue circle signifies the unity of the global diabetes community in response to the diabetes pandemic".

The Indian Experience

According to various studies, the main reasons for high incidence of diabetes in India are the sedentary lifestyle, limited physical activity, obesity, stress and unhealthy dietary practices. What is of greater concern is the fact that about half of the diabetes cases remain undiagnosed in India. This is one of the main reasons why India loses nearly 1 million lives due to diabetes each year in the age group of 20-79 years and more than half of these are women. Besides claiming lives, diabetes creates tantamount impact in terms of economy. According to Dr. Shaukat Sadikot, President - Diabetes India and Vice President - IDF, "There is mounting evidence showing that diabetes and its complications are threatening India's economic progress and development. The World Health Organization predicts diabetes and cardiovascular disease will drain the India's economy of Rs. 100,000 Crores (USD 23 billion) each year in lost national income by 2015."

On the 14th November, World Diabetes Day, a number of monuments along with important buildings will be lit in blue to mark the occasion and to spread awareness about diabetes and the risk it poses to health. As per the latest information given on IDF website, the following monuments and buildings will be lit in blue in India: Abbott Office Building, Mumbai; Apollo Hospital, New Delhi; Assembly Hall, Kolkata; Britannia Garden, Bangalore; Crosslay Hospital, New Delhi; District Police Office & District Collectors Office, Theni, Tamil Nadu; Fortis Hospital, New Delhi; General Post Office, Kolkata; Humayun Tomb, New Delhi; Lotus Temple, New Delhi; Manek Chowk, City Palace Ground, Udaipur; Medanta Hospital, New Delhi; Metro Bhawan, New Delhi; Old Fort, New Delhi; Qutub Minar, New Delhi; Sahniwada Fort, Pune; Shahid Minar, Kolkata; Swaminarayan Akshardham Temple, New Delhi and Victoria Memorial, Kolkata.

For enquiries contact – enquiries@chroniccareindia.org or enquiries@india800.org