

Diabetes Victoria: It's time to get back to basics

Tuesday July 9 2019: Diabetes is one of the most misunderstood health conditions. To educate Victorians about diabetes, Diabetes Victoria is launching a brand new **Back to Basics** campaign during National Diabetes Week (14 – 20 July 2019), educating the general public about diabetes in a series of short videos dealing with one issue at a time.

“Diabetes is one of the fastest growing health conditions issues in Australia and is a complex condition that requires constant management,” says Diabetes Victoria CEO Craig Bennett.

“We need to raise awareness about how serious diabetes is and help Victorians become more knowledgeable about the condition,” says Mr Bennett. “Our **Back to Basics** campaign gives us the opportunity to raise awareness about all types of diabetes in easy-to-understand language.”

“People from all walks of life can develop diabetes and we need to ensure these people are supported – instead of being stigmatised – because we too often hear things about diabetes that are simply not true,” Mr Bennett adds.

The **Back to Basics** awareness campaign kicks off on Sunday 14 July 2019.

The campaign’s first video is explaining the prevalence of diabetes in Victoria and gives mention to the different types of diabetes.

“There are three main types of diabetes: type 1, type 2 and gestational,” says Mr Bennett. “Each type of diabetes has different underlying causes and may be best managed with different strategies. However, once you develop diabetes, you will have to manage the condition every day for the rest of your life. There is a great need to raise awareness about this, in particular.”

Further videos will be launched throughout the next 12 months explaining more about diabetes and including case studies detailing how life is living with different types of diabetes.

*We **support, empower and campaign for** all Victorians affected by, or at risk of, diabetes.*

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Further information:**Diabetes Victoria**

Diabetes Victoria is the leading charity and peak consumer body working to reduce the impact of diabetes in the Victorian community.

Our **Back to Basics** campaign is directed to all Victorians and all people affected by, or at risk of, diabetes. Diabetes Victoria has produced a 60 second video highlighting diabetes prevalence.

Further videos explaining more about diabetes will be launched in the coming months.

Background

This campaign aims to raise awareness of all of diabetes. The campaign also highlights why diabetes is too important to ignore.

Diabetes Victoria is calling on all Victorians to support this campaign during National Diabetes Week which runs from 14 to 20 July 2019 to help raise awareness of diabetes.

Visit the website: diabetesvic.org.au/backtobasics to learn more.

Every day around 80 Victorians develop diabetes. The latest figures show that 333,000 Victorians have been diagnosed with diabetes. In addition, Diabetes Victoria estimates that 125,000 Victorians don't know that they have type 2 diabetes and a further 750,000 Victorians are at risk of developing type 2 diabetes.

In total, Diabetes Victoria therefore estimates that there are currently 435,000 people living with diabetes in our state.