

NDW 2016 – We are here to help you!

Diabetes Victoria, the leading charity and peak consumer body working to reduce the impact of diabetes, is launching a digital awareness campaign to coincide with this year's National Diabetes Week (Sunday 10 – Saturday 16 July).

“Our ***We are here to help you!*** campaign is directed to all people affected by or at risk of developing diabetes. The campaign aims to raise awareness of all types of diabetes and shows how we can work together to ensure diabetes doesn't stop us living a full and active life,” says Diabetes Victoria CEO Craig Bennett.

The faces of Diabetes Victoria's new awareness campaign are Otto, Peter, Chrysi, Sophia, Purbasha and Aunty Rieo who all have one thing in common: they are all living with diabetes and they all won't be stopped by the condition. These six people embody the sentiment: *Diabetes won't stop me* and they are representative of lives lived well with all types of diabetes, highlighting how and where others can find support.

“With more than 300,000 Victorians (5% of the Victorian population) living with diabetes, there is an increasing need to provide expert advice, resources and programs so people affected by diabetes can live well,” says Mr Bennett.

Every day, more than 70 people in Victoria develop diabetes and, of those, the majority have type 2 diabetes – which is often linked to lifestyle issues such as a poor diet and a lack of regular exercise. Just as concerning – one in every four Victorians over the age of 25 is directly impacted in some way by this condition.

“In the next two years, diabetes is set to become the number one single burden of disease in Australia. Diabetes increases a person's risk of heart attack, stroke, kidney failure, loss of vision and loss of limb, but a healthy lifestyle can significantly reduce the risk of these life-threatening complications,” Mr Bennett says.

“Living with diabetes is 24/7. We all need to know more about diabetes and we'd like to share how Diabetes Victoria can help,” says Mr Bennett. “Many Australians are at risk – you don't have to be old and you don't have to be overweight to develop diabetes.”

“There are three main types of diabetes: type 1, type 2 and gestational diabetes,” says Mr Bennett. “Each type of diabetes has different underlying causes and may be managed with different strategies, but 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.”

Diabetes is the fastest growing chronic condition in Australia. Around 1.7 million Australians have diabetes. This includes all types of diagnosed diabetes as well as 'silent', undiagnosed type 2 diabetes. More than 100,000 Australians have developed diabetes in the past year alone.

Visit the website diabeteswontstopme.org.au to learn more about the case studies and Diabetes Victoria's programs and services.

We support, empower and campaign for all Victorians affected by diabetes.

For more information:

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