

NATIONAL DIABETES WEEK 2017 (9–15 JULY)

TEMPLATE MEDIA RELEASE

Below you'll find a template media release which you can edit with your details to distribute to your local media outlets.

NDW 2017 – Locals are joining Diabetes Victoria's new campaign

(Name of group or your name) of (your town) are joining forces with Diabetes Victoria during this year's *National Diabetes Week* (Sunday 9 – Saturday 15 July), calling on all Victorians to learn more about the *invisible condition* of diabetes, which is affecting more and more people every day.

"People with diabetes look like everybody else – they come in all shapes, sizes, ages, gender identities and ethnicities. You cannot see if somebody has diabetes, nor can you tell which type of diabetes they have," (your name) said.

Every day, more than 80 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; however, they might not be aware of this.

The theme of Diabetes Victoria's new digital awareness campaign is *Invisible Condition*, highlighting that diabetes doesn't discriminate and that it is too important to ignore. A 30-second video visualises the growing number of people affected by this *invisible condition* – which might fly under the radar of the general public. The campaign also encourages communities to make their mark with their local Member of Parliament by signing an online petition to increase funding for diabetes research.

"With almost 314,000 Victorians living with diabetes and an estimated 125,000 Victorians with undiagnosed diabetes, there is an increasing need to provide expert advice, resources and programs so people affected by diabetes can live well and ensure that the seriousness of diabetes is raised amongst various Members of Parliament at the *Victorian Parliamentary Diabetes Support Group* meeting later this year," says Diabetes Victoria CEO Craig Bennett.

"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 – diabetes doesn't discriminate."

"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 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."

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 or undiagnosed type 2 diabetes. More than 108,000 Australians have developed diabetes in the past year alone.

Visit the website invisiblecondition.org.au to learn more about the campaign 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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