

# world diabetes day

## 14 November

World Diabetes Day (WDD) is celebrated on November 14, the birthday of Sir Frederick Banting who co-discovered insulin 100 years ago. The WDD campaign is led by the International Diabetes Federation. Its overarching theme between 2021 to 2023 is **access to diabetes care**. In 2022, the day focuses on the need for better **access to quality diabetes education** for healthcare professionals (HCPs) and people living with diabetes (PwD).

## What is diabetes?

Diabetes is a complex condition, covering a range of causes and expressions. The World Health Organization recognises 14 different types of diabetes, of which Type 2 is the most common, accounting for about 85-90% of all cases worldwide.

Diabetes occurs when the body cannot produce enough insulin or cannot use effectively the insulin it produces, causing elevated levels of glucose in the blood.



## The diabetes epidemic

Diabetes is a lifelong disease with no cure that affected 537 million people across the world in 2021, of whom 67 million in Europe, and this figure is anticipated to increase to 643 million by 2030 (66 million in Europe). One third of PwD are currently undiagnosed and up to half of PwD do not achieve optimal blood glucose targets which can lead to many complications such as diabetes retinopathy and CVD.



## DIABETES...

### IS A LIFELONG DISEASE WITH NO CURE

 **1/3**  
of PwD are **undiagnosed**

  up to **1/2**  
of PwD **do not achieve** optimal blood  
glucose **targets**

### IS THE ROOT CAUSE OF MANY OTHER NCDs

 **1/3** of PwD develop  
**CVDs**

 Diabetes /+ hypertension cause  
**80%** of end-stage **renal disease**

 **1/3** of PwD develop  
**diabetic retinopathy**

 **€78 bn** **3/4** of diabetes **costs** result  
from diabetes-related  
**complications**

### MORE MIGHT BE TO COME

 **COVID-19** increases  
the **risk of**  
**developing diabetes**

 **Diabetes** during **pregnancy**  
may **program the unborn child**  
to be more susceptible to  
**diabetes**

## Prevention and risk reduction strategies

Type 2 Diabetes develops as a result of a combination of unmodifiable factors such as, genetic, physiological, environmental, as well as modifiable behavioural risk factors such as healthy eating and physical activity. Diabetes is often termed a silent disease, as many people can live with type 2 diabetes, unaware that they have the disease, for many years.

Primary prevention of diabetes (and hypertension) should be tackled by addressing the social determinants of health, promoting health-enabling environments at a national or community level, and developing awareness-raising and screening campaigns. Any delay in both the diagnosis and effective treatment of people living with diabetes throughout the life

cycle can lead to the development of severe complications such as blindness, cardiovascular and kidney diseases and lower limb amputation.





Early diagnosis is key to identify people at risk and then take early actions to prevent or delay the onset of hypertension, diabetes and diabetes-related complications. The family and general community environment plays an important role in prevention by promoting healthy behaviours such as healthy eating habits and increased physical activity levels.

## Diabetes management

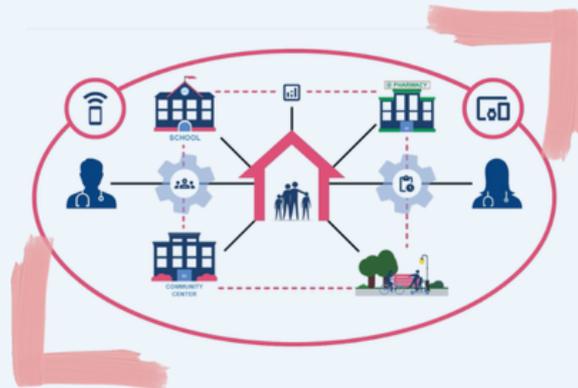
Diabetes is a life-long and progressive condition that negatively affects the quality of life of PwD and reduces life expectancy by up to 10 years. Appropriate glycaemic control and management is fundamental to prevent and delay diabetes complications. Ensuring access to the necessary technologies and medication can help PwD achieve optimal glycemic control. Access to structured diabetes education and peer support from peers and the community are



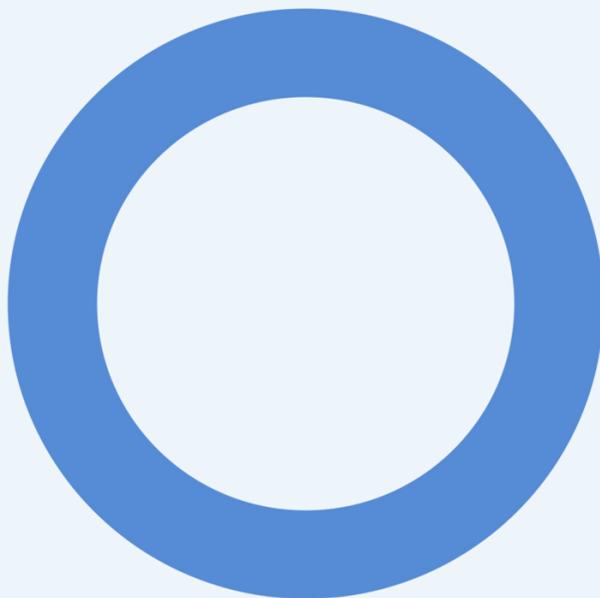
also essential to help PwD access information, understand their condition and the key principles of diabetes management, take informed decisions and, in particular, to receive emotional and social support. Contact with peers has proven to be a very effective way both of educating and supporting PwD.

## The DigiCare4You solution

DigiCare4You aims to improve the early prevention and management of T2D and HTN via a community screening strategy combined with a person-centred intervention, that integrates both social and healthcare systems, supported by the use of digital tools. The goal of this intervention is not only to improve the health status of the users, but also to empower the entire family in adopting a healthy lifestyle.



To this end, schools and communities will also be actively engaged to promote health literacy, well-being and support lifestyle changes creating a more supportive social physical environment for the entire community.



Scan here to find out more



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