

WDD  
2012

Diabetes: protect our future



## Save the Date!

Please save the date of **Wednesday November 14, 2012** and help the Canadian Diabetes Association and the Juvenile Diabetes Research Foundation mark World Diabetes Day.

### What is Diabetes?

Diabetes is an auto-immune disease targeting the pancreas, and currently affecting more than 285,000,000 individuals worldwide – 9 million of which are Canadians. Our bodies use the food we eat for energy and fuel, but for someone with diabetes this process becomes more difficult. When we eat, our bodies produce a hormone called INSULIN which turns our food into energy. People living with diabetes either don't make enough insulin or fail to make any at all. When insulin is not used properly, the sugar (glucose) from the food stays in the blood instead of being transformed into energy and fuel.

Trying to monitor blood sugar levels can be difficult and can lead to both high and low blood sugar levels. Aside from the dangers of highs and lows, people with diabetes are at an increased risk for heart disease, kidney disease, eye disease, gum disease, impotence and nerve damage.

### World Diabetes Day

Since December 2006, World Diabetes Day has been recognized as an official United Nation's World Health Day. World Diabetes Day is celebrated on November 14<sup>th</sup> as it is the birthday of Sir Frederick G. Banting, the co-discoverer of insulin. Since the discovery of insulin in 1921, the lives of people with diabetes have improved tremendously worldwide. Despite modern treatments, people with diabetes will still develop complications as a result of their illness. Diabetes is much more than an individual disease as it affects friends, family and loved ones too! The cost of necessary diabetic supplies and medications is drastic, leaving people with diabetes and their families financially challenged.

### Why Should Your School Participate?

Insulin and other diabetes medications are necessary for the survival of people with diabetes but are no means a cure for this deadly disease. With your school's support, we can increase awareness about the seriousness of diabetes and continue on our path to find a cure. The benefit of increasing community awareness about diabetes may even help to save the lives of the millions of Canadians unknowingly living with prediabetes or at risk for Type 2 Diabetes, as over 50% over Type 2 Diabetes can be prevented.

The purpose of this event is to raise awareness of the seriousness of diabetes and to mark the 91st anniversary of the discovery of insulin. We are asking that you hold a school-wide event including the reading of the proclamation (which will be provided for you). The school with the most spirit and creativity used to spread the word about the seriousness of diabetes will win the Spirit Award (valued at \$200.00).



## Why a Blue Circle?

The World Diabetes Day logo is the blue circle - the global symbol for diabetes, which was developed as part of the Unite for Diabetes awareness campaign. The logo was adopted in 2007 to mark the passage of the United Nations World Diabetes Day Resolution. The significance of the blue circle symbol is overwhelmingly positive. Across cultures, 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.



**Show your school spirit on  
Wednesday November 14, 2012!**

**Think Blue.  
Wear Blue.**

For more information and/or  
to send your school photos, please contact :

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