

NATIONAL DIABETES WEEK 2016 (10-16 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.

Locals raise awareness about diabetes

(Name of group or your name) of **(your town)** won't be stopped by diabetes! Coinciding with this year's National Diabetes Week (10-16 July), they join in Diabetes Victoria's new awareness campaign and call on all Victorians to learn more about the condition.

More than 300,000 Victorians are living with diabetes. 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.

(Your name) said: "We're getting involved in this campaign to let everyone in **(your community)** know that you don't have to be old and you don't have to be overweight to develop diabetes. It's crucial to diagnose and manage diabetes well to avoid long-term health complications like heart disease, stroke, blindness and kidney failure."

The good news is that the risk of developing those complications can be minimised if people with diabetes have the necessary tools and information to manage their condition. "This is where we can help," says Diabetes Victoria CEO Craig 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."

The *Life!* program, funded by the Victorian Government and run by Diabetes Victoria, focusses on helping those at risk to prevent type 2 diabetes, heart disease or stroke. An estimated 500,000 Victorians are at high-risk of developing type 2 diabetes. These people have blood glucose levels that are higher than normal, but not high enough for type 2 diabetes to be diagnosed. As pre-diabetes has no specific symptoms, many people do not know they are at high risk. Approximately one in three people with pre-diabetes will develop type 2 diabetes within 5-10 years, but this risk can be reduced with healthy eating and regular physical activity, which are encouraged through the *Life!* program.

Visit the website:

diabeteswontstopme.org.au to learn more about diabetes 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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