

**DEPARTMENT OF PUBLIC INFORMATION
OFFICE IN AZERBAIJAN****Media Advisory**

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World Diabetes Day – 14 November

Diabetes is a chronic and costly disease associated with major complications that pose severe risks for families, countries and the entire world. Today, more than 240 million people worldwide are living with diabetes. Within 20 years, this number is expected to grow to 380 million. Diabetes deaths cause about 5% of all deaths globally each year and are likely to increase by more than 50% in the next 10 years without urgent action.

Diabetes is one of the most common chronic diseases of childhood. It can strike children at any age, including pre-school children and even toddlers. Type 1 diabetes is growing by 3% per year in children and adolescents, and at an alarming 5% per year among pre-school children. It is estimated that 70,000 children under 15 develop type 1 diabetes each year (almost 200 children a day). Type 2 diabetes was once seen as a disease of adults. Today, this type of diabetes is growing at alarming rates in children and adolescents.

World Diabetes Day is the primary global awareness campaign of the diabetes world. It was introduced by International Diabetes Federation (IDF) and the World Health Organization in response to concern over increasing numbers of people with diabetes around the world.

The theme of this year's World Diabetes Day campaign is Diabetes in Children and Adolescents. The main objectives of the campaign are to increase the number of children supported by the Life for a Child Program, raise awareness of the warning signs of diabetes, encourage initiatives to reduce diabetic ketoacidosis and distribute materials to support these initiatives and promote healthy lifestyles to help prevent type 2 diabetes in children. The World Diabetes Day 2007 and 2008 campaigns set out to challenge this and firmly establish the message that 'no child should die of diabetes'.

With the passage of the United Nations' World Diabetes Day Resolution 61/225 on 20 December 2006, November 14 has now become a United Nations Day to be observed every year starting in 2007. Thus, this first U.N.-observed day is a result of the landmark resolution recognizing that diabetes presents as great a threat to global health as HIV/AIDS, tuberculosis and malaria.

The Azerbaijan Diabetes Society, the member of the IDF, with the support of the United Nations Office in Azerbaijan will implement a series of events to mark World Diabetes Day in Azerbaijan.

As part of these events, the Heydar Aliyev Foundation has agreed to join the International Diabetes Federation's initiative of lighting iconic buildings around the world in United Nations blue on World Diabetes Day to demonstrate commitment to fighting diabetes: the building of the Heydar Aliyev Foundation will join 110 other landmarks of the world in being lit in blue 13 through 15 November.

The Azerbaijan Diabetes Society and the Permanent Commission on Social Policy of the Parliament of the Republic of Azerbaijan will organize a Roundtable in the Parliament dedicated to the implementation of UN General Assembly Resolution 61/225 in Azerbaijan.

The Azerbaijan Diabetes Society will organize a Press Conference at the International Press Centre on 12 November at 13:00pm to raise awareness of the rising prevalence of diabetes and emphasize the importance of early diagnosis and education to reduce complications and save lives.

The events will be culminated by a Conference to be held at the Park Inn Hotel on 14 November at 15:00pm to raise public awareness and attract the attention of all stakeholders to the burning issues of diabetes.

For more information please contact: Ms. Mominat Omarova, President of the Azerbaijani Diabetes Society (mobile phone – 050 365 92 46); WHO Country Office 498 98 88 (127-128).

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