Diabetes Action Now

a joint World Health Organization (WHO) - International Diabetes Federation (IDF) Programme
Overview of the presentation

• Introduction and rationale for the programme
• Overview of the programme, its time frame and the consultation process
• The key areas of work and planned activities for next 3 years
• How each country can benefit
Introduction and rationale
Introduction

• Diabetes Action Now is a joint WHO-IDF programme, based at WHO Headquarters in Geneva.

• Major financial support from the World Diabetes Foundation and WHO

• Initial funding is for three years
Rationale (1)

- Globally 171 million people with diabetes
- Numbers will more than double by 2030
- Most people with diabetes live in developing countries
- Most of the increase will take place in developing countries
- Even in rich countries it is the poor who have the greatest burden of diabetes
Rationale (2)

• Awareness amongst many policy makers, health professionals and the public is poor about:
  – The size of the problem;
  – The nature of the disease;
  – The fact that prevention of complications and the disease is possible.
Overview of the programme and consultation
Overview

• Main focus is on low- and middle-income communities, especially in developing countries;
• Overall goal is to stimulate and support the adoption of effective measures for the surveillance, prevention and control of diabetes;
• A key aim is to achieve a substantial increase in global awareness about diabetes and its complications.
Timeframe

• Initial funding for three years, strong expectation that funds will be found to continue beyond this.
• Consultation process from Nov 14th 2003 to January 19th 2004, to a very broad range of individuals and groups
• High profile launch in early May 2004
The consultation process

• A request for feedback on the planned contents of the programme;

• A request for information about relevant work;

• A request for help in achieving the goals - how can countries and organizations take part?
Outputs and activities
Focus and places of work

• The focus is on low- and middle-income communities, particularly in developing countries

• A global profile and impact is desired, but much of the work will take place in 4 to 6 demonstration sites
Six major areas of work over the first 3 years…

1) Awareness
2) New knowledge
3) Evidence for prevention
4) Evidence for national diabetes programmes
5) Tools for policy makers
6) Increase in national diabetes programmes
Raising awareness

Why? Current low levels of awareness
      Important first step to achieve action

What? Global campaign
      Intensive campaigns in sentinel sites

Measure of success?
      Content analysis of global media
      Surveys in sentinel sites
New knowledge

Why?  Need more information
Most of what we have comes from developed countries

What?  Awareness and economic impact
Research in sentinel sites

Measure of success?
Published research
Methodology that can be shared
Prevention

Why? Need an up-to-date review of the rationale and evidence for prevention

What? Expert review
Published report

Measure of success?
Report published
Wide dissemination
Evidence for national diabetes programmes

Why?  Need an up-to-date review of the evidence
      Need to define minimum standards
What?  Expert review
       Published report
Measure of success?
       Report published
       Wide dissemination
Practical tools

Why? Need to support implementation of national diabetes programmes
Need for material that is appropriate for low- and middle-income settings

What? Gathering of existing material, production or adaptation where necessary
Web-based resources

Measure of success?
Web site produced
Evidence of use
Increase in national diabetes programmes

Why?  Need to see action at country level

What?  National programmes implemented

Measure of success?
Increase in number of countries with national programmes that meet minimum standards for diabetes prevention, management and surveillance
What is the situation in your country?
Activities - Awareness raising

- Who are the important target audiences in your country?

- Do you know of any examples or models of awareness raising activities that have been undertaken?
Activities - knowledge

• Do you know of any studies on:
  – Awareness of diabetes?
  – Economic impact of diabetes?
Activities - national diabetes programmes

• Does your country have a national diabetes programme?
• Would it be receptive to improving, or implementing one?
• What would be the three biggest priorities?
Contact details

World Health Organization
Diabetes Action Now (NMH/MNC/DIA)
Avenue Appia 20
1211 Geneva
Switzerland

Email: diabetes@who.int

Telephone:
Dr Nigel Unwin +41 22 791 4335
Ms Amanda Marlin +41 22 791 2443
Fax: +41 22 791 4297
Web site: www.who.int/diabetes