

ABOUT WORLD DIABETES DAY

14 NOVEMBER



**International
Diabetes
Federation**



world diabetes day
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The **International Diabetes Federation (IDF)** and the World Health Organization (WHO) started World Diabetes Day (WDD) in 1991 in response to the escalating health threat posed by diabetes.

It has since grown to become the world's largest diabetes awareness campaign and an official **United Nations (UN) awareness day**.

Thousands of local campaigns, activities, screenings, meetings and more take place every year, on 14 November and throughout the month.

World Diabetes Day aims to:

- Be the leading platform to promote diabetes advocacy efforts
- Promote the importance of taking coordinated and concerted actions to confront diabetes as a serious global health threat
- Draw attention to the key issues and keep diabetes firmly in the global public and political spotlight



**GLOBAL AUDIENCE OF
OVER ONE BILLION PEOPLE
IN MORE THAN 160 COUNTRIES**

**THE CAMPAIGN IS REPRESENTED
BY A BLUE CIRCLE LOGO THAT
WAS ADOPTED IN 2007 AFTER
THE PASSAGE OF THE UN
RESOLUTION ON DIABETES**

BLUE CIRCLE LOGO: The blue circle is the global symbol for diabetes. It signifies the unity of the global diabetes community in response to the rising number of people affected by diabetes