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# ABOUT WORLD DIABETES DAY

14 NOVEMBER



**International  
Diabetes  
Federation**



world diabetes day  
14 November

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## 14 NOVEMBER

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

It has since grown to become a globally celebrated event and an official United Nations (UN) awareness day. It is now the world's largest diabetes awareness campaign.

Thousands of local campaigns, activities, screenings, meetings and more take place every year, on 14th November and throughout diabetes awareness 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 1 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