

ABOUT WORLD DIABETES DAY

14 NOVEMBER



**International
Diabetes
Federation**



world diabetes day
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World Diabetes Day (WDD) is the world's largest diabetes awareness campaign and an official **United Nations (UN) awareness day**. It was originally launched in 1991 by the **International Diabetes Federation (IDF)** and the **World Health Organization (WHO)** in response to the escalating health threat posed by diabetes. Thousands of local campaigns, activities, screenings, meetings and events take place every year on 14 November, and throughout the month of November.

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: 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.

Learn more about World Diabetes Day at www.worlddiabetesday.org