ABOUT WORLD DIABETES DAY
14 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**

**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](http://www.worlddiabetesday.org)