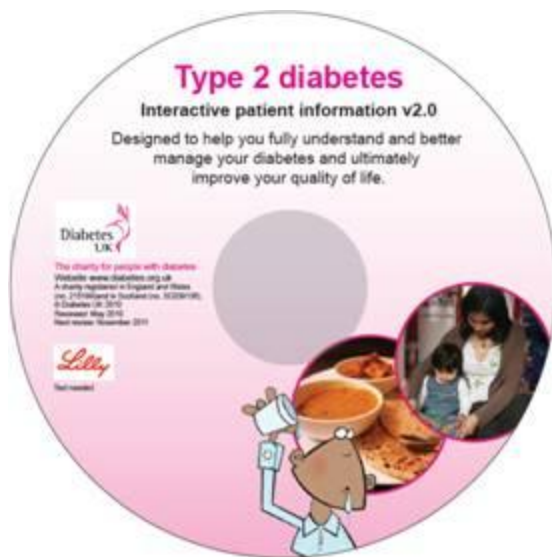


## Diabetes UK releases interactive CD ROM for the South Asian community



Diabetes UK has released a free interactive CD ROM about Type 2 diabetes tailored towards the South Asian community, to help people better manage their diabetes and ultimately improve their quality of life.

There are more than two million South Asian people living in the UK today (of Indian, Pakistani and Bangladeshi descent), which represents around four per cent of the total population. South Asian people who live in the UK are up to six times more likely to have diabetes than the white population.

Type 2 diabetes develops when the body can still make some insulin, but not enough, or when the insulin that is produced does not work properly. Type 2 diabetes accounts for between 85 and 95 per cent of all people with diabetes. The main risk factors for

developing Type 2 diabetes are being overweight, being over 40 (or over 25 in Black and South Asian people) and having a close relative with diabetes. Type 2 diabetes is treated with a healthy diet and increased physical activity although medication and/or insulin is often required. In many cases the condition is linked to being overweight.

The free CD ROM, called “Patient Interaction Education for the South Asian Community” takes the viewer through a journey of understanding diabetes and how it can be managed. It uses interactive animations, voice-over and subtitles to explain what diabetes is, the difference between Type 1 and Type 2 diabetes, information about fasting and how to test blood glucose levels. The production of the CD ROM was sponsored by Lilly.

Diabetes UK Equality and Diversity Manager, Jenne Dixit, says “South Asians in the UK are up to six times more likely to have diabetes than white people, and they are at higher risk from the age of 25 rather than over 40, which is the case in the white population. This free CD ROM shows viewers what diabetes is, and how to manage it effectively, in an interactive way. If not managed properly, diabetes can have serious and life threatening complications, such as stroke,

heart disease, blindness and amputation. I hope that this CD ROM will give people a better understanding of their condition, and help them to achieve an improved quality of life.”

The “Patient Interaction Education for the South Asian Community” CD ROM can be ordered via the Diabetes UK Catalogue (product number 5672) and the Diabetes UK Online Shop at [www.diabetes.org.uk/OnlineShop/Information-in-different-languages](http://www.diabetes.org.uk/OnlineShop/Information-in-different-languages) or telephone 0800 585088. There is a postage charge for the CD.

Diabetes UK is also encouraging people to go online and take the new, free Diabetes Risk Score test at [www.diabetes.org.uk/riskscore](http://www.diabetes.org.uk/riskscore) - and find out about their risk of developing Type 2 diabetes. One of the risk factors is waist measurement, and men of South Asian origin become more at risk when their waist is 35 inches or more, compared to 37 inches for men of other backgrounds. A waist measurement of 31.5 inches is a risk factor for all women.

## **FURTHER INFORMATION**

For further media information please telephone Ally MacDonald on 0207 4241161

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For urgent out of hours media enquiries only please call **07711 176 028**.

Notes:

1. Diabetes UK is the leading charity for over 3.5 million people in the UK with diabetes. In 2011, Diabetes UK aims to spend over £6 million on diabetes research to investigate the causes and prevention of diabetes, to improve care and treatment of diabetes and ultimately work towards a cure. In the UK, there are currently 2.8 million people diagnosed with diabetes and it is estimated that 850,000 people have Type 2 diabetes but do not know it. For more information visit [www.diabetes.org.uk](http://www.diabetes.org.uk).
2. **Type 1 diabetes** develops when insulin-producing cells in the pancreas are destroyed. This type of diabetes usually appears before the age of 40 and is the least common of the two main types and accounts for around 10 per cent of all people with diabetes. Type 1 diabetes cannot be prevented, it is not known why it develops and it is not connected with being overweight. People with Type 1 diabetes have to take insulin either via a pump or by injections several times a day to stay alive.
3. **Type 2 diabetes** develops when the body can still make some insulin, but not enough, or when the insulin that is produced does not work properly (known as insulin resistance). Insulin acts as a key unlocking the cells, so if there is not enough insulin, or it is not working properly, the cells are only partially unlocked (or not at all) and glucose builds up in the blood. Type 2 diabetes accounts for between 85 and 95 per cent of all people with diabetes, usually affects people over 40 (over 25 in people from South Asian and Black backgrounds) and is treated with a healthy diet and increased physical activity. In addition

to this, medication and/or insulin is often required. In most cases the condition is linked with being overweight and can go undetected for up to ten years meaning around 50 per cent of people show signs of complications by the time they are diagnosed.

4. One person is diagnosed with diabetes every three minutes in the UK. Diabetes is a serious condition that can lead to heart disease, stroke, kidney failure, blindness and amputation if not managed in the correct way. Diabetes, whether Type 1 or Type 2, is a serious condition. Diabetes costs the NHS £1 million pounds an hour. Almost one in 20 people in the UK have been diagnosed with diabetes. Diabetes causes more deaths than breast and prostate cancer combined.

5. The Diabetes UK Careline (0845 120 2960) offers information and support on any aspect of managing diabetes. The line is a low cost number and opens Monday to Friday between 9am and 5pm (and operates a translation service). Recorded information on a number of diabetes-related topics is also available on this number 24 hours a day.

Ally MacDonald

Media Officer