

TYPE 2 DIABETES IS A GROWING EPIDEMIC

More than **60 million** people in Europe have diabetes¹

Over
34 MILLION
people in the Middle East and North Africa have type 2 diabetes²



12 PEOPLE PER MINUTE globally are diagnosed with diabetes³

IF LEFT UNTREATED PEOPLE WITH DIABETES MAY BE AT RISK OF DEVELOPING SERIOUS COMPLICATIONS



Studies suggest that **obesity, unhealthy diet, physical inactivity, and socioeconomic disadvantage** account for 80% of the increase in cases of type 2 diabetes¹



Diabetes is a **leading cause of blindness, amputation and kidney failure**⁵



Consistently **high blood glucose** levels can lead to serious diseases affecting the **heart and blood vessels**⁴



If left untreated most people with diabetes will develop some form of **eye disease** causing reduced vision or blindness⁴

DIABETES IS MOSTLY A LIFE-LONG CONDITION AND CAN BE DIFFICULT TO MANAGE LONG TERM



Maintaining blood glucose levels, blood pressure, and cholesterol, at or close to normal, can help **delay or prevent diabetes complications**⁴

10%

of healthcare expenditure in most EU member states, is down to diabetes¹

EVERY PATIENT IS DIFFERENT

1 World Health Organisation, 2013. Diabetes Epidemic in Europe. [Online] Available at: <http://www.euro.who.int/en/health-topics/health-determinants/social-determinants/news/news/2011/11/diabetes-epidemic-in-europe> (Accessed April 2014)

2 International Diabetes Federation. IDF Diabetes Atlas, 6th edn. Brussels, Belgium: International Diabetes Federation, 2013. <http://www.idf.org/diabetesatlas> (accessed April 2014)

3 Kanavos P, van den Aardweg S, Schurer W. Diabetes expenditure, burden of disease and management in 5 EU countries. LSE Health, London School of Economics, January 2012. [Online] Available at: <http://www2.lse.ac.uk/LSEHealthAndSocialCare/research/LSEHealth/MTRG/LSEDiabetesReport26Jan2012.pdf> (Accessed April 2014)

4 International Diabetes Federation, 2013. Complications of Diabetes. [Online] Available at: <http://www.idf.org/complications-diabetes> (Accessed April 2014)

5 World Health Organisation, 2013. 10 facts about diabetes. [Online] Available at: <http://www.who.int/features/factfiles/diabetes/facts/en/index.html> (April 2014)