

Saturday 9 May 2009

Don't be the type to leave it too late

A new emotive television advertisement launched today will alert the 700,000 Victorians with pre-diabetes to reduce their risk of developing type 2 diabetes before it is too late.

The insidious progression of pre-diabetes to type 2 diabetes and then on to the complication of amputation can be prevented in high risk cases by reducing body weight and increasing physical activity.

The new television campaign '*Don't be the type to leave it too late*' aims to raise community awareness and help people address their weight and sedentary lifestyles by enrolling in a Life! *Taking Action on Diabetes* course.

Diabetes Australia – Vic Director of Programs and Services Dr Ralph Audehm said Victorians should not underestimate the seriousness of type 2 diabetes and its complications including heart attack, stroke, kidney damage, blindness and amputation.

"Type 2 diabetes is the most common cause of limb amputation in Victoria resulting in 847 lower limb amputations in 2007/08," Dr Audehm said.

"The advertisement focuses on a woman who underestimated her risk of amputation as a result of type 2 diabetes. She left it too late."

Victorian Minister for Health Daniel Andrews launched the campaign and encouraged adult Victorians to complete the risk assessment tool AUSDRISK to find out whether they were candidates for the type 2 diabetes prevention program available free and locally and at no cost to 25,000 eligible Victorians.

Diabetes Australia – Vic is the lead agency for the Life! *Taking Action on Diabetes* program which is a *Go For Your Life* initiative funded by the Victorian Government.

Fiona Sheedy, amputee with type 2 diabetes who previously had gestational diabetes said: "I wish someone had alerted me to the risk before it was too late. Others must act and make changes to reduce their risk. Living with an amputation reduces your quality of life."

Sixty seven year old Lower Templestowe man Noel Leslie successfully completed the Life! program where he lost 20 kilos and was very thankful for another chance.

"I have tightened five belt notches and lost 10cm from my waist. I have noticed a huge change in my body and am keen to reach my goal weight of 88kg by the end of June. I have my goal and am sticking to it."

Diabetes Australia –Vic is the peak consumer body and leading charity representing all people affected by diabetes and those at risk.

For interview or more information contact Lyn Curtis 0411 019 924 or Phoebe Bond 0411 313 840

Call 13 RISK (13 7475) or visit goforyourlife.vic.gov.au/life