



NORTHUMBERLAND HILLS HOSPITAL

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NEWS RELEASE – FOR IMMEDIATE RELEASE

World Diabetes Day recognized at NHH - Education key to delaying or preventing the onset of chronic disease

NORTHUMBERLAND COUNTY, Tuesday, November 13, 2007 - It is a contributing factor in the deaths of approximately 41,500 Canadians each year. It can shorten overall life expectancy in adults by 5-10 years. It costs the Canadian health care system approximately \$13.2 billion each year.

It is diabetes and, in many cases, it is preventable.

In recognition of World Diabetes Day on Wednesday, November 14, the Diabetes Education department at Northumberland Hills Hospital will launch a new brochure summarizing the benefits of the local service, and the process for becoming involved.

Established in 1991, the Diabetes Education Program exists to help people within Northumberland County better prevent and manage diabetes. The Program is available to people 18 years of age and older with Type 1 or Type 2 diabetes as well as those with gestational diabetes (diabetes occurring during pregnancy) or pre-diabetes. Family members are encouraged to attend education appointments as well. Program staff members include Certified Diabetes Educators, Registered Nurses and Registered Dietitians. The Program is offered at Northumberland Hills Hospital, Port Hope Medical Centre and at a range of outreach locations, such as nursing homes and local schools, upon request.

“More than two million Canadians have diabetes. By the end of the decade, this number is expected to rise to three million. Here in Northumberland County an estimated 9.5 % have the disease,” says Rosemary Guy, Diabetes Education Manager. “We’re hopeful that our new brochure, available at the hospital, in the Patient Care section of the hospital’s Web site and (later this month) in local doctors’ offices and walk-in clinics, will help people understand the services available in our community, and the steps that can be taken to prevent diabetes or lessen its severity.”

World Diabetes Day is the primary global awareness campaign highlighting the facts associated with diabetes. It was introduced by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in response to concern over the escalating incidence of diabetes around the world. While the themed campaigns last the whole year, the day itself is celebrated each year on November 14, to mark the birthday of Frederick Banting who, along with Charles Best, first conceived the idea which led to the discovery of insulin in 1922.

In 2000, the World Health Organization estimated that over 177 million people had diabetes. By 2025, the global figure could top 300 million. Approximately 10% of people with diabetes have type 1 diabetes, the most severe form of the disease.

Here in Canada the number of people with type 2 diabetes is increasing dramatically. The rise is attributed to a number of factors, including: an aging population; rising obesity rates; and lifestyles that are increasingly sedentary. “Education is the key to helping delay or prevent the onset of diabetes,” says Ms. Guy, “and NHH’s Diabetes Education Program is here to help.”

Referrals are accepted from physicians and health professionals. Self-referrals are also welcome, particularly from individuals who feel they may be at risk of developing the disease. Those who should consider diabetes education are those who have lived with the condition for a number of years; those recently diagnosed; women experiencing diabetes in the course of their pregnancy or those diagnosed with pre-diabetes and a desire to do their best to prevent the disease from progressing. Family members of any of the above are also welcome to participate in the program.

For more information, or to arrange an interview, please contact Jennifer Gillard at 905-377-7757 or jgillard@nhh.ca.

About Northumberland Hills Hospital - The Northumberland Hills Hospital (NHH) is located approximately 100 kilometres east of Toronto. The 137-bed hospital delivers a broad range of services, including medical/surgical care, complex/long term care, rehabilitation, palliative care, obstetrical care and intensive care. NHH also sponsors a Community Mental Health Centre and an Assertive Community Treatment Team. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland is comprised of the Town of Cobourg, the Municipality of Port Hope, and the Townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs over 500 people and is an active member of the Central East LHIN. For more information, please visit www.nhh.ca.