



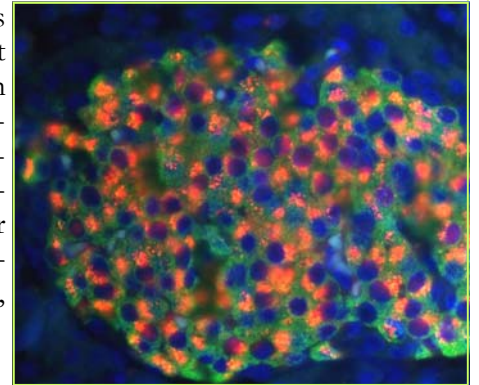
BETA

In this issue:

- Primary Prevention of diabetes—The way ahead
- M.V Hospitals on a dynamic initiative for Primary prevention of Diabetes
- FAQ's on Diabetes

Primary Prevention of diabetes - The way ahead

As per the demographic and epidemiological evidences a sharp increase is expected in the global prevalence of diabetes, unless an effective treatment strategy is developed. It is estimated that the cost of diabetes range between **5% to 10%** of the total healthcare spending around the world. The incidence of epidemic is higher among developing nations due to rapid and unplanned urbanization. According to WHO figures the prevalence of diabetes in the developing world will increase by 48% by year 2025, and over 75% of diabetes cases will be in developing world. As a result diabetes patients in India are expected to reach from 32 million to 78 million by 2030, which is almost one sixth of the world's diabetic patients.



Insulin Secreting *BETA* cells

Asian Indians are genetically predisposed to insulin resistance and in addition to it Psycho-social stress levels, sedentary lifestyle and food habits, which also includes replacements of healthy food by the fast food culture are some of the key factors which are contributory towards the increase of the epidemic. Today, only 10% of patients in India receives appropriate treatment, the reasons are many, variability of healthcare facilities in different areas, reluctance of the general public to attend government clinics, lack of education and awareness are some of them. As India has no subsidized, coordinated diabetes care programme reducing treatment costs through raising public awareness, regular monitoring and earlier diagnosis should be the focus areas. Another bitter fact is that nearly 13.3 million of the cases, which includes 50 percent from rural areas and 30 percent from urban areas, will go undiagnosed.

The last two decades witnessed the Type 2 Diabetes been diagnosed largely among younger people of 25 years and below of age. To add more 80% of these cases can be prevented through lifestyle modification. All these facts lead us to – Primary prevention.

What is Primary Prevention?

It plays the most significant role in creating awareness for symptoms, diagnosis and control of diabetes among public. Primary steps in preventing diabetes can delay or halt further developments which inturn reduces both the need for diabetes care and other required treatments. Hence, prevention of diabetes should begin at early childhood as a public health priority. But the biggest task faced by the medical fraternity is lack of awareness across all segment of society about this epidemic.

Welcome to M.V. Hospital Media Emailer

Dear Reader,

We are delighted to bring you the 2nd edition of the M. V. Hospital for Diabetes and Diabetes Research Centre Media Emailer. We have coined our emailer BETA because the beta cells are the most important insulin secreting cell type in the Islets of Langerhans within Pancreas. Brought to you every two months, this emailer will provide you insights on rapidly growing menace of diabetes among various segments of Indian society and effective ways to tackle the disease.

Best Regards

Dr. Vijay Viswanathan, Managing Director, M.V Hospitals for Diabetes & Diabetes research centre, Chennai.



M.V Hospitals launches multi level campaign on Primary prevention of Diabetes

The adverse impact of diabetes reflects in the country's health and economy ultimately affecting its productivity. To counter this impact **M.V Hospitals for Diabetes and Diabetes Research Centre (WHO collaborating Centre for Diabetes in India)** is working towards educating different cross sections of the society on primary prevention of diabetes. It has embarked on a multi level diabetes awareness and detection campaign across Chennai and Cochin. The three phased campaign focused at all segments of society.

- **Educating the Medical Fraternity**

M. V. Hospital for Diabetes and Diabetes research centre launched an awareness campaign on the 'Primary Prevention methods' of diabetes in rural areas, the first one of its kind in India. As part of the pilot programme launched in Vellore and Villupuram districts, over 110 doctors, with the primary health centers and government hospitals was given training on the preventive measures against diabetes. M.V. Hospital has initiated this programme in collaboration with Tamil Nadu public health department. This is the first time any state government has taken up such an initiative in the country. In the first part of the two – phased programme, doctors will be trained in batches on diagnostics procedures and primary prevention methods like lifestyle modifications, diet and exercise. In the second phase, doctors will come back to the programme after a gap of three to four months and provide the necessary feedback on their work during the interim period. This will help M.V. Hospital to fill the gaps in the programme and collect more information on the incidence of the ailment in rural areas. The entire programme will be completed in two years.



- **Awareness among General Public:**

M. V. hospital has launched several campaigns on primary prevention of diabetes but two of the national level initiatives which have been started are the launch of a manual of guidelines on primary prevention of diabetes and education materials. The initiative was inaugurated jointly by Vice Chancellor K. Meer Mustafa Hussain of Dr. M. G. R. Medical University and Dr. Gojka Roglic, WHO responsible officer for diabetes, worldwide.



- **Postal Campaign, another initiative**

launched by the WHO collaborating centre for research, education and training: The World Health Day was celebrated on April 6th with a unique country wide postal campaign. 10 Lac Inland Letters carrying the Prevention of Diabetes message along with leaflets on facts and myths about diabetes was delivered to every doorstep, ensuring that the communiqué reach large masses.

- **Diabetes detection camp**

Every camp organized includes - random blood sugar testing, height-weight waist measurements, blood pressure recording and dietary advice to detect the possibility of this epidemic. These campaign are guided by a team of expert diabetologists from M.V. Centre for Diabetes, emphasizing the importance of 'Prevention is better than cure'. High risk occupational groups are focused in the campaigns since primary prevention is required across all segments of the society. Chennai Police personnel, Chennai & Cochin media community and residents of The Banyan, a Chennai-based NGO for mentally challenged was organized.





FAQ's on Diabetes



What is prediabetes condition?

Prediabetes is a condition that raises the risk of developing type 2 diabetes, heart disease, stroke, and eye disease. People with prediabetes have impaired fasting glucose (IFG), impaired glucose tolerance (IGT), or both—conditions where blood glucose levels are higher than normal but not high enough to be classified as diabetes.

Is prediabetes condition curable? Does it always develop into Diabetes?

Prediabetes condition does not necessarily develop into diabetes. Studies show that people with prediabetes who lose at least 7% of their body weight and engage in moderate physical activity at least 150 minutes per week such as walking and biking, can delay diabetes or even return to normal blood glucose levels.

Is diabetes hereditary?

Family history of diabetes increases probability of diabetes risk when closer the relative. Several studies show that Indians have a genetic predisposition to diabetes, which gets easily unmasked when the environmental conditions are adverse.

What is Glycemic Index?

The Glycemic index (GI) is a measure of carbohydrates according to their effects on our blood glucose levels. Carbohydrates that break down rapidly during digestion releasing glucose rapidly into the bloodstream have a high GI; while others that break down slowly, releasing glucose gradually into the bloodstream, have a low GI.

How is Glycemic index related to diabetes control or prevention?

Choosing low GI carbohydrates - the ones that produce only small fluctuations in our blood glucose and insulin levels - is the secret to long-term health reducing your risk of heart disease and diabetes and is the key to sustainable weight loss.

What is the normal blood glucose level and the ideal body weight?

The normal blood glucose level:

Fast blood sugar (FBS) :80-110mg/dl

Post Prandial blood sugar (PPBS):120-140 mg/dl(1 1/2 hrs. after the intake of food)

Ideal Body Weight (IBW) is calculated as $[\text{Height (in cms)} - 100] \times 0.9 \text{kg}$

To know your probability to diabetes

Send us your details, we will alert you as:

Normal

Pre-diabetic

Diabetic

Diabetics Alert !

Height =

Weight =

Body

Waist =

Circumference

About M.V. Hospital for Diabetes (P) LTD, And Diabetes Research Center Royapuram , Chennai, Tamil Nadu.

M.V. Hospital for Diabetes and Diabetes Research Centre, Royapuram, Chennai an ISO 9001-2000 certified organization and accredited by NABL was started in 1954. Founder of the M.V. Hospitals, Prof. M .Viswanathan was known as the —Father of Diabetology and his vision towards M.V. hospital to become one of the largest diabetes referral centers in Asia. Over the years M.V. Hospital has grown and registered over 2,00,000 patients to-date. The hospital along with diabetes research center also under-takes research and imparts Postgraduate training to doctors in diabetology. M.V. Hospital for Diabetes is also recognized as an internationally known tertiary care center for referral of diabetic patients requiring super-specialist opinion and management. The entire set up is a purpose built organization to provide modern services to the patients and their families. For more Information on M.V Hospital for diabetes care; please log on to <http://www.mvdiabetes.com/>

Contact Us

Dr. K. Karunanithi
M. V. Hospital for Diabetes & Diabetes Research Centre
Royapuram , Chennai, Tamilnadu
Ph : 25954913
Fax: 25954919 Email: karunanithi.kathiresan@gmail.com

Rashi Gupta
Ogilvy Public Relations Worldwide, Chennai, Tamil Nadu
Ph: 9884075101
Fax: 4434 4710 Email : rashi.gupta@ogilvy.com