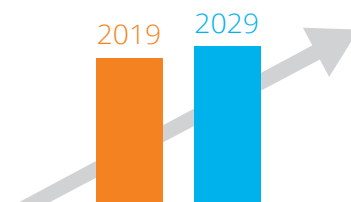


# We are going to **End Diabetes**

## Why diabetes?

1.1 million more Canadians will live with diabetes or prediabetes by 2029 if we don't take action today. **Now is the time to End Diabetes – its health impacts, as well as the blame, shame and misinformation associated with it.**



**1 in 3** Canadians – 11 million – have diabetes or prediabetes today

**3.5 million** Canadians have been diagnosed with diabetes

**1.5 million** Canadians have type 2 diabetes – and don't know it

**6 million** Canadians live with prediabetes – half will develop type 2 diabetes if nothing is done

## Strategies to End Diabetes

**Drive governments to make changes that improve the health of all Canadians, especially youth**

- introduce a levy on drinks with added sugar as they increase the risk of type 2 diabetes
- introduce more transparent food labelling to better inform Canadians about food decisions
- restrict food and beverage marketing to children, giving them a healthy start to life

**Make it easier for all Canadians to obtain diabetes information with digital communications**

- expand our social media, online information and webinars
- help people affected by diabetes support each other online

**Partner with health-care professionals to deliver the best care possible**

- Research advances make better health and longer lives possible – but not everyone is benefiting. Diabetes Canada's *Clinical Practice Guidelines for the Prevention and Management of Diabetes in Canada* inform health-care professionals of best-care practices. We partner with them to increase their use.

**Fund world-leading Canadian diabetes research**

- Continue our focus on early career researchers



## Measuring progress

With the adoption of a national diabetes strategy, Diabetes 360°, we can achieve results in just 7 years by focusing on these key targets:



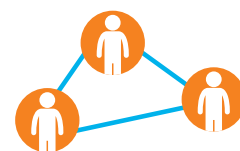
**90%** of Canadians live in an environment that preserves wellness and prevents the development of diabetes



**90%** of Canadians living with diabetes are engaged in appropriate interventions to prevent complications



**90%** of Canadians are aware of their diabetes status



**90%** of Canadians engaged in interventions to improve health outcomes

## Join us to achieve these goals!

Diabetes Canada relies on generous donations from people like you to help us support Canadians with diabetes or prediabetes on a national scale with our population impact strategy. Donate now at [diabetes.ca/donate](https://diabetes.ca/donate).



**diabetes.ca**  
1-800-BANTING (226-8464)

**DIABETES CANADA** | **END DIABETES**