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## **Off to the right start: World Diabetes Day campaign 2014**

The [International Diabetes Federation](#) [1] (IDF) launched today the World Diabetes Campaign. Get "**Off to the right start**" shows why having a healthy breakfast is a powerful way to address diabetes.

This World Diabetes Day (WDD), on 14th November, IDF is underlining the importance of simple, cost effective interventions such as healthy breakfasts, to lessen the global burden of diabetes, and save billions in lost productivity and healthcare costs. IDF estimates that:

- Over 70% of type 2 diabetes cases can be prevented or delayed by adopting healthier lifestyles, equivalent to up to 150 million diabetes cases by 2035.
- Countries could save up to 11% of total healthcare expenditure by tackling preventable risk factors of type 2 diabetes such as unhealthy eating.

In order to help associations to prepare for the campaign, IDF has developed a guide that includes:

- Key messages for WDD 2014
- Information on healthy eating and diabetes
- Healthy and unhealthy breakfast options
- How to get involved in WDD
- Resources
- Facts and figures

Download the guide [here](#) [2]

@WDD #WDD

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### Links

[1] <http://www.idf.org/worlddiabetesday>

[2] [http://www.idf.org/sites/default/files/wdd-guidebook-2014-en.pdf?utm\\_medium=email&utm\\_campaign=World](http://www.idf.org/sites/default/files/wdd-guidebook-2014-en.pdf?utm_medium=email&utm_campaign=World)

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