

**DIABETES**  
**CANADA**

**GET INVOLVED**

Be an **empowering partner**  
in the **fight to**

**END**  
**DIABETES**

**“ Alone we can do so little;  
together we can do so much.”**

**- Helen Keller**

# **DIABETES** by the numbers



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



Another Canadian is diagnosed  
**every 3 minutes**

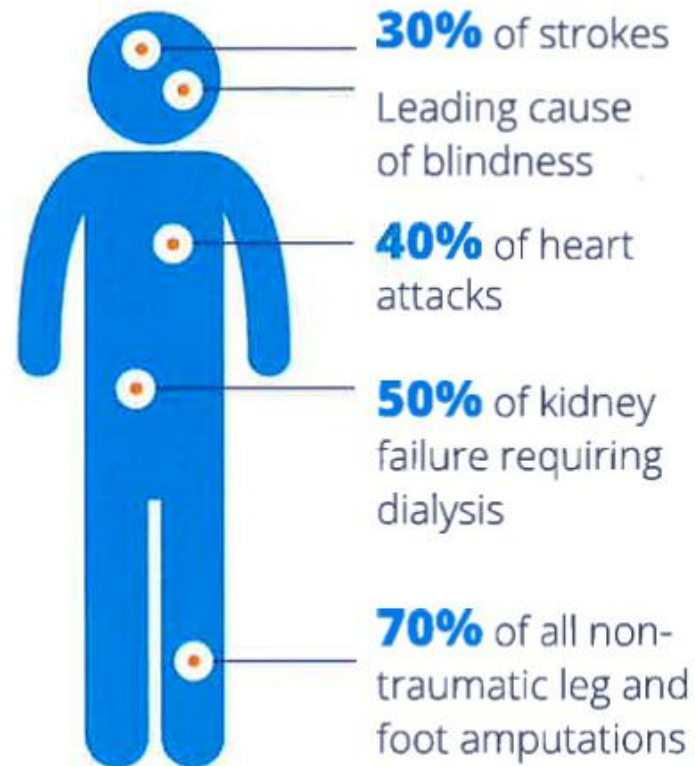


**1.5 million**  
Canadians have type 2 diabetes –  
and don't know it



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

## Health impact – from head to toe



# Did you know?

## Cost



**\$3.5**  
billion in  
2017

**\$5**  
billion in  
2027



**11 million**  
Canadians currently  
have diabetes or  
prediabetes



**14 million**  
Canadians will  
have diabetes or  
prediabetes in 2027



1 Canadian is diagnosed  
with diabetes  
**every three minutes**



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



## Join us to End Diabetes

Diabetes Canada's goals for 2016-2020 will prevent diabetes and improve the lives of people living with diabetes. **They are:**



### **Remove 10,000,000**

kilograms of sugar from Canadians' diets to lower the risk of developing type 2 diabetes



### **Achieve 1,000,000**

more recommended diabetes test and treatment targets to avoid and delay the serious complications of diabetes, such as heart attacks, stroke and blindness



### **Prevent 500,000**

people from developing type 2 diabetes and prediabetes



### **Create 100,000**

personal connections among youth with type 1 diabetes to decrease their sense of isolation

# What about Atlantic Canada?



- **33.2% - Prevalence of diabetes and pre-diabetes**
  - 250,000+ living with diabetes
  - highest incidence rates in Canada (12% population)
  - Increase of 52.3% since 2007
- **\$100M - Direct cost to healthcare system**
- **By 2027 - 37.5% with a \$128M price tag**
- **Older population; sedentary lifestyle, low socio-economic status**



**DIABETES  
CANADA**



**Lions & Diabetes Canada**  
a strong partnership

# Lions Supporting Camp



- 5 camps in Atlantic
- Lions raise an average of \$60,000 / year
- Calvalcades, Friendship Nights, BBQ's, Tag Days and more!
- More than \$1 million since 1997

**DIABETES**  
**CANADA**



**Lions & Diabetes: a new day**

## Idea:

The Lions mandate includes a focus on preserving our environment through a variety of recycling initiatives - including clothing drives.



# DIABETES CANADA



## Lions Clubs of Canada Fill A Truck Campaign



in support of Diabetes Canada



**Diabetes Canada’s recycling program operates in 2500 communities across the country. Dollars raised through the recycling program support educational programs about diabetes.**

**Participation in a Fill A Truck campaign allows Lions to meet their environmental mandate of “reduce, reuse, recycle”, allowing for a greener environment.**

- 85% of all textiles go to landfill sites across Canada accounting for 5-11% of all garbage!**

# How it Works

## Diabetes Canada will:

- Provide contact person for each club
- Provide marketing materials
- Provide Banner Signage
- Promote via social media

## Lions Clubs will:

- Provide members and volunteers to man the Fill A Truck event
- Secure location and community partners
- Confirm pick-up
- Arrange local promotion

# Fill a Truck Tool Kit...



# Next Steps

**Contact your local Diabetes Canada office**

**Meet with DC's provincial staff to discuss Fill-a-Truck ideas**

**Pick your community, pick your date**

**Request a copy of the Tool Kit**

**Start making arrangements!**

THANK YOU