

Global Diabetes Walk Campaign on World Diabetes Day 14th Nov in Uttar Pradesh, India & Its Impact on Health Facility & Policy

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Received: March 02, 2020; **Accepted:** March 17, 2020; **Published:** March 25, 2020

1. Background

It began in 2004 with a simple idea. By organizing Walks on World Diabetes Day, organisations and individuals could raise awareness about diabetes, and how to prevent it. These Walks would be low-cost, educational, and fun. WDF would help by providing banners, tools, and guidance. Since then, 5 million participants of Global Diabetes Walks worldwide have raised awareness, galvanised communities - and, in some cases, even changed public policy.

About the campaign



Why take steps? Because diabetes is a pandemic



<https://youtu.be/Jr1T7BjOtVQ>

Citation: Jain R, Carleton G, Elley AK. Global Diabetes Walk Campaign on World Diabetes Day 14th Nov in Uttar Pradesh, India & Its Impact on Health Facility & Policy. J Diab Obes Metab. 2020;3(1):115.

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2. Aims

Jain Hospitals has organized the largest Walks in the history of the campaign, inspiring other ambitious Walk organisers worldwide (<https://www.worlddiabetesfoundation.org/news/walk2017-jain-hospital-takes-lead>). By collaborating with government officials, the Ministry of Health and NGOs, Jain Hospitals has organised 898 Walks with 475,000 participants to date.

3. Method

Decide on a location. Consider a spot that is central and easily accessible. Many Walks begin in a town square, central plaza, or other well-known spot. Once you have found your location, make sure to investigate whether a permit is required. Join forces. Reach out to local authorities, relevant spokespersons, leaders of diabetes associations and other potential partners. Partners can help you get the word out, provide good ideas, and contribute financing to your event. Make a plan. Start by setting a route for your Walk. Consider how long the Walk will be, and where it will start and end. to print banners, posters or t-shirts to draw attention to your Walk.

4. Results

For the last three years, the state Ministry of Health and Family Welfare has issued a letter to all districts and blocks in Uttar Pradesh, encouraging participation in Global Diabetes Walks on 14 November. Screening camps, marathons, and other sports competitions have also taken place, with official support. A survey of around 1400 public sector health care professionals found that diabetes knowledge increased from 25% to 70%, Dr Jain says. Another survey found increased demand for diabetes screening among the public in 998 healthcare facilities. “Previously, diabetes screening was available in one block in each district, now it is available in all the districts and all the blocks.

It is mandatory to screen all patients above 30 years, and requests for screening and other services have increased by more than 20 times,” he says. The Global Diabetes Walk campaigns have supported wider efforts to improve diabetes prevention and care in Uttar Pradesh – especially efforts to improve diabetes awareness, Dr Jain says



TABLE 1. Knowledge of Diabetes screening & number of health care facilities change after 3 years of Global Diabetes Walk campaign on World Diabetes day, UP, India.

S.N	No of HCPs No=1400 Knowledge of Diabetes Screening before & after Global Diabetes walk		% Change after GDW	Number of Health care facility with Diabetes Screening before & after Global Diabetes Walk		Change after GDW
	Before	After				
1	349	980	631	50	998	20 times
2	25%	70%	45%			

5. Discussion

The 15th anniversary of the campaign creates opportunities, Dr Jain says. Jain Hospitals will mark the Walk’s 15th Anniversary by concentrating on schools, colleges, and youth organisations. Jain Hospitals’ plans include: - Highlighting the 2019 WDD theme Diabetes & Family in posters, banners, and digital media. - Setting and publicising a fixed time and place for the Walks - Inviting government administrators to Walks as Chief Guests - Inviting celebrities to one or two of the bigger Walks to attract younger participants “Brisk walking for 30 minutes at least five days a week prevents not only diabetes but other NCDs, and it increases joy hormones & Improves contentedness with nature & Consciousness.