

### **Diabetes Ireland Calls on the Public to Attend National Diabetes Awareness Roadshow**

- **National Roadshow Supported by MSD**
- **20 Awareness Days throughout Ireland offering free Risk Assessment and advice to all members of the public**

**Dublin, April 2014:** Diabetes Ireland, in partnership with MSD has launched a series of diabetes awareness days across the country. To be hosted in 20 locations throughout Ireland, the awareness days are open to members of the public and involve Diabetes Ireland professionals offering free risk assessments for attendees, as well as advice and information on the risk factors, symptoms, management and treatment of Type 2 diabetes.

It is estimated that there are currently 191,000 people living with diabetes in Ireland, and that by 2030 there will be 278,850 people with the condition<sup>1</sup>. Type 2 diabetes usually develops slowly in adulthood. It is progressive and can sometimes be treated with diet and exercise, but more often Type 2 diabetes may require anti-diabetic medicine and/or insulin injections.

Speaking at the official launch of the roadshow, Conor Doyle, Diabetes Brand Manager, MSD said, “In Ireland, diabetes has a prevalence rate of 6.1% in the population, meaning that approximately 1 in 20 people are living with the condition<sup>2</sup>, many of whom may not have been formally diagnosed or may have questions regarding treatment and self management. We are very pleased to partner with Diabetes Ireland in rolling out this important initiative, which we hope will help people across the country better understand the risk factors associated with Type 2 diabetes, how to identify symptoms, manage a diagnosis and understand treatment options.”

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<sup>1</sup> Diabetes Ireland. *Diabetes in Ireland*: <http://www.diabetes.ie/about-diabetes/diabetes-in-ireland/>

<sup>2</sup> Diabetes Ireland. *Diabetes in Ireland*: <http://www.diabetes.ie/about-diabetes/diabetes-in-ireland/>

He added, “The awareness days are open to all members of the general public and we would invite them to come along, speak with the onsite professionals and ask any questions they might have to understand more about the condition.”

Speaking about the importance of the diabetes awareness roadshow, Dr. Anna Clarke Health Promotion and Research Manager, Diabetes Ireland said, “Chronic conditions such as diabetes can often seem daunting, which is why it is so important that people educate themselves on how to identify risk factors in their lifestyle and correct the modifiable ones, complete an assessment and proactively manage their health. We are delighted to have the support of MSD on a national and community level and to partner with their team in order to take this roadshow around the country.”

For full details on the Diabetes Awareness Roadshow, where/when they will be taking place, please visit [www.diabetes.ie](http://www.diabetes.ie)

**Ends**

**Notes to Editor**

**About MSD**

Known as MSD worldwide, and as Merck in the United States and Canada, MSD has operations in more than 140 countries. In Ireland MSD employs over 2,200 people across its five sites in Dublin, Carlow, Cork, Tipperary and Wicklow. Its extensive Irish operations encompass manufacturing, commercial and marketing facilities.

MSD is a leader in healthcare, dedicated to helping the world be well through a wide range of innovative health solutions. This includes the development, production and distribution of prescription medicines, vaccines and biologic therapies as well as consumer care and animal health products.

MSD’s commitment to research and to increasing access to healthcare across the world is demonstrated by clearly focused policies, far-reaching programmes and life-enhancing partnerships.

**About Diabetes Ireland**

Diabetes Ireland is the national charity dedicated to providing support, education and motivation to all people affected by diabetes. Diabetes Ireland also raises public awareness of diabetes and its symptoms and funds research into diabetes.