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WORLD DIABETES DAY

14th-16th NOVEMBER 2023

World Diabetes Day occurs annually on November 14th and is endorsed by the World Health Organization (WHO). During this year's World Diabetes Day, WHO emphasised the critical necessity for accessible essential care, highlighting increased awareness among individuals with diabetes on minimising complications. The thematic focus centred on "Access to Diabetic Care," disseminating crucial messages regarding diabetes awareness, its symptoms, and risk factors. In alignment with this objective, our Institute conducted an online social media campaign to raise general awareness about diabetes. The campaign emphasised lifestyle modifications, offering guidance on flexibility exercises and yoga through various social media platforms. This effort aids the public in comprehending the nature of diabetes, and its diverse types, and reinforces the significance of diabetic care and maintaining a healthy lifestyle.

The image shows three screenshots of social media posts from the Banarsidas Chandiwala Institute of Physiotherapy. The first post (16 Nov) features a yellow and blue graphic titled "FLEXIBILITY EXERCISES (YOGA) FOR DIABETES" with three exercise cards: Balasana, Dhanurasana, and Ardha Matsyendrasana. The second post (15 Nov) is a text-based announcement about raising diabetes awareness. The third post (14 Nov) is a comprehensive infographic titled "WORLD DIABETES DAY" containing sections for "KNOW YOUR NUMBERS" (target blood glucose and hemoglobin A1c), "Healthy lifestyle Modifications" (Regular exercise, Enough sleep, Blood glucose control, Drink water, Eat regularly and eat portion, Weight management), "KNOW THE SIGNS AND SYMPTOMS OF DIABETES", and "COMPLICATIONS OF DIABETES".