

13 May 2009

Launch of Life! television advertisement

Health Minister Daniel Andrews congratulated Diabetes Australia – Vic on their great work in diabetes prevention and support at the launch of the Life! television advertisement at the Royal Melbourne Hospital last Saturday 9 May 2009.

The ad encourages Victorians who believe they may be at risk of type 2 diabetes to contact 13 RISK for advice and support in preventing the onset of type 2 diabetes.

The Victorian Government has committed \$20 million to the Life! – Taking Action on Diabetes program, which aims to prevent the on-set of the disease in those at risk aged 50 years and older.

The Life! program is a lifestyle modification course where participants work towards a weight loss of at least five per cent of their body weight and 30 minutes of moderate intensity physical activity per day.

Other keynote speakers aside from the Minister were Endocrinologist and Head of the Diabetic Foot Unit at The Royal Melbourne Hospital Dr Paul Wraight and Diabetes Australia – Vic's Director of Programs and Services, Dr Ralph Audehm.



Paul gave a short presentation about the rise of diabetes, the impact it has on hospitals and how prevention is better than a cure and Ralph talked about type 2 diabetes and the Life! program.

Fiona Sheedy, amputee with type 2 diabetes who previously had gestational diabetes attended at the launch. She said she wished someone had alerted her to the risks of diabetes before it was too late. She urged others to act and make changes to reduce their risk.

Also present at the launch was 67 year old Lower Templestowe man Noel Leslie who successfully completed the Life! program. He lost 20 kilos and was very thankful for another chance. He said he has tightened five belt notches and lost 10cm from his waist.

The launch secured significant media coverage on the Channel 7, 9 and 10 news on Saturday night. It was also in The Sunday Age and had numerous radio spots across Victoria.