

Raising awareness of diabetes at three-day fair

TO PROMOTE awareness on the prevention and management of diabetes, a three-day fair was held at Sunway Pyramid in Petaling Jaya.

The medical awareness campaign was organised by Sunway Healthcare Group (SHG) in conjunction with World Diabetes Day, which falls on Nov 14.

The event saw the launch of an exclusively handcrafted collection of socks by Komuniti Tukang Jahit, with all proceeds benefitting the National Kidney Foundation.

Last year, SHG's four-part webinar series featuring its specialists and healthcare professionals obtained more than 260,000 views.

SHG president Datuk Lau Beng Long said, "We are grateful for the response we received on the campaign last year.

"This year, we were delighted to be able to engage with participants at our booth in Sunway Pyramid.

"According to the Direct Healthcare Cost of Noncommunicable



A fair participant receiving a free glucose test during the event in Sunway Pyramid. (Right) Mall-goers purchasing the exclusively handcrafted WDD socks by Komuniti Tukang Jahit during the fair.



Diseases in Malaysia Report by the World Health Organisation and Health Ministry, Malaysia has the highest prevalence of diabetes in Asia and one of the highest in the world, costing the country approxi-

mately RM4.4bil per year.

"Without proper understanding and management of the condition, we are at risk of reaching seven million active diabetes cases or close to 1 in 3 adults by 2025."

"With so many Malaysians being unaware of their risk of developing diabetes, I hope this campaign continues to serve as a platform to educate and motivate Malaysians to take action towards preventing,

managing and treating the disease," Lau stressed.

Visitors to the "Know Diabetes" fair were able to participate in many fun yet educational activities, including a spin-the-wheel game, fitness challenges and complimentary diabetes glucose testing by Sunway Medical Centre.

A series of contests were also held at the fair and will continue on SHG's Facebook page, where participants stand a chance to win prizes such as a RealMe Watch 2 Pro and a fine dining experience by a chef from a Michelin-starred restaurant at Sunway Resort worth RM900 for two.

The latest edition of the diabetes management guidebook, written by Dr Alexander Tan of Sunway Medical Centre Sunway City and Dr Lim Kim Piow of Sunway Medical Centre Velocity, has also been released to encourage diabetes awareness in Malaysia.

It is available in English, Bahasa Malaysia and Chinese.