

DIABETES AWARENESS

October 2009



Lions Clubs International

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“Move to Grow”

The theme of International President Eberhard Wirfs’ presidency is “move to grow,” with the ginkgo tree and leaf as its symbol. He encourages Lions: “*We must stretch – stretch in our dreams, our plans, and our ACTIONS. If we don’t, we will perish.*” As an association, we are the global leader in humanitarian and community service. The association’s Diabetes Awareness and Action Program offers many opportunities for community service...diabetes education, diabetes screening and Strides...Lions Walk for Diabetes Awareness Program, to name a few.

Diabetes: a global pandemic

Diabetes is now classified as a global pandemic with 250 million people affected worldwide. It is projected that 380 million will be affected by 2025. At least 50% of people with diabetes are unaware of their condition. In some countries, the figure may reach 80%. As there is no cure at this time, diabetes awareness and education are important factors in the disease prevention. The International Diabetes Federation’s 20th World Diabetes Congress will convene in Montreal, Canada, on October 18-22. The global diabetes community and political leaders committed to improving healthcare in their countries will come together to share knowledge, experience and ideas.

Chairperson Information

As you fulfill this important position in your district or multiple district, here are some suggestions for a successful year:

- **Establish goals.** Develop both short-term and long-term goals and outline them in a written plan for your district.
- **Form a team.** Enlist the help of others with like-minded interests to help you attain these goals.
- **Communicate.** Inform your club chairpersons about these goals through e-mails, newsletters, personal visits or phone calls and learn about their current projects.
- **Incorporate new project ideas.** Publicize new projects or ideas and work with local healthcare professionals to provide the most appropriate diabetes service projects to the community.
- **Conduct diabetes seminars and workshops.** Help motivate clubs to participate. Invite healthcare professionals as speakers.

District chairpersons can provide valuable resources for clubs who want to get involved or increase their participation in diabetes awareness activities. Please visit the LCI Web site to become familiar with helpful information and resources. To locate this section, type: “Diabetes Chairperson” in the search box.

Diabetes Screening – New Board Policy

Clubs can often organize free diabetes screenings in their communities. At the July 2009 meeting, the board of directors revised board policy regarding Lions diabetes screening to provide further guidelines for Lions involved with diabetes screenings, including partnering with healthcare professionals and adhering to appropriate laws and regulations that are in effect for the locations where screenings are held. The new policy is as follows:

“Lions clubs shall be encouraged to partner with healthcare professionals to carry out joint diabetes screening projects as a suggested activity as well as combining a test for diabetic retinopathy with glaucoma testing whenever such an activity is undertaken. Lions should adhere to the appropriate healthcare laws and regulations that are in effect for their jurisdiction when conducting healthcare screenings. Many healthcare regulations require any blood tests to be conducted by a licensed healthcare professional.”



Diabetes Awareness Month

November is Lions Diabetes Awareness Month! All Lions clubs, districts and multiple districts are encouraged to work with healthcare professionals to implement diabetes awareness projects in their communities. World Diabetes Day is celebrated November 14. The theme is “Diabetes Education and Prevention.” Here are some ways to get involved:

- Sponsor a mobile screening event
- Provide support to a children’s diabetes camp
- Distribute diabetes educational materials at community events
- Organize a “Strides...Lions Walk for Diabetes Awareness” event

Strides...Lions Walk for Diabetes Awareness

A [Strides Walk](#) is a low-impact, highly visible, enjoyable community event to raise awareness about diabetes education, prevention and control. The Lions Strides Information Packet (English only) has all the information necessary for you to organize a successful walk and contains samples of educational materials that are available for distribution in the community. These publications have been co-branded with the National Diabetes Education Program, one of LCI’s partners for diabetes.

The Lions Strides logo can be downloaded from the Web site for you to create your own banner and promotional materials. Sample press releases and a public service announcement are available for you to use for promotion of your Strides Walk. You can adapt these resources to fit other diabetes projects. In the search box on the LCI Web site, just type “diabetes press releases” to see these samples.

Visit the Web site to learn more about the Strides Walk program, or contact the [Health and Children’s Services Department](#) to order a Strides Kit (US\$5.00). We encourage Lions outside of the USA to work with your [local diabetes association](#) to obtain appropriate educational materials you can distribute during your Strides Walk event.



Pictured above are Lions and community participants in a Strides Walk in District 35-A, Florida. The photos below represent Lions who walked in the 4th annual convention Strides Walk in Minneapolis. Over 100 Lions and guests from around the world participated, carrying banners representing their districts.





Diabetes Workshop at International Convention

An outstanding, interactive diabetes workshop was held July 9 at the Minneapolis International Convention, where participants received an overview of diabetes and diabetic eye disease. They learned how clubs and districts can become involved in diabetes service projects. The workshop was facilitated by Lion Jerimiah "Doc" Myers, OD, International Director; Lion Patricia "Trish" Blair, MD; Lion Gary Anderson, OD, Past Council Chair; and Lion Shelley Yeager, MA, LCSW, Diabetes Chairperson. An audio recording is available, English only. Please contact the Health and Children's Services Department to request this valuable free resource; send your e-mail to programs@lionsclubs.org. The workshop PowerPoint is also posted on the LCI Web site. Type: "Diabetes Workshop" in the search box.

We want to hear from you!

We want to provide you, our district and multiple district diabetes chairpersons, with information and ideas you can use in your community outreach. Please let us know if you have suggestions or a certain topic you would like to see addressed in the next issue. We welcome your comments.

Lions Clubs International
Health and Children's Services Department
300 W. 22nd Street
Oak Brook, IL 60523-8842 USA
Phone: 630-571-5466
Fax: 630-571-1691
E-mail: programs@lionsclubs.org
Web site: www.lionsclubs.org



Lions Spotlight on Diabetes

Lions in Multiple District 12 (Tennessee, USA) are working with the Country Music Nashville Marathon to hold a Strides Walk for diabetes awareness on April 24, 2010. Vice District Governor and Multiple District Diabetes Chairperson Cliff Swoape is coordinating this exciting new event to raise diabetes awareness in his state. The Strides Walk is expected to attract hundreds of participants.

Partner Spotlight on Diabetes

Lions Clubs International recently entered into a collaborative alliance with the Diabetes Education and Camping Association (DECA). This partnership will enhance each organization's service to children and adults who are living with diabetes. DECA has provided a "Lions Club" section on their Web site for Lions to access diabetes resources, newsletters and information about conferences and events. For more information, visit the DECA Web site. If you are interested in service activities with diabetes camps and educational programs for children and youth, visit the [DECA Web](#) site to gain access to helpful resources such as an international database of diabetes camps, diabetes newsletters, upcoming conferences, etc.

*"Service means use.
To be of service to
somebody means to be
of use to somebody.
To be of service to this
great world means to
be of some use to this
great world".*

-Melvin Jones