



**On the occasion of “World Diabetes Day”  
The 7th National awareness campaign on diabetes marks the launch of  
"Be Healthy, Be Mobile" Initiative**

**Cairo, Egypt – 10th of November 2016** On the occasion of the World Diabetes Day entitled “Eyes on Diabetes”, and under the distinguished patronage of the Ministry of Health and Population along with the National Diabetes Committee, and in collaboration with Sanofi, the initiative to launch “ Be Healthy, Be Mobile “ diabetes awareness program.

For the seventh consecutive year, the national awareness campaign on diabetes continues its endeavors aiming to raise awareness of the disease. Earlier this year, the Ministry of Health and Population, the World Health Organization (WHO) and the National Diabetes Committee launched a new initiative, under the title of “**Be Healthy, Be Mobile**” in order to raise awareness among the Egyptian diabetic patients and inform them of the ways to control their condition and manage its complications. The initiative, being in line with the nowadays digital era, used mobile technology; text messaging in particular, to reduce the social and economic burdens on the Egyptian patient.

This initiated program includes three phases; the "first phase", which started when the Ministry of Health and Population and the WHO sent one million SMS to 10.000 patients. The second phase was during last Holy Month of Ramadan, when 4,000,000 SMS were sent to 40.000 patients, all within the program's aims to reach full awareness for 5% of the diabetic patients in Egypt by the end of 2016. And the final phase will be applied in 2017.

Furthermore, this year’s campaign will focus on promoting the importance of diabetes prevention, early detection, and reduction of complications risks. It is also worth mentioning that the campaign will continue free-screening across 20 governmental schools, eight



universities, and many factories and governmental authorities to raise awareness of the disease among parents, teachers, students, and academic staff workers and employees.

*At Sanofi, being a global healthcare leader focused on patient needs and present in the field of Diabetes for more than 85 years, our commitment towards the Egyptian community is not only to produce and commercialize affordable and high quality medicines to treat Diabetes but as well to support health authorities, health care professionals and patients to better prevent and earlier diagnose major disease, like Diabetes. This comes as part of our corporate social responsibility.*” said Mr. Alexis Moyrand, Managing Director of Sanofi Egypt & Sudan.

“The spread of diabetes across Egypt is a huge public health problem that we perceive as an epidemic,” said Prof. Dr. Hesham El Hefnawy, Dean of the National Diabetes and Endocrinology Institute. “Egypt is the 8th among the countries with highest number of diabetic patients, and with the growing prevalence, Egypt will be in 7th place having around 15,1 Million people with diabetes by- 2040 .”

“That’s why the National Diabetes Committee launched several national programs to address and limit the diabetes epidemic and offer treatment for diabetic patients,” El Hefnawy added. “After signing a set of medical guidelines in Egypt, we are currently providing continuous medical education sessions, sponsored by Sanofi, for endocrinologists across Egypt to introduce guidelines which explain mechanisms for early detection of the disease and its complications, and methods of treatment for diabetes.”

According to Prof. Dr. Ibrahim El Ebrashy, Head of Internal Medicine Department, Cairo University, “The key of fighting diabetes in Egypt, and to avoid its serious complications which damage patient’s health, is to increase the awareness of diabetes and the ways for early detection of the disease.”



“We should also work on training endocrinologists to be able to detect diabetic cases and use advanced techniques of treatment for patients with Types 1 and 2, and to reduce the burdens of its complications,” Dr. El Ebrashy thought.

Prof. Dr. Ola Khairallah, Head of the Non Infectious Diseases Unit, Ministry of Health, and Member of the National Diabetes Committee, added “Diabetes, and its complications, burdens diabetic patients with serious health problems. And as diabetes is getting more prevalent, public hospitals face bigger challenges.”

Dr. Khairallah further explained, “That being said, we should consider all the available measures and procedures to limit the epidemic and its complications. On top of those measures are integrating scientific evidence into medical guidelines for treatment and early detection to be followed by all medical institutions, as a cornerstone for developing a national record of the disease that could be used for providing treatment and increasing awareness of diabetes, in addition to further research to monitor the spread and the health threats opposed by the disease.”

Dr. Khairallah added, “The National Committee worked on updating and documenting this record in a very short period to be able to launch a national training program for endocrinologists across Egypt under the supervision of the committee’s members.”

“That would leave the supervisory entities in the Ministry of Health with the mission to overlook the abundance of medical institutions to the procedures in this records”, Dr. Khairallah continued, “I would like to thank all of the scholars and researchers who worked on drafting this record to be a pillar in the Ministry’s strategy to combat diabetes. And we are looking for further cooperation between the Ministry and Egyptian Universities to increase the quality of medical services provided to Egyptian patients.”



Prof. Dr. Salah Al Ghazaly Harb, Head of Internal Medicine and Endocrinology at Cairo University, and Member of the National Diabetes Council said: “We are glad to announce the first medical guidelines for early detection and treatment of diabetic cases in Egypt as per global standards, as part of our continuing efforts to combat the diabetes epidemic”. “The guidelines are currently being disseminated to all hospitals and clinics providing healthcare services for diabetic patients. So that we can unify all efforts to detect, diagnose and treat diabetic cases. Those guidelines will also help detecting undiagnosed diabetic patients and pre-diabetic cases.” added Dr. Al Ghazaly.

Prof. Dr. Yehia Ghanem, Head of Diabetes Unit, Alexandria University, explained “The National Diabetes Committee, under the supervision of the Ministry of Health, is holding workshops for endocrinologists treating Types 1 and 2 of diabetes across all governorates.”

Dr. Ghanem added, “Those workshops introduce the latest global medical guidelines, in addition to the latest medications, and different types of insulin and Glucagon like hormones “The workshops also present the latest techniques to manage cases of diabetes and methods to increase patients’ awareness of the disease and its complications,” explained Dr. Ghanem.



### **About 'Be Healthy, Be Mobile' initiative:**

Egypt's new diabetes program is part of a larger portfolio of health programs for chronic noninfectious diseases. This new global initiative focuses on using mobile technology, specifically text messaging and apps, in aiding national efforts to save lives, minimize illness and disability, and reduce the social and economic burden caused by non-communicable diseases (NCDs).

### **About Diabetes**

Diabetes is a chronic disease characterized by elevated blood sugar due to inefficient or deficient insulin production. In 2014 it was estimated that globally, 422 million people suffer from the disease. Diabetes can be classified in two major subsets; type 1 and type 2. Type 1 diabetes is an autoimmune disease that occurs when the pancreas stops making insulin and therefore must be regulated via daily administration of insulin. Type 2 diabetes is a metabolic disorder in which a person's body produces insulin, but is not able to regulate it efficiently. Over time, the disease can result in serious or life threatening complications, including damage to the heart, eyes, kidneys and nerves

### **About Sanofi**

Sanofi is a global healthcare leader that discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi is organized into five global business units: Diabetes and Cardiovascular, General Medicines and Emerging Markets, Sanofi Genzyme, Sanofi Pasteur and Merial.

Sanofi Egypt's first industrial building was established in 1962 and its expansion has continued over the past 54 years. Right now, Sanofi' team is nearly about 1,000 workers who are working together to support the needs of the Egyptian patients.

### **References**

- <sup>[1]</sup> Roglic, G. (2016). Global report on diabetes. Retrieved August 08, 2016, from [http://apps.who.int/iris/bitstream/10665/204871/1/9789241565257\\_eng.pdf?ua=1](http://apps.who.int/iris/bitstream/10665/204871/1/9789241565257_eng.pdf?ua=1)
- <sup>[2]</sup> National Diabetes Statistics Report, 2014. (2014). Retrieved August 8, 2016, from <https://www.cdc.gov/diabetes/pubs/statsreport14/national-diabetes-report-web.pdf>  
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