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page 1 of 1

media alert

Diabetes TASMANIA launch new advertising campaign

Diabetes TASMANIA has today announced the launch of its new television advertising campaign. The campaign, which will take the form of a series of advertisements, will be screened on the state's three commercial television channels over a period of three months, commencing the evening of 11 May 2008.

The eye-catching and thought provoking advertisements, produced by a local advertising agency, are designed to present Diabetes TASMANIA as a key contact point for those people who have been diagnosed with type 2 diabetes as well as for those who may be at risk of contracting the disease.

Caroline Wells, CEO of Diabetes TASMANIA, says that it is important for the community to consider the risks of diabetes without having the finger of blame pointed at anyone. "We are hoping that our campaign will provide an engaging and non judgemental method of encouraging people to consider their health and to seek assistance when necessary" Ms Wells said.

"The health implications created by diabetes can be severe" Ms Wells said. "It is vital that once people are diagnosed that they seek guidance from health professionals such as Diabetes Educators, as well as maintain an ongoing relationship with their GP. Equally important is the fact that many people do not know that they have diabetes. The sooner they are diagnosed and begin to receive health management education, the sooner the devastating side effects of the disease may be minimised" Ms Wells added.

Diabetes TASMANIA is the peak body for diabetes within Tasmania and offers diabetes education services through its credentialled Diabetes Education staff. It is also the agent for the NDSS (National Diabetes Services Scheme), a Federally funded program supporting people living with diabetes.

For further information please contact:

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