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**International Insulin Foundation**  
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**PRESS RELEASE**

**On the road to the insulin centenary**

**World Diabetes Day 2012 – Launch of the “100 Campaign”**

**London, United Kingdom. 14 November 2012** – The **International Insulin Foundation (IIF)** has been active in the area of Type 1 diabetes in the developing world for the past 10 years and is launching the “**100 Campaign**” to achieve **100% access to insulin** by the 100th anniversary of its first being used to treat a patient with diabetes. Leonard Thompson a young boy in Canada was the first person to receive this treatment in 1922. But many children around the world, particularly in resource poor settings, still die because of lack of access to insulin. The aim of the 100 Campaign is to change this situation by 2022, its 100<sup>th</sup> anniversary.

**100% Insulin Access by the 100<sup>th</sup> Anniversary**

The Campaign will respond to the current lack of a global response to the issue of access to insulin in the world's poorest countries, but also, for example, the uninsured in the USA and people in Greece following the financial crisis. Affordability of insulin is a major challenge in the world's poorest countries where it can consume as much as 25% of a family's income. In the US some uninsured individuals do not use the correct amounts of insulin to save money, and therefore often end up in emergency rooms.

Through the work of the campaign, we also acknowledge that Type 1 diabetes management goes beyond access to insulin and must include care, education and support. To do this the 100 Campaign will be built around the 6 key components of “**CHANGE**”:

- **Critical resources and models already developed** will be identified and integrated into the Campaign
- **Harness the power of youth**
- **Advocacy to address issues around access to insulin and diabetes care**
- **Needs of the communities where the Campaign will work** will be identified and addressed appropriately
- **Grounding of responses and programmes in sound academic research and adapted to local settings** in a sustainable, locally appropriate way
- **Empowerment of people with diabetes, their families and communities**

Around these elements the 100 Campaign will link academic research, advocacy, the in-country experience of the Foundation, the power of youth including social media and the use and development of new tools to improve the lives of people with Type 1 diabetes throughout the world.

The Campaign will soon be launching its website **www.100campaign.org** where individuals will be able to access information, share their stories and build a global community around a shared goal and vision of **100% access to insulin by 2022**.

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## **IIF's statement for World Diabetes Day 2012**

The official theme of World Diabetes Day 2012 is "***Protect our Future***".

The Chairman of the IIF John S. Yudkin, Emeritus Professor of Medicine at University College London, believes that "the launch of the 100 Campaign on the occasion of World Diabetes Day 2012 will contribute to achieving this goal. The 100 Campaign will ensure that people around the world with Type 1 diabetes are guaranteed a future, no matter where they live, by improving access to insulin and the tools necessary for proper diabetes management."

In parallel by identifying all possible sources of quality insulin throughout the world health systems will be assisted in identifying sources of the lowest priced, quality assured, safe and efficacious insulin. With the global financial crisis, the increasing burden of chronic diseases and increasing healthcare costs the need to ensure the availability of low priced medicines is of vital importance to all governments, not just those in the poorest countries in the world.

### **What is diabetes?**

November 14<sup>th</sup> 2012 marks the twenty-third annual World Diabetes Day. Diabetes is a chronic condition that affects people of all ages in all areas of the world. With the appropriate access to diabetes education, care and support people with Type 1 diabetes can lead normal lives. However, inadequate care can lead to serious health complications such as blindness, kidney failure, neuropathy (degeneration of nerves and nervous system), amputation, heart attacks and death. November 14<sup>th</sup> was chosen as World Diabetes Day as it is Frederick Banting's birthday. Together with Charles Best, Dr. Banting discovered insulin in October 1921.

Type 1 diabetes is caused by the destruction of insulin producing cells in the pancreas. Insulin is vital for the survival of people with Type 1 diabetes and must be administered daily throughout the life of the person. It is estimated that there are more than 5 million people worldwide who live with Type 1 diabetes, and thus require insulin every day. In addition there is a growing global epidemic of Type 2 diabetes, due to rapid increases in obesity and sedentary behaviour.

The first person to be treated with insulin was a Canadian child, Leonard Thompson, in 1922. Over 90 years later, many people with diabetes still have difficulties accessing insulin. This leads to a life expectancy, which can be as low as 12 months for a child in rural sub-Saharan Africa compared to near normal life-expectancy for a child in Europe.

The IIF was established by leading academics and physicians as a concerted effort to improve the prospects for people with Type 1 diabetes in the world's poorest countries, by improving the supply of insulin and education in its use.

**If you would like information about the IIF and the 100 Campaign please contact:**

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