

Lübbecke, May 2014

To the regional consultation offices/self-help groups of the German Diabetic Association e.V. [Deutscher Diabetiker Bund e.V.]

For diabetics: participate, learn and win
GEHWOL campaign: "Standing up to diabetes!"

Dear Sirs, dear Madams,

As an official supporter of the German Diabetic Association e.V., we would like to ask you for your support today concerning our federation-wide **prevention campaign "Standing up to diabetes!"**.

It has the following background: **Diabetic foot syndrome (DFS)** is among the most common and severe consequential complications of the disorder. Despite dropping numbers of major amputations, the risk of an amputation is still about 20 times higher in persons who have diabetes. Approximately every fourth patient develops DFS in their life. Even though diabetics often have foot problems such as hyperkeratosis, dry skin, foot and nail fungus, cracks and foot malpositions, **two thirds (63%) of patients do not know that they have to pay special attention to their feet.**

This is shown by the results of the new **GEHWOL Diabetes Report 2014** (available as a download at: www.gehwol.de/service/fachwissen/diabetes_und_fusspflege). 53 percent stated that they did not obtain regular prevention visits with a podologist. Even at home, nearly half of those surveyed (45%) only performed foot care occasionally if at all, and rarely consistently. For the report, GEHWOL questioned 3459 diabetics out of the treatment pool of 369 physicians' practices and statistically evaluated the results. For the second time since 2009, the new GEHWOL Diabetes Report 2014 provides information about the relative frequency of foot problems in Germany, existing problem awareness and patients' current knowledge about recommended measures for foot care and prevention. The campaign: "Standing up to diabetes!" is intended to increase **problem awareness** on the subject of „**the right foot care for diabetes**“ and thereby contribute to **information** and **prevention**.

On the progress of the campaign:

A central part of the campaign consists of the **advisory manual: „Standing up to diabetes“**. It contains a **foot care quiz** with eight simple questions about the right foot care ritual for diabetics. The brochure was created with the participation of renowned authors from science and practice as well as with consideration of the National Care Guideline for Type 2 Diabetes: "Prevention and treatment strategies for foot complications".

The brochure and participation in the quiz are intended to intensify diabetics' problem awareness for their foot care on the one hand, and provide valuable information about the theme of keeping the feet healthy in diabetes on the other hand. The completed questionnaire can be submitted by mail until **31 August 2014 (submission deadline)**. Diabetics can also obtain the brochure **from www.fussvital.info/standhaft-bleiben** as an ePaper (starting in June 2014). Participation in the foot care quiz is also possible here using a digital response form. **100 diabetes foot care sets** (GEHWOL med) for the care of dry skin and to protect against fungus with a foot bathing towel will be raffled among all correct responses.

How can you support us?

We would welcome it if you could **help** us with **making the campaign known**. As many diabetics as possible should receive the option of **participating in the foot quiz** to check their foot care knowledge and acquire (even) greater sensitivity to the problem situation.

As a manager of a regional consultation office or self-help group of the German Diabetes Association e.V., you also have the option of ordering the manual (brochure) as a **collective order** to pass out to diabetics **at no charge**. **Order quantities of 10, 20 or 50 units** are available. You are welcome to use the included fax response sheet. You can also order by sending an e-mail to muehlbacher@dkcommunications.de stating the quantity, delivery address and contact person. A digital order form is also available at www.fussvital.info/standhaft-bleiben (starting in June 2014). If you have other options for a regional DDB-internal publication (e.g. self-help group newsletters, journals), we will gladly provide you with a **press notification** to announce the campaign in the near future. Please let us know a suitable e-mail address for this purpose as well. We will also involve pharmacies in Germany, foot care practices and diabetic media into the campaign. With the cooperation of all partners, we hope for the greatest possible informative and preventive effects.

In case of further questions, you can contact the organisation team of Mr. Fischer/Ms. Mühlbacher at our communications agency Dorothea Küsters Life Science Communications GmbH at any time at the number: 069 / 61 998 -21 or -115.

We very much hope for your support and wide participation in the campaign.

Thank you, and best regards

Yours



Klaus Gerlach-Meinders