



## PRESS INFORMATION

For diabetics: participate, learn and win

### **GEHWOL campaign: "Standing up to diabetes!" motivates for foot care**

The GEHWOL Diabetes Report 2014<sup>1</sup> has shown: Two out of three diabetics do not know that they have to pay special attention to their feet. Foot specialist Eduard Gerlach GmbH therefore started an information campaign with the motto "Standing up to diabetes". (Internet: [www.fussvital.info/standhaft-bleiben](http://www.fussvital.info/standhaft-bleiben)). The goal of the campaign is to sensitise as many diabetics as possible to the health of their feet.

Lübbecke, 12 May 2014. - Diabetic foot syndrome (DFS) is among the most common and severe consequential complications of the disorder. Approximately every fourth patient develops it in their life. Even though the number of major amputations is dropping, the risk of a high amputation is increased by about twenty times for diabetics<sup>2</sup>. The GEHWOL campaign: "Standing up to diabetes!" creates awareness of the need for consistent foot care and thereby contributes to information and prevention of foot problems.

#### **Insufficient awareness of risk**

As the results of the current GEHWOL Diabetes Report 2014 show, diabetics still underestimate their risk of foot complications. Even though the affected persons 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. 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.

### **Brochure with quiz: participate, learn and win**

The advisory brochure called "Standing up to diabetes" is a central part of the campaign. On 16 pages, the manual provides information about the risks of diabetic foot, how it occurs, what cosmetic problems are associated with it and how symptoms such as dry skin and callus can be avoided. It focuses on tips for home foot care, the choice of the care product and information about shoe care. A foot care quiz is integrated into the brochure as a participant element to test knowledge. It contains eight simple questions about the right foot care ritual for diabetics. Eduard Gerlach GmbH will be raffling 100 diabetes foot care sets (GEHWOL med) for the care of dry skin and to protect against fungus with a foot bathing towel, among all correct responses; **the submission deadline is 31 August 2014.**

Diabetes consultation locations and self-help groups can order the manual (10, 20 or 50 units) from Eduard Gerlach GmbH at no charge - simply send an e-mail to: [info@gehwol.de](mailto:info@gehwol.de), by telephone at 05741/330-0, or fax to the number 05741/347300 / via the internet using the order form at [www.fussvital.info/standhaft-bleiben](http://www.fussvital.info/standhaft-bleiben). Diabetics can find the brochure at the same web address as an ePaper and the foot care quiz with a digital response form. Until 31 August, interested persons can answer the eight knowledge testing questions in writing or electronically to participate in the campaign.

### **Foot care tips for diabetics: from start to finish**

Aside from metabolic disorders, diabetics also often suffer from a nerve disorder (polyneuropathy). In this event, both the skin's lipid content and its moisture content can be greatly reduced. Coordination problems with corresponding wrongly applied weight on the lower extremities may also occur. Dry skin, severe callus and brittle, cracked, barely elastic skin surfaces as well as foot fungus are possible consequences. Diabetics therefore

require regular podological inspections to recognise and treat foot problems in time. These should be complemented by regular foot care at home.

### **3795 characters, including spaces**

#### **Reprints at no charge | documentation requested**

#### **Sources:**

[1] German Health Report Diabetes 2014

[2] GEHWOL Diabetes Report 2014. IDS, INSIGHT Health, September 2013 (n = 3459 diabetics via 369 physicians' practices)

#### **Checklist: Common foot problems in diabetes**

- During the daily foot inspection (with a mirror), pay special attention to injuries, foreign bodies, blisters and fine cracks.
- Bathe the feet for no longer than three to five minutes, and not too hot (water temperature max. 37-38 °C, check with a bath thermometer).
- Dry the feet with a soft towel, and use a cotton swab between the toes. Blow dryers, heating pillows or heating bottles are taboo.
- When performing your own foot care, do not use sharp instruments which may cause injuries. It is best to use a sand file, pumice stone or callus sponge to shorten the nails.
- File your toe nails so that the edge is always straight and flush with the tip of the toe.
- Apply cream to the feet daily, using a urea containing product (e.g. GEHWOL med Lipidro Cream) or lotion with a sufficiently high fat and lipid content. This prevents the skin barrier from drying out and keeps it resistant. Products with effective antifungal protection are also recommended.
- Wear soft, comfortable shoes which are wide enough and have no seams on the inside to avoid pressure spots. Regularly feel the inside for foreign bodies. Special polymer gel pressure relief articles help to prevent callus weals.

- Regularly have a doctor or podologist check your socks and shoes. Always wear shoes with clean, freshly washed socks.
- Never go barefoot, not even at home. See a doctor immediately if you have wounds or injuries.

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