The JOC raises awareness on World Diabetes Day

**16 November 2015; Amman:** The Jordan Olympic Committee marked World Diabetes Day over the weekend by raising awareness through an online social media campaign and healthy lifestyle initiatives across the Kingdom.

Every year, on 14 November, World Diabetes Day unites the global diabetes community to produce a powerful voice for diabetes awareness and advocacy. This year, as part of its commitment to the development and growth of sport in the Kingdom, the JOC shared healthy lifestyle tips and advice on its official online social media channels, including its 74,000 Facebook users, to help the public prevent, control and reverse diabetes. With 34% of Jordanians over the age of 25 living with diabetes, sport has a fundamental role to play in the wellbeing and development of Jordan.

The JOC’s online social media campaign and local initiatives are part of Living Sport, the JOC’s communications plan that encourages Jordanians to make sport and healthy living a part of their daily lives. With approximately 86% of women over the age of 25 in Jordan either obese or overweight and a culture of young people aged 10-24 watching television (41% male and 46% female), World Diabetes Day provides a robust platform to promote the benefits of sport and the Olympic Movement to thousands of children in Jordan.

Heba Rahhal, bronze medallist in fencing at the 2011 Pan Arab Games in Amman in 1999, said:

“Living with diabetes is similar to any of life’s challenges, it’s a roller coaster, you can’t always be on top of things, and that is ok! The key is to live life fully with its ups and downs, managing to pull yourself up and dealing with all the challenges that come your way and keep changing. To do so with a determined smile, a positive approach and with no limitations is the key.”

382 million people worldwide live with diabetes. Of this figure, almost 10% (35 million) live in the Middle East and North Africa Region.

**ENDS**

**Contact:**

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