

November was Diabetes Awareness Month in Canada! It's a time dedicated to raising awareness about diabetes, supporting those living with the condition, and promoting education on prevention and management. This Diabetes Awareness Month, Diabetes Canada is launching a [new campaign to confront the stigma](#) faced by more than four million people diagnosed with diabetes in Canada. The campaign challenges harmful myths and misinformation that lead to blame, shame, and judgment, deeply affecting the well-being of people managing this complex chronic condition every day.

A [new national survey](#) commissioned by Diabetes Canada and conducted by Nanos reveals that stigma and misinformation about diabetes remains alarmingly prevalent among Canadians:

- Nearly half (48%) of Canadians believe diabetes is caused by consuming too much sugar
- More than half (52%) of Canadians believe diabetes impacts a person's ability to do certain jobs
- Nearly one third (30%) of Canadians believe most people who develop diabetes have only themselves to blame
- Over two thirds (61%) of Canadians cite lifestyle choices, poor diet, or obesity/overweight as the cause of diabetes
- 40% of Canadians believe people with type 2 diabetes who use medications like insulin or semaglutides have failed to manage their condition properly



This Diabetes Awareness Month, Diabetes Canada is calling on all people in Canada to learn the facts, challenge harmful beliefs, and stand with the diabetes community. Canadians are encouraged to visit diabetes.ca/stopthestigma to learn the truth, explore resources, and join the movement to stop diabetes stigma.

It's time to increase education and awareness, and to ensure that everyone living with diabetes has access to the care and resources they need to live a healthy life. Please see the tips below on how you and your organization can bring awareness to National Diabetes Month and World Diabetes Day on November 14th.

How to get involved in Diabetes Awareness Month:

- Post an image or video on social media using hashtag #DiabetesAwarenessMonth, #LetsEndDiabetes or #LestMakeTime and tag @diabetescanada. You can do this on Twitter, Facebook, TikTok, Instagram...
- Ask a colleague or loved one who has diabetes how it affects them and how you might be able to support them.
- Wear blue and empower those who ask you with knowledge about diabetes and how it can affect people.
- Learn the [signs and symptoms](#)
- Take the 2-minute [CANRISK test](#) to find out your risk of developing diabetes.
- If you think you may have diabetes, get tested.

As always, here is our “Wellness Wednesday” tip of the week below:

Open up.

Break the silence and
share your own story.



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Canadian Mental
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Mental health for all