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Nation-Wide Diabetes Strategy Supported By More Than Two-Thirds Of Canadians

Majority Of Canadians (67%) Support The Implementation Of A Nation-Wide Strategy To Improve Diabetes Risk Reduction, Screening And Treatment In Canada

Toronto, Ontario, March 10, 2020 — A new national poll conducted by Ipsos Public Affairs reinforces that a strong majority of Canadians (67 per cent) support the implementation of a nation-wide strategy to improve diabetes risk reduction, screening and treatment in Canada. Since 2018 Diabetes Canada has been actively calling on governments to address the ongoing diabetes epidemic that is costing millions of Canadians lives and bankrupting our health-care system by implementing a strategy, [Diabetes 360⁰](#).

“These findings prove that, even while many Canadians are worried about viruses like COVID-19 or influenza, still most continue to be concerned about this relentless chronic disease that demands government intervention,” says Kimberley Hanson, Executive Director of Federal Affairs with Diabetes Canada. “[Diabetes 360⁰](#) was developed in collaboration with 120 experts in health-care, private sector, and government and is modelled after the proven approach used for HIV/AIDS and other global disease prevention and management strategies.”

Recently, both the federal [Standing Committee on Health](#) and [Standing Committee on Finance](#) also recommended the implementation of a new national diabetes strategy based on the Diabetes 360⁰ framework. “There has been growing momentum across the country with over 35,000 emails sent to members of parliament and more than 17,000 people signing a petition to encourage support for Diabetes 360⁰,” says Hanson.

Almost three-quarters of British Columbians and Atlantic Canadians supported the implementation of a nation-wide strategy, 72 per cent and 74 per cent respectively.

“With strong public support we hope this is a clear signal to the government to act by investing in a strategy in the upcoming federal budget.”

About the Study

These are some of the findings of an Ipsos poll conducted between March 2nd and 4th, 2020, on behalf of Diabetes Canada. For this survey, a sample of 1000 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample’s composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be



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wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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About Diabetes Canada

Diabetes Canada is the registered national charitable organization that is making the invisible epidemic of diabetes visible and urgent. Diabetes Canada partners with Canadians to End Diabetes through:

- Resources for health-care professionals on best practices to care for people with diabetes;
- Advocacy to governments, schools and workplaces; and
- Funding world-leading Canadian research to improve treatments and find a cure.

For more information, visit diabetes.ca or call **1-800-BANTING (226-8464)**.

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