

## **DME Awareness Campaign** <sup>[1]</sup>

### Education & Awareness <sup>[2]</sup>

“VisualEYES the Risks: Managing Your Diabetes and Diabetic Retinopathy” a series of nationwide public education evenings hosted by Diabetes Ireland in association with Novartis, were a resounding success with more than, 1000 people affected by diabetes turning out to learn more about the eyesight risks associated with the condition.

DME is the most common cause of blindness in working-age Irish adults. The National Sight Loss Agency and Diabetes Action state that Diabetic Retinopathy causes, on average, one person with diabetes to go blind each week, yet in Ireland, according to research, over three quarters (77%) of people with diabetes in Ireland have not heard of the condition Diabetic Macular Edema (DME).

Diabetes Ireland, Novartis and other stakeholders came together to hold the series of public education meetings to highlight the eyesight risks associated with diabetes and increase awareness of DME. A local retinal specialist, a local endocrinologist and a local dietician from Diabetes Ireland presented at each of the DME awareness meetings.



**Source URL:** <https://www.novartis.ie/stories/education-awareness/dme-awareness-campaign>

**Links**

[1] <https://www.novartis.ie/stories/education-awareness/dme-awareness-campaign>

[2] <https://www.novartis.ie/stories/education-awareness>