

BEAT DIABETES



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A Landmark Group Initiative

Beat Diabetes was launched by Landmark Group in 2009 to raise awareness about diabetes prevention and management. Since its inception, there have been 13 Beat Diabetes Walks. The initiative employs media campaigns, workshops, and outreach programs to educate people on preventing and managing diabetes.

Key Achievements & Social Impact

- The program has conducted 13 Beat Diabetes Walks, involving 150,000 walk participants.
- Landmark Group has provided 550,000 free blood glucose tests.
- The initiative has reached 30,000 children and formed 100+ partnerships with private and public sector organizations.
- Landmark Group became the first member from the Middle East to join the WHO's Global Diabetes Forum in 2021.
- As of today, 67 patients with diabetes have been given access to treatments, including kidney, eye, cardiovascular, and endocrine function support.
- In 2019, the Diabetes Walk had 20,000 participants from over 70 schools & 100 corporates and raised AED 254,000 for Al Jalila Foundation.
- In 2021, Landmark Group announced an AED 5 million Beat Diabetes Fund in partnership with Al Jalila to provide medical support for patients with diabetes-related complications till 2025.



Legacy & Impact

The initiative has built partnerships across various public, private, and non-profit organizations since its inception in 2009.

Key Messages of Beat Diabetes

- Prevention: Advocating for a balanced lifestyle with regular exercise and a healthy diet.
- Management: Encouraging regular check-ups and medication adherence.
- Awareness: Educating the public about the early signs and symptoms of diabetes.

Future Goals & Objectives

- The initiative aims to expand its reach, target more regions, and strengthen global partnerships.
- Further investments are planned in community programs that provide educational and resourceful insights on diabetes.

13
BEAT DIABETES
WALKS

WITH OVER
150,000
WALK
PARTICIPANTS

MORE THAN
100+
PARTNERSHIPS WITH
PRIVATE & PUBLIC
ORGANISATIONS

OVER
13.6 M
AED RAISED
IN THE LAST
9 YEARS

MORE THAN
550,000
BLOOD GLUCOSE
TESTING

MORE THAN
30,000
CHILDREN
REACHED