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Roche Diabetes Care India adopts two-pronged approach to enhance diabetes awareness

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Amplifies its fight against diabetes



Roche Diabetes Care (RDC) India amplified its fight against diabetes this World Diabetes Day through a two-pronged approach of enhancing diabetes awareness and making care more accessible to people with diabetes, in line with this year's global theme of improving access to care for people with diabetes.

The company has strategically partnered with key stakeholders to co-create an eco-system of care that helps make care more accessible to people with diabetes. Under the 'Let's Talk Diabetes' initiative, the company will aid diabetes screening and awareness camps at over 650 clinics across India by providing 17000 blood glucometers, 300,000 test strips and conducting awareness programmes for people with diabetes and healthcare professionals.

The company has also collaborated with RSSDI to support their 'Defeat Diabetes' drive and facilitate up to 100,000 tests by providing blood glucose meters and Accu-Chek Performa strips required for the project. In addition to this, RDC India will collaborate with schools to scale-up 'Diabeaters', the award-winning diabetes awareness programme for school children, to conduct a diabetes awareness and education programme for 40000 schools children India. This will also be supported by an employee volunteer drive. In an effort to reach out to the masses, RDC India is also participating in a diabetes public awareness campaign being run by the radio channel Fever FM.