



FOR IMMEDIATE RELEASE

EXPO HELPS DIABETES PATIENTS COPE WITH BURN OUT

Vancouver, BC (May 10, 2007) —Daily self-management of diabetes can result in burn out and sometimes depression. According to William Polonsky, PhD, CDE, of the Behavioral Diabetes Institute and the University of California in San Diego, depression is twice as common in people with diabetes as those who do not have it.

Polonsky’s research has revealed that diabetes management, including glycemic control, is significantly poorer in people with depression as opposed to those without.

“The result can be a vicious circle that people with diabetes must and *can* get out of in order to better manage their diabetes and to live a long, healthy life,” said Polonsky.

Polonsky, a “diabetes psychologist”, will be conducting a presentation on diabetes burn out at the Canadian Diabetes Association’s Live Smart Diabetes Expo on May 26.

“The goal of my presentation is to help people understand that if they’ve ever been distressed about living with diabetes (e.g. angry, discouraged, confused, overwhelmed or guilty), they are not at all abnormal. And, more importantly, there are simple steps they can take that may help them cope much more effectively with diabetes,” added Polonsky.

The Expo will also feature presentations on the relationship between perimenopause and insulin resistance, and diabetes and nutrition, and diabetes and sexual health.

“A lifelong commitment to good diabetes management can reduce the risk of complications,” said Jean Blake, executive director of the Canadian Diabetes Association Pacific Area. “However, managing diabetes on a daily basis can be overwhelming and confusing at times. The Expo is designed to clarify the confusion faced by so many people affected by diabetes.”

Other Expo highlights include:

- Panel of leading diabetes experts on hand to answer questions;
- Trade show for one-stop access to the latest diabetes information and products;
- Interactive cooking demonstrations from popular Cooking For Your Life! program;
- Emcee Shell Busey, host of “HouseSmart” and “Home Discovery” radio shows;
- Live broadcast of Dr. Art Hister’s radio show, “House Calls”.

The Expo takes place from 8:30 a.m. to 4 p.m. at the Broadway Church, 2700 East Broadway, in Vancouver. Register at www.diabetes.ca, email info@diabetes.ca, or call 1 800 BANTING (226-8464).





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The 2007 *Live Smart* Diabetes Expo is presented by the Canadian Diabetes Association and co-presenter Shoppers Drug Mart, and national lead sponsor Pfizer Canada Inc. It is also sponsored by national exhibiting sponsors Accu-Chek and Abbott Diabetes Care, and regional sponsors CKNW 980, Roche, Bayer, GlaxoSmithKline, and community health partner Vancouver Coastal Health.

The Canadian Diabetes Association works to prevent diabetes and improve the quality of life for those affected, through research, education, service and advocacy. The Association's strong network of assistance includes volunteers, employees, healthcare professionals and partners in 150 communities.

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