

## FFD launches diabetes awareness drive

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**The awareness campaign will clear myths on diabetes and educate on healthy lifestyle choices for its reversal**



Freedom from Diabetes (FFD), specialising in diabetes reversal, has announced the launch of a mega awareness drive to educate, support and inspire diabetics across the world to lead healthier lives. As part of the initiative, FFD will undertake a 'Smoothie Drive' campaign till November 28, in which beneficiaries of FFD's Diabetes Reversal programme will volunteer to serve a healthy smoothie to their acquaintances who may be suffering from diabetes. The campaign will be rolled out globally and expects to serve one lakh individuals with the smoothies. The campaign's underlying objective is to educate people on the root cause of diabetes and to clear the myths around it.

Through the campaign, as a first step, FFD aims to promote a change towards healthy consumption choices. Second, it hopes to garner trust amongst diabetics through first-hand stories of individuals who have successfully not only reversed diabetes. The campaign will culminate on November 30.