



## EDITORIALS

### **THE DIABETES DETECTION CAMPAIGN OF 1952**

In its early years, the activities of the American Diabetes Association were directed almost exclusively to the medical profession. Its direct responsibilities to the diabetic population, and to the public in general, had been defined in the Constitution but it was not until 1948 that major steps were taken to fulfill its stated objectives in this field. It was in that year that the Association launched its magazine for diabetics, the A. D. A. FORECAST.

At the same time, a special committee was appointed "to increase public information about diabetes and to aid in the campaign to bring unknown diabetics under treatment through increasing the circulation of the A. D. A. FORECAST." It was thought that publicity might be more effective if promoted during that week in December, 1948 in which the American Medical Association held its midyear meeting. The Committee on Diabetes Week, later named the Committee on Diabetes Detection, was formed under the energetic leadership of Doctor Howard F. Root to stimulate nation-wide interest in diabetes. It secured the cooperation of local Diabetes Associations, county and state medical societies, and numerous individuals throughout the country. Although promotion of the magazine had been an initial consideration, this became merely a part of a broad objective to discover undiagnosed and neglected diabetics and to enable them to secure effective treatment. The Diabetes Detection Drive, initiated in Diabetes Week, became the opening phase of our year-round campaign.

Renewed efforts have been made annually. After a second year of distinctive achievement, Doctor Root turned over leadership to Doctor John A. Reed in 1950. Each year has seen the work of the Committee develop to a greater degree of effectiveness. The name was changed in 1951 to indicate that it is concerned with

both diabetes detection and education. It is impossible to give an accurate appraisal of the results but unquestionably two benefits have been gained. Diabetics unaware of the disorder have been enabled to secure early diagnosis and to protect themselves from disability and even disaster. Known diabetics who have neglected treatment have returned to medical supervision. In addition to the service rendered to individuals, there has been gained more widespread knowledge about diabetes.

The Campaign of 1952 will open with Diabetes Week, November 16-22. Plans have been made by Doctor Reed and his Committee to make even greater efforts than in the past. Information of other details has been placed in the hands of the leaders in each district and community. They are seeking workers among the medical profession and others interested in diabetes. The members of the American Diabetes Association have a special responsibility to make the campaign a success. This is a challenge and an opportunity to further the welfare of diabetics.

### **INTERNATIONAL MEETINGS**

Since the war, there has been an increase in the number of international medical and scientific organizations. In the past summer, for example, there took place no less than four such assemblies or conferences of interest to those concerned with diabetes.

The International Diabetes Federation met in The Netherlands, July 7-12. It represented the first Congress of the Federation, formed three years ago to coordinate the activities of the various national associations which have developed to promote the welfare of diabetics. The program, presented partly in English and partly in French, included scientific sessions and also meetings at which physicians and lay workers discussed matters of