

In support of World Diabetes Day, Harvey Norman's Connected Fitness team research reveals that 280 Australians develop diabetes every day



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Author: **Harvey Norman**

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Research conducted by Harvey Norman team reveals that type 2 diabetes, a largely preventable disease, is the sixth leading cause of death in Australia today

November 12, 2012, 9:14 am -- /[EPR NETWORK](#)/ -- In support of World Diabetes Day (14 November), [Harvey Norman's Connected Fitness team](#) carried out a detailed research project to uncover the extent of Australia's type 2 diabetes problem. The worrying results indicate that an estimated 1.7 million Australians suffer from type 2 diabetes today, with up to half of these cases currently undiagnosed. Reports from The World Health Organisation indicate that the total number of diabetic Australians is expected to increase to 3.3 million by 2031, creating a healthcare timebomb for the country. An infographic to visually represent the results has been specially commissioned and can be found on the [Harvey Norman website](#).

Diabetes can significantly impact the quality of life and life expectancy of its sufferers. Some of the potential health complications caused by the disease include kidney damage, heart disease and stroke, loss of vision, and foot ulcers leading to limb amputation. The long term impacts on the life of the sufferer, and on healthcare costs for the country, are significant. However, it is known that up to around 60% of cases of type 2 diabetes could be prevented.

Key steps that can be taken to help prevent the development of this killer disease include eating a healthy diet, cutting out tobacco, keeping alcohol consumption within sensible limits and taking regular exercise. Walking, running and cycling are all great forms of exercise that enable people to work at their own pace and can easily be carried out in the home using treadmills and exercise bikes. Harvey Norman's Connected Fitness team are on hand to provide help and advice on suitable fitness equipment and tools that can make it easy for people to increase their levels of activity and monitor their progress.

Harvey Norman's Daniel Hosford, says: "World Diabetes Day should be an important date in everyone's diary. Harvey Norman understands the importance of following a healthy lifestyle in order to protect against this debilitating disease and we'd like to do our bit to support the aims of the day. Our Connected Fitness team are happy to help our customers find the right equipment to help them take part in a healthy level of exercise, and [our range](#) is also available to purchase online for those customers who don't have a store nearby. "

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For more information contact: Steve.teece@freshegg.com, tel: 0414697495

Notes to editors

Harvey Norman Holdings Ltd, is a public company that, as a franchisor, grants franchises to independent business operators, as business owners who retail products for the home and office in the following categories: Fitness, Electrical, Computers & Communications, Small Appliances, Furniture, Bedding, Home Improvements, Lighting and Carpet & Flooring.

There are Harvey Norman stores in Australia, New Zealand, Slovenia, Ireland, Singapore and Malaysia.

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