

Hypoglycemia education - a vital weapon in the battle to conquer diabetes

The on-line journal *Diabetic Hypoglycemia* (<http://www.hypodiab.com/>) supports the message of World Diabetes Day 2009 (<http://www.worlddiabetesday.org>) in their call for greater understanding and taking control of diabetes.

This year's campaign takes a three pronged approach in tackling the global diabetes epidemic. It calls on healthcare providers to gain a greater understanding of the condition and how best to manage it. It has a message of personal empowerment through education for people with diabetes. It also calls for effective national government strategy planning and implementation, for diabetes prevention and treatment.

Managing diabetes, while minimizing hypoglycemia, is a key treatment goal in the pharmacological control of diabetes. Effective education on recognizing the signs and symptoms of hypoglycemia is crucial. It is essential that people with diabetes, and their friends and family, know the best way to treat a hypoglycemic attack, as swift action to administer oral carbohydrate or injectable glucagon can quickly resolve a hypoglycemic episode, before requiring paramedic help or hospital admission.

Diabetic Hypoglycemia aims to promote a greater understanding of diabetes, particularly in issues relating to hypoglycemia. Healthcare professionals can use the journal to access expert authored articles on the best treatment options for hypoglycemia. Patients can learn of the importance of recognizing the early symptoms of a hypoglycemic event promptly, in order to avoid the impact on many daily activities.

"The aim of the journal has been to create an open access forum that will deliver educational communications about all aspects of hypoglycemia," said Professor Brian Frier, Editor-in-

Chief of *Diabetic Hypoglycemia*. “It should be of value to everyone involved with diabetes care. On World Diabetes Day it is especially pertinent.”

About *Diabetic Hypoglycemia*

Diabetic Hypoglycemia is an open-access on-line journal published by ESP Bioscience, supported by an unrestricted educational grant from Novo Nordisk A/S (Bagsvaerd, Denmark). It was established in 2008 and is issued three times per year.

About ESP Bioscience

ESP Bioscience (a division of ESP Limited) is a publisher of novel and new medical information products and online medical communities, with headquarters in Sandhurst, United Kingdom. Working in association with its academic partners in the global healthcare community, ESP Bioscience publishes journals, books and online resources.

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