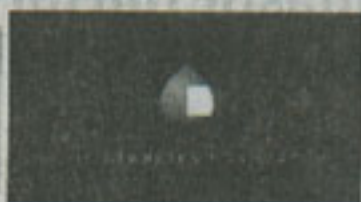


National Media Survey on Diabetes

**THE SUNDAY
TIMES**



In a first for Sri Lanka, The Sunday Times has launched a four-week health survey not only to gather information on the current lifestyle of its valued readers but also what impact the media will have on influencing a change towards a healthier lifestyle.

The objective of the National Media Survey, coordinated by Dr. Waruna Gunathilake, is to assess the impact of mass media through behavioural modification of the population in the prevention of diabetes. Another focus would be to launch a comprehensive population strategy to encourage healthy food choices and increase physical activity to prevent diabetes.

The development of diabetes can be prevented by the maintenance of an ideal body weight for the person's height; regular physical activity and leading an active life (brisk walking/jogging or some other exercise) and avoiding the consumption of foods with a high fat or sugar content. To gain optimum results these behavioural modifications should be started as early as possible.

The media survey has two phases – as a first step we request your participation, our readers, by filling in the form published on this page and posting, handing over or e-mailing it to us before June 30, 2006.

The second step, being a follow-up of the first, will be an analysis of the data gathered and the lifestyle changes of the willing participants monitored carefully. Participants of the study who change their lifestyle in a healthy way will be identified and further encouraged during the second stage.

Conditions:

- All Sri Lankans, except expectant mothers, are eligible to participate in this media survey.
- There is no age restriction.
- Only those who have participated in the first stage will be eligible for the second stage.

Please fill in the adjacent questionnaire and post, e-mail (form can be downloaded from www.emdtr.org) or hand over to:

**The Sunday Times,
8, Hunupitiya Cross Road,
Colombo 2.**

E-mail: features@sundaytimes.wnl.lk

Please mark 'Diabetes survey' on the left hand corner of the envelope or as the subject on your e-mail. The closing date is June 30, 2006.

All those who fill in the questionnaire and return it to The Sunday Times (first stage) will be provided a colourful Body Mass Index (BMI) poster for their personal use, so that they on their own can check out the ideal BMI they should have. For more on this survey, watch the special programmes telecast on diabetes on ITN every Tuesday and Wednesday from 8.30-9.00 a.m.

The questionnaire

Name:

Age :

Sex:

Occupation:

Nationality:

Postal Address:

District:

E-mail (if available):

Telephone (if available):

Number of other members in the family:

Net income (approximate) of your family unit:

Date:

Your weight (in kg) :

Your height (in cm) :

Your waist (in cm) :

When taking waist measurement, the tape should touch the skin. It must be the measurement after breathing out.

1. Have you been influenced by the recent media information in changing your lifestyle? Yes No

2. Where did you get your information from:
Television channels Printed article Other presentation

3. Did you increase your consumption of fruits and vegetables? Yes No

4. Did you reduce the intake of fatty foods? Yes No

5. Did you reduce the intake of sweets? Yes No

6. Before this awareness programme did you exercise regularly? Yes No

If yes: Did you increase the time dedicated for exercise? Yes No

If no: After the awareness programme did you start exercising? Yes No
If so, is it: Walking Running Other

7. If you are over 40 years of age have you done a blood test after fasting to check for blood sugar levels? Yes No
Have you checked your blood pressure? Yes No

8. Have you discussed with others what you have learnt recently about ways to prevent diabetes? If so, who are they?

