



DIABETES AWARENESS TRUST D.A.T



ABOUT US



Background

Diabetes Awareness Trust (DAT) is a non-profit organization established on March 2017 and formally registered in 2021. The organization was founded with a purpose to enlighten Kenyans on healthy living to enhance management and prevention of diabetes and other Non-Communicable Diseases (NCDs).

Who DAT Works With



Who DAT Works With; DAT primary beneficiaries is general public with emphasis on people living with Diabetes and other NCDs and people taking care of patients managing these conditions in Kenya. In implementation of its Programmes, DAT endeavors to build and strengthen collaborations with relevant County and National government departments and agencies, like-minded CSOs and FBOs.





Purpose and Direction



OUR VISION

To be a leading source of trusted information and guidance on diabetes and other NCDs, and healthy living, empowering communities to achieve better health and well-being.



OUR MISSION

To reduce suffering and prevent new cases of diabetes and other NCDs by promoting healthy lifestyles through information dissemination and experience-sharing platforms.



Core Values

To fulfill its mandate, DAT is guided by the following principles:



Integrity: Do the right thing



Transparency: Share information openly



Excellence: Be the best



Innovation: Be creative; think differently



DAT Strategic Direction



Contribution to SDGs



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



10 REDUCED INEQUALITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



FRUITS



DAT as source of reliable information on Diabetes, NCDs and Healthy Living



Enhanced Community Health and Wellbeing



Empowered Individuals and Communities



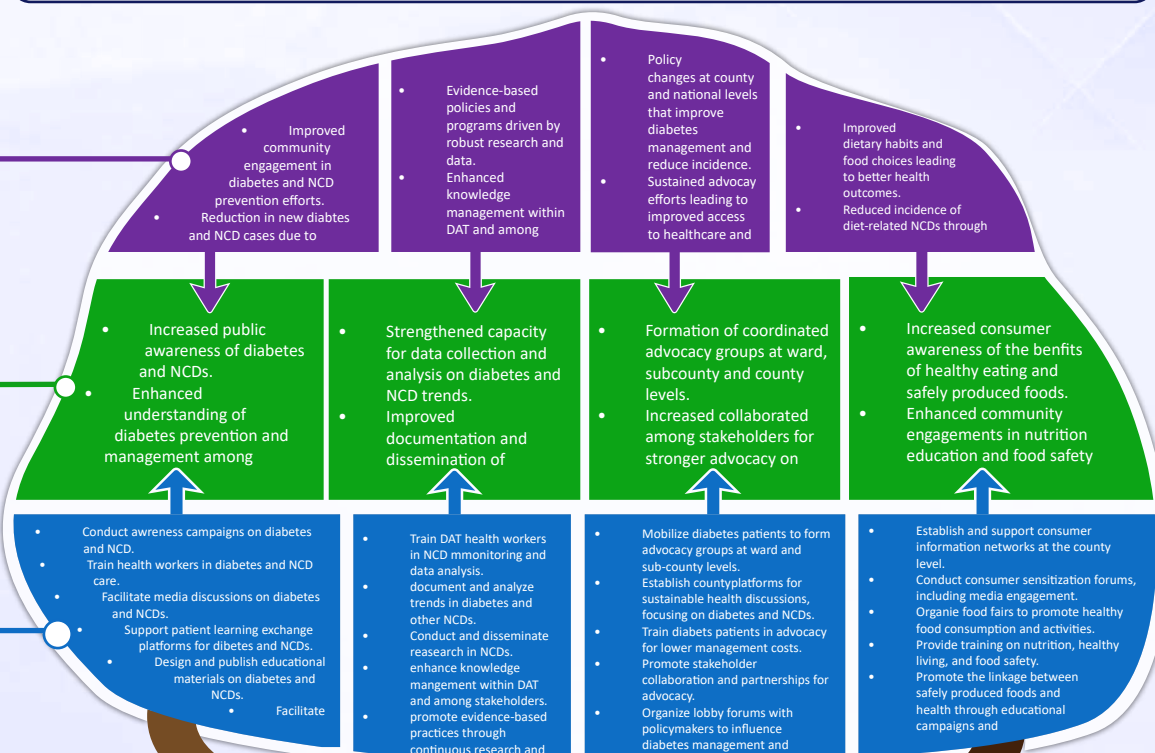
Sustained Advocacy and Policy Impact



Target Outcomes /Results



Our Actions



Underlying Problems



Inadequate awareness on diabetes and NCDs



Limited research and weak monitoring systems on Diabetes and NCDs



Inadequate advocacy and organized networks for diabetes and NCDs



Inadequacy of consumer information and Nutrition education





DAT Thematic Programmes



1

Awareness Creation on Diabetes and Other (NCDs)

The prevalence of diabetes and other non-communicable diseases (NCDs) is rapidly increasing, making them a leading cause of death worldwide (WHO 2018). In Kenya, diabetes affects an estimated 2.7% of the rural population and 10.7% of urban residents, with many cases remaining undiagnosed. Without proper management, diabetes and other NCDs can lead to severe health complications and pose life-threatening risks. WHO projects that diabetes cases could double in developing countries over the next 30 years. The lack of access to affordable healthcare and the high cost of managing NCDs like diabetes and cancer exacerbates this crisis.

Despite the growing burden of diabetes and NCDs, public awareness around symptoms, prevention, and management remains low. This highlights the urgent need for collective action from governments, civil society, faith-based organizations, and the private sector.

Through this programme, DAT is committed to raising awareness about the symptoms, causes, treatment, and management of diabetes and other NCDs. Our programs aim to improve the well-being of those at risk, especially in counties with the highest prevalence. We design projects that educate communities on the dangers of diabetes, empower them to take preventive measures, and enhance their ability to manage these conditions effectively.

By localizing health education, DAT helps citizens understand their role in preventing and managing NCDs, supporting the sustainability of County Health Departments and Ministry of Health.



Photo 1: DAT campaign on linkage between safe produced foods with human Health

1

**2**

Consumer Information and Nutrition Education

Everyone deserves access not just to food, but also to healthy food. With the alarming rise in diet-related conditions such as obesity, diabetes, heart disease, and certain cancers, the need for a stronger focus on nutrition has never been greater. Millions of people suffer from chronic diseases linked to poor dietary choices, including the consumption of chemically produced foods, excess sugars, and unhealthy fats.

At the Diabetes Awareness Trust (DAT), we believe in a right-to-food approach, which places the responsibility on governments to ensure that everyone has access to safe, nutritious, and culturally acceptable food. Under this programme, DAT works with key stakeholders to develop frameworks and policies that guide the establishment of sound food and nutrition policies. These policies will protect the poor and vulnerable from unsafe food and inadequate diets, while also helping to combat and manage non-communicable diseases (NCDs).

DAT also champion the formation of consumer networks that ensure Kenyans are treated safely, fairly, and honestly in the marketplace. Our strategy prioritizes empowering consumers to demand quality, care, and fair treatment in their food choices, while amplifying their voices to drive excellence in consumer protection through targeted projects.



Photo 2: A cooking demonstration training

**3**

Campaigns, Advocacy and Networking

In Kenya, limited resources and a lack of education initiatives around diabetes, NCDs, and healthy eating leave many people vulnerable. Advocacy for health rights remains low, contributing to ongoing injustices and inadequate care. DAT is committed to changing this by creating platforms across target counties to advocate for improved policies, focusing on sustainable solutions for NCD prevention, management, and access to healthy, safe-produced foods.

Through our campaigns, DAT raises awareness about the importance of healthy eating and ensures that communities understand the role of safe, nutritious food in preventing and managing diabetes and other NCDs. We work with health services to ensure high-quality care for every NCD patient and prioritize on NCDs treatment across all services.

Additionally, DAT engage with governments at both county and national levels to enact and enforce relevant legislation and policies, while empowering citizens to advocate for better healthcare and access to safe, nutritious food.

By combining our efforts in advocacy, networking, and public awareness, DAT aims to drive positive change, ensuring every Kenyan has the knowledge and support needed for healthier living.



Photo 3: Campaign on Safe produced foods and management of diabetes



4

Research and Monitoring Systems on Diabetes And NCDs

Chronic non-communicable diseases (NCDs) are a growing public health concern in Kenya and other developing countries. Many resource-poor nations lack the necessary systems for an organized and comprehensive response to NCDs. This includes the absence of national policies, strategies, treatment guidelines, and effective surveillance and monitoring systems. Addressing this issue requires developing context-specific chronic care models, along with standardized tools for patient and program monitoring.

DAT aim to collaborate with research institutions and scientists to develop and implement tools that improve the intake, enrollment, follow-up, cohort monitoring, appointment management, and reporting of diabetes and other NCDs. These tools will support better patient care and program oversight.

The findings from the researches undertaken will guide policy recommendations and influence the creation of effective health strategies, helping to build a stronger national response to NCDs. By advancing research and monitoring systems, DAT is committed to improving the management and treatment of NCDs in Kenya.



Photo 4: Group discussion during Urban Organic Food Project inception workshop



Psychosocial Support And Knowledge Sharing

5

Living with diabetes and other NCDs can be mentally and emotionally challenging for individuals and their families. The burden of managing chronic conditions often leads to stress, anxiety, and depression, which further complicates the patient's ability to cope and manage their health. However, mental health support and knowledge-sharing platforms are often lacking, leaving many without the resources they need to navigate these challenges effectively.

DAT recognizes the critical role of psychosocial support in improving the quality of life for people living with NCDs. We aim to provide safe spaces for individuals to share their experiences, learn from each other, and access mental health support to manage the emotional impact of chronic diseases. Through peer support groups, counseling services, and community workshops, DAT empowers individuals to build resilience and improve their overall well-being.

In addition, knowledge sharing is central to our mission. DAT facilitates platforms for the exchange of information between healthcare providers, patients, and communities. By promoting continuous learning, we aim to equip individuals with the knowledge and tools they need to make informed decisions about their health and the management of NCDs.

Through psychosocial support and knowledge-sharing initiatives, DAT helps to reduce stigma, improve mental health outcomes, and enhance the ability of individuals and communities to manage diabetes and other NCDs effectively.



Photo 5: Household trainings on Nutrition



Strategic Objectives for 2022-2025 DAT SP



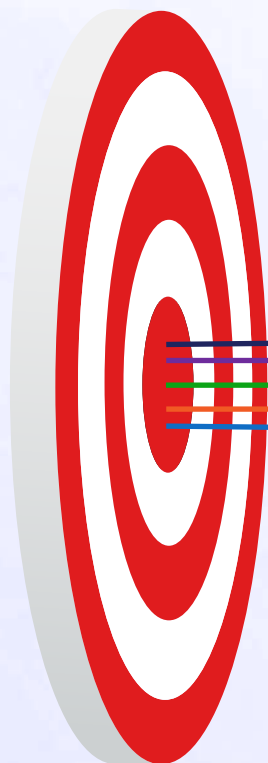
To raise awareness of diabetes through education on symptoms prevention and management of diabetes and NCDs among 3,000, 000 people.

To enhance evidence-based education on prevention and management of diabetes and other NCDs through monitoring and research.

To be a powerful voice of people with diabetes by actively influencing policies and plans in Kenya.

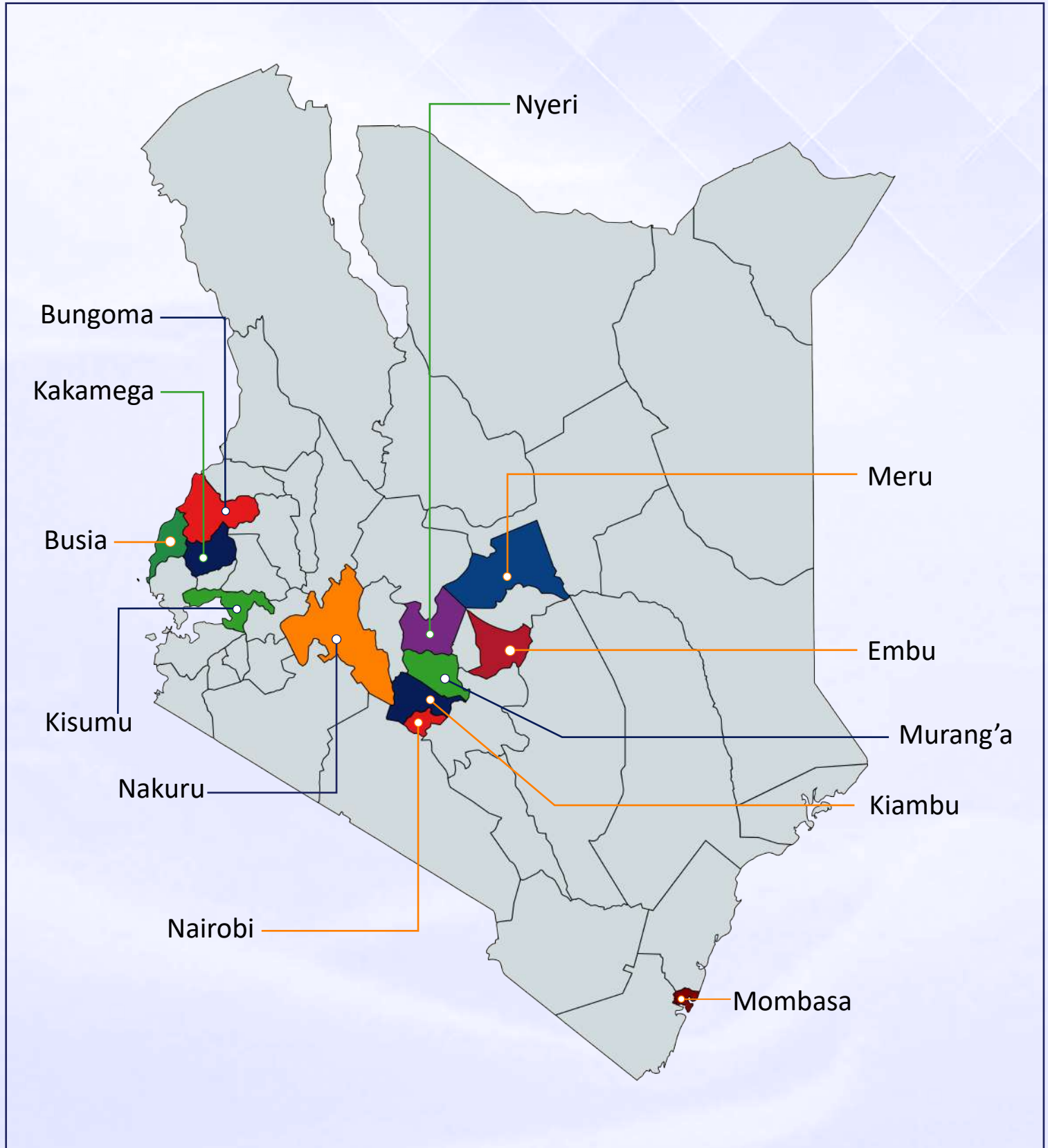
To protect consumer rights and promote consumer responsibility for general public to prevent and ease management of diabetes and NCDs in Kenya.

To provide knowledge and experience sharing platforms among people with Diabetes and other NCDs





Target Counties in Kenya



Our Partners





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