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Wiener Städtische osiguranje has provided free trainings for children suffering from diabetes

In view of the disturbing statistical data according to which our country is ranked first in Europe by the incidence of diabetes in children under the age of 14, Wiener Städtische osiguranje has supported the project Sport against Diabetes (TYPE 1). This project will enable children suffering from diabetes to have free training once a week, in view of the importance of physical activity for prevention, as well as control of this disease. For the fifth consecutive year, the project is to be implemented by the Sports Club Vašarište from Kragujevac.

“More than 8.2% of Serbia’s population is suffering from diabetes. The number of children under 14 who are diagnosed with this disease is greatly increasing each year. Because of this, Wiener Städtische osiguranje has decided to support the project Sport against Diabetes, wishing to help these children with certain measures, advice and discipline in their everyday routine to develop and grow as any other children. As a socially responsible company, we have recognised the importance of education of these children and their parents in order to avoid the consequences of the disease, and thereby potential handicap in the later stages of the disease, inevitable if recommendations issued by the professional community are not abided by,” said Katarina Krstajic, Corporate PR Manager of our company. “Another goal of this project is to reduce discrimination and segregation of children with diabetes, through raising awareness of the local community regarding the problem of diabetes and ways for its prevention. Our support will be reflected in financial aid which will enable children with diabetes to have free training once a week in football, badminton, Zumba or to participate in activities provided by the kids school of sports.”

Free trainings will be available to primary school pupils in three cities – Kragujevac, Novi Sad and Belgrade. The opening ceremony is scheduled as follows:

- Kragujevac – February 20th at 11:00 a.m., Sports Hall of the Faculty of Natural Sciences located at 12, Radoja Domanovića Street;

- Novi Sad – February 27th at 12:00 (Noon), Kids School of Sports OLEE located at 37, Novosadskog sajma Street;
- Belgrade – March 5th at 1:00 p.m., Sports Hall Zvezdara, located at 44, Stanka Vraza Street.

Trainings will be held until the end of 2016, with breaks during school holidays. A promoter of this campaign will be Dejan Pantelic.

“Present at these trainings will be doctors who will be giving advice on healthy nutrition to parents and children. They will be monitoring the control of diabetes in children who regularly participate in physical activities. Also, we will participate in physical education classes in two primary schools in each of the cities included in this campaign. The idea is to show the children and their teachers exercises for developing motor skills, to motivate children to regularly attend physical education classes, but also to work on preventing discrimination of these children by their peers and their surroundings. In addition to this, teachers will be educated about the problems of diabetes and how to react if they have in their class children suffering from this disease,” said Borko Marinkovic, initiator of the project and President of the Sports Club Vašarište.

The company Wiener Städtische osiguranje will be supporting the project Sport against Diabetes in the next three years, with plans for the next year to include a larger number of cities. The Project is financed from the funds received from the Günter Geyer Award for Socially Responsible Projects, for which Wiener Städtische competed among 50 companies from 25 countries in which Vienna Insurance Group operates.

For more information, please visit the site www.sportomprotivdijabetesa.com, as well as facebook pages www.facebook.com/sportom.protiv.dijabetesa/ i www.facebook.com/WienerStadtischeOsiguranjeSrbija.