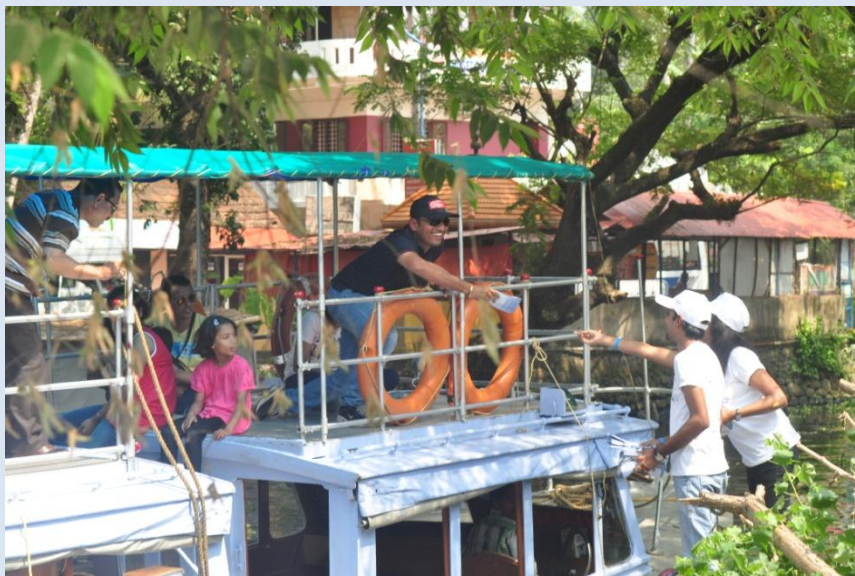


## DIRECT TO PEOPLE [Alappuzha]



The 'Direct to People' of "Play the Blue" campaign raised awareness of diabetes and the importance of controlling it. The direct interaction with people from every walks of life (even from across the borders) empowered and encouraged them to make choices that could reduce the diabetes risk and increase the chances of detecting it early.

**International  
Diabetes  
Federation**

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