PRESS RELEASE

**On the Trail of Sugar – Magic Show for World Children’s Day**

**The initiative "SMS. Be smart. Join in. Be fit." of the German Diabetes Center invited the participating primary schools to the Heinrich-Heine-University Düsseldorf on the occasion of the World Children's Day on September 20, 2017.**

**Düsseldorf (DDZ) September 22, 2017** – Under the title "Professor Blitz and the Curse of the Sugar Cube", Düsseldorf-based comedy artist Guido Hoehne, in the role of Professor Blitz, presented an infotainment program to around 400 pupils of the SMS initiative on "Balanced diet and diabetes prevention". With magic tricks, scientific experiments, role-plays and short lecture sequences, he illustrated vividly and humorously, where sugar and other substances are hidden in our food. Since 1998, Guido Hoehne has been delighting children and adults alike with his theater character "Professor Blitz", explaining complex subjects in an entertaining way.

According to the German Diabetes Society (DDG), the number of people who develop type 2 diabetes due to overweight and lack of exercise is increasing. The SMS initiative aims to raise children’s awareness of the importance of a balanced diet and regular exercise at an early age. “Through my infotainment program, I would like to draw attention to these issues and show how the children can counteract them,” said Guido Hoehne, explaining his commitment. Professor Karsten Müssig, head of the SMS initiative, added :"With the children's magic show, we want to teach the participating primary school pupils the basics of a healthy lifestyle and show them that a balanced diet and regular exercise are simply fun."

The initiative “SMS. Be smart. Join in. Be fit." led by Professor Karsten Müssig at Düsseldorf primary schools seeks to counteract overweight/obesity and other lifestyle-related diseases in childhood and adolescence. The children earn their “aid” nutrition pilot license in cooperation with the Educational Center for Dietary Assistants of the Kaiserswerther Diakonie and take part in the exercise program for primary schools “Fitness for Kids” developed by sports scientist Professor Kerstin Ketelhut.  
In addition, the pupils experience the perception of their own body in the sensory classroom of the Präha Weber School in a motor skills training course. They are also taught relaxation exercises in cooperation with the initiative “Physical Activity during School Recess” of the Dietrich Grönemeyer Foundation and the Deichmann company. The two health insurance companies IKK classic and KKH, the organization diabetesDE - German Diabetes Aid, the Sports Department of Düsseldorf and other renowned partners and prominent people support the project and provide the participating school children with additional attractive venues for learning outside of school. The patron of the initiative is Thomas Geisel, mayor of the state capital Düsseldorf. In 2015 the SMS initiative was awarded the support logo of IN FORM – Germany’s initiative for a healthy diet and more exercise, and in 2016 was awarded the GUT DRAUF label of the German Center for Health Education (BZgA).

Date and Time

Wednesday, September 20, 2017

10:00 am - 11:00 am

Venue

Lecture Hall 13A (Building 13.55), University Medical Center, 40225 Düsseldorf

More information about the initiative can be found at: [www.sms-mach-mit.de](http://www.sms-mach-mit.de)

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The German Diabetes Center (DDZ) is the German reference center for diabetes. The goal is to contribute to the prevention, early detection, diagnosis and treatment of diabetes mellitus. At the same time, the research center aims at improving the epidemiological data situation in Germany. DDZ is in charge of the multi-center German Diabetes Study. It is the point of contact for all players in the health sector. In addition, it prepares scientific information on diabetes mellitus and makes it available to the public. DDZ is part of the Leibniz Association (WGL, Wissenschaftsgemeinschaft Gottfried Wilhelm Leibniz”) and is a partner of the German Center for Diabetes Research (DZD e.V.).