Every year on November 14 more than 150 countries, including Brazil, conduct campaigns to educate people about diabetes. Objective: To Contribute to awareness about the prevention, diagnosis and treatment of diabetes. Methods: Through a multidisciplinary team in service of diabetes care and Marketing team of the hospital were structured and created the campaign - DIABETES : PREVENTION, TREATMENT AND CARE. Results and Discussion: Thinking in prevention in children were made lectures to a group of philanthropy of the hospital called SABOR Saúde e Alimentação Balanceada para Obesidade Reduzida (Health and Balanced Food for Reduced Obesity). What is diabetes was explained, the signs and symptoms, risk factors and prevention. The children had the opportunity to put into practice the knowledge through puppets with food and culinary theater workshop. For hospitalized patients and carers was printed materials and distributed with the theme of the campaign, also released on closed circuit TV. For employees were held lectures, checking the blood glucose, nutritional orientations and treatment of the suspected cases. To invite the population to the font of the building was illuminated in blue. According to the latest estimate by the International Diabetes Federation (IDF) is 250 million people with diabetes (adults, youth and children) in the world. In 2025, this number is expected to reach 380 million. In Brazil, 11 million are accounted. Conclusion: This awareness is essential for early detection, as it helps to prevent complications and improve the quality of life of sufferers.