

## At-A-Glance Background

The growing prevalence of diabetes, obesity and other related health problems are evidence of an urgent need to educate Americans on their cardiometabolic risk. In a bold new effort targeted at lowering rates of type 2 diabetes and heart disease, the American Diabetes Association (ADA) is introducing a new initiative: *CheckUp America*. *CheckUp America* will work to help Americans recognize and lower their risk so they can live longer, healthier lives.

There are a number of risk factors that are good indicators of a person's overall risk of developing type 2 diabetes and heart disease. These include:

- Overweight / obesity
- High LDL cholesterol
- Low HDL cholesterol
- High blood glucose
- Triglycerides
- High blood pressure
- Physical inactivity
- Smoking
- Age, race, gender, family history

Research conducted by ADA shows that while doctors are conveying important information about cardiometabolic risk, many people are not implementing the lifestyle changes that would improve their health. People often believe lifestyle changes are “too hard” and feel they do not have control over the development of type 2 diabetes and heart disease. *CheckUp America* works to show people that they can manage most risk factors and help prevent type 2 diabetes and heart disease with simple, often easy, lifestyle modifications.

*CheckUp America* is a national program focused on encouraging the general public to recognize, prevent and treat these risk factors in order to achieve better health outcomes. Through a variety of educational and public awareness activities, *CheckUp America* empowers Americans with information and tools to help them fully engage in their personal health management, improve their understanding of the risk of heart disease and diabetes, and lower their risks.

The professional branch of the program is designed to educate health care providers and arm them with tools to help people reduce their risk.

Major components of the initiative include:

- A public service announcement campaign in print, radio and TV, emphasizing the urgent need for people to have regular checkups in order to evaluate, understand, prevent, and treat their risk factors.
- Developing tools to enable physicians and people to better manage risk and outcomes.
- Engaging a consortium of leaders from industry, cardiology, general medicine, endocrinology and the obesity arenas.
- Attending key medical meetings and distributing valuable patient and physician education materials to help people manage risks.

CheckUp America is made possible through an unrestricted educational grant from Bristol-Myers Squibb, Eli Lilly and Company, GlaxoSmithKline, Merck & Merck/Schering-Plough Pharmaceuticals and sanofi-aventis. For more information, visit [CheckUpAmerica.org](http://CheckUpAmerica.org) or [Diabetes.org/CMR](http://Diabetes.org/CMR).