

## News Release

**FOR IMMEDIATE RELEASE**

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# **AMERICAN DIABETES ASSOCIATION CALLS FOR DIABETES AWARENESS AMONG LATINOS DURING HISPANIC HERITAGE MONTH**

*Rate of Latinos with diabetes almost double those of Non-Latino whites*

**Alexandria, VA (September XX, 2006)** - September 15<sup>th</sup> marks the beginning of a month-long celebration of Hispanic heritage and its rich culture. The American Diabetes Association (ADA) calls for increased awareness of diabetes and its complications among Hispanic and Latino populations during a time when this community is intent on celebrating life and culture.

The risk of type 2 diabetes is significantly higher in Hispanic/Latino Americans than whites – Mexican Americans are 1.7 times as likely and Puerto Ricans are 1.8 as likely to be diagnosed with diabetes. Approximately 2.5 million Hispanic/Latino Americans over the age of 20 have diabetes and are at increased risk for serious complications such as kidney disease, blindness, and amputations. If present trends continue, 1 in 2 minorities born in 2000 will develop diabetes in their lifetime.

### **Por tu Familia**

“Por tu Familia” or “for your family” is a program that ADA is implementing in communities across the country. Its goal is to prevent the onset of diabetes within the Hispanic/Latino culture and to help those who are already living with the disease.

ADA seeks to educate this population through community outreach programs that involve all members of the family and are culturally specific to the Latino community. Certain activities include *Salud y Sabor en la Cocina Latina (Health and Flavor in the Latino Kitchen)*, *De Todo Corazón (With All of my Heart)*, a cardiovascular workshop, and *¡Todas a Bailar Para Su Salud! (Everybody Dance for Your Health!)*.

“ADA started this program because often times Hispanics/Latinos feel guilty spending time and money on their personal health and would rather put their family’s needs ahead of their own health.”

The ADA will be publishing *Beyond Rice & Beans* by Lorena Drago, a certified diabetes educator and registered dietician.

#### **National Office**

1701 North Beauregard Street  
Alexandria, VA 22311  
Tel: 703-549-1500

#### **Diabetes Information**

call 1-800-DIABETES (1-800-342-2383)  
online [www.diabetes.org](http://www.diabetes.org)  
The Association gratefully accepts gifts through your will.

#### **The Mission** of the American

Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

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The inspiration behind Drago's book was her patients. Drago said, "there is such a paucity in information that addresses cultural aspects of diabetes management. Food is such a big part of diabetes management, but there is not enough information about how to adapt Latino foods to a diabetes meal plan. *Beyond Rice and Beans* tackles how to incorporate traditional elements of the Latino diet and still help its readers manage their blood glucose levels."

Drago further noted that initiatives like "Por tu Familia" are valuable for everyone because "if one member of the family has diabetes and makes changes, the entire family can also benefit from these changes."

Other similar books a part of ADA's collection are *Cocinando para Latinos con Diabetes (Diabetic Cooking for Latinos)*, *Month of Meals: Festive Latin Flavors*, *Mr. Food's Quick & Easy Diabetic Cooking (Spanish edition)*, and *Insulin and Type 2 Diabetes: Fears, Myths, Truths (Spanish edition)*.

To order *Beyond Rice and Beans* and any other books from the ADA, please call 1-800-232-6733 or visit online at <http://store.diabetes.org>.

*Por tu Familia* will be hosting its next event, *Feria de Salude*, an outdoor community event similar to an outdoor fair, in Los Angeles on November 5, 2006 and this event will also be held in Albuquerque, New Mexico and San Diego this fall. To find out more information about this event or any other ADA sponsored events, please contact your local office at 1-800-DIABETES.

The American Diabetes Association is the nation's premier voluntary health organization supporting diabetes research, information and advocacy. The Association's mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Founded in 1940, the Association provides services to hundreds of communities across the country. For more information please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit [diabetes.org](http://diabetes.org). Information from both these sources is available in English and Spanish.

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