

## Media Alert

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**Date:** September 12, 2006

\*\*\*MEDIA ALERT\*\*\*

### **November is American Diabetes Month**

*American Diabetes Association calls for greater awareness to the  
75 million Americans who have diabetes or are at risk for developing type 2 diabetes*

**WHAT:** The American Diabetes Association (ADA) will recognize Diabetes Month several ways:

**The Link Between Diabetes and Stroke** - People with diabetes are two to four times more likely to suffer a stroke than people without diabetes. Many who survive are severely disabled. ADA will release a new public service announcement highlighting the risk of stroke associated with diabetes. Contact the ADA for a copy of the PSA (available in television, radio, or print format in English or Spanish) or to speak with an expert about stroke complications and what people can do to prevent this risk.

**I Decide to Fight Diabetes** - ADA will launch a new fund raising campaign, I Decide to Fight Diabetes, to support ADA's mission to prevent and cure diabetes, increase awareness of the disease, and encourage improved health and lifestyle behaviors. Starting November 1, the public can visit [www.diabetes.org/idecide](http://www.diabetes.org/idecide) to purchase an "I Decide" charm that can be worn on a necklace, bracelet, or anywhere else to show support in the fight against diabetes. The Web site also will provide other information on how people can join the fight.

**World Diabetes Day** - ADA will work with the International Diabetes Federation to observe World Diabetes Day on November 14. This year's theme is "Diabetes Care for Everyone." Contact ADA to speak with an expert about the worldwide diabetes epidemic.

**WHO:** ADA is the leading non-profit health organization dedicated to preventing and curing diabetes and to improving the lives of the nearly 21 million children and adults currently living with the disease.

**WHEN:** November 2006

**WHY:** \* Nearly 21 million children and adults in the United States have diabetes. Another 54 million Americans have pre-diabetes, a condition that puts them at serious risk for developing type 2 diabetes.

\* If current trends continue, one in three Americans, and one in two minorities, born in 2000 will develop diabetes in their lifetime.

\* Studies show unless something is done to prevent diabetes complications and type 2 diabetes, the disease will result in 35 million heart attacks, 13 million strokes, 6 million episodes of renal failure, 8 million instances of blindness or eye surgery, 2 million amputations, and 62 million deaths for a total of 121 million serious diabetes-related adverse events in the next 30 years.

*Note to Editor: For more information, contact Sarah Bradley at 703-549-1500, ext. 2231 or [sbradley@diabetes.org](mailto:sbradley@diabetes.org). Visit online at [www.diabetes.org](http://www.diabetes.org) for information in English and Spanish.*

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**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.