



## 20<sup>TH</sup> ANNUAL AMERICAN DIABETES ALERT® DAY 2008

### What is American Diabetes Alert Day?

The American Diabetes Alert Day is a one-day, “wake-up” call to inform the American public about the seriousness of diabetes, particularly when diabetes is left undiagnosed or untreated. Held on the fourth Tuesday of every March, the 20<sup>th</sup> annual American Diabetes Alert Day is scheduled for Tuesday, March 25, 2008.

### Why is Diabetes Alert Day important?

Diabetes is a serious disease that strikes nearly 21 million children and adults in the U.S. It is named the “silent killer” because one-third of those with the disease – more than six million -- do not know they have it. For many, diagnosis may come seven to ten years after the onset of the disease. Therefore, early diagnosis is critical to successful treatment and delaying or preventing some of its complications such as heart diseases, blindness, kidney disease, stroke, amputation and death.

### Who should participate in the Diabetes Alert Day?

Everyone should be aware of the risk factors for type 2 diabetes. People who are overweight, under active (living a sedentary lifestyle), and over the age of 45 should consider themselves at risk for the disease. African Americans, Latinos, Native Americans and people who have a family history of the disease are at an increased risk for type 2 diabetes.

### How does the Diabetes Alert Day work?

On Diabetes Alert Day, the American Diabetes Association will "Sound the Alert" about the dangers of diabetes. People will be encouraged to take the American Diabetes Risk Test, either with paper and pencil or online. The risk test requires users to answer seven simple questions about weight, age, lifestyle and family history -- all potential risk factors for diabetes. People scoring 10 points or more are at a high risk for type 2 diabetes and are encouraged to see a doctor for final diagnosis.

### How does one obtain the Association's risk test?

The ADA's risk test is free and is available in both English and Spanish by calling 1-800-DIABETES (342-2383). The risk test is also on the Web site at [diabetes.org/alert](http://diabetes.org/alert). Although Diabetes Alert Day is a one-day event, the risk tests are available all year long.

#### Diabetes Information

call 1-800-DIABETES (1-800-342-2383)  
online [www.diabetes.org](http://www.diabetes.org)

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



## Who is the primary target audience?

### **Americans with pre-diabetes**

There are an estimated 54 million Americans who have pre-diabetes. Those with pre-diabetes have blood glucose levels higher than normal, but not high enough to be diagnosed with type 2 diabetes. Early intervention via lifestyle changes such as weight loss and increased physical activity can help delay or prevent the onset of type 2 diabetes.

### **Americans with undiagnosed diabetes**

The following segments of the population are at greater risk for having undiagnosed diabetes:

- **Older Americans:** As people grow older, they are at an increased risk for developing diabetes. About half of all diabetes cases occur in people older than 45 years of age.
- **High risk ethnic populations:** African Americans, Hispanic/Latino Americans, Native Americans, Asian Americans, and Pacific Islanders.

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