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Take #TheBigStepUp and Improve your Overall Health During Diabetes Awareness Month

ARLINGTON, Va. (November 1, 2021) – Diabetes isn't going anywhere, so let's work together and do our part. What exactly does that mean? During the month of November, the American Diabetes Association® (ADA) will educate everyone on diabetes and its complications by showcasing simple steps that can be taken to recognize, reduce risks, and ease the burden of diabetes. According to the Centers for Disease Control and Prevention, 40% of people who passed away from Covid-19 were living with diabetes. Now it is time to act and take necessary steps, collectively, to turn our post-COVID reality into a proclamation for better health and wellness for everyone. Living with diabetes can be overwhelming, but together, during American Diabetes Month™ (ADM), the ADA will educate, equip with tools, and empower everyone to take steps to improve their health. Whether that is learning something new, knowing your numbers, signs and symptoms, healthy eating, physical activity, the ADA will stand beside the 122 million people living with diabetes or prediabetes along the way. Until a cure is found, everyone should have the ability to thrive with diabetes and it all starts with **The Big Step Up**.

The Big Step Up challenges us to move forward and strive for better health, no matter how small the step may be. Here's what you can expect:

- **Week 1 - Awareness**: Resources, education, and materials (English and Spanish).
- **Week 2 - Detection**: Testing resources.
- **Week 3 - Management**: Fitness challenge, healthy recipes, and diabetes technology.
- **Week 4 - Thriving**: Celebration of all wins and advocacy.

"This month, we challenge you to step up awareness, detection, management, and really thrive!" said Tracey D. Brown former CEO of the American Diabetes Association, "Whether you have type 1, type 2, or gestational diabetes, if you are a health care provider, caregiver, or friend to someone living with diabetes, we ask that you join us. Together, we can take #TheBigStepUp to manage diabetes."

The ADA is thankful to our national partners, [CVS Health®](#), [DaVita Kidney Care](#) and [Walmart](#), for collaborating with us as we all take "The Big Step Up" during this year's Diabetes Awareness Month.

Visit diabetes.org/ADM to learn more.



About the American Diabetes Association

The American Diabetes Association (ADA) is the nation's leading voluntary health organization fighting to bend the curve on the diabetes epidemic and help people living with diabetes thrive. For 81 years the ADA has driven discovery and research to treat, manage, and prevent diabetes while working relentlessly for a cure. Through advocacy, program development, and education we aim to improve the quality of life for the nearly 122 million Americans living with diabetes or prediabetes. Diabetes has brought us together. What we do next will make us Connected for Life. To learn more or to get involved, visit us at diabetes.org or call 1-800-DIABETES (1-800-342-2383). Join the fight with us on Facebook ([American Diabetes Association](https://www.facebook.com/AmericanDiabetesAssociation)), Spanish Facebook ([Asociación Americana de la Diabetes](https://www.facebook.com/AsociaciónAmericanaDeLaDiabetes)), Twitter ([@AmDiabetesAssn](https://twitter.com/AmDiabetesAssn)), and Instagram ([@AmDiabetesAssn](https://www.instagram.com/AmDiabetesAssn)).

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