

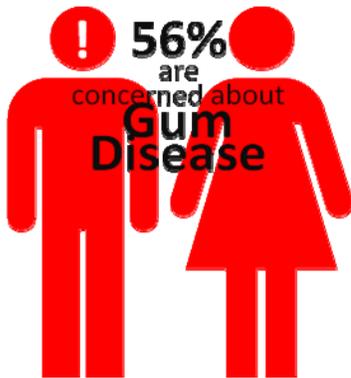
# Take Charge of Your Diabetes Health



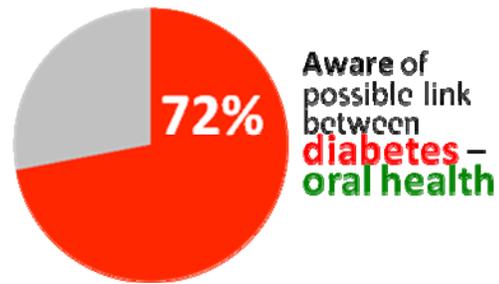
## Diabetes and Oral Health Survey Fact Sheet

### Oral Health & Diabetes | African-Americans Make the Connection

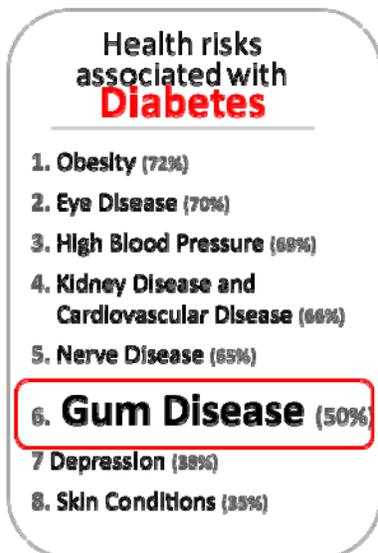
The majority of African-Americans with diabetes pay attention to their oral health and recognize that there is a link between diabetes and oral health issues.



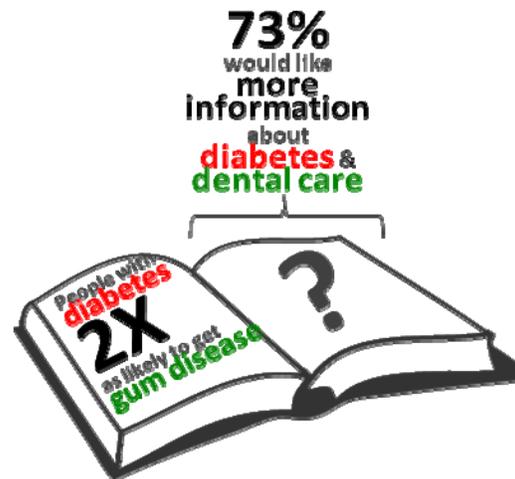
The majority (56%) of African-Americans with diabetes are concerned about their oral health, and pay at least *some* attention to the issue (87%).



Nearly three-quarters (72%) of African-Americans are aware that having diabetes can contribute to oral health issues, or that having oral health issues can even contribute to the progression of diabetes.



Half of African-Americans (50%) acknowledge that gum disease is a very serious risk possibly associated with diabetes.



62% of African-Americans living with diabetes are unaware of a CDC statistic that people with diabetes are twice as likely to develop serious gum disease than those who do not have diabetes, and 73% say they would benefit from more information about this link.

## Getting Everyone Involved | Taking Charge

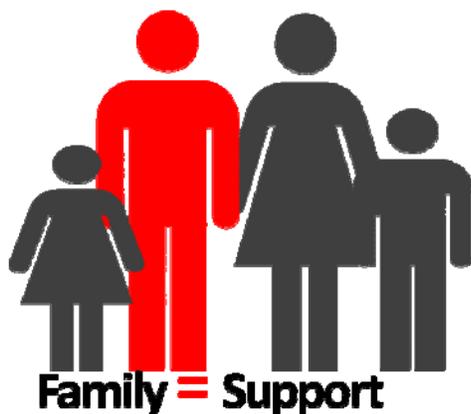
Upon hearing about the risks of gum disease for people with diabetes, African Americans with diabetes pledge to pay even more attention to their oral health and dental care.



81% say they will pay more attention to their oral health and dental care.

55% say they will talk to their doctor or dentist.

Almost half say they will brush more often (48%), floss more often (45%) and use mouthwash more often (39%).



This is a family matter, and they want their families involved through support and sharing their learning process.

- 90% say their family's awareness of the health issues related to diabetes is important to them.
- 83% say support from their family in helping them manage their diabetes is important to them.



Something as simple as choosing the right toothpaste can help them take charge of their oral health.

- 92% believe that "not all toothpastes are created equal – some have more benefits than others."
- 91% believe that "there are toothpastes that can actually help them manage oral/gum issues better than others."

### About the Survey

The survey was conducted online by Harris Interactive among 657 U.S. adults, age 18+, who report being diagnosed with Type 2 diabetes. The survey sample includes oversamples of 155 African Americans diagnosed with Type 2 diabetes and 161 Hispanics diagnosed with Type 2 diabetes. Data was weighted to be representative of U.S. adults with Type 2 diabetes. Additionally, the individual racial subcategories of Caucasians, African Americans and Hispanics with Type 2 diabetes were weighted individually to be representative of each subpopulation within the greater population of all Type 2 diabetes patients in the U.S. The survey was fielded September 5-13, 2012.