

2018 AMERICAN DIABETES MONTH

TOOLKIT



-PROUD SPONSORS-



Let's Get Started

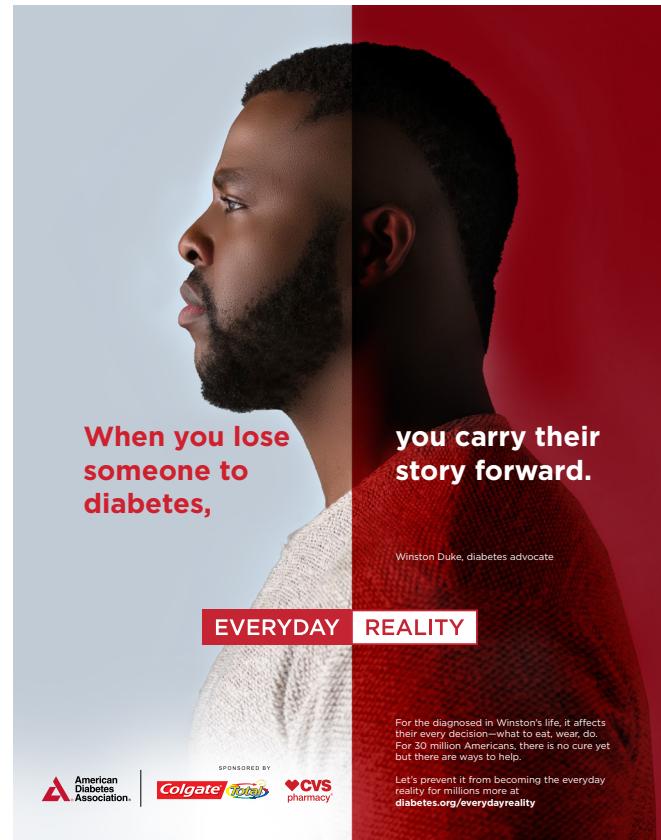
Thank you for helping us celebrate American Diabetes Month®. We encourage everyone to speak up and spread the word about what living with diabetes really means. The goal is to create urgency about diabetes, and to help educate others, break down stereotypes, and to correct myths and misunderstandings surrounding the disease. For those who have been diagnosed, diabetes impacts nearly every decision they make daily—from what they'll eat, wear, and do to how they'll take care of themselves. We are looking to ignite a national conversation and share stories about what it truly means to live with diabetes through our new campaign: **Everyday Reality.**

In this kit, you'll find simple ways that you can participate in American Diabetes Month.

Questions



If you have any questions or need guidance on how to participate in American Diabetes Month, please contact jfernandez@diabetes.org. We look forward to seeing your participation. Thank you for doing your part!



How to Participate

While the everyday of diabetes can seem overwhelming, there are ways we can all help – and to prevent it from becoming the everyday reality for millions more. Visit diabetes.org/everydayreality, where you will find more information about how you can help, including:

- **Take the Risk Test**

Diabetes starts with an individual. Then the family, extended family, and friends. We need your help to make it stop before diabetes is the everyday reality for the 84 million people at risk. Encourage everyone in your organization and community to take the risk test.

- **Learn the Facts**

We are committed to helping all understand this chronic disease. Help us set the record straight and educate the world about diabetes and its risk factors by learning the facts about diabetes. Download and share the most common myths and misconceptions about diabetes.

- **Become an Advocate**

Together we can transform the lives of all people with diabetes. Join us in speaking out for them and sign up to be an advocate

- **Donate**

The ADA leads the battle against diabetes by funding research for prevention, cure and management, providing credible information about the disease and giving a voice to the millions of Americans who are affected by it every day. Join the fight today by donating.

Social Media

Join the conversation and share your everyday reality using **#EverydayReality**.

Please also tag the American Diabetes Association on:

 facebook.com/AmericanDiabetesAssociation

 twitter.com/AmDiabetesAssn

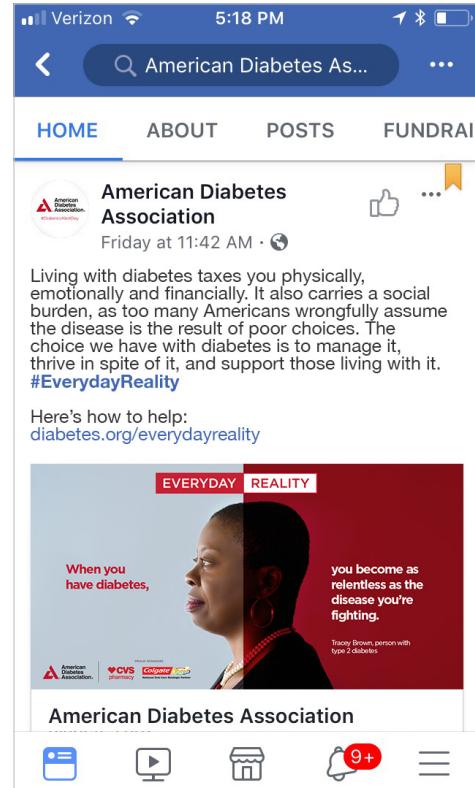
 instagram.com/AmDiabetesAssn

 linkedin.com/companyamerican-diabetes-association

Sample social media messages and imagery for American Diabetes Month are located [here](#).

Possible thought starters include:

- Did you know? Someone in the U.S. is diagnosed with diabetes every 21 seconds. Each one of those people has a story. Learn more about the everyday reality of diabetes **#EverydayReality #DiabetesMonth**
- The impact of diabetes is staggering, and it touches everyone. Yet the 24/7 burden of diabetes management is often misunderstood. Help others to understand its true impact by sharing your **#EverydayReality #DiabetesMonth**
- What do you want the world to know about diabetes? SHARE your **#EverydayReality** for **#DiabetesMonth**



Stories

The everyday reality for the millions of people diagnosed with diabetes should be heard. Throughout the month of November, we will feature stories of people impacted by diabetes. We encourage you to share these stories across your social and digital channels to help amplify our message.

Share these stories!



diabetes.org/everydayreality

© 2018 American Diabetes Association



All promotional materials listed below are available for download [here](#).

Digital Banners

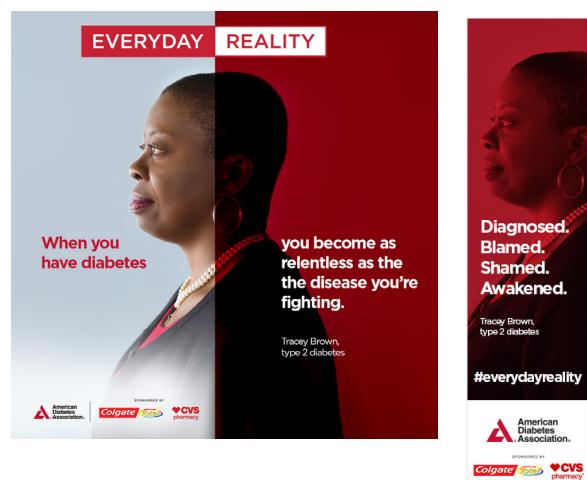
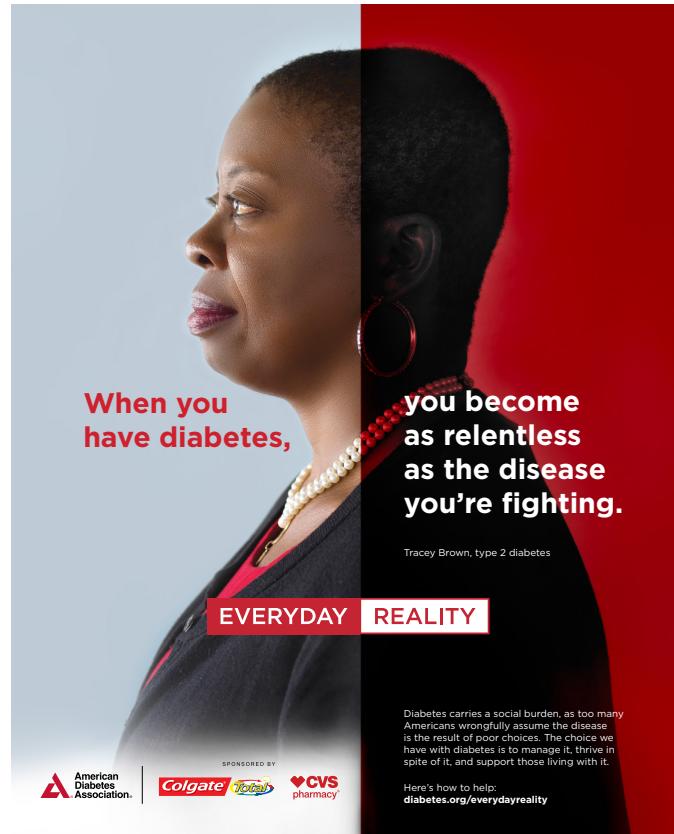
Use these banners on your website, in e-newsletters and more. Two sizes are available:

- 160 x 600 vertical
- 728 x 90 horizontal

Be sure to link banners to diabetes.org/everydayreality

Posters

During American Diabetes Month, use these posters to publicize your participation. Post them in highly trafficked locations such as lobbies, break rooms, lunch rooms, cafeterias, and even the elevators or stairwells for maximum exposure.



diabetes.org/everydayreality

© 2018 American Diabetes Association