



#ThisIsDiabetes

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This November, It's Up to Everyone to Put On Their Capes and Take A Stand Against Diabetes

American Diabetes Month® Campaign Celebrates the Millions of Heroes Managing Diabetes Every Day

ARLINGTON, Va. (November 1, 2017) – In recognition of November as American Diabetes Month, the American Diabetes Association® (Association) reminds us that there's a hero inside everyone affected by diabetes. An extension of the 2016 theme, **This Is Diabetes™**, the 2017 campaign will share the stories of people with diabetes and how their strength, courage and determination make them heroes.

Nearly half of all American adults have diabetes or prediabetes, yet most don't understand the life-long burden of this chronic illness or the 24/7 work it takes to effectively manage diabetes. This campaign asks everyone affected by diabetes—whether that means people living with diabetes, caregivers or those who are at risk of developing diabetes—to put on their capes and share how they're taking a stand. Diabetes is a complex health condition that affects millions of people and without proper management, can lead to serious complications.

"People living with diabetes face enormous challenges each day to manage their diabetes and they must do so while living their normal lives. We recognize the incredible strength they show, and stand with them to help stop the diabetes epidemic," said the Association's Chief Scientific, Medical and Mission Officer William T. Cefalu, MD. "From the mom who takes her insulin shot on the way to pick up her daughter from ballet, to the businessman who prepares his mother's meals and her diabetes medicine each day before leaving for work, the stories of everyday people who live with or love someone with diabetes remind all of us that they are heroes."

Throughout November, the Association encourages everyone to visit diabetes.org/thisisdiabetes and take a stand in one of three ways: [donating](#) to support research, education and prevention; [becoming an advocate](#) to support efforts to find a cure, improve access to health care and protect the rights of people with diabetes; or [sharing your message to "Diabetes."](#) in a letter or video using #DearDiabetes.

Unaddressed, diabetes takes a heavy toll medically, financially and individually. People with diabetes are at an increased risk for other serious health conditions, including cardiovascular disease, kidney failure, amputation and blindness. The economic burden of diabetes and prediabetes is \$322 billion each year, and people with diabetes have health care costs that are 2.3 times higher than someone without diabetes. Yet the true cost of diabetes is in the millions of lives it touches. This campaign is designed to highlight the many faces of the diabetes epidemic and encourage everyone to take a stand.



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“One in 11 Americans has diabetes, a chronic disease that can often lead to serious complications and requires constant self-management,” said the Association’s Senior Vice President, Government Affairs & Advocacy, LaShawn McIver, MD, MPH. “This November, we are asking people to start paying attention—to step up, suit up and join us in improving the lives of all people affected by diabetes.”

This year’s American Diabetes Month campaign is supported nationally by Colgate Total®.

About the American Diabetes Association

Nearly half of American adults have diabetes or prediabetes; more than 30 million adults and children have diabetes; and every 21 seconds, another individual is diagnosed with diabetes in the U.S. Founded in 1940, the American Diabetes Association (Association) is the nation’s leading voluntary health organization whose mission is to prevent and cure diabetes, and to improve the lives of all people affected by diabetes. The Association drives discovery by funding research to treat, manage and prevent all types of diabetes, as well as to search for cures; raises voice to the urgency of the diabetes epidemic; and works to safeguard policies and programs that protect people with diabetes. In addition, the Association supports people living with diabetes, those at risk of developing diabetes, and the health care professionals who serve them through information and programs that can improve health outcomes and quality of life. For more information, please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit diabetes.org. Information from both of these sources is available in [English](#) and [Spanish](#). Find us on Facebook ([American Diabetes Association](#)), Twitter ([@AmDiabetesAssn](#)) and Instagram ([@AmDiabetesAssn](#)).

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