

## AMERICAN DIABETES MONTH® NOVEMBER 2009

### American Diabetes Month®

November is American Diabetes Month, a time to communicate the seriousness of diabetes and the importance of diabetes prevention and control. For years, the American Diabetes Association has used this month as an opportunity to raise awareness of the disease and its serious complications.

However, this year, the organization is taking a bolder, more audacious approach. With nearly 24 million children and adults in the United States living with diabetes, and an additional 57 million Americans at risk, simple awareness will no longer suffice. One out of every three children born today will face a future with diabetes if current trends continue. Diabetes is not merely a condition. It is an epidemic disease. Drastic action is needed, and a new hope is required.

So, this November join the American Diabetes Association in officially launching a national movement to *Stop Diabetes*<sup>(SM)</sup> – help us confront it, fight it, and most importantly, stop it.

### Key Messages

- Starting with American Diabetes Month, the American Diabetes Association will encourage people across the country to take the pledge to *Stop Diabetes*.
- Stop Diabetes will be a movement. A movement is an idea that gains momentum one person at a time.
- Stopping Diabetes will take courage, hope, and commitment.
- It will also take action.
- Join the American Diabetes Association in November, and helps us launch the *Stop Diabetes* movement by:
  - **Sharing.** Inspire others to join the movement by sharing your personal story. Beginning November 2, visit [stopdiabetes.com](http://stopdiabetes.com) and join us on Facebook and Twitter to learn about all the exciting ways to be a part of the *Stop Diabetes* movement. Invite your family, friends, and co-workers to join this effort as well.
  - **Acting.** Whether you want to run, walk, bike or simply tell a friend, there will be many ways to help us build momentum for the *Stop Diabetes* movement.
  - **Learning.** The American Diabetes Association has many resources throughout the country to help *Stop Diabetes*. If you, or a loved one, already have diabetes or are at risk for developing it, we can provide medical, lifestyle and motivational information to prevent this disease from taking control of your life and the lives of those around you.
  - **Giving.** Sign up with your local American Diabetes Association office to help raise money for diabetes research, federal and state advocacy and public education.

**Home Office**  
1701 North Beauregard Street  
Alexandria, VA 22311  
Tel: 703-549-1500

**Diabetes Information**  
Call 1-800-Diabetes  
Online Website: [stopdiabetes.com](http://stopdiabetes.com)  
The Association gratefully accepts gifts through your will

**Follow us on:**  
[facebook.com/AmericanDiabetesAssociation](http://facebook.com/AmericanDiabetesAssociation)  
[and twitter.com/AmDiabetesAssn](http://twitter.com/AmDiabetesAssn)



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### Prevalence

- Nearly 24 million people have type 1 or type 2 diabetes.
- Another 57 million people have pre-diabetes and are at risk for developing type 2 diabetes.
- One out of every 3 children will face a future with diabetes if current trends continue.

### The Toll on Health

- The death rate from diabetes continues to climb. Since 1987, the death rate due to diabetes has increased by 45%, while the death rates due to cancer, heart disease, and stroke have declined.
- About 60-70% of people with diabetes have mild to severe forms of nerve damage that could result in pain in the feet or hands, slowed digestion, sexual dysfunction, and other nerve problems.
- The rate of amputation for people with diabetes is 10 times higher than for people without diabetes.
- Two out of three people with diabetes die from heart disease or stroke.
- Diabetes is the leading cause of new cases of blindness among adults.
- Diabetes is the leading cause of kidney failure.

### Cost of Diabetes

- The total national cost of diagnosed diabetes in the United States is \$174 billion.
  - Direct medical costs reach \$116 billion, and the average medical expenditure among people with diabetes is 2.3 times higher than those without the disease.
  - Indirect costs amount to \$58 billion (disability, work loss, premature mortality).
- The cost of caring for someone with diabetes is \$1 out of every \$5 in total healthcare costs.

For more information in English and Spanish call 1-800-DIABETES or visit [www.diabetes.org](http://www.diabetes.org). Also, please follow us on Facebook

([www.facebook.com/AmericanDiabetesAssociation](http://www.facebook.com/AmericanDiabetesAssociation)) and Twitter

([www.twitter.com/AmDiabetesAssn](http://www.twitter.com/AmDiabetesAssn)).

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