

### **American Diabetes Month® 2013 Overview**

One of the American Diabetes Association's primary objectives is to raise awareness and understanding of diabetes, its consequences, management and prevention of type 2 diabetes. American Diabetes Month is an important element in this effort, with programs designed to focus the nation's attention on the issues surrounding diabetes and the people impacted by the disease. In 2012, the Association launched a socially focused initiative for American Diabetes Month called *A Day in the Life of Diabetes*, to demonstrate the impact diabetes has on our families and communities across the country.

In 2013, the American Diabetes Association will continue to grow the campaign with a host of online and offline program elements. The movement to Stop Diabetes® is not over and we will continue to call for individuals to take a public stand via the Association's social media channels and other online properties, to support us in this movement. Using imagery, the power of social engagement and our celebrity outreach channels, we will continue to shine a light on the issue of diabetes and those who live with it each and every day, as well as the Association and corporations focused on stopping this insidious disease.

### **Theme: A Day in the Life of Diabetes**

#### **Overall Messages**

Diabetes doesn't stop. It is 24/7, 365 days a year. To showcase the extraordinary effort it takes to live a day with the disease, the American Diabetes Association will continue to ask people to submit a personal image to the Association's Facebook mosaic representing what *A Day in the Life of Diabetes* means to them. The image can be a picture of themselves or someone they care about, or otherwise represent how the disease impacts their lives. The image will then make up a larger mosaic image that will embody the message of *A Day in the Life of Diabetes*.

To make the mosaic more impactful this year, we will change the mosaic "target" imagery several times throughout November to show the many compelling images that represent *A Day in the Life of Diabetes*. These photos that will embody the mosaic throughout the month will capture the essence of the campaign and our movement. In addition, we will be working closely with NASCAR driver, Ryan Reed, to showcase the mosaic in the NASCAR series. Ryan's race car will be wrapped with photos from the mosaic and will be featured in his Nov. 9 race in Phoenix during American Diabetes Month.

We will also engage our social media audience by highlighting submitted images via Facebook, Twitter, Pinterest and our blog, *Diabetes Stops Here*. We'll pose thought-provoking questions (examples: *What makes your life happily ordinary? What extraordinary things have you accomplished while living with diabetes?*)—plus success stories and messages from our network of followers, fans and high-profile celebrities.

#### **Key Messages**

- The American Diabetes Association is behind the largest national movement to Stop Diabetes and its deadly consequences.
- During American Diabetes Month 2013, the Association encourages Americans to share *A Day in the Life of Diabetes* by uploading a personal image to our Facebook mosaic that shows what the daily life of diabetes means to them.
- Learn how you can submit your personal image and story during American Diabetes Month by visiting us at [facebook.com/AmericanDiabetesAssociation](http://facebook.com/AmericanDiabetesAssociation) or [diabetesmosaic.org](http://diabetesmosaic.org), or by calling 1-800-DIABETES.

- Read our blog ([www.diabetesstopshere.org](http://www.diabetesstopshere.org)) and follow us on Twitter (@AmDiabetesAssn) and Pinterest (@AmDiabetesAssn) to receive updates all month long.

### **About Diabetes**

#### **Prevalence**

- Nearly 26 million children and adults in the United States have diabetes.
- Another 79 million Americans have prediabetes and are at risk for developing type 2 diabetes.
- Recent estimates project that as many as one in three American adults will have diabetes in 2050 unless we take steps to Stop Diabetes.

#### **The Toll on Health**

- Two out of three people with diabetes die from heart disease or stroke.
- Diabetes is the leading cause of kidney failure.
- Diabetes is the leading cause of new cases of blindness among adults.
- The rate of amputation for people with diabetes is 10 times higher than for people without diabetes.
- About 60-70 percent 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.

#### **Cost of Diabetes**

- The American Diabetes Association estimates that the total national cost of diagnosed diabetes in the United States is \$245 billion.
  - Direct medical costs reach \$176 billion and the average medical expenditure among people with diabetes is 2.3 times higher than those without the disease.
  - Indirect costs amount to \$69 billion (disability, work loss, premature mortality).
- One in 10 health care dollars is spent treating diabetes and its complications.
- One in five health care dollars is spent caring for people with diabetes.

**For more information in English and Spanish, call 1-800-DIABETES or visit [stopdiabetes.com](http://stopdiabetes.com). 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)).**