

**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.

**Overall Theme – I Raise My Hand to Stop Diabetes®**

The American Diabetes Association will pay tribute those who have raised their hand and work to Stop Diabetes® every day. People, places and programs that are working hard to change the future of diabetes will be highlighted. At the same time, Americans will be rallied to join these champions in the Stop Diabetes movement by pledging to take actions against diabetes.

Each week, a different focus in the Stop Diabetes movement will be featured.

- **Week 1: Fighting for the Future** – Giving a voice to those denied their rights because of diabetes and fighting for diabetes funding.
- **Week 2: Impacting Communities** – Building relationships around the country to empower people to take control of their health.
- **Week 3: Celebrating Health** – Recognizing courageous people who have overcome the obstacles of living with diabetes and the places that have helped them.
- **Weeks 4 & 5: Commitment to a Cure** – Spotlighting the important research taking place that will lead us toward an eventual cure.

**Key Messages**

- The American Diabetes Association is behind the largest national movement to Stop Diabetes and it's deadly consequences.
- During American Diabetes Month 2011, the Association encourages Americans to take action and Raise Their Hand to Stop Diabetes.
- Learn all the ways you can take action during American Diabetes Month by visiting [facebook.com/AmericanDiabetesAssociation](https://facebook.com/AmericanDiabetesAssociation), [stopdiabetes.com](http://stopdiabetes.com), calling 1-800-DIABETES, or texting JOIN to 69866 (standard data and message rates apply).
- Read our blog ([www.diabetesstopshere.org](http://www.diabetesstopshere.org)) and follow us on Twitter (@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 1 in 3 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% 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 \$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).
  - Further published studies suggest that when additional costs for gestational diabetes, prediabetes, and undiagnosed diabetes are included, the total diabetes-related costs in the U.S. could exceed \$218 billion.
- 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 [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)).**