



AMERICAN DIABETES MONTH® 2015 | MESSAGES & FACT SHEET

Theme

Eat Well, America!sm

This year's theme for American Diabetes Month® is "Eat Well, America!sm" As the American Diabetes Association® celebrates its 75th anniversary, we want to share a timeless message—that eating well is one of life's greatest pleasures, and enjoying delicious, healthy food helps with diabetes management. This November, the Association will show our nation how easy and joyful healthy eating can be.

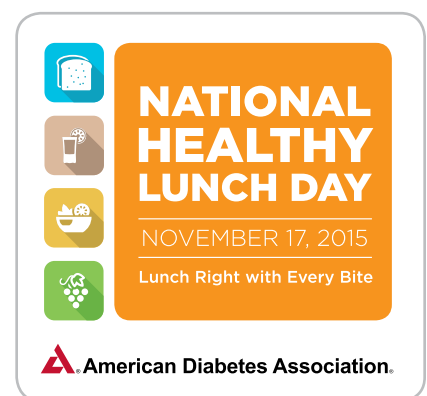
Each week, the Association will share nutritious recipes selected by noted chefs and cookbook authors for every meal of the day, including snacks and special occasion treats. Not only that, but we'll teach you how to choose, prepare, serve and eat healthy food that is both delicious and nutritious. From tip sheets to shopping lists, we'll help you make healthy eating a fun and easy part of your daily life.

As the Association marks its 75th anniversary, we lead the conversation that helps those living with diabetes and those looking to live a healthier lifestyle achieve health and wellness every single day. Everyone deserves to enjoy food that makes them feel happy, strong and empowered, and the Association will inspire people to eat well while also successfully managing their diabetes.

Tune in for upcoming recipes, and be sure to share them with friends and family. It's a great way to put good food and good health on the table.

Messages

1. **Eat Well, America!** *This year's theme for American Diabetes Month in November.*
 - a. Eating well means more than eating healthy. Eating well means savoring food that is delicious, nutritious and simple to prepare.
 - b. The American Diabetes Association will show people living with diabetes and others who want to lead a healthy lifestyle how to enjoy foods that are both delicious and nutritious.
 - c. We will inspire Americans to eat well by equipping them with tips for planning and preparing healthy meals on their own.
 - d. Diabetesforecast.org/adm and 1-800-DIABETES are the go-to resources offering meal planning, shopping tips, grocery lists, chef's preparation secrets and delicious recipes.
 - e. The Association is leading the conversation that helps the nearly 30 million Americans living with diabetes and the 86 million Americans with prediabetes, as well as their loved ones, achieve health and wellness every single day.
2. **Healthy Eating from Start to Finish:** *The Association will show Americans how to eat healthy from start to finish, without sacrificing flavor.*
 - a. Every week in November, the Association will introduce recipes for every meal, including snacks and recipes for the holidays and other special occasions, when indulgences can present a challenge to your healthy eating plan.
 - b. The Association will include seasonal recipes and tips from noted cookbook authors and chefs to give Americans the extra boost to incorporate healthy eating into their everyday lives.
 - c. We will address the start-to-finish steps that empower people to put together a healthy meal that tastes good and is good for you and your family:
 - i. **Planning and shopping** tips will include mapping out a shopping trip, creating a shopping list and choosing budget-friendly ingredients.
 - ii. **Preparation and cooking** tips will include tools and techniques that guarantee recipe success.
 - iii. **Plating and serving** tips will guide people with simple steps to create a healthy, nutritious and appealing plate of food—whether at home or dining out.
 - iv. **Complete nutrition information** for every recipe so that people can decide which dishes suit them best, based on their diabetes management plan and personal tastes.
3. **Lunch Right with Every Bite!** *On National Healthy Lunch Day, the Association's annual celebration of nutritious eating, we will spotlight what healthful, simple and enjoyable meals look like.*
 - a. This year we'll celebrate National Healthy Lunch Day on Nov.17, when we encourage everyone to "lunch right with every bite" and make better food choices to counter expanding waistlines, low energy and rising rates of type 2 diabetes and obesity-related illness. To start, let's do lunch—a healthy lunch.
 - b. On this day, we will ask Americans to make or buy a healthy lunch and encourage employers and restaurants to provide healthy alternatives.
 - c. In addition, we'll ask people to share their healthy lunch photos using the hashtag #MyHealthyLunch to create social media buzz. Our fans and followers will inspire their friends and family to make healthy lunch choices that best fit their lifestyle.



Eat Well, America! Calendar

Week One (11/1–11/7): Breakfast

Delicious breakfast recipes that motivate you to get your busy day off to the right start.

Week Two (11/8–11/14): Snacks

Easy and satisfying snack recipes that make the walk past the vending machine a breeze.

Week Three (11/15–11/21): Lunch, Including National Healthy Lunch Day

Lunch recipes that get you through the midday hump and keep you on track through the rest of the day.

Week Four (11/22–11/28): Dinner

Seasonal dinner recipes that ensure you don't miss out on the autumn and holiday flavors you love.

Week Five (11/29–12/5): Special Occasion Foods

Healthy special occasion options, including sweets, so you never feel deprived of your favorite treats and stay on track with good nutrition.

American Diabetes Month Facts and Figures

Prevalence

- » Diabetes affects nearly 30 million children and adults in the U.S. today—nearly 10 percent of the population.
- » Another 86 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 by 2050 unless we take steps to Stop Diabetes®.
- » Every 19 seconds someone in the U.S. is diagnosed with diabetes.
- » African Americans and Hispanics are almost twice as likely to have diabetes as non-Hispanic whites.

The Toll on Health

- » Diabetes nearly doubles the risk for heart attack and for death from heart disease.
- » Diabetes is the leading cause of kidney failure.
- » Diabetes is the leading cause of new cases of blindness among working-age adults.
- » The rate of amputation for people with diabetes is 10 times higher than for people without diabetes.
- » Roughly 60 to 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 U.S. is \$245 billion.
 - » Direct medical costs reach \$176 billion and the average medical expenditure among people with diabetes is more than two times higher than those without the disease.
 - » Indirect costs amount to \$69 billion (disability, work loss, premature mortality).
- » 1 in 10 health care dollars is spent treating diabetes and its complications.
- » 1 in 5 health care dollars is spent caring for people with diabetes.