

NOVEMBER IS AMERICAN DIABETES MONTH®

This is our 2016 campaign . This Is Diabetes.™

NOVEMBER
2016
SHARE
YOUR
STORY

This November we'll showcase real-life stories of friends, families and neighbors managing the day-to-day triumphs and challenges of diabetes.

Join as we salute the **29 million Americans** with diabetes — as well as their loved ones — to raise awareness and to create a sense of urgency about this growing public health crisis.

The campaign invites people to submit their own stories to capture the authenticity of those who understand this disease best. We invite the diverse diabetes community to **stand up and declare "This Is Diabetes.™"**



This is how we reach our goals .

1. EDUCATION 2. AWARENESS 3. EMPOWERMENT 4. SUPPORT



1 in 11
Americans has
diabetes today.



Every **23 seconds**,
someone in the
U.S. is diagnosed
with diabetes.



86 million
Americans are at
risk for diabetes.



Diabetes causes
more deaths than
AIDS and breast
cancer combined.



#ThisIsDiabetes

NOVEMBER IS AMERICAN DIABETES MONTH®



This is *my biker gang*.
This Is Diabetes.™

No one tells the story of diabetes better than the 29 million Americans who live with it every day. In honor of American Diabetes Month®, we'll showcase stories from those who understand this disease best — people with diabetes, their families and caregivers. Share yours on social media using #ThisIsDiabetes. Learn more at diabetes.org/adm.

#ThisIsDiabetes

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This is how you can get involved.

- SHARE** Share your story, photo or video on social media using #ThisIsDiabetes
- ADVOCATE** Become an advocate to help ensure diabetes gets the attention it deserves
- DONATE** Donate to help make the Association's critical work possible
- POST** Use the new Facebook profile picture frame to tell the world "This Is Diabetes" all month long

Visit diabetes.org/adm or call 1-800-DIABETES



#ThisIsDiabetes