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 November is American Diabetes Month®

This is our 2016 campaign.
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.

Sponsored by

American Diabetes Association.

Colgate
National Oral Care Strategic Partner

Medtronic
Further, Together

#ThisIsDiabetes
NOVEMBER IS AMERICAN DIABETES MONTH®

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