



ANNUAL AMERICAN DIABETES ASSOCIATION ALERT DAY® 2015

What is American Diabetes Association Alert Day?

American Diabetes Association Alert Day, which is held every fourth Tuesday in March, is a “wake-up call” asking the American public to take the Diabetes Risk Test to find out if they are at risk for developing type 2 diabetes. This year, as we mark the Association’s 75th anniversary, the Alert Day campaign will kick off on March 24 and continue through April 21 with the theme: **“Take it. Share it. Step Out.”**

In 2014, on Alert Day, we had almost 33,000 people take the risk test and from March 25 through April 25, we had over 118,000 with 37 percent of them being at high risk for developing type 2 diabetes. We are excited to once again encourage the public to take the risk test by driving them to diabetes.org/takeitshareit and share the test with friends and loved ones.

Along with encouraging the public to take the [risk test](#) and share it, we will also ask them to start living a healthy and active lifestyle by starting or joining a team for one of our nationwide Step Out: Walk to Stop Diabetes® events. What better way to get active now than by gearing up for a walk event in your area? The majority of Step Out events occur in October. The public can search and register for events at diabetes.org/stepoutalert.

Why is Alert Day important?

Diabetes is a serious disease that strikes nearly 30 million children and adults in the United States, and more than a quarter of them—eight million—do not even know they have it. An additional 86 million have prediabetes, which puts them at high risk for developing type 2 diabetes. Unfortunately, diagnosis often comes 7 to 10 years after the onset of the disease, after disabling and even deadly complications have had time to develop. Therefore, early diagnosis is critical to successful treatment and delaying or preventing some of these complications such as heart disease, blindness, kidney disease, stroke, amputation and death.

The Association has made a strong commitment to the prevention of type 2 diabetes by increasing awareness of prediabetes and actively engaging individuals in preventative behaviors like weight loss, physical activity and healthy eating. Alert Day is an opportunity during which we can raise awareness and prompt action among the general public – particularly those at risk.

Who should participate in Alert Day?

Everyone should be aware of the risk factors for type 2 diabetes. People who are overweight, under active (living a sedentary lifestyle) and over the age of 45 should consider themselves at risk for the disease. African Americans, Hispanics/Latinos, Native Americans, Asian Americans, Pacific Islanders and people who have a family history of the disease also are at an increased risk for developing type 2 diabetes. Studies have shown that type 2 diabetes can often be prevented or delayed by losing just 7 percent of body weight (such as 15 pounds if you weigh 200) through regular physical activity (30 minutes a day, five days a week) and healthy

Diabetes Information

call 1-800-DIABETES (1-800-342-2383)
online www.stopdiabetes.com

The Mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.



eating. By understanding your risk, you can take the necessary steps to help prevent the onset of type 2 diabetes.

What will happen on Alert Day?

The American Diabetes Association kicks off the four week campaign to focus the public's attention on learning their risk for developing type 2 diabetes. Type 2 diabetes is a growing epidemic in the United States, but it can be controlled with knowledge and healthy behavior. On March 24, and through April 21, the Association will encourage the public to take the Diabetes Risk Test, as well as share the test with **everyone** they care about - friends, family members and colleagues. As previously mentioned, the Association will encourage the public to start living a healthy and active lifestyle by asking them to join or start a team for a Step Out: Walk to Stop Diabetes event in their area. With each person that takes the test, knows their risk and gets started living a healthy and active lifestyle, the Association is that much closer to stopping diabetes.

The Diabetes Risk Test asks users to answer simple questions about their weight, age, family history and other potential risk factors for prediabetes or type 2 diabetes. Preventative tips are provided for everyone who takes the test, including encouraging those at high risk to talk with their health care provider.

How does one obtain the Association's Diabetes Risk Test and additional information about diabetes and a Step Out event near them?

Get your free Diabetes Risk Test (English or Spanish), as well as information about diabetes and joining or starting a team, for a Step Out event by visiting diabetes.org/alert or by calling 1-800-DIABETES (1-800-342-2383). Walgreens is supporting the American Diabetes Association Alert Day efforts and you can also ask your local Walgreens pharmacist for a copy of the Diabetes Risk Test. Although Alert Day starts on March 24 and continues through April 21st, the Diabetes Risk Test is available online year-round.

Who is the primary target audience?

Americans with prediabetes

There are an estimated 86 million who have prediabetes. Those with prediabetes have blood glucose (sugar) higher than normal, but not high enough to be diagnosed with type 2 diabetes. Early intervention via lifestyle changes such as weight loss and increased physical activity can help delay or prevent the onset of type 2 diabetes.

Americans with undiagnosed diabetes

The following segments of the population are at greater risk for having undiagnosed diabetes:

- **Older Americans:** As people grow older, they are at an increased risk for developing diabetes. One out of every four Americans 65 and older has diabetes.
- **High risk ethnic populations:** African Americans, Hispanic/Latinos, Native Americans, Asian Americans and Pacific Islanders are also at higher risk.

Don't forget to "Take It. Share It. Step Out." starting on Alert Day!

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