

### American Diabetes Month® 2014 Overview

One of the Association's primary objectives is to raise awareness and understanding of diabetes, its consequences, management and prevention. American Diabetes Month is an important element in this effort, with programs designed to focus the nation's attention on the issues and seriousness of diabetes and the people impacted by the disease. In 2014, the Association will focus on teaching and inspiring the public to cook healthier by providing practical, hands-on tips for preparing "good-for-you dishes" that taste great.

**Theme:** *America Gets Cooking<sup>SM</sup> to Stop Diabetes<sup>®</sup> which is presented by Sun Life Financial.*

### Overall Messages

*America Gets Cooking to Stop Diabetes* is an initiative designed to engage and inspire people to live a more active and healthier lifestyle. The initiative will empower people to cook nutritious and delicious food and encourage them to be more active. We'll do this by sharing relevant information such as healthy cooking tips, diabetes and nutrition facts, recipe ideas and more while also encouraging them to participate in our signature events.

As a result, we want to continually offer ways for the public to get engaged with our campaign, so we have several components we will promote during each week, in English and Spanish, to help continue the momentum throughout November via our *America Gets Cooking to Stop Diabetes* web page and includes:

1. **Get Moving Mondays** – After the weekend, people are not as excited about getting up and going on a Monday. We will provide some easy tips each Monday to help you get moving and keep up an active lifestyle all week long.
2. **Tasty Tip Tuesdays** – Many people are afraid of losing the taste when they make a recipe healthier. Every Tuesday we will take a traditional recipe and teach people how to substitute certain ingredients for healthier options without losing the taste.
3. **What's Cooking Wednesdays** – With Thanksgiving kicking-off the holiday season, keeping yourself on track and eating healthy is very important. Each Wednesday, the public will vote on recipes that represent a healthy side dish, appetizer and/or dessert that they would like to see for a holiday meal. At the end of the month, we will unveil those winning dishes.
4. **Get Together Thursdays or Any Day!** – Through our "Do-It-Yourself Fundraising Guide," we will offer ways for the public to host events we are calling "Cook to Stop Diabetes" events by encouraging people to get together with their friends and family and implement healthy cooking activities into their daily lives. Each Thursday we will highlight a suggested activity which can happen any day of the week. Use these fun get-togethers as ways to raise money for the Association and help Stop Diabetes.
5. **Fact Check Friday** – We want to challenge the public's knowledge about nutrition and diabetes, so each Friday we will post a question to test what they know and encourage them to share it with their friends, family and/or co-workers.
6. **Weekend Challenge to Stop Diabetes** – Why not take the weekend and use it as an opportunity to get active and help raise funds to Stop Diabetes? We will provide fun fundraising activities for people to engage in and use their 48 hours to participate, or if they are too busy then do the 48 hours to donate!

Spokespersons:

1. Robyn Webb, MS - Food Editor for *Diabetes Forecast* magazine and award-winning cookbook author and culinary instructor, Robyn Webb has been a passionate advocate of cooking well and eating wisely for most of her life. Because of health problems within her own family, most notably diabetes, Robyn learned early on the importance of a balanced, healthful approach to eating.
2. DJ Spinderella (Deidra Roper) - Spinderella is a member of the iconic hip-hop group Salt-n-Pepa and has personally seen the severe consequences diabetes has had on not only the person with the disease, but an entire family. Her mother passed away from complications of diabetes, and now she watches her brother and young nephew live with diabetes every day. Spinderella is committed to raising awareness of diabetes and the importance of eating healthy and being active. We feel her story and passion for the cause will help inspire people across the country to get “cooking” and help prevent or manage their disease. Spinderella has recently become part of the Association’s Celebrity Cabinet to Stop Diabetes.

Additional National Supporters of American Diabetes Month include Pfizer, Inc.

**Key Messages**

- The American Diabetes Association is behind the largest national movement to Stop Diabetes and its deadly consequences.
- During American Diabetes Month 2014, the Association encourages Americans to get started living a healthy active lifestyle through the America Gets Cooking to Stop Diabetes campaign.
- Anyone can find out great tips, recipes and more each week by visiting our interactive web page at [www.diabetesforecast.org/adm](http://www.diabetesforecast.org/adm).
- Host a “do-it-yourself fundraiser,” we’re calling Cook to Stop Diabetes, where you can incorporate healthy cooking activities into fun parties for friends and family, while also raising money to Stop Diabetes.
- You can also visit us on Facebook ([facebook.com/AmericanDiabetesAssociation](https://facebook.com/AmericanDiabetesAssociation)) or by calling 1-800-DIABETES.
- Read our blog ([www.diabetesstopshere.org](http://www.diabetesstopshere.org)) and follow us on Twitter (@AmDiabetesAssn), Pinterest (@AmDiabetesAssn) and Instagram (@AmDiabetesAssn) to receive updates all month long.

**About Diabetes**

**Prevalence**

- Nearly 30 million children and adults in the United States have diabetes.
- Another 86 million Americans have prediabetes and are at risk for developing type 2 diabetes.
- Recent estimates project that as many as one in three American adults will have diabetes in 2050 unless we take steps to Stop Diabetes.

**The Toll on Health**

- People with diabetes are nearly twice as likely to be hospitalized for a heart attack or stroke.
- Diabetes causes nearly 50% of all cases of kidney failure.
- More than half of all amputations in adults occur in people with diabetes.
- More than half a million American adults have advanced diabetic retinopathy, greatly increasing their risk for severe vision loss.
- About 60-70 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 United States is \$245 billion.
  - Direct medical costs reach \$176 billion and the average medical expenditure among people with diabetes is 2.3 times higher than those without the disease.
  - Indirect costs amount to \$69 billion (disability, work loss, premature mortality).
- One in 10 health care dollars is spent treating diabetes and its complications.
- One in five health care dollars is spent caring for people with diabetes.

Please visit [diabetesforecast.org/adm](http://diabetesforecast.org/adm) to learn more about American Diabetes Month. For more general information in English and Spanish, call 1-800-DIABETES or visit [stopdiabetes.com](http://stopdiabetes.com).