

November



National Health Observances



Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services

American Diabetes Month

Sponsor: American Diabetes Association (<http://www.diabetes.org/>) 

American Diabetes Month is a time to raise awareness of diabetes prevention and control. In the United States, 24 million people are living with diabetes and 57 million more are at risk of developing type 2 diabetes.

Over time, if it's not controlled, type 2 diabetes can cause serious health problems like heart disease, stroke, and blindness. You may be at risk for type 2 diabetes if you:

- Are overweight
- Exercise less than 3 times a week
- Are over 45 years old
- Have high blood pressure or high cholesterol
- Are African American, Latino, American Indian, Alaska Native, Asian American or Pacific Islander
- Have a parent, brother, or sister with diabetes

You can do a lot to lower your chances of getting type 2 diabetes by:

- Eating healthy.
- Watching your weight.
- Being active.
- Controlling your blood pressure and cholesterol.

Get the Word Out

Sample Media and/or Newsletter or Listserv Announcement

Cut and paste this text into your newsletter, listserv, or press release. Add local details and quotes from your organization.

Today, 24 million Americans are living with diabetes and 57 million more are at risk of developing type 2 diabetes. **[Enter local statistics]. [Enter organization]** is proud to participate in American Diabetes Month to promote diabetes prevention and control.

People who are overweight, over 45 years old, or who have high blood pressure are more likely to develop type 2 diabetes. The good news is that you can take steps to lower your chances of developing type 2 diabetes:

- Watch your weight.
- Eat healthy.

- Be active.
- Control your blood pressure and cholesterol.

Learn more about preventing type 2 diabetes.





- Add details about your local activities.
- Include a quote from your organization.







For more information, visit **[insert your organization information]**.

Is your organization on Twitter? Send tweets.

Sample tweets: Tips to increase awareness about diabetes

The messages below are sample tweets. To send them via Twitter, click on the URL link provided after the “Tweet this message” phrase. Or, copy the message and paste it to your Twitter Stream and click post.

- Q. What is diabetes?
A. Diabetes is a disease. When you have diabetes, there is too much sugar or glucose in your blood. [Tweet this message:
<http://twitter.com/share?text=Q.+What+is+diabetes+A.+Diabetes+is+a%20+disease.+When+you+have+diabetes,+there+is+too+much+sugar+or+glucose+in+your+blood.> 
- 50 Ways to Prevent Diabetes: <http://bit.ly/jBTBq1> [Tweet this message:
<http://twitter.com/share?url=http://bit.ly/jBTBq1&text=50+Ways+to+Prevent+Diabetes> 
- Do you have diabetes? Follow these four steps to learn more about care, management and health: <http://1.usa.gov/mvzrz0> [Tweet this message:
<http://twitter.com/share?url=http://1.usa.gov/mvzrz0&text=Do+you+have+diabetes?+Follow+these+four+steps+to+learn+more+about+care,+management%20+and+health> 
- You can still eat with diabetes. Tasty recipes for people with diabetes & their families: <http://1.usa.gov/ldIJ3K> [Tweet this message:
<http://twitter.com/share?url=http://1.usa.gov/ldIJ3K&text=You+can+still+eat+with+diabetes.+Tasty+recipes+for+people+with+diabetes+and+their+families> 

- Everyday Checklist for Good Diabetes Care: <http://bit.ly/jfbOmf>
[Tweet this message:
<http://twitter.com/share?url=http://bit.ly/jfbOmf&text=Everyday+Checklist+for+Good+Diabetes+Care> 
- Q. What is glucose?
A. Glucose is the main source of energy for your body. Learn more:
<http://1.usa.gov/mRhAGr> [Tweet this message:
<http://twitter.com/share?url=http://1.usa.gov/mRhAGr&text=Q.+What+is+glucose?+A.+Glucose+is+the+main+source+of+energy+for+your+body.+Learn%20more>

- Diabetes cannot be cured. But it can be controlled or prevented with diet, exercise, and medicine. Learn more: <http://1.usa.gov/jHA3ZH>
[Tweet this message:
<http://twitter.com/share?url=http://1.usa.gov/jHA3ZH&text=Diabetes+cannot+be+cured.+But+it+can+be+controlled+or+prevented+with+diet,+exercise,+and+medicine.+Learn+more> 
- Type 2 diabetes is the most common in adults over 40. You can take preventive steps. Learn more: <http://1.usa.gov/iHnnT2> [Tweet this message:
<http://twitter.com/share?url=http://1.usa.gov/iHnnT2&text=Type+2+diabetes+is+the+most+common+in+adults+over+40.+You+can+take+preventive+steps.+Learn+more> 
- Protect yourself. Know the risk factors for diabetes: <http://1.usa.gov/jHA3ZH>
[Tweet this message:
<http://twitter.com/share?url=http://1.usa.gov/jHA3ZH&text=Protect+yourself.+Know+the+risk+factors+for+diabetes> 
- You can do a lot to prevent diabetes, such as eating healthy and getting active. Learn more: <http://1.usa.gov/jHA3ZH> [Tweet this message:
<http://twitter.com/share?url=http://1.usa.gov/jHA3ZH&text=You+can+do+a+lot+to+prevent+diabetes,+such+as+eating+healthy+and+getting+active.+Learn+more>


Send e-cards

- healthfinder.gov: Be Active (<http://www.healthfinder.gov/ecards/DisplayCard.aspx?CardID=5>)
- healthfinder.gov: Eat Healthy (<http://www.healthfinder.gov/ecards/DisplayCard.aspx?CardID=6>)
- healthfinder.gov: Watch Your Weight (<http://www.healthfinder.gov/ecards/DisplayCard.aspx?CardID=16>)
- CDC: Got Diabetes? Thinking About Getting Pregnant? (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=303&category=169>)
- CDC: Manage Diabetes (<http://www2c.cdc.gov/ecards/message/message.asp?cardid=221&category=169>)
- View more E-cards (<http://healthfinder.gov/ecards/cards.aspx?jscript=1>)

Post a Web Badge


Add this free Web badge (<http://healthfinder.gov/nho/nhoBadges.aspx#nov>) to your Web site, blog, or social networking profile to show your support for American Diabetes Month.

Get Involved

Take action to increase awareness about type 2 diabetes.

1. Partner with your local gym or YMCA center to host a Diabetes Prevention Party focused on healthy eating habits and exercise. Give away free one-day gym passes, fitness classes, or work-out gear. Ask the fitness staff to host free demonstrations or fitness classes.
2. Partner with local churches that have a health ministry. Make a presentation on type 2 diabetes prevention at their next health event.
3. Host a cooking demonstration with diabetes-friendly recipes from a local nutritionist. Include healthy Thanksgiving recipes in your next newsletter or company email along with quick tips on how to prevent type 2 diabetes.
4. Post tips on type 2 diabetes prevention on your employee bulletin board during the month of November.
5. Encourage your members to get active. Invite local gyms to showcase their fitness classes and programs.


Adapted from the American Diabetes Association.

Contact the American Diabetes Association (<http://www.diabetes.org/>)  at askada@diabetes.org for more information and materials.

Related Tools on healthfinder.gov

- Eat Healthy (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=21>)
- Get Active (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=22>)
- Healthy Eating: Conversation starters (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=38>)
- Heart Healthy Foods: Shopping list (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=2>)
- Help Your Child Stay at a Healthy Weight (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=62>)
- Losing Weight: Conversation starters (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=10>)
- Preventing Diabetes: Questions for the doctor (<http://healthfinder.gov/prevention/ViewTool.aspx?toolId=44>)
- Take Steps to Prevent Type 2 Diabetes (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=73>)
- Watch Your Weight (<http://www.healthfinder.gov/prevention/ViewTopic.aspx?topicId=25>)


Personal Health Tools

- Adult BMI Calculator (http://www.cdc.gov/healthyweight/assessing/bmi/adult_bmi/english_bmi_calculator/bmi_calculator.html)
- Analyze My Plate (http://www.fruitsandveggiesmatter.gov/activities/analyze_my_plate.html)
- Daily Food and Activity Tracker (http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/diaryint.htm)
- Diabetes Risk Test (<http://www.diabetes.org/diabetes-basics/prevention/diabetes-risk-test/>) 
- Losing Weight: Conversation starters (<http://www.healthfinder.gov/prevention/ViewTool.aspx?toolId=10>)

More Information (Health A-Z)

- Diabetes (<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=233>)
- Diabetic Eye Problems
(<http://www.healthfinder.gov/scripts/SearchContext.asp?topic=14501>)

Resources

- American Diabetes Association (<http://www.diabetes.org/>) 
American Diabetes Month Sponsor
- Centers for Disease Control and Prevention, Division of Diabetes Translation, Diabetes and Me (<http://www.cdc.gov/diabetes/consumer/index.htm>)
- Centers for Disease Control and Prevention, November is American Diabetes Month (<http://www.cdc.gov/features/livingwithdiabetes/>)
- Department of Health and Human Services, Office on Women's Health, American Indian/Alaskan Natives and Diabetes
(<http://www.womenshealth.gov/minority/americanindian/diabetes.cfm>)
- National Diabetes Education Program, I Have Diabetes
(<http://www.ndep.nih.gov/i-have-diabetes/>)
- National Institutes of Health, National Institute of Diabetes and Digestive and Kidney Diseases, Diabetes and High Blood Pressure: What African Americans Need to Know
(http://www.nkdep.nih.gov/resources/African_American_brochure.htm)
- National Institutes of Health, National Institute on Aging, Diabetes in Older People - A Disease You Can Manage
(<http://www.nia.nih.gov/HealthInformation/Publications/diabetes.htm>)

Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and

materials. (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure he or she is available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local-access television, radio, newspaper, and community calendars to promote your event.
- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, libraries, post offices, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!

- Make signs to direct participants and reporters to your event.


Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.

Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic email alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer email alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media coverage on your organization's Web site. No matter the size or success of your event, remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at healthfinder.gov. You can contact us at info@nhic.org or send us a tweet @healthfinder (<http://twitter.com/healthfinder>) .



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