



25TH ANNUAL AMERICAN DIABETES ASSOCIATION ALERT DAY[®] 2013

What is American Diabetes Association Alert Day?

American Diabetes Association Alert Day, which is held every fourth Tuesday in March, is a one-day, “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, we’ll be encouraging people to take the risk test by driving them to Facebook where they can also ask questions, engage with our community and share the test with friends and loved ones. The test’s algorithm is adjusted to align with a more contemporary and accurate scoring system that enables the general public to better assess their risk for type 2 diabetes.

In addition to making the test easier to take and hosting it on a friendlier platform like Facebook, we’re also adding motivational incentives for people to not only take the test but to share it with their social networks.

The tagline for our 25th Annual American Diabetes Association Alert Day will be “Take it. Share it” and for every Diabetes Risk Test taken, Boar’s Head[®] - a leading provider of premium delicatessen products - will donate \$5 to the American Diabetes Association starting March 26 through April 9, 2013, up to \$50,000.

Why is Alert Day important?

Diabetes is a serious disease that strikes nearly 26 million children and adults in the United States, and a quarter of them—seven million—do not even know they have it. An additional 79 million, or one in three American adults, have prediabetes, which puts them at high risk for developing type 2 diabetes.

Unfortunately, diagnosis often comes seven 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 its complications such as heart disease, blindness, kidney disease, stroke, amputation and death.

The Association has made a strong commitment to primary prevention of type 2 diabetes by increasing awareness of prediabetes and actively engaging individuals in preventative behaviors like weight loss, physical activity and healthful eating. Alert Day is a singular moment in time in 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

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.



family history of the disease also are at an increased risk for 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 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?

For 25 years, the American Diabetes Association has set aside one special day for people to learn if they are at 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, 26, 2013, the Association will be encouraging the public to take the Diabetes Risk Test, as well as to share the test with **everyone** they care about - friends, family members and colleagues. With each person that takes the test and knows their risk, the Association is that much closer to stopping diabetes.

The Diabetes Risk Test asks users to answer simple questions about weight, age, family history and other potential risks 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?

You can be part of the movement to Stop Diabetes® and get your free Diabetes Risk Test (English or Spanish) by visiting us on [Facebook](#), [stopdiabetes.com](#) or by calling 1-800-DIABETES (1-800-342-2383). Although Alert Day is a one-day event, the Diabetes Risk Test is available year-round.

Who is the primary target audience?

Americans with prediabetes

There are an estimated 79 million, or one in three American adults, 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.

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