

# November



## National Health Observances



**ODPHP**

Office of Disease Prevention  
and Health Promotion

## American Diabetes Month

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

Diabetes is one of the leading causes of disability and death in the United States. It can cause blindness, nerve damage, kidney disease, and other health problems if it's not controlled.

One in 11 Americans have diabetes – that's more than 29 million people. And another 86 million adults in the United States are at high risk of developing type 2 diabetes.

The good news? People who are at high risk for type 2 diabetes can lower their risk by more than half if they make healthy changes. These changes include: eating healthy, increasing physical activity, and losing weight.

### **How can American Diabetes Month make a difference?**

We can use this month to raise awareness about diabetes risk factors and encourage people to make healthy changes.

Here are just a few ideas:

- Encourage people to make small changes, like taking the stairs instead of the elevator.
- Talk to people in your community about getting regular checkups. They can get their blood pressure and cholesterol checked, and ask the doctor about their diabetes risk.
- Ask doctors and nurses to be leaders in their communities by speaking about the importance of healthy eating and physical activity.

### **How can I help spread the word?**

We've made it easier for you to make a difference. This toolkit is full of ideas to help you take action today. For example:

- Add information about preventing type 2 diabetes to your newsletter.
- Tweet about American Diabetes Month.
- Host a community event where families can be active while learning about local health resources.

- Add a Web badge to your website, blog, or social networking profile.
- Join the American Diabetes Association in celebrating American Diabetes Month. (<http://www.diabetes.org/in-my-community/american-diabetes-month.html>) 

## Get the Word Out

### Sample Announcement for Newsletter, Listserv, or Media Release

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

Diabetes is one of the leading causes of disability and death in the United States. One in 11 Americans have diabetes – that’s more than 29 million people. And another 86 million adults in the United States are at high risk of developing type 2 diabetes.

To raise awareness about diabetes and healthy living, **[your organization]** is proudly participating in American Diabetes Month. Locally, **[fill in statistics]** live with or are at risk of diabetes.

- **[Add details about your local activities.]**
- **[Include quote from your organization.]**

If you are overweight, have high blood pressure, or are age 45 or older, you are at higher risk of developing type 2 diabetes. The good news is that making healthy changes can greatly lower your risk. To help prevent type 2 diabetes:

- Watch your weight.
- Eat healthy.
- Get more physical activity.

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

## Sample Tweets

- You can take steps to prevent #diabetes. Learn more:  
<http://1.usa.gov/17Ky9Ji>
  - Tweet this message: <http://ctt.ec/24pMc>
- Living with diabetes? Check out these tasty recipe ideas for people with #diabetes and their families: <http://1.usa.gov/NuYIAh>
  - Tweet this message: <http://ctt.ec/jtdNh>
- Ready to make some healthy changes? Check out 50 ways you can prevent #diabetes: <http://1.usa.gov/crccTm>
  - Tweet this message: <http://ctt.ec/l6G37>
- Fact: There's a lot you can do to prevent #diabetes. Learn more:  
<http://1.usa.gov/1ty9Nss>
  - Tweet this message: <http://ctt.ec/HaQUK>
- Are you at risk for type 2 #diabetes? Take this quiz to find out:  
<http://bit.ly/1o3MPaD> 
  - Tweet this message: <http://ctt.ec/fwIN6>
- Can starchy foods be part of a healthy meal plan? Get the answer and learn more about #diabetes: <http://bit.ly/1ppJoym> 
  - Tweet this message: <http://ctt.ec/0BQ97>

## Web Badge

- You *can* prevent type 2 diabetes!  
(<http://healthfinder.gov/NHO/nhoBadges.aspx#november>)

## Get Involved

### Take action to increase awareness about diabetes and healthy lifestyles.

1. Partner with your local gym or YMCA to host a Diabetes Prevention Party focused on healthy eating and physical activity. Give away gym passes, fitness class certificates, or workout gear. Ask gym staff to do demonstrations or teach a free class.
2. Find out which local churches have a health ministry. Offer to give a presentation on how to prevent type 2 diabetes at their next event.
3. Host a cooking demonstration featuring diabetes-friendly recipes. Get local nutritionists involved.
4. Include healthy Thanksgiving recipes in your next newsletter or company email along with quick tips on how to prevent type 2 diabetes.
5. Post tips on type 2 diabetes prevention on your employee bulletin board.
6. Encourage your members or employees to get active. Organize lunchtime walks or invite local gyms to showcase their fitness classes and programs.

Adapted from the American Diabetes Association.

For more information and materials, contact the American Diabetes Association (<http://www.diabetes.org/>)  at [askada@diabetes.org](mailto:askada@diabetes.org).

## Share These Tools

### Health Topics

- Eat Healthy  
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/diabetes/eat-healthy>)
- Get Active  
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/diabetes/get-active>)
- Take Steps to Prevent Type 2 Diabetes  
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/diabetes/take-steps-to-prevent-type-2-diabetes>)
- Watch Your Weight  
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/diabetes/watch-your-weight>)
- Quit Smoking  
<https://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/diabetes/quit-smoking>

### Healthy People Topic Area

- Diabetes  
(<http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=8>)

### Personal Health Tools

- Adult BMI Calculator  
([http://www.cdc.gov/healthyweight/assessing/bmi/adult\\_bmi/english\\_bmi\\_calculator/bmi\\_calculator.html](http://www.cdc.gov/healthyweight/assessing/bmi/adult_bmi/english_bmi_calculator/bmi_calculator.html))
- Daily Food and Activity Diary  
([http://www.nhlbi.nih.gov/health/public/heart/obesity/lose\\_wt/diaryint.htm](http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/diaryint.htm))
- Type 2 Diabetes Risk Test   
(<http://www.diabetes.org/are-you-at-risk/diabetes-risk-test/?loc=atrisk-slabnav>)
- Heart Healthy Foods: Shopping list  
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/heart-health/heart-healthy-foods-shopping-list>)

- Losing Weight: Conversation starters  
(<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/diabetes/losing-weight-conversation-starters>)
- Preventing Type 2 Diabetes: Questions for the doctor  
(<http://healthfinder.gov/HealthTopics/Category/doctor-visits/talking-with-the-doctor/preventing-diabetes-questions-for-the-doctor>)
- SuperTracker  
(<https://www.supertracker.usda.gov/default.aspx>)
- My Health Advisor   
(<http://www.diabetes.org/are-you-at-risk/my-health-advisor/?loc=atrisk-slabnav>)

## Other Resources

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

## Find More Information

- American Diabetes Association  
(<http://www.diabetes.org/>)   
American Diabetes Month Sponsor
- Preventing Diabetes  
(<http://www.cdc.gov/diabetes/basics/prevention.html>)  
Centers for Disease Control and Prevention
- It's Your Life. Treat Your Diabetes Well.  
(<http://www.cdc.gov/features/livingwithdiabetes/>)  
Centers for Disease Control and Prevention
- Diabetes in Older People: A Disease You Can Manage  
(<http://www.nia.nih.gov/health/publication/diabetes-older-people>)  
National Institutes of Health, National Institute on Aging
- Minority Women's Health: Diabetes  
(<http://www.womenshealth.gov/minority-health/latinas/diabetes.html>)  
Department of Health and Human Services, Office on Women's Health
- Living with Diabetes  
(<http://ndep.nih.gov/i-have-diabetes/index.aspx>)  
National Institutes of Health, National Diabetes Education Program
- What African Americans with Diabetes or High Blood Pressure Need to Know  
[PDF– 2 MB]  
(<http://nkdep.nih.gov/resources/african-american-kidney-disease-508.pdf>)  
National Institutes of Health, National Kidney Disease Education Program

## 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](http://healthfinder.gov). You can contact us at [info@nhic.org](mailto:info@nhic.org) or send us a tweet @healthfinder (<http://twitter.com/healthfinder>) .



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