



Arlene A. Wilson

Field Director for Mission Delivery

Key Markets East

Diabetes Statistics*

- **231,404:** The number of annual deaths that diabetes contributed to in the United States according to death certificate reports from 2007 (diabetes is likely to be underreported as a cause of death).
- **25.8 million:** The estimated number of children and adults in the United States who have diabetes.
- **79 million:** The estimated number of Americans who have prediabetes.
- **1.9 million:** The number of new cases of diabetes diagnosed in people aged 20 years or older in 2010.
- **11.5 million:** the number of women in the US who have diabetes.
- Hispanic/Latino Americans are **1.7** times more likely to have diabetes than non-Hispanic whites.
- African Americans are **1.8** times more likely to have diabetes than non-Hispanic whites.

**National Diabetes Fact Sheet, 2011*



Diabetes, Heart Disease and Stroke

- Heart disease and stroke are the most life-threatening consequences of diabetes.
- Deaths from heart disease in women with diabetes have increased 23% over the past 30 years compared to a 27% decrease in women without diabetes.
- People with diabetes are two to four times more likely to suffer strokes, and once having had a stroke, are two to four times as likely to have a recurrence.
- On death certificates for people with diabetes age 65 and older, heart disease is noted 68% of the time and stroke 16% of the time.

CADA 17 SEGUNDOS alguien en los Estados Unidos es diagnosticado con diabetes.



EL ÍNDICE DE LA DIABETES EN LOS LATINOS ES CASI EL DOBLE DE LOS BLANCOS NO LATINOS.

Entre los latinos en los EE.UU.

7.6% Cubanos
13.3% Mexicanos
13.8% Puertorriqueños

Aprenda más sobre la diabetes tipo 2 en
diabetes.org/programatipo2
1-800-DIABETES (342-2383)

EVERY 17 SECONDS someone in the US is diagnosed with diabetes.



**US HISPANICS ARE ALMOST
2 TIMES MORE LIKELY**
TO HAVE DIABETES THAN NON-HISPANIC WHITES.

Among US Hispanics:

7.6% of Cubans

13.3% of Mexican Americans

13.8% of Puerto Ricans

LEARN MORE ABOUT LIVING WITH TYPE 2
DIABETES AT [DIABETES.ORG/TYPE2PROGRAM](https://diabetes.org/type2program)

1-800-DIABETES (342-2383)



As many as **one in three** American adults will have diabetes in 2050, unless we take steps to Stop Diabetes[®].

Who We Are

Our Mission:

To prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Our Network

- **450,000** volunteers
- Membership of more than **441,000** **people** with diabetes, their families and caregivers
- Professional society of nearly **16,500** health care professionals
- Nearly **800** staff members

Our Strategy

The American Diabetes Association's 2012-2015 Strategic Plan has one central vision:

Life free of diabetes and all its burdens

Our Focus Areas

1. Improving outcomes for people with diabetes and prediabetes
2. Expanding the field of diabetes research
3. Giving voice to those denied their rights because of diabetes
4. Heightening the nation's sense of urgency for the growing diabetes epidemic
5. Building our capacity for success



The Education Recognition Program assesses whether applicants meet the **National Standards for Diabetes Self-Management Education (DSME)**. The Standards are designed to be flexible enough to be applicable in any health care setting, from physicians' offices and HMOs to community centers and hospitals.

For a complete list, visit <http://www.diabetes.org/erp>

Books & Publications

The American Diabetes Association is the leading authority on diabetes, publishing highly respected magazines, books and journals. Several books have received national or international recognition. Most professional and consumer titles are available in eBook format.



Consumer Magazine



Diabetes Forecast Magazine is the premier lifestyle magazine for people with diabetes.

<http://forecast.diabetes.org/>



Professional Journals & Publications



Diabetes, the premier journal for original research on the physiology and pathophysiology of diabetes for scientists and physicians



Diabetes Care, a highly-ranked journal, featuring clinical research, short reviews and commentaries for clinicians and health professionals

Professional Journals & Publications



Diabetes Spectrum features research translated into practice for health professionals involved in diabetes education and counseling



Clinical Diabetes offers abstracts and treatment recommendations for primary care physicians

Scientific Sessions



The 2013 meeting brought together nearly **18,600** scientists, health care professionals and other members of the diabetes community from around the world.

 American Diabetes Association.®

ResearchFoundationSM

Science. Progress. Hope.

\$640 million in diabetes research and provided funding for nearly **4,000 research projects** over the life of the program.

In 2012, the Research Program provided **\$34.6 million** in research grants, supporting more than **450 active projects** at **130 leading research institutions** in the United States.

**Giving voice to those denied their
rights because of diabetes**

Advocacy

Current Legislative Efforts

- **Stem Cell Research**

Protection and expansion of stem cell research
Supports to enhance at Federal /State levels within
ethical guidelines

- **Prevention**

The Association's efforts to prevent type 2 diabetes
including the National Diabetes Prevention Program
focused on prediabetes and efforts to reduce obesity
and improve nutrition and physical activity

- **Safe at School**

State-based efforts to ensure students are medically
safe and have access to the same education
opportunities as other children



For details, visit <http://www.diabetes.org/advocate/our-priorities/>



Advocacy Networks

The Association trains lawyers, health care professionals, and lay advocates on ways to prevent discrimination or stop ongoing problems.

The Association has created:

- 1. Advocacy Attorney Network** of more nearly 800 lawyers who work on diabetes discrimination matters
- 2. Health Care Professional Legal Advocacy Network**, consisting of over 350 trained diabetes health professionals who provide assistance in ending discrimination
- 3. Advanced School Advocate network** made up of over 150 trained parents and other lay advocates who work on the *Safe at School Campaign* in their communities, providing individual help and workshops for families

More information:

<http://www.diabetes.org/attorneyswanted>

<http://www.diabetes.org/patientrights>



Current Legal Advocacy Priorities



1. School Discrimination

Medically safe at school, same educational opportunities, school personnel to help with blood glucose checking and insulin/glucagon administration, materials to prevent discrimination

For details, visit <http://www.diabetes.org/safeatschool>

2. Workplace Discrimination

Prevent unlawful “blanket bans” that prevent anyone who uses insulin to apply for certain jobs and ensure workers with diabetes are provided with reasonable accommodations to manage their disease

3. Discrimination in other Environments

Access to care in correctional institutions, police trained to recognize diabetes emergencies, airline passengers able to travel with critical supplies

For details, visit <http://www.diabetes.org/discrimination>



**Heightening our nation's sense
of urgency for the growing
Diabetes epidemic**

Awareness, Education & Support

 American Diabetes Association®DÍA DE **iALERTA!**

- Observed the last Tuesday in March, **Alert Day** is a national call to action, that focuses on educating people about their risk for diabetes.
- Awareness activities focus on taking the ADA Risk Test. Materials are available in both English and Spanish.

VISITE MÁS
ADELANTE LA
ZONA DE VIVIR
SALUDABLEMENTE



Tómelo.
Compártalo.
Camine.

 American Diabetes Association.
DÍA DE **iALERTA!**



American Diabetes Association.
ALERT! DAY

- Observed the last Tuesday in March, **Alert Day** is a national call to action, that focuses on educating people about their risk for diabetes.

- Awareness activities focus on taking the ADA Risk Test. Materials are available in both English and Spanish.

¿ESTÁ USTED EN RIESGO DE PADECER **DIABETES TIPO 2?**

Examen de Riesgo de la Diabetes

- ¿Qué edad tiene?
 - Menos de 40 años (0 puntos)
 - 40-49 años (1 punto)
 - 50-59 años (2 puntos)
 - 60 años o más (3 puntos)
- ¿Es usted hombre o mujer?
 - Hombre (1 punto)
 - Mujer (0 puntos)
- Si es mujer, ¿tiene algún tipo de diabetes gestacional (glucosa o azúcar alta durante el embarazo)?
 - Si (1 punto)
 - No (0 puntos)
- ¿Tiene familiares (mamá, papá, hermanos, hermanas) que padezcan diabetes?
 - Si (1 punto)
 - No (0 puntos)
- ¿Alguna vez le ha dicho un profesional de salud que tiene prediabetes actual o que lo tiene en el pasado?
 - Si (1 punto)
 - No (0 puntos)
- ¿Hace algún tipo de actividad física?
 - Si (0 puntos)
 - No (1 punto)
- ¿Cuál es su peso? (Marque el punto que mejor se ajuste a su peso según la tabla a la derecha.)
 - Si obtuvo 5 o más puntos: Existe un mayor riesgo de que usted tenga diabetes tipo 2. Solo su médico puede determinar si tiene diabetes tipo 2 o prediabetes (estado previo a la enfermedad con nivel de azúcar en la sangre más elevado de lo normal). Consulte a su médico para ver si necesita hacerse pruebas adicionales.
 - Si obtuvo 4 o menos puntos: Existe un menor riesgo de que usted tenga diabetes tipo 2. Algunos factores de riesgo pueden aumentar su riesgo de padecer diabetes tipo 2. Algunos cambios pequeños hacen una gran diferencia y reducen el riesgo.

Estatura	Peso (en libras)
4' 0"	119-141
4' 1"	124-147
4' 2"	129-153
4' 3"	134-160
4' 4"	139-167
4' 5"	144-174
4' 6"	149-181
4' 7"	154-188
4' 8"	159-195
4' 9"	164-202
4' 10"	169-209
4' 11"	174-216
5' 0"	179-224
5' 1"	184-231
5' 2"	189-238
5' 3"	194-245
5' 4"	199-252
5' 5"	204-259
5' 6"	209-266
5' 7"	214-273
5' 8"	219-280
5' 9"	224-287
5' 10"	229-294
5' 11"	234-301
6' 0"	239-308
6' 1"	244-315
6' 2"	249-322
6' 3"	254-329
6' 4"	259-336

Adaptado de Kang et al., *Ann Intern Med* 2011; 155: 205-209. El diagrama original ha sido modificado para utilizar la diabetes gestacional como parte del examen.

Reduzca su riesgo
La buena noticia es que usted puede controlar su riesgo de padecer diabetes tipo 2. Algunos cambios pequeños hacen una gran diferencia y reducen el riesgo.
Si usted está en alto riesgo de desarrollar o tener diabetes tipo 2, el primer paso es visitar a su médico para preguntar si necesita hacerse pruebas adicionales.
Visite www.portufamilia.org o llame al 1-800-Diabetes (1-800-342-2283) para más información, consejos e ideas sobre cómo empezar a tomar medidas simples que le ayuden a reducir su riesgo.

ALTO A LA DIABETES

Limb Loss Awareness

April is **Limb Loss Awareness Month**. The Association has bilingual materials and promotes education on avoiding neuropathy and foot complications.

¿Tiene DIABETES? **ALTO A LA DIABETES**

Quitese los zapatos y los calcetines



TOCA LOS PIES

1. Lávese bien los pies.
2. Séquelos bien sin usar jabón ni jabón.
3. Limpie y seque cuidadosamente los pies con un paño limpio.
4. Use calcetines con la cantidad correcta y que sean transpirables y le permitan moverse bien.
5. Póngale zapatos cómodos que le permitan moverse bien.

ALBANO

- Evite que otros niños se acerquen a su hijo.
- No se frotan los pies.
- No se frotan.

Pregúntele un Alto a la Diabetes! para tener los pies bien protegidos sobre la tierra.

Do You Have DIABETES? **STOP DIABETES**

Take Off Your Shoes & Socks



TOUCH FEET

1. Wash your feet thoroughly.
2. Dry your feet thoroughly (between the toes).
3. Apply moisturizer to your feet (not between the toes).
4. Wear cushioned, seamless socks.
5. Wear shoes that fit well.

ALBANO

- Check your feet for cuts, blisters, sores and redness.
- DO NOT walk barefoot.
- DO NOT smoke.

Stop Diabetes from Knocking You Off Your Feet

Taking Care of Your Feet

Check your feet every day

- Look for cuts, bruises, swelling.
- See your healthcare provider right away if there are any changes or if you hurt your feet.

Wash your feet every day

- Use warm water and a mild soap. Avoid soaking since it can dry out the skin and lead to cracks.
- Dry them carefully, especially between the toes.

Keep your skin soft and smooth

- Rub a thin coat of skin lotion (cream, or petroleum jelly) over the tops and bottoms of your feet, but not between your toes.

If you can see a needed

- Trim (and file)
- Ask for help reaching the

If you have corn to trim them fo

Wear comforta your feet.

Check the insid to be sure the l any loose obje

For more Inform visit diabetes.or

El cuidado de sus pies

Chequee sus pies todos los días

- Revise si hay cortadas, moretones, o hinchazón.
- Visite a su médico inmediatamente si nota cualquier cambio en sus pies o si le duelen.

Lave sus pies todos los días.

- Utilice agua tibia y jabón suave. Evite sumergirlos en agua ya que esto puede resecar demasiado la piel y causar que se agriete.
- Seque sus pies cuidadosamente, especialmente entre los dedos.

Mantenga su piel suave y tersa.

- Aplique una capa liviana de loción para el cuerpo (crema o vaselina) por encima y debajo de sus pies, pero no entre sus dedos.

Si usted puede ver y alcanzar sus uñas de los pies, recórtelas cuando sea necesario.

- Lime los bordes con una lima para las uñas.
- Pida ayuda para recortar sus uñas de los pies si le cuesta alcanzarlos o su vista no es suficientemente buena para verlos bien, y de esta manera hacerlo con prudencia.

Si usted tiene callos en las plantas de los pies o en los dedos, pídale a su médico que se los corte o alise.

Utilice zapatos cómodos que le queden bien y que protejan sus pies.

Chequee adentro de sus zapatos cada vez que se los ponga para asegurarse que el interior se encuentre liso y sacúdalos bien para remover cualquier objeto que se haya metido adentro.

Para más información, visite diabetes.org o llame al 1-800-DIABETES (342-2383).

Hispanic Heritage Month

HHM[®] activities focus on engagement of people in the Latino community around exercise and activity.

Gilberto Santa Rosa is the ADA's national Spokesperson for HHM.

*Type 2 Diabetes
does not stop
me from sharing
my voice.*

Gilberto Santa Rosa



GET INVOLVED IN
Hispanic Heritage Month

JOIN US!

 American
Diabetes
Association.
Por tu familia.



American Diabetes Month

Observed each November, **American Diabetes Month**[®] activities focus on people with diabetes and all those affected by diabetes to raise awareness about diabetes treatment and diabetes complications.

Updated materials and information can be found at www.diabetes.org/adm



MES AMERICANO DE LA DIABETES[®]

MES AMERICANO DE LA DIABETES[®]
NOVIEMBRE DEL 2013



Online

The American Diabetes Association has several active internet platforms, available in Spanish.

Both **Greater NY** and **Upstate NY** markets can work with your organizations to integrate a social media or web-based activity or awareness event.



MyFoodAdvisor™

¿Puedo comer esto? Plan de Alimentación y Consejos

Controlar la diabetes es un reto que requiere encontrar el equilibrio adecuado entre la alimentación, actividad física y la medicina, si es necesario. La comida saludable es la clave para controlar la diabetes. Solo usted puede decidir qué comer y con un plan de alimentación como una guía puede hacer que sea más fácil. Descubra más sobre las opciones de planificación de las comidas y cómo MyFoodAdvisor puede ayudar.

Explorar Alimentos

¿Deseo encontrar recetas más magras que sea fáciles de hacer? ¿Deseo buscar las frutas con mayor cantidad de fibra dietética? ¿Algo más que simplemente quiere aprender acerca de los...

Recetas

Busque dentro de nuestras recetas e explore sus recetas favoritas en su Recetario. Las recetas se pueden buscar por ingrediente principal, tipo de receta o los colores que...

Crear un plato

¡Entérguese al día! Revisemos de qué forma las comidas que usted come se ajustan a su plan de comidas a la perfección.



ALTO A LA DIABETES

American Diabetes Association. UN BLOG SOBRE LA DIABETES Y LOS QUE LUCHAN PARA DETENERLA.

POSTEOS MÁS RECIENTES

¿Sabía usted que Abril es el mes de crear conciencia sobre las amputaciones?

Problema de 04/07/2012 en español Diabetes, conciencia

¿Sabía usted que Abril es el mes de crear conciencia sobre las amputaciones? Las personas con diabetes están en riesgo de desarrollar complicaciones en sus pies. A causa de que la mayoría de los diabéticos sufren de problemas similares, este... [Ver más](#)

¡Suscríbete ahora!

En otro idioma: [Español](#) [Inglés](#)

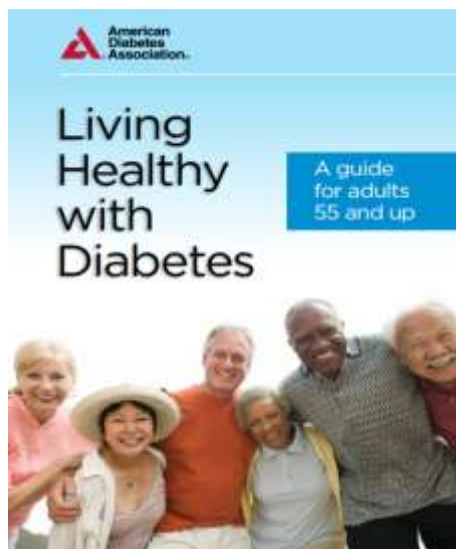
¡Suscríbete!

Buscar



The American Diabetes Association's **Senior Signature Series** has resources and curricula about diabetes management for seniors.

Both **Greater NY** and **Upstate NY** markets provide these resources and can work with local markets to design a senior focus education event or campaign.



 American Diabetes Association.

Living With Type 2 **Diabetes**

Enroll and you will receive the following over 12 months:

- 5 informational packets [English or Spanish] including information on how to manage and live with diabetes
- 3 free copies of *Diabetes Forecast* magazine
- Information on what to eat
- Delicious and healthy recipes
- A monthly e-newsletter with new recipes
- Tools to help you manage your diabetes
- Access to our online community and local events



High Risk Community Programs

- **African American Initiatives – Live EMPOWERED** brings the message about diabetes to the African American Community through ID Day and educational workshops specifically designed for churches as well as communities. (Implemented based on market demographics.)

www.diabetes.org/africanamericans



- **Latino Initiatives – Por tu Familia** provides educational workshops, large scale health fairs and culturally and linguistically appropriate information to the Hispanic/Latino community. (Implemented based on market demographics.)

www.diabetes.org/espanol



- **Native American Initiatives - Awakening the Spirit** provides information appropriate for the Native American community and support for its advocacy efforts. (Implemented based on market demographics.)

www.diabetes.org/awakening



- **Asian American, Native Hawaiian and Pacific Islander Initiatives** brings awareness of diabetes to the Asian American Native Hawaiian Pacific Islander community, a population that is at high risk for developing diabetes.

<http://www.diabetes.org/in-my-community/programs/aanhpi/>



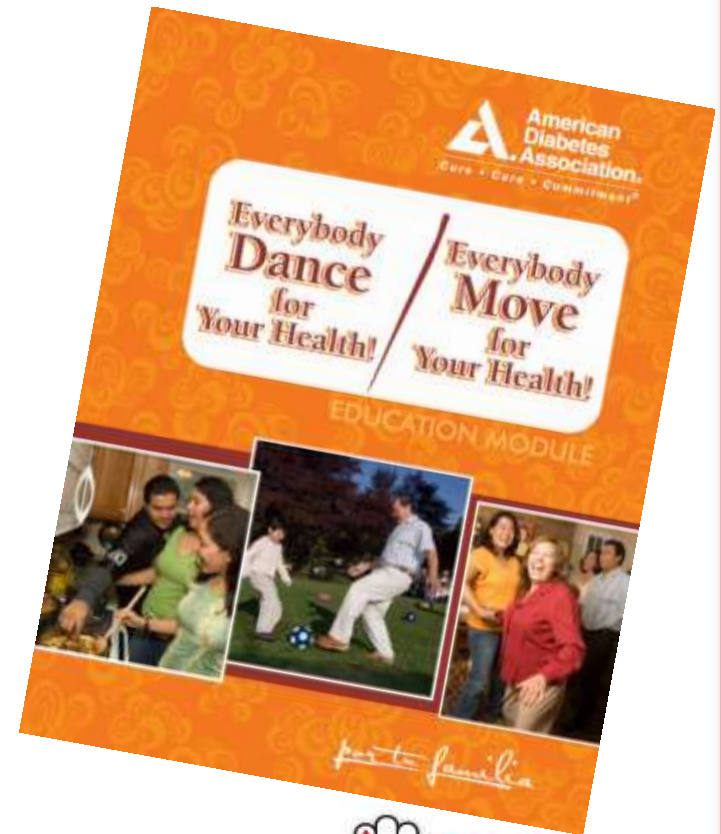
The Por Tu Familia Message

The ADA renamed its Latino Initiatives health campaign in November 2005 to “por tu familia”—or “for your family” in English. Why?

- Latinos feel guilty spending time and money on personal health.
- Latinos feel selfish putting their own health care ahead of their family’s needs. The opposite should be true.
- The new name also denotes that ADA is there for your family
- Lastly, that people should take care of their diabetes or prevent themselves from developing it for their family’s sake, too.

Por Tu Familia Community-based Activities

- Diabetes Day
- ¡ Todos a Moverse para su Salud!
(Everybody Move For Your Health!)
- ¡ Todos a Bailar para su Salud!
(Everybody Dance For Your Health!)
- Feria: Unidos Contra la Diabetes
- Salud y Sabor en la Cocina
(Health & Flavor in the Kitchen)
- “De Todo Corazón,”
(With All My Heart)



Bronx, New York August 23, 2014

- “Fiesta” environment that is family friendly and family-oriented.
- Community Services Focus
- Free health services
- Diabetes care products and information
- Workshops



SAVE THE DATE!

American Diabetes Association.

Feria de Salud

por tu familia

STOP DIABETES

American Diabetes Association

SATURDAY AUG. 16TH
ST. MARY'S PARK 11AM - 6PM

146 STREET - 148 STREET ST. ANN'S AVENUE, BRONX, NY

FREE HEALTH SCREENINGS • LIVE MUSIC & DANCE • COOKING DEMONSTRATIONS
CHILDREN ACTIVITIES • SPECIAL GUESTS • HEALTH INFORMATION • MORE!

RAINSTORM DATE: SATURDAY AUG. 23, 2014
FOR INFORMATION CALL 1-888-DIABETES OR GO TO WWW.PORTUFAMILIA.ORG



Special Events Signature Campaigns



Step Out: Walk to Stop Diabetes

diabetes.org/stepout

- Takes place in **125** cities
- **120,000+** walkers nationwide



Tour de Cure diabetes.org/tour

- Cycling events held in **89** cities nationwide
- The Tour is a ride, not a race

Resources:

Websites:

- diabetes.org
- shopdiabetes.com

Social Networking:

- Facebook

<http://www.facebook.com/AmericanDiabetesAssociation>

- Twitter <http://twitter.com/AmDiabetesAssn>

- YouTube <http://www.youtube.com/AmericanDiabetesAssn>

- Stop Diabetes Here blog <http://diabetesstopshere.org>

- Pinterest <http://pinterest.com/amdiabetesassn/>





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