

The Power to Control Diabetes Is in Your Hands



National Diabetes Education Program
www.YourDiabetesInfo.org • 1-888-693-NDEP
A joint program of NIH and CDC



What is Diabetes?

- Diabetes means that blood glucose (sugar) is too high – too much glucose in a person's blood isn't healthy
- Diabetes can lead to serious health problems and premature death
- About 24 million Americans have diabetes

NIDDK, National Diabetes Statistics fact sheet. HHS, NIH, 2007.



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Diabetes Complications

- 2 in 3 people with diabetes die of heart disease or stroke
- Diabetes is the #1 cause of adult blindness
- Diabetes is the #1 cause of kidney failure
- Diabetes causes more than 60% of non-traumatic lower-limb amputations each year



NIDDK, National Diabetes Statistics fact sheet. HHS, NIH, 2007.



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Types of Diabetes

- Type 1 Diabetes
 - 5-10% of diagnosed cases of diabetes
- Type 2 Diabetes
 - 90-95% diagnosed cases of diabetes
- Gestational Diabetes
 - 7% of all U.S. pregnancies

NIDDK, National Diabetes Statistics fact sheet. HHS, NIH, 2005.



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Preventing Diabetes Complications

- Blood glucose (sugar) control
- Blood pressure control
- Blood lipid (fat) control
- Preventive care practices for eyes, kidneys, feet, teeth and gums
- Low-dose aspirin as directed by a doctor



NIDDK, National Diabetes Statistics fact sheet. HHS, NIH, 2005.

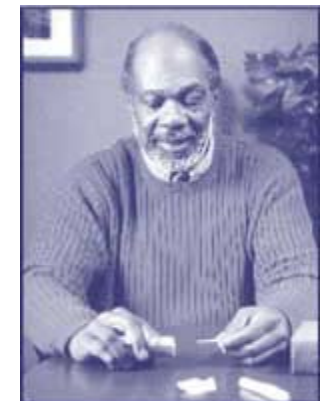


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The *Power to Control* Campaign

- **Managing the ABCs of diabetes**
- **Checking blood glucose levels**
- **Accessing Medicare benefits**



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Campaign Components

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Information About Diabetes and Medicare

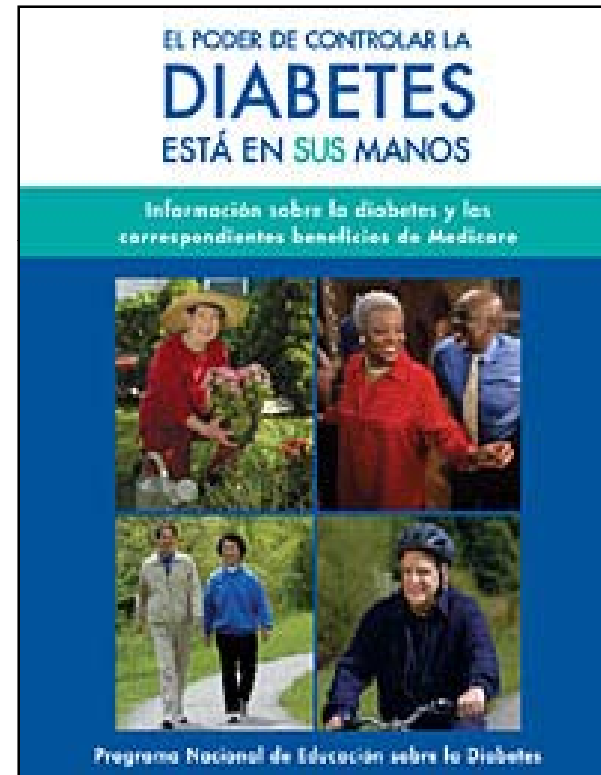
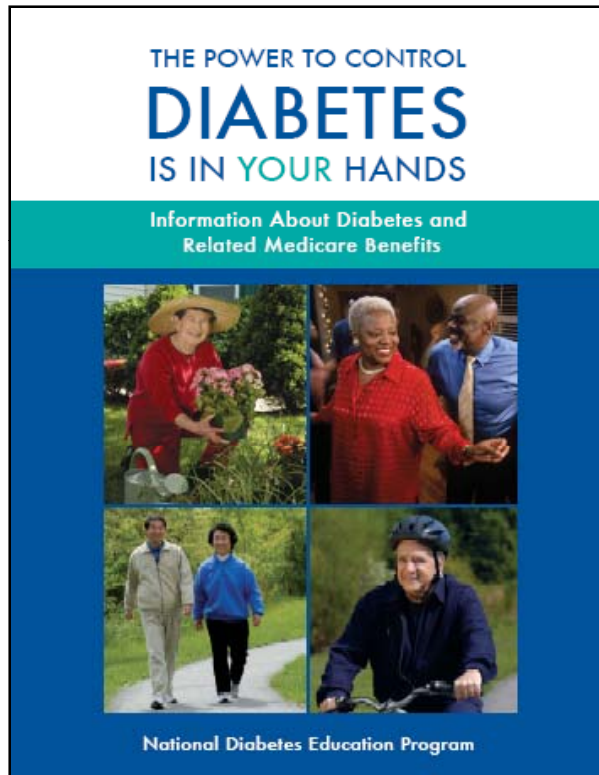
- English and Spanish brochure
- Online community outreach kit
- Sample feature articles
- Print and radio PSAs
- Sample newsletter text
- Talking points for community presentations



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The Power to Control Diabetes Is in Your Hands Brochure



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The Power to Control Diabetes Is in Your Hands Online Community Outreach Kit

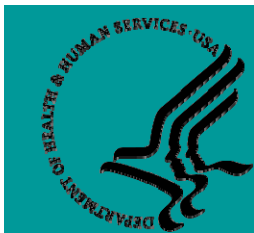
- Facts about diabetes and older adults
- Medicare benefits for people with diabetes
- A calendar of promotion activities
- Examples of successful promotional activities
- Tools to implement promotional activities
- *Power to Control* campaign resources



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Diabetes Management Materials



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**For more information about NDEP, or to
order or download free materials:**

Call 1-888-693-NDEP (6337)

or

Click www.YourDiabetesInfo.org

The U.S. Department of Health and Human Services' National Diabetes Education Program is jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention with the support of more than 200 partner organizations.



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