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NEWS RELEASE

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March 22 is Diabetes Alert Day "Join the Million Challenge" by Taking Diabetes Risk Test

At the end of 2010, the American Diabetes Association surpassed their goal of inspiring one million Americans to be a part of the American Diabetes Association's movement to Stop Diabetes®. To continue this momentum, the Association is asking the public to "Join the Million Challenge" by rallying one million people to take the Diabetes Risk Test beginning on the 23rd Annual American Diabetes Association Alert DaySM on March 22, 2011 through April 22, 2011.

Diabetes 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.

The Diabetes Risk Test requires users to answer simple questions about weight, age, family history and other potential risk factors for type 2 diabetes. The Diabetes Risk Test will show users whether they are at low, moderate or high risk for pre-diabetes or diabetes. If they are at high risk, they are encouraged to talk with their health care provider.

Diabetes by the Numbers

Of the nearly 26 million Americans living with diabetes, a quarter - 7 million - has diabetes but don't even know it. Another 79 million American adults have prediabetes, placing them at increased risk for developing type 2 diabetes. If current trends continue, one in three American adults will have diabetes by 2050.

Are You at Risk?

Among the primary risk factors for type 2 diabetes are being overweight, sedentary, over the age of 45 and having a family history of diabetes. African Americans, Hispanics/Latinos, Native Americans, Asian Americans and Pacific Islanders are at an increased risk, as are women who have had babies weighing more than nine pounds at birth.

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Unfortunately, people with type 2 diabetes can live for years without realizing that they have the disease. While people with diabetes can exhibit noticeable symptoms, such as frequent urination, blurred vision and excessive thirst, most people diagnosed with type 2 diabetes do not show these overt warning signs at the time that they develop the disease. Often, type 2 diabetes only becomes evident when people develop one or more of its serious complications, such as heart disease, stroke, kidney disease, eye damage, or nerve damage that can lead to amputations.

Take Charge of Your Health

Studies have shown that type 2 diabetes can be prevented or delayed by losing just 7% 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.

You can “*Join the Million Challenge*” by getting your free Diabetes Risk Test (English or Spanish) at www.stopdiabetes.com, 1-800-DIABETES (1-800-342-2383) or text JOIN to 69866 (Standard data and message rates apply). Although Diabetes Alert Day is a one-day event, the Diabetes Risk Test is available year round.

The Association is also encouraging the public to help spread the word about Diabetes Alert Day by sending out messages on Facebook and Twitter. You can download a Diabetes Alert Day application to post on your Facebook page or you can tweet about the importance of understanding one’s risk for type 2 diabetes and provide a link to the Diabetes Risk Test at stopdiabetes.com.

About the American Diabetes Association

The American Diabetes Association is leading the fight to stop diabetes and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

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