



I DECIDE TO FIGHT
DIABETESSM

ACTION PLAN



“Diabetes has become the
greatest public health crisis
of the 21st Century.”

— Larry C. Deeb, MD
Past President
American Diabetes Association

I Decide to Fight Diabetes for Me!



Did You Know?

- Nearly 21 million people in the U.S. have diabetes.
- 6.2 million Americans have diabetes — and don't know it.
- Every 21 seconds someone is diagnosed with diabetes.
- If present trends continue, one in three children born in 2000 will develop diabetes in their lifetime.
- Diabetes contributes to the death of over 600 Americans each day.
- Diabetes kills more people than breast cancer and AIDS combined.

Learn If You're at Risk

There are a number of factors that can tell you whether you're at risk for developing type 2 diabetes. Could you have diabetes and not know it? Take our Diabetes Risk Test to see if you are at risk for having or developing type 2 diabetes.

www.diabetes.org/risk-test

The screenshot shows a web form titled "Diabetes Risk Test". It includes three main sections: "Please select your age category:" with radio buttons for "18-44", "45-64", and "65 or older"; "Please enter your height:" with input fields for "feet", "inches", "or", and "centimeters"; and "Please enter your weight:" with input fields for "pounds", "or", and "kilograms". At the bottom, there is a note: "Persons of age 65+ get 10% or less".

Steps You Can Take...

...to lower your risk for diabetes and its complications.

Fortunately, you can lower your risk for developing type 2 diabetes and its complications through lifestyle changes, medications or a combination of both. Here are a few simple steps you can take today to lower your risk.

For more information on what you can do to lower your risk for type 2 diabetes and heart disease, visit diabetes.org/PhD

1. See Your Healthcare Provider...Get a Checkup

See your healthcare provider as soon as possible. If you are at risk for diabetes, a checkup will help you determine your risk factors for type 2 diabetes. If you have already been diagnosed, a checkup will determine your risk factors for diabetes complications. Your healthcare provider can also help you decide what lifestyle and diet changes will have the biggest effect on your health.

2. Lose Weight

Excess weight is one of the most significant risk factors for diabetes. Losing as little as 10 pounds can make a difference in your overall health. Here are a few ideas to get started:



- Choose water and calorie-free drinks.
- Reduce your portion sizes by just a few bites.
- Eat fresh fruit instead of sweets.
- Put low-fat milk in your coffee instead of half & half.

Call 1-800-DIABETES to get your free “What Can I Eat?” guide. It includes tips for making the best food choices, eating out, preparing quick and healthy snacks and meals and more.

3. Increase Your Physical Activity

Studies show that increasing physical activity levels can improve your overall health — *even if you don't lose weight!* Try these simple ideas:

- Take a brisk walk for 15 minutes.
- Park at the far end of the shopping center.
- Take the stairs instead of the elevator — regularly.

Take Action!

Read over the simple ideas listed here that can help you fight back against your risk of diabetes. Then, on the back of this booklet, write down the *personal* action steps you plan to take starting today.



I Decide to Fight Diabetes... for My Friends & Family!



You can make a difference in the fight against diabetes on behalf of your friends and family. Join the American Diabetes Association's *I Decide To Fight Diabetes* campaign. Become a champion for the cause and help raise awareness of diabetes.

And your purchase of one of the items listed here will help raise much needed funds to help prevent and cure diabetes.

Get Your ID On

*Wear it,
Stamp it, Stick it.*

Order one of our ID T-shirts, tote bags, mugs, stamps or magnets. And when you order online, you can even choose a photo of yourself or of someone you've decided to fight for and print it directly into the ID logo. In other words, you can customize your selections and visibly join the fight by sporting your ID Gear. It's that easy!

Order Now!

diabetes.org/IDecide



Get Your Charm On

Wear an *I Decide To Fight Diabetes* charm and you'll encourage and inspire your friends and family to join the fight. You can even customize the charm with your name or the name of someone you're fighting for.



Order Now!

diabetes.org/IDecide

Send an *I Decide* eCard!

Make someone's day. Say you care by sending a special *I Decide* eCard to your friends and family! Invite them to join the fight, share a health meal, exercise or just share diabetes tips.

Send Your eCard Now!

diabetes.org/IDecide



Take Action!

Read over the simple ideas listed here that can help you fight back against diabetes — and raise awareness — on behalf of your friends and family. Then, on the back of this booklet, write down the *personal* action steps you plan to take starting today.

I Decide to Fight Diabetes... with My Friends & Family!

You're not alone — we're forming an army to fight diabetes! The most powerful weapons in the war against diabetes are information, awareness and money. The *I Decide To Fight Diabetes* campaign helps you attack the disease on all fronts.

So go ahead. Stand up and fight. Here are some ideas to help get your creativity going...

Host an ID Day

ID Day is a day of action where you and others can show your support in the fight against diabetes. Invite your friends, family, coworkers and others to host an ID Day at their company, school or organization. It's simple! We'll provide you with an ID Day Tool Book with step-by-step instructions on how to make your ID Day a success.

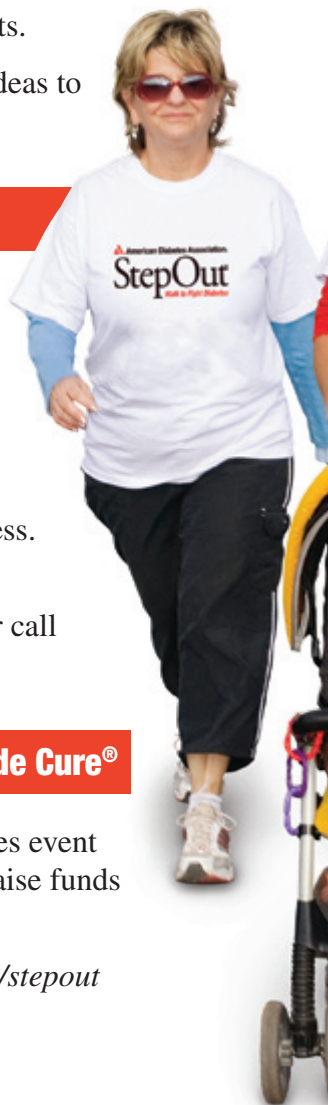
Visit diabetes.org/IDecide to download all the items you need to host your very own ID Day. Or call 800.676.4065, ext. 1436.

Step Out: Walk to Fight Diabetes® and Tour de Cure®

Participate in our Step Out: Walk to Fight Diabetes event (walk-a-thon) or Tour de Cure (cycling) to help raise funds and awareness of this devastating disease.

Step Out: Walk to Fight Diabetes: diabetes.org/stepout

Tour de Cure: diabetes.org/tourdecure



Fight for Your Rights! Sign Up...

...to be a Diabetes Advocate!

The American Diabetes Association is a relentless fighter for the diabetes community through local, state and federal advocacy efforts. We rely on Diabetes Advocates to fight for:

- Increased diabetes research and prevention funding
- Improving health care
- Ending discrimination

To Join the Fight visit:

diabetes.org/takeaction



Learn More Ways You Can Fight Against Diabetes with Friends & Family

diabetes.org/ways-to-fight-diabetes.jsp

Take Action!

Read over the simple ideas listed here that can help you fight back against diabetes. Then, on the back of this booklet, write down the *personal* action steps *you* plan to take starting today.

1-800-DIABETES (1-800-342-2383)

 American
Diabetes
Association®
Cure • Care • Commitment®

My Personal ACTION PLAN



I DECIDE TO FIGHT
DIABETES™

Here are the personal action steps I plan to take starting today...

I Decide to Fight Diabetes... **for Me!**

1. I'll take a stand and wear an I Decide personalized charm.
2. _____
3. _____

I Decide to Fight Diabetes... **for My Friends and Family!**

1. I'll call 1-800-DIABETES and request free educational materials for someone I love.
2. _____
3. _____

I Decide to Fight Diabetes... **with My Friends and Family!**

1. I'll form a team and walk in the Step Out To Fight Diabetes event.
2. _____
3. _____

National Campaign Sponsor

Boar's  Head

The printing of this booklet was made possible by the support of Boar's Head.