



American Diabetes Alert Day®

American Diabetes Association



What is American Diabetes Alert Day?

The American Diabetes Alert Day is a one-day, “wake-up” call to inform the American public about the seriousness of diabetes, particularly when diabetes is left undiagnosed or untreated. Held on the fourth Tuesday of every March, the 22nd annual American Diabetes Alert Day is scheduled for Tuesday, March 23, 2010.

Why is Diabetes Alert Day important?

Diabetes is a serious disease that strikes nearly 24 million children and adults in the U.S. It is named the “silent killer” because nearly one-fourth of those with the disease – 5.7 million – do not know they have it. For many, diagnosis may come seven to ten years after the onset of the disease. Therefore, early diagnosis is critical to successful treatment and delaying or preventing some of its complications such as heart diseases, blindness, kidney disease, stroke, amputation and death.

Who should participate in the Diabetes Alert Day?

Everyone should be aware of the risk factors for type 2 diabetes. People who are overweight, under active (living a sedentary lifestyle), and over the age of 45 should consider themselves at risk for the disease. African Americans, Latinos, Native Americans and people who have a family history of the disease are at an increased risk for type 2 diabetes.

How does the Diabetes Alert Day work?

On Diabetes Alert Day, the American Diabetes Association will “Sound the Alert” about the dangers of diabetes. The Diabetes Risk Test requires users to answer simple questions about weight, age,

family history and other potential risks for pre-diabetes or type 2 diabetes. The Diabetes Risk Test shows users whether they are at low, moderate, or high risk for diabetes. If they are at high risk, they are encouraged to schedule an appointment with their healthcare provider.

Who is the primary target audience?

Americans with pre-diabetes

There are an estimated 57 million Americans who have pre-diabetes. Those with pre-diabetes have blood glucose levels higher than normal, but not high enough to be diagnosed with type 2 diabetes. Early intervention via lifestyle changes such as weight loss and increased physical activity can help delay or prevent the onset of type 2 diabetes.

Americans with undiagnosed diabetes

The following segments of the population are at greater risk for having undiagnosed diabetes:

- Older Americans:** As people grow older, they are at an increased risk for developing diabetes. About half of all diabetes cases occur in people older than 45 years of age.
- High risk ethnic populations:** African Americans, Hispanic/Latino Americans, Native Americans, Asian Americans, and Pacific Islanders.



Courtesy of Wellness Proposals