

## ***Diabetes: A Family Matter*** **Diabetes Awareness Month**

### **Brief Description:**

Several national organizations join together and designate November as National Diabetes Awareness Month. The American Diabetes Association and others often have some special campaigns at this time. Being aware of these national events can help you prepare to act locally. Set aside this month as a time to emphasize special diabetes programs. Create a community campaign about diabetes prevention and better diabetes control. Tell local people ways they can protect themselves and others.

### **Objectives:**

1. Increase knowledge of local people about family risks for diabetes.
2. Inform people of the importance of seeing their doctor regularly.
3. Inform local people about ways to control diabetes.
4. Promote health programs linked with physical activity and good nutrition.

### **Participants:**

The participants will vary based upon what you want to plan. You will need a committee or task force group to do the planning. This core group can include volunteer SUGAR Helpers and invite other participants as needed.

### **Costs:**

Costs will depend upon the kinds of activities you plan to include as part of

the awareness activities. Keep in mind that newspapers are often interested in doing featured stories and radio or local TV stations are often able to provide free public service announcements.

### **Activity Duration:**

The entire month of November is dedicated to diabetes awareness, but you will likely need to begin preparing some of your planned activities ahead of time.

### **Materials needed:**

If you go to the *Diabetes: A Family Matter* website under *Toolkit Activities* you will find some materials with suggested ideas that can be used for a media campaign. You will find some ideas for writing news stories, public service announcements, and volunteer recruitment. You will also find a series of posters that can be used for a *Diabetes: A Family Matter* campaign in your community. These posters can be printed in color and then placed in local places around town. You might want to consider creating a fact sheet that can be placed in local church bulletins

### **Ways to Extend the Activity:**

Be sure to think locally about your ideas. Early in the month might be a good time to sponsor a special community event or activity. Take a look under the *Diabetes: A Family Matter Toolkit Activities* and see if there are some ideas that you might want to use this month. You might also want to

make copies of some of the Toolkit Materials and plan to distribute some of the brochures through doctor's offices, hospitals, beauty parlors, barber shops, health departments, and other places. Leaving some materials in public places often means they will get read by a variety of people.

### **Final Word:**

If you do some activities for **Diabetes National Awareness Month**, please be sure to go to the *Diabetes: A Family Matter* website <[www.diabetesfamily.net](http://www.diabetesfamily.net)> and share them with others. A place on the **Communicate Section** of the website will be available to share your ideas. If you have a website that pertains to your activities, please post the link to the website so that others can take a look.

### **Resources:**

#### **American Diabetes Month**

<http://www.diabetes.org/community/programs-and-localevents/americanmonth.jsp>

November is American Diabetes Month®, a time to bring even greater awareness and attention to the seriousness of diabetes, its deadly complications, and the importance of proper diabetes control.

#### **Center for Disease Control and Prevention: November is Diabetes Month**

<http://www.cdc.gov/Features/Livingwithdiabetes/>

This website will provide you with useful information to use to inform your local

community about diabetes and its prevention and management. You will find links here to recent facts that you might want to include in building a local media campaign.

#### **International Diabetes Federation**

<http://www.idf.org/>

This group sponsors a world diabetes day in November. They also have excellent resources for health professionals. The revised edition of the International Diabetes Federation's International Curriculum for Diabetes Health Professional Education is now available. The new edition includes the latest evidence-based references, several new modules, and information reflecting new and innovative approaches to diabetes management and education. This can be downloaded from the site.

#### **Physicians Committee for Responsible Medicine**

<http://www.pcrm.org/>

This site is supported by doctors and laypersons working together for compassionate and effective medical practice, research, and health promotion. This site has many different kinds of information besides about diabetes. The group supported the world diabetes day.