

Sample Newsletter Article

[Name of Organization] Joins Mounting National Campaign to Fight #1 Killer of People with Diabetes

[Name of organization] has joined forces with the National Diabetes Education Program (NDEP), the U. S. Department of Health and Human Services (HHS), and the American Diabetes Association (ADA) to alert people that good diabetes management is more than lowering glucose. It is also imperative to control blood pressure and cholesterol in order to help prevent heart disease and stroke, the leading killers of people with diabetes.

This powerful partnership of public agencies and private organizations has put its muscle behind the new “Be Smart About Your Heart: Control the ABCs of Diabetes” based on scientific studies showing a dramatic and deadly link between diabetes and heart disease.

The “ABCs of Diabetes” have been developed to communicate the importance of comprehensive care in simple language. The A stands for the A1C (pronounced A-one-C), or hemoglobin A1C test, which measures average blood glucose (sugar) over the last three months. B is for blood pressure, and C is for cholesterol. New research also shows that people with diabetes can live longer and healthier lives with relatively small improvements in these three critical areas.

“If you have diabetes, you are at a very high risk for heart attack and stroke. But you can take control and lower your risk with this new treatment approach,” said **[your organization leader]**.

To assist people with diabetes and members of their health care teams in managing the ABCs of Diabetes, the NDEP and ADA are distributing a new brochure for people with diabetes that includes a wallet card to help them track their ABC numbers. The brochure includes recommended A1C, blood pressure and cholesterol targets, questions to discuss with health care providers, and action steps to lower the risk for heart attack and stroke and other diabetes problems.

The urgency of this nationwide campaign is underscored by the latest statistics showing that diabetes increased 49% from 1990 to 2000 and ADA projections indicating a 165% increase by the year 2050. **[If applicable, add statistics for your state.]**

(Insert information on your organization's upcoming events, workshops, seminars or success stories.)

To get the free brochure with wallet card and to learn more about diabetes, call 1-800-438-5383 or visit NDEP's Web site at www.ndep.nih.gov (If your organization or group has a link to the NDEP Web site, feel free to insert your web address)

[Name of Organization] is a partner of the National Diabetes Education Program which is jointly sponsored by NIH and the Centers for Disease Control and Prevention (CDC).

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Note to Editors: This article is accompanied by a package of complementary “side bars” that can be used to explain the ABCs, provide action steps to lower the risk of heart attack and stroke, and to illustrate the article with the “record” from the brochure’s wallet card for tracking the ABCs.