



# November 2016

NOVEMBER IS AMERICAN DIABETES MONTH®

## This is our 2016 campaign. This Is Diabetes.™

NOVEMBER  
**2016**  
SHARE  
YOUR  
**STORY**

This November we'll showcase real-life stories of friends, families and neighbors managing the day-to-day triumphs and challenges of diabetes.

Join as we salute the **29 million Americans** with diabetes — as well as their loved ones — to raise awareness and to create a sense of urgency about this growing public health crisis.

The campaign invites people to submit their own stories to capture the authenticity of those who understand this disease best. We invite the diverse diabetes community to **stand up and declare "This Is Diabetes.™"**



## This is how we reach our goals.

1. EDUCATION 2. AWARENESS 3. EMPOWERMENT 4. SUPPORT



**1 in 11**  
Americans has  
diabetes today.



Every **23 seconds**,  
someone in the  
U.S. is diagnosed  
with diabetes.



**86 million**  
Americans are at  
risk for diabetes.



Diabetes causes  
more deaths than  
AIDS and breast  
cancer combined.



#ThisIsDiabetes



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NOVEMBER IS AMERICAN DIABETES MONTH®



This is my biker gang.  
This Is Diabetes.™

No one tells the story of diabetes better than the 29 million Americans who live with it every day. In honor of American Diabetes Month®, we'll showcase stories from those who understand this disease best — people with diabetes, their families and caregivers. Share yours on social media using #ThisIsDiabetes. Learn more at [diabetes.org/adm](http://diabetes.org/adm).

#ThisIsDiabetes

American Diabetes Association

Sponsored by  
**Colgate Total**  
National Oral Care Strategic Partner

NOVEMBER  
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## This is how you can get involved.

### SHARE

Share your story, photo or video on social media using #ThisIsDiabetes

### ADVOCATE

Become an advocate to help ensure diabetes gets the attention it deserves

### DONATE

Donate to help make the Association's critical work possible

### POST

Use the new Facebook profile picture frame to tell the world "This Is Diabetes" all month long

Visit [diabetes.org/adm](http://diabetes.org/adm) or call 1-800-DIABETES



#ThisIsDiabetes