



spotlight on health

Initiative Urges Individuals To Fight Diabetes

(NAPSA)—In the United States, nearly 21 million children and adults have diabetes. If present trends continue, it is estimated that one in three Americans—and one in two minorities—born in 2000 will develop diabetes in their lifetime.

To help combat the growing problem of diabetes in the United States, the American Diabetes Association (ADA) has developed a new initiative: I Decide to Fight Diabetes. This campaign is an opportunity to support the mission of ADA—to prevent and cure diabetes and to improve the lives of all people affected by diabetes. The new initiative will offer people a unique way to validate and visibly display their commitment to fight diabetes, while bringing the world closer to finding a cure.

The I Decide to Fight Diabetes campaign (www.diabetes.org/IDecide) encourages people to become champions in the cause against diabetes and demonstrate their commitment to promote healthier lifestyle behaviors that will help them manage and control type 1 diabetes, and prevent and control type 2 diabetes in themselves and their loved ones. The signature item of the campaign is a new “I Decide” charm that can be worn on a keychain, necklace or bracelet.

“As diabetes continues to climb at alarming rates, the number of people affected is astonishing,” said Larry C. Deeb, M.D., president,



A new campaign gives people the opportunity to show their support in the fight against diabetes.

medicine & science, American Diabetes Association. “So many people share the American Diabetes Association’s passion for finding a cure and improving the lives of all people affected by diabetes—whether they are at risk for developing diabetes, have been diagnosed with the disease, are a caregiver for someone with diabetes or simply appreciate the urgency to stem the tide of diabetes. I Decide to Fight Diabetes is a rallying cry to stand for something more—more than the deteriorating health status of our citizens.”

With the launch of I Decide to Fight Diabetes, individuals are encouraged to consider the impact that diabetes has on their lives and the lives of loved ones. For more information and to join the fight, visit www.diabetes.org/IDecide or call (877) ADA-ID26 to order the “I Decide” charm.