



Health Awareness

Decide To Make A Difference In The Fight Against Diabetes

(NAPSA)—Nearly 21 million children and adults in the U.S. have diabetes. Another 54 million are at risk. If current trends continue, one in three Americans born in the year 2000 will develop diabetes in their lifetime.

Fortunately, a new fundraising campaign has been created to motivate those affected by diabetes to take action. It's also intended to inspire people to live healthier lives and make better choices when it comes to preventing and managing diabetes.

The campaign is called "I Decide To Fight Diabetes" (ID) and proceeds raised will support the research, education and advocacy efforts of the American Diabetes Association (ADA).

There are several ways to support the campaign. The first is by hosting an "ID Day." People everywhere—in the workplace, at schools and in organizations—are invited to participate. How? By pledging \$5 to wear sneakers for the day to show their support. They also get to take advantage of easy-to-use tips on nutrition, exercise and smart choices for a healthier, more active life. ADA has made it easy to participate by posting "how to" materials on the Web site at diabetes.org/IDecide.

The second part of the campaign is symbolized by a signature "I Decide" sterling silver charm that can be engraved with the name of the person for whom one is fighting. In addition to the charm, people can put a face on the fight against diabetes by transforming a picture of themselves or a loved one into a personalized ID logo and have it



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printed on a T-shirt, tote bag, mug, magnet or postage stamp.

"It is too easy for Americans to put diabetes out of sight and out of mind," explains Larry C. Deeb, MD, President, Medicine & Science, American Diabetes Association. "Wearing the 'I Decide' charm and personalized logo products is a way to remind everyone that diabetes is not going away. Diabetes now kills more people than breast cancer and AIDS combined, and the 'I Decide' charm is the visual wake-up call all Americans need. This is a rallying cry for everyone to get informed about diabetes and decide to fight before it's too late."

Novartis Pharmaceuticals Corporation and Liberty Medical are national charter sponsors of the campaign.

To show support and to get a charm or logo gear, call (800) DIABETES or visit diabetes.org/IDecide.