



Picture This:
Diabetes
Philadelphia



Picture This: A Resource for Creators . . .

Picture This is a guide to the key issues related to diabetes as identified by physicians, advocates, patients, policy-makers, and others working to improve public awareness about diabetes in the local media market.



Entertainment Industries Council
—Encouraging the Art of Making a Difference

Entertainment Industries Council, Inc.

www.eiconline.org

Picture This: Diabetes is presented by the Entertainment Industries Council, Inc.
in collaboration with Novo Nordisk, Inc.

Picture This: Diabetes Philadelphia

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Researching health issues can be as basic as finding information on the Internet or as complex as delving into public policy and the philosophical positions of interest groups. Most important is the perspective of people who, for one reason or another, make a deeper commitment by dedicating their professional and personal time to a cause.

This document is a publication resulting from a formal meeting of experts in the fields of diabetes research, diabetes treatment, and public health, as well as media panelists from WPVI-TV, 6abc in Philadelphia, Pennsylvania.

Numerous organizations and individuals provided insight into the complex issues concerning diabetes as we created *Picture This: Diabetes* in Philadelphia.

Special Thanks to WPVI-TV, 6abc for Hosting.

Special Thanks to Our Participants!

Abington Memorial Hospital	Gutman Diabetes Institute at Albert Einstein
Achieving Better Control, Inc.	Hauptman Family Health Center
Albert Einstein Healthcare Network	Juvenile Diabetes Research Foundation, Delaware Branch
Alternative Nutrition	Mercado Practice
American Diabetes Association	National Association of School Nurses
Children's Hospital of Philadelphia- Division of Endocrinology	Nutrition Counseling Center
Christiana Care Health System	Philadelphia Department of Health
Columbia North YMCA	Philadelphia Health Management Corporation (PHMC)
Crystal Seals	Riddle Hospital
The Delaware Division of Public Health's Diabetes Prevention Program	St. Christopher's Hospital for Children
Diabetes Management, Paoli Hospital	Stay Healthy
Diabetes Online Services	Temple University
Diabetes Prevention and Control Branch, Delaware Department of Health	Temple University Health Systems
Drexel University	The Nutrition Edge
Endless Mountains Health Systems	Tri-State Association of Diabetes Educators (TRI-ADE)
Fast Twitch Training Nutrition	University of Pennsylvania, School of Medicine
Free 2B Me Nutrition Services	

Thanks to WPVI-TV, 6 abc General Manager, Bernie Prazenica; to *Action News HealthCheck* Reporter, Ali Gorman; and to the WPVI-TV, 6abc *Picture This* media panel: Linda Munich, Vice President, Director of Public Affairs; Lee Daniels, Web Operations Manager; and Hank Volpe, Vice President and Director of Engineering.

Also, thanks to our *Picture This* table facilitators: Thomas L. Jacobson, Dean of the School of Communications and Theater, *Temple University*; Lisa Miller, President, *Tri-State Area Diabetes Educators*; Calvin Johnson, M.D., Founder, *Altre Strategic Solutions Group*; Itai Gans, Graduate Student, *University of Pennsylvania School of Medicine*; Donald Post, *Diabetes Prevention and Control Branch, Delaware Department of Health*.

Special Thank You to Our Collaborator, Novo Nordisk, Inc.

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Foreword

A Special Message to the Tri-State Area Media Community

Diabetes is an epidemic that is quickly increasing its grasp on our society. The Centers for Disease Control and Prevention (CDC) has reported that by 2050, the rate of diabetes could double or even triple. The time to create messages that are well received as well as informative and promote proper care is now. Diabetes is a condition that can be managed; however, the availability of resources and the understanding of the condition by the public are major barriers to controlling one's complications and maintaining good health. The information is out there, but without proper messaging

it may never be received properly by the public.

The media has the ability to influence and interact with individuals, communities, and institutions to effect social change. In the Philadelphia, Delaware, and New Jersey Tri-State Area, the media has the rare opportunity to interact with an audience that spans three unique states, a situation unlike any other area in the nation. With that opportunity comes the responsibility to spread accurate messages to their audiences that not only promote and initiate change, but also educate and improve quality of life.

With the goal of creating a message about diabetes that will not only raise Philadelphia's awareness but also educate the entire Tri-State population regarding diabetes management and proper care, Novo Nordisk, the Entertainment Industries Council, Inc., and 6abc presented *Picture This: Diabetes*, a forum for health experts and advocates to recommend priorities for the Tri-State media.

A panel of local media experts explained what they look for in powerful news stories and what challenges and opportunities are available for health experts to convey messages to the public. Individuals living with diabetes also attended the event and provided first-hand accounts of the important topics that must be discussed by the media and promoted by experts, in order to promote a healthy diabetes lifestyle.

This publication is intended to summarize the conversations that took place at *Picture This: Diabetes* in Philadelphia, as well as expand them into a useable resource that will serve to enhance news coverage. Within these pages, you will find factual information and depiction suggestions about diabetes. These suggestions will provide insight into this topic to spark creative thinking regarding how you can inspire, move, and help your audience.

Thank you for your continued commitment to making a difference through media.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian L. Dyak", written in a cursive style.

Brian L. Dyak
President, CEO & Co-Founder
Entertainment Industries Council, Inc.



United States Senate

WASHINGTON, D. C.

ROBERT P. CASEY, JR.
PENNSYLVANIA

November 17, 2010

Dear Friends:

I am delighted to extend my warmest regards to all those attending *Picture This: Diabetes*. I would also like to extend my thanks to the Entertainment Industries Council, Inc. (EIC), ABC 6 and Novo Nordisk for organizing and sponsoring this extremely important discussion.

Picture This: Diabetes will unite elected officials, media partners, community leaders and medical professionals in a discussion regarding effective strategy for educating the community about services available for combating diabetes. I commend these efforts to empower Pennsylvanians with the tools and knowledge to reach out to community members at risk or affected by diabetes.

I look forward to working with all of you in the years ahead as you build on the positive discussion that you have started today.

Sincerely,

A handwritten signature in blue ink that reads "Bob Casey, Jr." in a cursive style.

Robert P. Casey, Jr.
United States Senator

JIM GERLACH
 5TH DISTRICT, PENNSYLVANIA

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November 17, 2010

Brian Dyak
 President & CEO
 Entertainment Industries Council, Inc

Bernie Prazenica
 President & General Manager
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Dear Brian and Bernie:

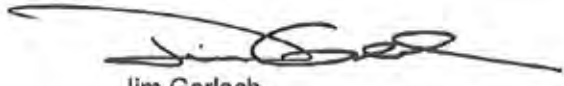
I appreciate the opportunity to express my wholehearted support and appreciation for your efforts to raise awareness about diabetes and how it affects individuals in the Delaware Valley by organizing the media project, *Picture This: Diabetes*.

As a member of the Diabetes Caucus in the U.S. House of Representatives, I am very much aware of the importance and ever-increasing need to present accurate information to the public regarding diabetes prevention and treatment. With an estimated 6 million Americans living with diabetes who go undiagnosed, there is a clear and urgent need for stepping up educational efforts.

Finally, thanks to all of the stakeholders participating in this project and demonstrating a tremendous commitment to improving the health of so many in communities throughout the Delaware Valley. Best wishes for an extremely successful meeting.

With kind regards, I am

Sincerely,



Jim Gerlach
 Member of Congress

JG: kw

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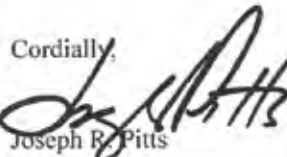
www.house.gov/pitts

Dear Forum Participants,

I would like to extend my support with regard to this great opportunity to work alongside local media, health care providers, and community leaders in collaborating to help increase awareness of diabetes and diabetes services. I also wish to thank 6 abc Television Station, Entertainment Industries Council, and Novo Nordisk for your contribution to the *Picture This: Diabetes* forum.

Diabetes is a serious chronic disease and a major public health issue. Alarming, millions of Americans do not even know they have this life-threatening disease. The goals of this forum include educating the public on diabetes and providing an increased understanding of both diabetes and treatment. As a member of the Congressional Diabetes Caucus, I also believe that this forum will have a profound and necessary impact on the advancement of knowledge pertaining to diabetes.

I wish to express my admiration for your commitment to enhancing our community. You are to be applauded for your concern and deliberation, and I look forward to working with you in promoting diabetes awareness efforts in the future.

Cordially,

Joseph R. Pitts
Member of Congress

JRP/JS

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November 18, 2010

Dear *Picture This: Diabetes* Forum Participants:

I would like to extend greetings and thanks to all of my colleagues gathered here today, and for the kind invitation to participate in this important event. The Pennsylvania Department of Health (Department) salutes the Entertainment Industries Council, Inc (EIC), 6 ABC Television Station and Novo Nordisk on their collaborative efforts to address and improve awareness and accuracy of diabetes information in the Delaware Valley. The EIC has an established history of success in providing accurate information on a variety of critical health issues, with the help of partners such as Novo Nordisk, a global healthcare company and leader in diabetes care, to entertainment and media representatives to be shared with communities through dedicated Television Stations, such as 6 ABC. We also applaud forum participants for their dedication to educate and empower Pennsylvanians living with, at risk of or affected by diabetes.

I can't think of better time to convene stakeholders to prioritize the top issues related to effective diabetes management and control, than during Diabetes Awareness Month and on the heels of World Diabetes Day, which strive to engage people in diabetes advocacy and awareness. We are grateful for efforts such as these, as an estimated 872,000 adults in Pennsylvania have been diagnosed with diabetes. I would like to thank all who served on the planning committees for tirelessly contributing their expertise and investing their time to develop the Diabetes Forum.

I would like to extend my thanks, on behalf of all Pennsylvanians, on your commitment to this important issue. I would like to invite participants to join the statewide Pennsylvania Diabetes Action Partnership, which is convened by the Department's Diabetes Prevention and Control Program (PDAP). For more information on PDAP, please call (717) 787-5876. The Department looks forward to working together with all stakeholders to educate and empower individuals to address diabetes risk factors and reduce the complications of this disease.

Sincerely,



Michael K. Huff, RN

www.health.state.pa.us

Introduction and Event Description

EIC, 6abc, and Novo Nordisk teamed together to raise awareness about diabetes in the Tri-State Area through a forum held in Philadelphia, PA. The purpose of *Picture This: Diabetes* was simple: to convene diabetes experts and experts in the local media to discuss effective messaging techniques and focus areas that will assist the public to better understand, detect, and manage this condition, both individually and for their families.

EIC partnered with the local media professionals at 6abc to create a panel of media experts. EIC convened government officials, authorities on diabetes, public health groups, and diabetes education specialists at the 6abc studio to develop strategic ways to increase and strengthen awareness about diabetes throughout the Tri-State Area. The panel consisted of media experts from the 6abc studio, including Linda Munich, Vice President, Director of Public Affairs; Lee Daniels, Web Operations Manager; and Hank Volpe, Vice President and Director of Engineering at 6abc. These panelists provided insight and advice for creating powerful health messages about diabetes and bringing them to the attention of the local network news and their audience.

Read on to better understand the conversations that took place at this engaging forum, and the top priorities identified when it comes to changing the way the public manages and understands diabetes. To watch video clips and access up-to-date diabetes information, resources, and services, please visit <http://abclocal.go.com/wpvi/feature?section=news/health&id=7752044>. This website was developed especially for the *Picture This: Diabetes* forum by the WPVI-TV, 6abc team.





Diabetes Treatment and Lifestyle: A Message from Our Diabetes Awareness Ambassador, Actor, James Avery

When I was first diagnosed with type 2 diabetes I reacted quite typically; I was angry. I was angry at this condition. I was angry with myself. This anger is what has motivated me to come forward to increase awareness about diabetes diagnosis and management. It has been my experience that when it comes to diabetes, awareness keeps to itself. People feel misunderstood and become afraid to come forward regarding their diagnosis. This results in the general population missing out on the most important message - anyone can be at risk for this condition,

whether you know it or not, and lifestyle changes that are simple in the beginning can make all the difference when it comes to managing your personal health.

Following my original diagnosis, I could not stop thinking about the disintegration of my body, my eyesight, and my life as I knew it. I felt as though my body had betrayed me. My lack of knowledge regarding diabetes in my family and the disease in general is what led to these feelings of fear and dread. I had always known that I was a bit overweight and that I ate too much, but following my diagnosis, I made up my mind that I was going to get healthy and lose weight. Before I knew it, I had brought my blood sugar down and diabetes seemed to have left my life. A short while later, I stubbed my toe and I was thrown back into the hold of diabetes. That is when I learned that diabetes is a part of one's everyday routine. It needs to be managed and controlled. I needed to get educated and learn how to change my life for the better. I became aware of what I was putting into my body and the effects that it would have on me throughout the day. Now I am in control. I am in control of my diet and in control of my health.

It is my hope that through my involvement in this program, I will be able to increase awareness about diabetes, how to live with it, how to manage it, and how to educate future generations about it. Awareness is key. I believe everyone should get screened for diabetes and learn about the health history of their family. Health is never definite; if diabetes runs in your family, there is no guarantee that you will be diagnosed, but if you stay informed, you can make the necessary adjustments to protect yourself from future complications. Your health is in your own hands; talk to your doctor, get screened, and take control.

A Commitment to Change: About Novo Nordisk



More than 23 million people in America are living with diabetes – and of those, 5.7 million remain undiagnosed and are not receiving treatment. If current projections hold true, there will be close to 333 million people with diabetes worldwide by 2025. To make a real difference, we must drive change. Our history tells us it can be done. For more than 85 years, Novo Nordisk has been at the forefront of diabetes treatment, research, and care.

Our approach has always been rooted in the philosophy that the patient should be at the center of care, and our commitment to defeating diabetes will always remain our passion and our business. Nearly a century ago, our founders could not have foreseen the global diabetes pandemic we face today. But our mission remains the same: to provide care and treatment for people with diabetes around the world, and to put their needs at the center of everything we do.

- Our portfolio of diabetes pharmaceuticals and delivery systems is the most comprehensive available, including GLP-1 agonists for the treatment of diabetes
- Innovator in diabetes treatment
- Leader in the U.S. insulin market based on total insulin volume
- Dedicated to offering products and services in other therapeutic areas where we can make a difference including hemophilia, growth disorders and women's health

Novo Nordisk is dedicated to *Changing Diabetes*, which starts by recognizing that the status quo is not good enough.

- Novo Nordisk strives to defeat diabetes by developing innovative therapies and working as a catalyst to advance diabetes care through awareness, prevention and education.
- The company also strives to be at the forefront of research and development in other areas of healthcare where it can make a significant difference.
- Novo Nordisk goes beyond our products to impact patients and society in sustainable and fundamental ways.

Visit novonordisk-us.com.

Portraying a Clear Picture of Diabetes Through Top Priorities Discussed at *Picture This: Diabetes*

I. Diabetes Management: Education and Empowerment

- a. Being educated about diabetes management, treatment, and available resources may support patients in minimizing complications resulting from this condition. Education also plays a role in preventing diabetes in future generations. Consider discussing diabetes management during interviews, or promoting community programs and other resources during your news broadcast. Increased awareness of local resources may prompt your audience to improve their understanding about diabetes.
- b. There are significant disparities in the understanding of numeracy.* Numeracy is an important skill for patients looking to manage their diabetes properly. Encourage your audience to be aware of the numbers and risk factors for diabetes. Refer to the chart at right to become familiar with this issue.
- c. There is often shame and embarrassment surrounding a diabetes diagnosis; however, patients should be their own best advocates when it comes to managing and treating this condition. There are many individuals that are optimally efficient in managing their diabetes. As a result, they live healthy lifestyles and experience few complications. Consider reporting these stories to instill a sense of empowerment in your audience. Also, focus on promoting the importance of doctor-patient relationships and the knowledge that can be obtained prior to and during office visits. Encourage your audience to be familiar with the support system available to them such as those community resources listed on pages 28-29.

Blood Glucose Levels

Normal Fasting Blood Glucose: <100 mg/dL

Pre-Diabetes: 100-125 mg/dL

Diabetes: 126+ mg/dL

Diabetes Management

In Control: 120-150 mg/dL

Unmanaged: 240-330 mg/dL

Before a Meal: 80-120 mg/dL

Before Bed: 100-140 mg/dL

Two hours after a meal: 30-50 mg/dL above your glucose level prior to the meal

*These numbers are based on an average. Every person may experience slight differences in what is considered normal for them. For more information regarding healthy blood sugar levels for your body consult your physician.

(Adapted from the National Diabetes Clearinghouse Publication Distributed by the American Association of Diabetes Educators)

II. Create a separate and unique identity for diabetes

- a. Encourage interaction among patients with diabetes by using people-centered diabetes messages. These messages will help to assure people with diabetes, that they are not alone. By creating a greater sense of general understanding when it comes to diabetes these messages will reduce the shame that can be associated with the diagnosis.

***Numeracy: the understanding of information that utilizes numbers or statistics.**

- b. Diabetes is a disease in which affected patients are constantly reminded of their condition as they make daily decisions, such as what foods to eat or even what shoes to wear. However, this condition does not have to take over a person's whole identity. When producing news stories on diabetes, focus on the person as a whole and not simply their diagnosis or commonalities with other patients who have diabetes. This will help people to understand that this condition can be managed without changing who a person really is.
- c. Diabetes can be managed through various tips such as eating certain foods to slow the absorption of sugar into the blood. These tips are often the topic of conversations among those diagnosed with diabetes. Use the unparalleled reach of the media to spread the word about these tips so that people can not only better understand their condition, but also more easily manage it.
- d. In the past few years, many conditions have been branded and marketed in order to raise awareness. Sadly, diabetes is not one of those conditions and is often lumped into obesity awareness as a dreaded complication related to being overweight. Focus on diabetes as its own entity worthy of airtime and understanding. Portray the risk factors of diabetes that may not be related to weight. Consider showcasing a patient's story whose diabetes appeared with few warning signs and caught him or her off guard. These stories will encourage your audience to seek out new information, get tested with regular checkups, and understand their condition if they are diagnosed.

III. Policy and legislative involvement

- a. Everyone has a part to play in the creation of new policy. Encourage your audience to get involved in their local and state governments in order to promote changes that are important to them. Public health programs, especially diabetes programs are currently in need of funding and increased allocation of resources. It is up to everyone to speak up for their community and stand up for the programs that will help them to live better.
- b. Consider reporting on diabetes-related policy that shows what changes have taken place in addition to the ones that have potential to be implemented. Keeping your audience informed throughout the process of policy change will allow them to be better advocates for themselves, their patients, and their families.
- c. Consider promoting how to initiate policy change to your audience. If people become more aware of how to advocate for the issues affecting themselves and their families, such as diabetes, they will be better able to speak up about the changes that need to be made to make this condition more manageable and better understood.

The Diabetes Care Team

Primary Care Physician

Endocrinologist

Nutritionist

Social Worker

Certified Diabetes Educator

Pharmacist

Supportive Family and Friends

Discussion Highlights from Our Facilitators

Thomas L. Jacobson, Dean of the School of Communications and Theater, Temple University

“The message here is serious, but diabetes can be controlled. It’s 24/7 and 98% of treatment is self-management. Of course, [self-management] is much more effective when you have resources. There should be some focus on getting, finding, and using a diabetes educator, getting information from them and reaching out to others, sharing your treatment – your situation, so that you can get support.”



Lisa Miller, President, Tri-State Area Diabetes Educators

“A lot of people don’t want to share that they are actually diabetic. We are finding that a lot of people are not ready yet to move away from the shame of being diagnosed with diabetes, especially those that are being diagnosed as a type 2 or adult-onset. There’s a lot of shame that could be prevented. As far as some of the things that we need to do to move forward to help people: take away some of the shame of this through education, nutrition, and exercise. We need to empower by showing the success of each person.”



Calvin Johnson, M.D., Founder, Altre Strategic Solutions Group

“We need to highlight disparities. Disparities are real in racial, ethnic, geographic, gender, and socioeconomic groups. They’re real and they need to continue to be out there because they have an impact on the quality of care and access to care as well. Highlight successes. People are living every day with diabetes and doing incredibly well. People need to know it’s not a ticket to the end. It’s a ticket to more opportunity.”





Itai Gans, Graduate Student, University of Pennsylvania School of Medicine

“We wanted to highlight the importance of diabetes awareness and encouraging people to seek treatment and information when necessary. It is important to educate children about diabetes and its complications because they, in turn, will go home and talk to their parents. Telling their parents, ‘teacher said this or teacher said that,’ could maybe stimulate them to go out, get checked, seek medical attention.”



Donald Post, Director, Diabetes Prevention and Control Program, Delaware Department of Health

“Education has to have a role, along with the importance of access to treatment and the development of better policies. People need to be educated and receive the message that this is a manageable disease, but, at the same time, understand the consequences that it may lead to if it is not well managed. It’s time for a ‘wake-up call’ regarding the importance of understanding diabetes.”

Perspective from our Media Panelists



Linda Munich, Vice President, Director of Public Affairs, WPVI-TV, 6abc

"We need to wrap our heads around putting the passion you have about educating, about diabetes, into the terminology and the formats that are being used now. We do need all of the public's participation by virtue of telling us what worked for you, and telling us what didn't work. Make an effort."

Lee Daniels, Web Operations Manager, WPVI-TV, 6abc

"Bring us something we can really rally around. That's something that we can bring the public's attention to, and it's also something that if there's some sort of event at a local institution or facility, that can also bring kind of a call to action for our viewers. What can the viewer do to take your message, to absorb it, and to perform something that you want them to? [You need to know] exactly who you are addressing with your message. I think that's much more personal."



Hank Volpe, Vice President, Director of Engineering, WPVI-TV, 6abc

"Both of my parents were diagnosed with type 2 diabetes. He [my father] passed away in June this year. He avoided a double amputation in April. It was just because he never believed it was going to catch him, and I don't think he ever really realized until his vision went out how serious this is. So you know, anything can kill you, details at 11:00. The point is, why do you want this to be the way it all ends up? My message for families is to understand how serious this is, and don't set up situations where people can just very easily wander off and not take care of themselves. Pull them back in and help them understand."



Developing News Stories

Questions to Ask

Here are some questions to ask yourself as you are researching and developing news stories involving diabetes:

- Can you position this story in a way that empowers individuals to learn about diabetes and increases their awareness about the disease and its complications?
- Does this story surround those diagnosed with diabetes? Does it focus on a message of hope and encouragement rather than one that contributes to blame and shame?
- Do the underlying themes of your story promote a healthy diabetes lifestyle - one in which proper diabetes management leads to a high quality of life for the patient and their family?
- Can your story promote diabetes screening and the importance of health awareness to your viewer?
- How can you present small steps and simple lifestyle changes as options regarding diabetes prevention and management?
- Does your audience see the effects of poorly managed or undiagnosed diabetes on the individual and their family?
- Is diabetes portrayed as an issue for your entire audience, regardless of race, gender, or other factors?



Picture This: Diabetes Speakers: Promote a Well-Managed Diabetes Lifestyle



Anthony Deluzio, D.O., Novo Nordisk, Inc.

"I think one of the biggest things that's lacking today in regards to diabetes care, is that there is just a lack of education and awareness... Around 50% of people with diabetes will receive their diagnosis after they have already begun to develop some type of complication. A lot of people feel that diabetes isn't serious, but it is very serious, and education and awareness are key to avoiding complications."



**Carolyn Smith, Retired Administrator, *School Board of Philadelphia*,
Mother of four, Grandmother of eight**

"I have type 2 diabetes and it just appeared. I had no clue and I didn't know what diabetes was all about... I am now an amputee, but that doesn't stop me from doing what I want to do. I know my condition and I know that I have to do certain things; maybe I don't do them ten out of ten times, but I do them nine times... I make sure my children go and get checked because I had no symptoms when I was diagnosed and it just snuck up on me. Once the parents are educated, they can, in turn, educate their children and watch their children and know their diet, their activities. This way, maybe we can cut back on some of this."

Ali Gorman, R.N., *Action News HealthCheck* Reporter

"We need to get ahead of it; we need to do what we can to prevent it, and help people control the disease. I do find that people who are living with diabetes have a little bit more perspective on the disease and how it can be managed. It's a very scary thing for people when they are first diagnosed, but if they can hear it from a patient and see that they are doing well - that it hasn't completely uprooted their life, and they are able to manage it and prevent complications - they can feel more in control. I think that gives people hope, which we also need to do."



Fran Carpentier, Senior Editor, *Parade Magazine*

"No matter how dire things sound, it's really in the patient's hands today, and you can have a tremendous impact on the outcome of your disease... Most people are confused at first. When you are diagnosed with type 1, you are young and have your parents walking you through it, but a lot of adults are diagnosed with type 2 and they don't even know what blood sugar is. You can never give people enough information. You have got to give them the tools, help them along."



State Senator Shirley Kitchen, Representing the 3rd District, Philadelphia, PA

"Policy should center around education, but it should also center around dealing with the disparities that exist when certain people, such as African-Americans, poor whites, Latinos, are living with diabetes and it's much more difficult to manage. We need to center our policies on that."



Representative Ronald G. Waters, 191st Legislative District

"As a lawmaker, we are, at our position, involved with policies that will affect the way we do business here in the State of Pennsylvania. Diabetes, in my opinion, has not received enough attention about the seriousness of the condition. People just don't know. It's imperative upon us, the Food and Drug Administration, the CDC, and lawmakers to [understand] it's importance. Treatment is key, and working with people that have already been diagnosed with the condition is imperative."





Picture This: Diabetes

Diabetes Myths/Realities

- **Myth: Isn't diabetes just "a touch of sugar."**
Fact: Diabetes is a serious chronic medical condition that if left untreated can be life threatening. Diabetes develops when your body is unable to use insulin properly, doesn't make enough insulin, or both.¹ The two most common types of diabetes are type 1 and type 2. Type 1 diabetes (formerly known as juvenile diabetes) is characterized by the body's inability to produce insulin; the cause of this condition is currently unknown. Type 2 diabetes (formerly known as adult onset diabetes) is characterized by a resistance to insulin; 90% of people diagnosed with diabetes are diagnosed with type 2.² Because obesity is a common risk factor of type 2 diabetes, the prevalence of type 2 diabetes among young people is increasing as the number of overweight youth rises.³
- **Myth: Diabetes isn't a serious disease – cancer and HIV/AIDs affect many more people than diabetes.**
- **Fact:** While cancer and HIV/AIDs may seem more prevalent due to the resources and attention they receive, diabetes is actually more common than either of these diseases in the U.S., with nearly 26 million Americans diagnosed and undiagnosed.² On its current course, the number of people with diabetes is projected to nearly double to 44.1 million by 2034 due in large part to the aging baby boomer population and increased rates of overweight Americans and obesity.⁴
- **Myth: Diabetes rarely goes undiagnosed.**
- **Fact:** There are 7 million people in the United States living with diabetes who are undiagnosed.² The American Diabetes Association recommends that all adults who are overweight and have at least one additional risk factor be tested for diabetes. These risk factors include physical inactivity, immediate relative (immediate = 1st degree relative) with diabetes, member of a high-risk population (e.g. African American, Latino, Native American, Asian American, Pacific Islander), diagnosed hypertension (at least 140/90 mmHg or on therapy for hypertension), HDL cholesterol levels (HDL is < 35 mg/dL), history of cardiovascular disease and women with polycystic ovarian syndrome. In the absence of known risk factors testing is recommended beginning at age 45 and should continue every three years.⁵
- **Myth: Diabetes is a death sentence.**
- **Fact:** Diabetes cannot yet be cured, but it can be managed.⁶ With the proper diet, exercise, regular blood sugar testing, and treatment therapy, people living with diabetes can lead full and active lives. However, if left untreated, diabetes can lead to serious and life threatening complications including, stroke, kidney disease, high blood pressure, blindness, nerve problems and amputations.²



- **Myth: If I have type 2 diabetes and my doctor prescribes insulin, it means I failed in managing my diabetes.**
- **Fact:** Medical guidelines and recommendations aimed at curbing the progression of type 2 diabetes have included earlier introduction of insulin for patients who have not succeeded in improving glycemic control with exercise and oral medication alone.⁷

As type 2 diabetes progresses, the body's ability to make enough insulin declines. Over time, non-insulin medicines may not be enough to bring down blood sugar levels. Insulin injections become necessary. This does not mean you have failed to control your diabetes. It simply means that your body has changed and needs a different type of treatment.⁸

- **Myth: No one in my family has diabetes, so I am not at risk.**
- **Fact:** Healthcare providers are still unsure exactly what causes diabetes, although both family history/genetics and lifestyle factors may play a role. Genetics and lifestyle factors including, age, lack of physical activity, obesity, high blood pressure and ethnicity are thought to have an especially important role in triggering type 2 diabetes.⁹





Diabetes Basics Backgrounder

What is Diabetes?

- Diabetes is a chronic disease that occurs either when the pancreas does not produce enough insulin or when the body cannot effectively use the insulin it produces. There are two types of diabetes.¹
 - *Type 1 Diabetes:* Type 1 diabetes (formerly known as juvenile diabetes) is characterized by the body's inability to produce insulin. Why the body does not produce insulin is currently unknown.²
 - *Type 2 Diabetes:* Type 2 diabetes (formerly known as adult onset diabetes) is characterized by a resistance to insulin; 90% of people diagnosed with diabetes are diagnosed with type 2.² Type 2 diabetes is increasing among young people as the amount of overweight youth increases.³
- Diabetes Symptoms
 - Symptoms of type 1 diabetes may include frequent urination, unusual thirst, extreme hunger, unusual weight loss, extreme fatigue and irritability.¹
 - Symptoms of type 2 diabetes may include frequent urination, unusual thirst, extreme hunger, unusual weight loss, extreme fatigue and irritability, frequent infections, blurred vision, slow healing cuts and bruises, tingling/ numbness in the hands and feet, recurring skin, gum, or bladder infections.¹⁰

Prevalence and Cost of Diabetes

- In the U.S., diabetes impacts millions of people annually, with 1.9 million people aged 20 years or older newly diagnosed each year. While cancer and HIV/AIDS may seem more prevalent due to the resource and attention they receive, diabetes is actually the more common chronic disease in the U.S. with nearly 26 million Americans – over 8% of the population – suffering from the disease.²
 - On its current course, the number of people with diabetes is projected to nearly double to 44.1 million by 2034 due in large part to the aging of the baby boomer population and increased rates of overweight Americans and obesity.⁴
- Diabetes is one of the costliest diseases in America, with total direct and indirect costs for diabetes and pre-diabetes estimated at \$218 billion in 2007.¹¹

Understanding Diabetes Treatment & Management

- Diabetes cannot yet be cured, but it can be managed.⁶ With the proper diet, exercise, regular blood sugar testing and treatment therapy, people living with diabetes can lead full and active lives.²
- When left untreated or poorly controlled, diabetes can have serious complications, including stroke, kidney disease, high blood pressure, blindness, nerve problems and amputations. If detected early and treated properly, complications can be prevented or delayed.²
- Good blood glucose control, or glycemic control has long been established as the cornerstone of successful diabetes treatment, however many patients in the U.S.



are not achieving recommended A1C targets, which are a measure of a person's average blood glucose control for the past 2 to 3 months.⁷

- Adequate patient self-management has been identified as a critical component for successful short- and long-term treatment of diabetes and its complications.²
- For people living with diabetes, healthy eating, physical activity, blood glucose and one or more diabetes medicines including, insulin, pills and other injectable medicine to control blood glucose levels, are the basic management tools for diabetes.²
- Insulin therapy, discovered nearly 90 years ago remains one of the most significant discoveries in the field of medicine and continues to be a mainstay of diabetes treatment as a way to reduce the risk of developing serious complications.¹²
 - Despite the effectiveness of insulin treatment, several factors have been suspected to impact insulin usage, including needle anxiety, fear of injection pain and inconvenience coupled with psychological barriers to insulin initiation (e.g. social embarrassment).¹³
- Insulin plays an important role in managing diabetes. To get the full benefits of insulin therapy, people with diabetes need to take it exactly as directed by their physicians. For many patients, it will be important to choose an insulin delivery method that works for their lifestyle, whether it be a vial and syringe or an easy-to-use insulin delivery device.¹⁴
 - Insulin delivery devices are an integral part of diabetes treatment and the successful outcome of treatment today; however, the adoption rates among physicians and patients in the U.S. are still relatively low.¹⁵
 - Today in the U.S only 17% of insulin units are delivered through insulin pens (durable, refillable or prefilled disposable insulin pens) compared to 95% and 88% in Japan and Europe, respectively, according to a September 2009 study.¹⁶
 - Today there are approximately 10 insulin delivery pens available on the market providing options to diabetes patients to help them actively manage their own health.

Diabetes Impact: Multicultural & Generational Reach²

- In the U.S., diabetes prevalence increases with age:
 - 25.6 million or 11.3% of all people 20 years of age or older have diabetes
 - 10.9 million or 26.9% of people age 65 or older have diabetes
- Diabetes disproportionately affects minority communities in the U.S. including, African Americans, Hispanics, Asians and Pacific Islanders, American Indians, and Alaskan Natives. The increasingly diverse population of people living with diabetes has created new variables for healthcare professionals to consider when treating patients to ensure they address the beliefs, attitudes and practices of each unique culture or background.
- 2007–2009 national survey data for people aged 20 years or older indicate that:²
 - 7.1% of non-Hispanic whites had diagnosed diabetes
 - 8.4% of Asian Americans had diagnosed diabetes
 - 11.8% of Hispanics had diagnosed diabetes



- 12.6% of non-Hispanic blacks had diagnosed diabetes
- Compared to non-Hispanic white adults, the risk of diagnosed diabetes was 18% higher among Asian Americans, 66% higher among Hispanics, and 77% higher among non-Hispanic blacks.

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- ¹ WHO. Diabetes 2011. Accessed at:
<http://www.who.int/mediacentre/factsheets/fs312/en/index.html>
- ² 2011 National Diabetes Fact Sheet. Centers for Disease Control. Accessed at:
<http://www.cdc.gov/diabetes/pubs/factsheet11.htm>
- ³ NIH Fact Sheet: Type 2 Diabetes. Accessed at:
www.nih.gov/about/researchresultsforthepublic/Type2Diabetes.pdf
- ⁴ Huang et al. Projecting the Future Diabetes Population Size and Related Costs for the U.S. *Diabetes Care*, December 2009, Vol. 32, No 12, 2225-2229.
- ⁵ ADA. Standards of Medical Care in Diabetes. *Diabetes Care*, January 2010, Vol. 33, Supplement 1.
- ⁶ Mayo Clinic. Type 2 Diabetes. Accessed at:
<http://www.mayoclinic.com/health/type-2-diabetes/DS00585>
- ⁷ Cobden et al. Health Outcomes and Economic Impact of Therapy Conversion to a Biphasic Insulin Analog Pen Among Privately Insured Patients with Type 2 Diabetes Mellitus. *Pharmacotherapy*, 2007, Vol. 27, Number 7.
- ⁸ Novo Nordisk Cornerstones4Care. How Insulin Works. Accessed at:
<http://www.cornerstones4care.com/HelpfulToolsResources/HowInsulinWorks.aspx>
- ⁹ NDIC. Diabetes Overview. Accessed at:
<http://diabetes.niddk.nih.gov/dm/pubs/overview/#who>
- ¹⁰ Mayo Clinic. Disease Symptoms. Accessed at:
<http://www.mayoclinic.com/health/diabetes-symptoms/DA00125/METHOD=print>
- ¹¹ Dall et al. The Economic Burden of Diabetes. *Health Affairs*. 29, NO. 2 (2010)
- ¹² Family Doctor. Diabetes Insulin Basics. Accessed at:
<http://familydoctor.org/online/famdocen/home/common/diabetes/treatment/354.printerview.html>
- ¹³ Korytkowsky et al. FlexPen: Addressing the Issues of Confidence and Convenience in Insulin Delivery. *Clinical Therapeutics*, 2005, Vol. 27, Supplement B.
- ¹⁴ Novo Nordisk Cornerstones4Care. Overcoming Barriers to Insulin Therapy. Accessed at:
<http://www.cornerstones4care.com/DiabetesMedicines/OvercomingBarriersToTaking.aspx>
- ¹⁵ RCNOS. Insulin Pen Market to Post Double Digit Growth in US. Accessed at:
http://www.rncos.com/Press_Releases/Insulin-Pen-Market-to-Post-Double-Digit-Growth-in-US.htm

Helpful Terms and Definitions

Adapted from www.webmd.com and www.cdc.gov

Anomaly: A condition or defect present at birth that differs from the norm.

Asymptomatic: A lack of symptoms. No clear signs that disease is present.

Basal Rate: The base level of insulin needed to manage daily blood glucose levels.

Carbohydrate: One of the three main classes of food and the body's preferred source of energy. Composed of sugars and starches that are broken down into glucose after being ingested.

Certified Diabetes Educator (CDE): A healthcare professional that is certified by the American Association of Diabetes Educators (AADE) to teach people with diabetes how to manage their condition.

Dehydration: A common symptom of diabetes caused by excessive water and fluid loss due to high blood sugar levels.

Diabetic: Commonly used to identify a person with type 1 or type 2 diabetes. Often discouraged in use due to an effort to not define a person by their diagnosis.

Fasting Plasma Glucose Test (FPGT): The preferred method of diabetes screening, which measures a person's blood sugar levels following eight hours of fasting or not eating.

Gangrene: The death of body tissues caused by decreased blood flow. Often occurs as a complication of diabetes in the legs and feet.

Glucose: The simple sugar found in blood; the body's main source of energy.

Human Insulin: Bio-engineered insulin that is comparable to the insulin made naturally in the body.

Hyperglycemia: A term used to describe high blood sugar. Occurs when the body cannot produce enough insulin (see Insulin) or cannot use the insulin it does produce effectively.

Hypoglycemia: A term used to describe low blood sugar. Occurs when too much insulin (see Insulin) is present in the blood and, therefore, too little glucose.

Insulin: A hormone produced in the pancreas that allows for the transport of glucose into the body's cells to be broken down and used as energy.

Insulin Shock: A severe reaction that occurs when blood sugar levels drop suddenly.

Juvenile-Onset Diabetes or Insulin-Dependent Diabetes: Former term for type 1 diabetes.

Late-Onset Diabetes or Adult-Onset Diabetes: Former term for type 2 diabetes.

Pancreas: An organ in the endocrine system that is located in the abdomen and produces insulin.

Pre-diabetes: A condition often diagnosed prior to type 2 diabetes, characterized by higher than normal blood sugar levels that are not yet high enough to be considered diabetic.

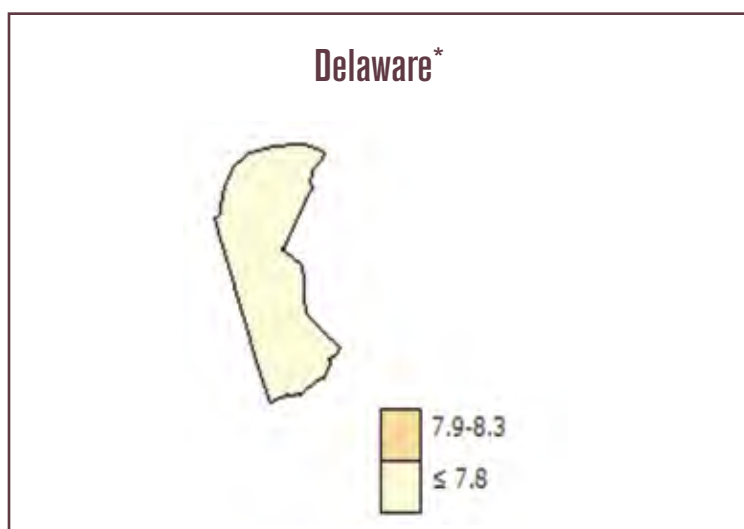
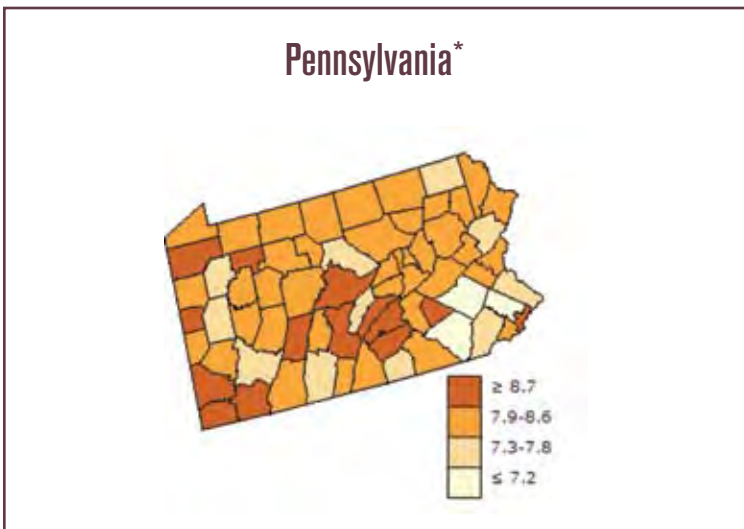
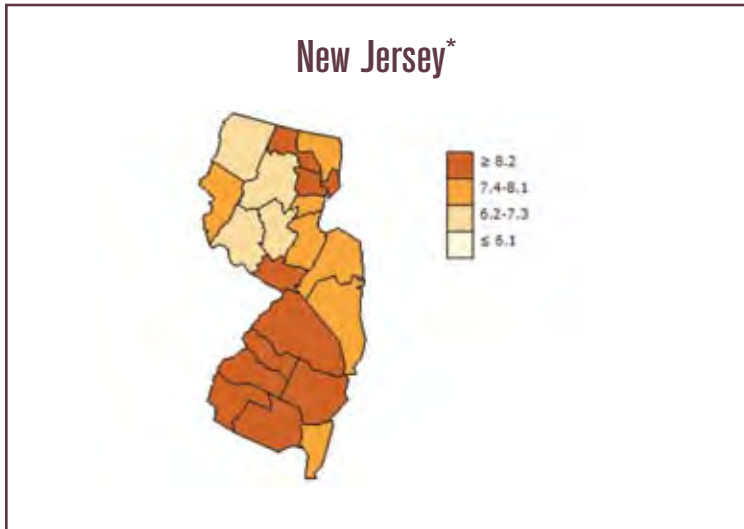
Type 1 Diabetes: A condition in which the insulin-producing cells known as beta cells, located in the pancreas, are not able to produce insulin or produce only limited amounts not sufficient for normal bodily functioning. This condition is often present at birth and is managed with daily insulin injections.

Type 2 Diabetes: A condition that occurs later in life in which the body is able to produce insulin, but it is no longer effective in allowing for the absorption of glucose by the cells in the body. This condition can be caused by a high level of body fat and genetics and is normally treated with lifestyle modification and, sometimes, prescription medication.



Senator Shirley Kitchen discusses the top priority messages for the local media at the *Picture This: Diabetes* forum in Philadelphia.

Facts and Figures for the Pennsylvania, Delaware, and New Jersey Tri-State Area



Represents density per county of diagnosed diabetes in adults aged 21 years or older.

*Centers for Disease Control and Prevention: National Diabetes Surveillance System. Available online at: <http://www.cdc.gov/diabetes/statistics/index.htm>. Retrieved 12/1/2010

National Diabetes Resources

[American Diabetes Association \[diabetes.org\]](http://diabetes.org)

1-800-DIABETES (1-800-342-2383)

Provides comprehensive information on diabetes and background on the organization's activities

[American Association of Diabetes Educators](http://diabeteseducator.org)

[diabeteseducator.org]

Provides resources for diabetes educators to help patients change their behavior and accomplish their diabetes self-management goals

[Centers for Medicare and Medicaid Services](http://cms.hhs.gov)

[cms.hhs.gov]

Includes the latest information on Medicare enrollment, benefits, and other helpful tools

[Juvenile Diabetes Research Foundation \[jdrf.org\]](http://jdrf.org)

A leader in setting the agenda for diabetes research worldwide, and is the largest charitable funder advocate of type 1 diabetes research

[National Diabetes Education Program](http://ndep.nih.gov)

[ndep.nih.gov]

1-888-693-NDEP (1-888-693-6337)

Contains information on diabetes, including ways to control or prevent the disease for patients, parents, children and high-risk minority populations

[National Institute of Diabetes and Digestive and Kidney Diseases \[diabetes.niddk.nih.gov\]](http://diabetes.niddk.nih.gov)

Provides a wealth of information about diabetes for patients, health care professionals, and the general public

Novo Nordisk Support Patient Resources

[Cornerstones4Care \[cornerstones4care.com\]](http://cornerstones4care.com)

Provides information for people to learn more about daily living with diabetes



Carolyn Smith and Brian Dyak

Local Diabetes Resources

Abington Memorial Hospital
www.amh.org

Achieving Better Control, Inc.
www.abcdiabetes.com
(215) 283-2833

Albert Einstein Healthcare Network
www.einstein.edu

American Diabetes Association
<http://www.diabetes.org/in-my-community>

Children's Hospital of Philadelphia
www.chop.edu

Christiana Care Health System
www.christianacare.org

Delaware Division of Public Health
www.dhss.delaware.gov/dph

Eat Ur Veggies.com
www.eaturveggies.com

Endless Mountains Health Systems
www.endlesscare.org

Free 2B Me Nutrition Services
(215) 517-777

Health Promotion Council
www.hccpa.org

Juvenile Diabetes Research Foundation
www.jdrf.org

National Association of School Nurses
www.nasn.org

Public Health Management Corporation
www.phmc.org

Riddle Hospital
www.mainlinehealth.org/riddle

State of Delaware Diabetes Prevention and Control
<http://www.dhss.delaware.gov/dph/dpc/diabetesprog.html>

The Philadelphia Dietetic Association
www.eatrightphiladelphia.org

University of Pennsylvania
www.upenn.edu

University of Pennsylvania Health System
www.pennmedicine.org

YMCA Philadelphia
www.philaymca.org



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 - Human Trafficking**
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