

Community Leaders Unite In Support of National Diabetes Goal

On May 7, [GOAL CHAMPION] joined other national leaders in health care, business, government, and education in Washington, DC, to show support for a new unified National Diabetes Goal designed to focus efforts on reversing the upward trend of diabetes in the United States. The National Diabetes Goal calls for all sectors of society to work together so that by the year 2015, 45% of Americans at risk for type 2 diabetes will know their blood glucose level and know the appropriate next steps to take to prevent or manage their diabetes.

[INSERT QUOTE FROM GOAL CHAMPION SPOKESPERSON HERE]

The National Diabetes Goal was announced at an event featuring diabetes advocates including U.S. Representative Jay Inslee, former governor Mike Huckabee and the Entertainment Industry Foundation's Diabetes Aware Ambassador (*The Today Show*) Maria Menounos. At the event, representatives from Gallup® announced the results of a new national public opinion survey commissioned by Novo Nordisk's National *Changing Diabetes*® Program. The Gallup survey showed that, more than 90% of Americans consider diabetes a serious health issue. The Gallup® survey also showed that one in four adults (24%) has either been diagnosed by a physician as having diabetes (9%) or as being at-risk for diabetes (15%). Another 47% of adults report feeling they could be at-risk, even though they have not been diagnosed. The National Diabetes Goal aims to encourage collective, widespread action to detect and prevent diabetes.

More than 20 million Americans currently have diabetes. If current trends continue, an estimated 50 million people –15% of the population – will suffer from diabetes by 2025. The supporters of the National Diabetes Goal, including [GOAL CHAMPION], acknowledge that the diabetes crisis takes a major social and economic toll on the United States, but also recognize that there are simple steps that can have a profound difference. Type 2 diabetes and its devastating complications, including kidney failure, stroke, heart disease and blindness, can be largely prevented. The first step to reversing current trends is for those at risk for type 2 diabetes get tested, learn their blood glucose level, and learn the appropriate actions to take.

The National Diabetes Goal is supported by an online resource that outlines the background and purpose of the goal and provides tips for manageable, easy-to-understand steps that Americans can achieve to take control of their health.

For more information, please visit www.NationalDiabetesGoal.com.