For immediate release

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Diabetes Advocacy Alliance Announces New Partnership With Department of Health and Human Services to Promote Diabetes Prevention and Treatment

Washington, DC (November 19, 2012) – The Diabetes Advocacy Alliance™ (DAA), a coalition of patient advocacy organizations, professional societies, trade associations, nonprofit organizations, and corporations announced today a new strategic partnership with the U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion (ODPHP). The partnership is designed to help meet the Healthy People 2020 diabetes prevention and treatment milestones.

The DAA, which is co-chaired by the American Diabetes Association, the American Association of Diabetes Educators, and Novo Nordisk Inc., has agreed to develop a range of collaborative educational and communication efforts aimed at helping to achieve the set of diabetes objectives contained in Healthy People 2020. Healthy People provides science-based, 10-year national objectives for improving the health of all Americans. DAA members will work together and with ODPHP to:

• Coordinate public awareness campaigns and activities that promote diabetes prevention or prevention of complications from diabetes;
• Facilitate data collection to monitor progress toward achievement of Healthy People 2020 diabetes objectives; and
• Support cross-sector collaboration to affect policy and system changes.

“Diabetes is a significant public health challenge and our work with the Diabetes Advocacy Alliance will help find innovative ways to promote public awareness of diabetes,” said Don Wright, MD, MPH, Deputy Assistant Secretary for Health, U.S. Department of Health and Human Services. “This effort, in conjunction with existing federal programs such as the HHS’ National Diabetes Education Program (NDEP), a joint program by the National Institutes of Health and the Centers for Disease Control and Prevention, illustrate the power of partnerships to effect change at the national, state and community levels to achieve the diabetes objectives of Healthy People 2020. The Healthy People initiative is grounded in the principle that setting national objectives and monitoring progress can motivate action, improve health and empower individuals toward making informed health decisions.”

Nationally, diabetes affects 25.8 million Americans and 7.0 million of these people are undiagnosed. An additional 79 million adults suffer from prediabetes, a condition in which blood glucose levels are higher than normal, greatly increasing
their risk of developing type 2 diabetes. The agreement between the DAA and ODPHP will serve as a catalyst for new and innovative ways to promote the prevention of type 2 diabetes, identify people with undiagnosed diabetes, and improve care for people diagnosed with diabetes.

“The DAA began its relationship with Healthy People 2020 by becoming a member of the Healthy People Consortium,” said Tekisha Everette, PhD, Managing Director of Federal Government Affairs, American Diabetes Association, and a DAA co-chair. “Now, with this new strategic partnership, we see great potential in aligning our efforts wherever possible in combating diabetes and improving the health of the American people.”

The health professionals who are members of the DAA are engaged every day in communities across America in helping to prevent diabetes and its complications. “They recognize the importance of Healthy People 2020 in setting measurable targets for improving the health of their communities and its potential in catalyzing action,” said Martha Rinker, Chief Advocacy Officer, American Association of Diabetes Educators, and DAA co-chair.

“We are looking forward to getting started with a range of health education and health promotion activities that promote targeted risk assessments and screening of people at high risk of diabetes as well as prevention efforts,” said Tricia Brooks, Director of Changing Diabetes & Public Policy at Novo Nordisk, and a DAA co-chair.

For more than 30 years, Healthy People has provided a science-based framework for identifying and measuring decade-long national goals for improving the health of Americans and also measurable objectives and goals applicable at the national, State, and local levels. Healthy People strives to increase public awareness and understanding of the determinants of health, disease, and disability and the opportunities for progress. For more information on Healthy People visit: www.healthypeople.gov.

The DAA is a diverse group of 19 patient advocacy organizations, professional societies, trade associations, nonprofit organizations, and corporations, sharing a common goal to defeat diabetes. Members of the DAA include the Academy of Nutrition and Dietetics (formerly the American Dietetic Association), American Association of Clinical Endocrinologists, American Association of Diabetes Educators, American Clinical Laboratory Association, American Diabetes Association, American Optometric Association, American Podiatric Medical Association, Healthcare Leadership Council, Medicare Diabetes Screening Project, National Association of Chain Drug Stores, National Association of Chronic Disease Directors, National Community Pharmacists Association, National Kidney Foundation, Novo Nordisk Inc., Pediatric Endocrine Society, Results for Life, The Endocrine Society, VSP® Vision Care, and YMCA of the USA. Visit the DAA Web site at www.diabetesadvocacyalliance.org.