

Let's Team Up To Stop Diabetes in Our  
Communities

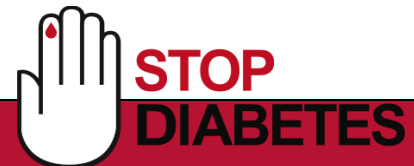




*The mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all those affected by diabetes.*

## INSPIRING A MOVEMENT

**Stop Diabetes** is the movement to end the devastating toll that diabetes takes on the lives of millions of individuals and families across our nation. It will inspire and mobilize the general public, volunteers, donors, corporations and the scientific and medical communities to rally around our cause and our call to "share, act, learn & give". For more information, visit [www.stopdiabetes.com](http://www.stopdiabetes.com).





We know what it takes to overcome the obstacles of diabetes. It takes courage, determination, and sometimes, the boost that recognition brings. Red Riders and Red Striders are people with diabetes who take part in our signature fundraising events. They're the people who inspire our work and our mission, and who richly deserve our recognition.

[stopdiabetes.com/teamred](http://stopdiabetes.com/teamred)





The **Tour de Cure** is the ADA's annual cycling and fundraising event is scheduled for Saturday, April 16, 2011. With 4 different Tour routes that start and finish in Chesapeake, there's a ride for everyone! We also have a family fun ride on site. The event features wonderful food/beverage, well-stocked rest stops, and full medical, mechanical & course support.

Volunteers, riders, sponsorship, and teams are all welcomed.

[diabetes.org/hamptonroadsvatour](http://diabetes.org/hamptonroadsvatour)

# STEP OUT | WALK TO STOP DIABETES<sup>SM</sup>

 American Diabetes Association.



**Step Out: Walk to Stop Diabetes** encourages constituents to Stop Diabetes. One Step at a Time. By participating in Step Out, walkers get to share, act, learn & give. The money raised helps raise awareness of the disease, the Association, and this important movement. The event features activities for the entire family including a Wellness Village, children's activities, various screenings, and much more!

Date/Location :

**Saturday, October 8 – Virginia Beach**

31<sup>st</sup> Street Park

Check In- 9am

**Sunday, October 9 - Smithfield - *new location!***

Windsor Castle Public Park

Check In- 9am

[diabetes.org/stepout](https://diabetes.org/stepout)



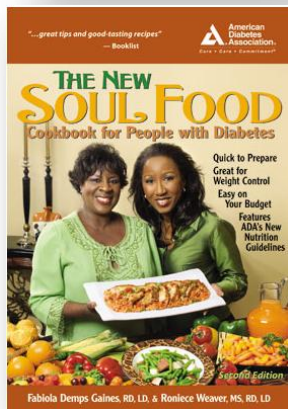


The goal of this program is to increase awareness regarding the seriousness of diabetes and the importance of early diagnosis and treatment within the African American community. The program includes informative church and community-based activities such as Project POWER and Choose to Live.

# Faith-Based: The Project POWER Movement



Diabetes Day Awareness	<i>Announcement to Congregation</i>
Power Over Diabetes	<i>Management, Prevention &amp; Treatment</i>
Fit for the Master's Use	<i>Physical Activity</i>
O Taste & See	<i>Healthy Eating</i>
A Clean Heart	<i>Heart Disease &amp; Health Risk</i>
Train Up A Child	<i>Youth &amp; Diabetes</i>





## Women: Targeted Outreach



**THE STORY OF**  
*Mother Love*

Women are the keepers of our children, families, and communities. My sisters, we need to take the best possible care of ourselves to be able to care for those we love.

Since I was diagnosed with diabetes several years ago, I have changed my entire lifestyle to take better care of myself and my diabetes. I have lost over 100 pounds! I've learned to shop, cook, and eat in a healthful way and still enjoy the foods I love. It is important to take care of ourselves first, because when we take better care of ourselves, we can take better care of our loved ones. I even exercise with my husband now!

With diabetes, we sometimes feel sad and blue, or angry and worried. If you're feeling down for more than two weeks, you might have clinical depression. Depression is common in people with diabetes, especially women. If you think you're depressed, talk with your health care team right away.

You don't have to tackle diabetes all by yourself. You can Choose to Live!

I will never say anything but the truth. We can do it. We can be role models by taking care of ourselves and our diabetes. Diabetes is with us all the time, and dealing with it is never easy. I encourage you to believe as I believe. We are fabulous! Let's work together to Stop Diabetes. The power is in your hands!

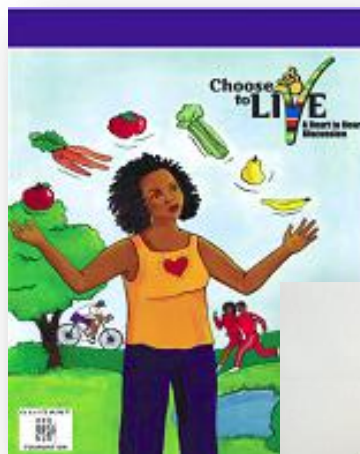
**Choose to LIVE**  
A Heart to Heart Movement

**STOP DIABETES**  
It's in your hands!

**Mother Love**  
Spokesperson for Choose to Live  
Research Foundation Ambassador, bringing  
the message of diabetes to researchers

**For more information on diabetes and African Americans,  
contact the American Diabetes Association at  
1-800-DIABETES (1-800-342-2383).**

Visit us online at [www.diabetes.org/in-my-community/programs/african-american-programs/](http://www.diabetes.org/in-my-community/programs/african-american-programs/)



 American Diabetes Association.  
**ALERT! DAY™**

Order the **Stop Diabetes Community Leader Kit** for your office, church, or school.

This kit includes a Community Leader Playbook, Stop Diabetes posters, Type 2 Risk Tests, How you can Stop Diabetes cards, *What you Need to Know: Preventing Diabetes & Heart Disease* Booklets, and *Tips for Living Healthy with Diabetes* flyers

Thanks to an educational grant from the Wellpoint Foundation, the ADA is able to provide these materials for FREE via an online order from that can be found at

[www.stopdiabetes.com/reachout](http://www.stopdiabetes.com/reachout).

**Denim for Diabetes** – We invite you to help us recruit and educate thousands of life-saving ambassadors in our community through participation in the Denim for Diabetes Campaign!

If approved by your company, employees may purchase (a suggested) \$5 **Denim for Diabetes** stickers entitling them to wear denim to work on your selected Denim for Diabetes Day and making them ambassadors for diabetes awareness in your company and in our community. Participants also receive ambassador cards complete with common signs and symptoms and risk factors. The ADA is also able to provide online or paper copy risk tests for participating organizations.

Together we can



One step at a time.