

Tools: Take Time to Care...About Diabetes



U.S. Food and Drug Administration

Take Time To Care ... About Diabetes

Office of Women's Health

3 Key Messages:

- ?? Get tested for diabetes,
- ?? Watch what you eat and get exercise,
- ?? Use medicines wisely.

Take Time to Care...About Diabetes... . Print Patient Brochures

This exciting new public awareness effort is the result of a partnership between the ADA, the FDA's Office of Women's Health and the National Association of Chain Drugstores.

"Take Time to Care...About Diabetes" focuses on helping to alert women to their risk for diabetes as well as offering tips on effective diabetes management if they are already diagnosed with the disease. This initiative will attempt to increase public awareness of diabetes by reaching women where they live and work. A brochure, an alert wallet card and recipe sampler were developed for the effort and will be distributed both through the FDA/OWH and NACDS. The materials will be available in both English and Spanish.

The "Take Time to Care" campaign is an important collaborative effort to get valuable health information out to women who are at risk or who have diabetes," said Anne Daly, president, Healthcare & Education, ADA. "The American Diabetes Association is proud to be part of this important public awareness effort."

The main tools of the campaign -- diabetes-related brochures, wallet-sized calendars, and cards with recipes for nutritious meals -- will be distributed in grocery stores and pharmacies in the 10 cities: Atlanta, Baltimore, Chicago, Dallas, Detroit, Los Angeles, Miami, New Orleans, Indianapolis and Philadelphia. The brochures are being provided in English and Spanish. NACDS alone will distribute 5 million brochures.

The brochure highlights the warning signs that women need to recognize including fatigue, frequent urination, unusual thirst, extreme hunger, unusual weight loss and irritability. Recurring skin, gum, and bladder infections, blurred vision, cuts and bruises that are slow to heal are also potential signs and symptoms.

Three key messages are highlighted:

- ?? Get tested for diabetes,
- ?? Watch what you eat and get exercise,
- ?? Use medicines wisely.

Additional information about the "Take Time to Care" campaign will be available on a newly created website <http://www.fda.gov/womens/taketimetocare/diabetes>. The site provides information about the campaign and diabetes and is being linked to the websites of all the partners and HHS agencies, including the Centers for Disease Control and Prevention (CDC),

National Institutes of Health (NIH), Health Resources and Services Administration (HRSA) and Centers for Medicare & Medicaid Services (CMS)

For materials you can print for your patients go to:

<http://www.fda.gov/womens/taketimetocare/diabetes/TTTCaboutdiabetes.html>