



Campaign Overview

- In response to a new Report from the American Association of Clinical Endocrinologists (AACE), revealing that, from 2003 to 2004, two out of three Americans with type 2 diabetes analyzed in a study were not in control of their blood sugar, the “State of Diabetes in America: Striving for Better Control” campaign is being launched to improve diabetes management in the United States.
- The public awareness campaign is designed to educate people with type 2 diabetes about blood sugar control through easy-to-understand tools and information. The key principles of the campaign include the following recommendations for people with type 2 diabetes:
 - ✓ Seek early intervention to significantly reduce the risk of diabetes-related complications.
 - ✓ Learn more about diabetes because the more you know about diabetes, the better chance you have of living a healthier life. Education is critical!
 - ✓ Set goals and test your blood sugar regularly. Know your numbers – especially your A1C number, which measures your average blood sugar levels over the previous two to three months. The A1C test complements daily blood sugar monitoring, taken at home, which shows blood sugar levels at the time the test is taken. On a daily basis, good control means keeping blood sugar levels below 110 mg/dl before eating and below 140 mg/dl two hours after eating. AACE recommends an A1C goal of 6.5% or less. However, it is important that you speak with your doctor or other healthcare professional about setting your own personal blood sugar goals. The closer you are to reaching your goals, the less likely you will be to develop diabetes-related complications.

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- ✓ Develop a meal plan, exercise regularly and take your medicine(s) as prescribed by your doctor. It is important to understand that you can help make a big difference in lowering your A1C level and how diabetes affects your life. Make a promise to take control!
 - ✓ Talk to your doctor or other healthcare professional about your treatment plan and whether adjustments, including adding medicine(s) can help you better control your blood sugar. Visit www.aace.com to find an endocrinologist in your area.
 - ✓ As for support from your family and friends. They can help you keep on track!
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- As part of the campaign, AACE is encouraging the many Americans with type 2 diabetes to join together in taking an “oath” to better control blood sugar levels. To take the oath, learn more and register to receive a free diabetes-friendly cookbook, people with type 2 diabetes should visit www.stateofdiabetes.com or call (800) 704-4694.

**GlaxoSmithKline has provided funding and other support to AACE for the “State of Diabetes in America: Striving for Better Control” campaign.*