

# Diabetes & African Americans



## The American Diabetes Association— Working to Improve the Lives of African Americans with Diabetes.

### Advocacy

Advocacy at the American Diabetes Association (ADA) works to improve health care, fight discrimination, and increase the federal commitment to diabetes. ADA is a leader in supporting the Diabetes Prevention and Access to Care (DPAC) Act. This legislation seeks to promote and improve care, prevention, treatment and education of diabetes within racial and ethnic minority groups, including the African American community.

### Call Center

Our trained staff at 1-800-DIABETES are dedicated to answering thousands of calls and e-mails every day from people with diabetes, as well as their families, friends and health care providers. Being a source the public can count on to provide support, encouragement, and education on diabetes management, our Call Center is available M-F 8:30am-8:00pm. Information packets are tailored to meet the specific needs of each caller.

### Community-based Activities: African American Program

The African American Program is the Association's targeted approach to increase awareness of the seriousness of diabetes. The Program provides the African American community with easy-to-implement tips and techniques on increasing physical activity and making healthy food choices. Churches have always served as the 'life-center' of the African American community; a natural gathering place for information sharing. ADA works closely with churches nationwide to promote diabetes education and awareness.

### Communications

ADA works with various national and local level media outlets targeting the African American community. EBONY magazine has been a long-standing media partner in the fight against diabetes, with a collaborative, special diabetes section every March.

### Books

ADA is the leading publisher of comprehensive diabetes information. We have a large selection of practical and authoritative books for people with diabetes covering every aspect of self-care. Titles specifically targeting the African American community include:  
The New Soul Food Cookbook for People with Diabetes  
At Home with Gladys Knight  
Month of Meals: Soul Food Selections

### Web Site

Our Web site, diabetes.org, widely regarded as one of the most informative diabetes and nutrition resources on the Web, averages more than 26 million page views each year and provides visitors with information on popular topics including pre-diabetes, healthy living, research and community activities. Persons seeking information specifically targeting the African American community can visit our program pages and can connect with others through our African American community forum. Diabetes.org also offers a variety of free e-newsletters to keep you up to date on the latest diabetes information.

### Research

The American Diabetes Association funds medical research to help people with diabetes live longer, healthier, and happier lives. ADA is currently supporting projects specifically targeting the African American community; topics include improving the blood glucose control and reducing diabetes complications in at-risk African Americans with diabetes, through physical activity.

The Association recently began funding fellowships for under-represented minority postdoctoral candidates in an effort to increase the number of investigators of color pursuing careers in diabetes research.