

# Organizations, businesses focus on education during National Diabetes Month

Free screening and information available to consumers

November is National Diabetes Month — a time to shine a spotlight on a serious disease that leads to potentially life-threatening complications such as heart disease, stroke, kidney disease, blindness and amputation.

Diabetes is also one of two leading factors that causes chronic kidney disease (CKD). Across Tennessee, organizations that focus on kidney disease are gearing up for National Diabetes Month. The American Diabetes Association (ADA) and QSource have developed campaigns aimed at educating the public about kidney disease.

## Stop Diabetes Movement

The ADA is launching its own “movement” in November to educate the public about diabetes. *Stop Diabetes* uses social marketing tactics such as Facebook and Twitter to spread the word about diabetes by sharing, acting, learning and giving.

The campaign Web site ([www.stopdiabetes.com](http://www.stopdiabetes.com)) launches Nov. 2 and will allow for sharing personal stories to inspire others to become a part of *Stop Diabetes*. The site also offers educational information about diabetes, encourages physical activities for a healthy lifestyle and seeks funding through charitable donations and activities.

## IF I Had Known Campaign

QSource has launched a consumer “IF I Had Known” campaign focusing on educating people at risk for developing CKD about the disease and encouraging testing and medication adherence. Postcards

are sent out monthly across Tennessee to people with diabetes and high blood pressure. MATA bus passengers in Memphis and Nashville can also find information about the campaign with bus ads posted in buses until February 2010. All materials direct the public to the campaign’s Web site ([www.qsource.org/IF](http://www.qsource.org/IF)) where additional information about CKD is available, along with online resources that can help people pay for medication.

## KEEP Screening

The National Kidney Foundation of Middle Tennessee is offering free KEEP (Kidney Early Evaluation Program) screenings on Nov. 7 at the McMinnville Civic Center in McMinnville, Tenn. KEEP is a free kidney health screening program designed to raise awareness about kidney disease among high risk individuals and provide free testing and educational information.

## Participating Pharmacies

Rite Aid Pharmacy and Walgreens Pharmacy are also playing a part during November. Rite Aid Pharmacies are offering a free Diabetes Guide, available in English and bi-lingual versions, and a Stop Diabetes Pin-Up for \$1. All proceeds from the pin sales benefit the ADA.

Walgreens Pharmacies are hosting a Diabetes Wellness Event in which customers can receive a free blood glucose and A1C test with a pharmacist consultation. Walgreens will donate \$1 to the ADA for every test performed.

