

NDEP 2012 Outreach and Promotion: At-A-Glance

QUARTER 1 – JANUARY, FEBRUARY, AND MARCH

Theme: Small steps can lead to big rewards – lower your chances of developing type 2 diabetes by making and maintaining important lifestyle changes.

Goal: To raise awareness to prevent or delay type 2 diabetes among high-risk populations, general awareness of the risk factors for the development of the disease, and how to make healthy lifestyle changes to manage and lower risk for developing the disease

Target audiences: People at risk for diabetes, such as Hispanics/Latinos, African Americans, American Indians, Alaska Natives, Asian Americans, and Pacific Islanders; health care professionals; and youth at risk for diabetes

NDEP campaigns: [Small Steps. Big Rewards/Lower Your Risk for Diabetes](#)

NDEP's call to action: For more information, call 1-888-693-NDEP (1-888-693-6337), TTY: (866) 569-1162, or visit www.YourDiabetesInfo.org.

NDEP's Key Messages:

- Nearly 26 million adults in the United States, which is more than 8 percent of the U.S. population, have diabetes.
- One out of every four people with diabetes does not know that he or she has the disease.
- Diabetes is a serious disease, particularly when it is left undiagnosed or untreated.
- Knowing about your risk for type 2 diabetes is the first step toward preventing or delaying the onset of the disease or promoting an early diagnosis.
- Women who have had gestational diabetes have a lifelong risk for getting diabetes, and the child from that pregnancy also may be at increased risk for obesity and type 2 diabetes.
- If you have a family history of type 2 diabetes, are overweight or obese, physically inactive, over the age of 45, or developed diabetes during pregnancy, you have an increased chance of developing type 2 diabetes. Diabetes is also more common in African Americans, people of African Ancestry, Hispanics/Latinos, American Indians, Alaska Natives, Asian Americans, and Pacific Islanders.
- Find out if you are at risk for type 2 diabetes. Take the Diabetes Risk Test, at YourDiabetesInfo.org/AlertDay2012.
- While there are some risk factors that a person can't change, such as genetics, age, and race/ethnicity, there are risk factors associated with a person's lifestyle that they CAN change, such as being more physically active, making healthy food choices, and maintaining a healthy weight.
- The good news is that people can delay or prevent the development of type 2 diabetes by making lifestyle changes, such as losing a modest amount of weight (if overweight) by being more physically active, and making healthy food choices.
- NDEP's **Just One Step** interactive tool available at YourDiabetesInfo.org/JustOneStep can help you take the first step toward better health by breaking down goals into small steps that you can achieve.

For media relations tips and help promoting Diabetes Alert Day and type 2 diabetes prevention messages, check out NDEP's [Talking Points & Tips for Working with the Media](#). For year-round media and promotional tips and tools, check out [NDEP's Promotional Toolkit for Partners](#).

Highlights of some of NDEP's promotional and outreach activities during the 1st quarter:

- Distribution of feature article "[If You Have Diabetes, Take Steps Toward Better Health](#)" on the topic of New Year's resolutions; tie in the [Diabetes HealthSense webpage](#) and [videos](#) and **Weight-control Information Network's** (WIN's) "[Changing Your Habits: Steps to Better Health](#)" fact sheet.

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- Distribution of consumer feature article “[Take Care of Your Diabetes to Keep Your Kidneys Healthy](#)” in support of National Kidney Month (March) and World Kidney Day (March 8); tie in “[Manage Your Diabetes](#)” *4 Steps to Control Your Diabetes. For Life.* brochure and NKDEP’s [About Kidney Disease](#) brochure.
- Development and distribution of [promotional toolkit](#) in support of American Diabetes Association Alert Day®.
- Promotion of NDEP’s [Just One Step](#) interactive online tool in support of Diabetes Alert Day to help people set a goal and take **Just One Step** toward better health.
- Coordination of radio media tour to discuss risk messages in support of Diabetes Alert Day.
- Coordination of radio feature segment in Spanish promoting the updated [Tasty Recipes for People with Diabetes and Their Families](#) booklet and recipe card set [one](#) and [two](#).
- Distribution of a feature article about [Road to Health](#) toolkit; tie in partner story.
- Utilization of social media via NDEP’s [Facebook](#), [Twitter](#), and [YouTube](#) channels.
- Conferences and meetings to be promoted via the “On the Road with NDEP” section of the NDEP website and social media as appropriate.

Here’s how you can help extend NDEP and your organization’s reach during the first quarter:

1. Post the feature article “[Take Care of Your Diabetes to Keep Your Kidneys Healthy](#)” in support of National Kidney Month and World Kidney Day to your organization’s website, distribute via your listserv, place in your newsletter, or post messages to your Facebook, Twitter, and LinkedIn channels.
2. [Diabetes Alert Day is March 27, 2012.](#) Use some or all of NDEP’s materials/offerings developed in support of Diabetes Alert Day.
3. Promote NDEP’s [Just One Step tool](#) via your organization’s website, listserv, newsletter, or post messages to your Facebook, Twitter, and LinkedIn channels.
4. Use some or all of the NDEP products below to support these promotions by distributing them at health fairs, conferences, or educational sessions, or link to them in your social media outreach.
 - [Diabetes Risk Test](#)
 - [Just One Step tool](#)
 - [Setting Goals to Improve Your Health](#) video
 - “[Am I at Risk for Type 2 Diabetes and Pre-Diabetes?](#)” – *GAME PLAN*
 - “[¿Tengo Riesgo De Desarrollar La Diabetes Tipo 2 o la prediabetes?](#)” – *Mi plan*
 - “[Reduce Portion Sizes](#)” – *More than 50 Ways to Prevent Diabetes* tip sheet
 - “[Tips to Help You Get Started](#)” – *Paso a Paso* tip sheet
 - [Movimiento por su vida](#) music CD
 - [Step by Step](#) music CD
 - [Family Health History Quiz](#)
 - “[4 Questions You Should Ask Your Family About Diabetes & Family Health History](#)”
 - [NDEP behavior change video series](#)
 - “[Small Steps for Getting More Physical Activity](#)” – *GAME PLAN*
 - “[Small Steps for Eating Healthy Foods](#)” – *GAME PLAN*
 - “[Take these Small Steps for Eating Healthy at Work or on the Run](#)” – *GAME PLAN*
5. Repost, retweet, and share links to NDEP’s [Facebook](#), [Twitter](#), and [YouTube](#) channels.
6. Participate in NDEP’s Quarterly Partner Promotions Webinar on January 31, 2012 from 2-3 PM ET to discuss 1st quarter promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.

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7. Look at the list of 2012 National Observances (see Addendum) to see what other opportunities might exist that could lend themselves to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances recognized during January, February, and March:
- **January is a time for New Year's resolutions and check-ups.** This year, set a goal to lose weight and keep it off by making a few lifestyle changes. Small steps can lead to big rewards! For more information, check out NDEP's [Get Real](#) tip sheet.
 - **February is American Heart Month.** Heart disease is the leading cause of death for people with diabetes. In fact, adults with diabetes have heart disease death rates about 2 to 4 times higher than adults without diabetes. If you have diabetes, taking care of your heart matters. For more information, check out NDEP's [Take Care of Your Heart. Manage Your Diabetes](#) and [You Are the Heart of Your Family...Take Care of It. \(Usted es el corazón de la familia...cuide su corazón\)](#) tip sheets.
 - **February is Black History Month.** While learning about your family's heritage, cultures, and traditions, also take time out to learn whether diabetes runs in your family and work to lower your risk for the disease. For more information, visit: www.YourDiabetesInfo.org/am-i-at-risk/family-history/index.aspx#four-questions.
 - **March is National Kidney Month and World Kidney Day is March 8, 2012.** If you have diabetes, you could be at risk for kidney disease. For more information, check out NDEP's [4 Steps to Control Your Diabetes. For Life](#) brochure or NIDDK's *Your Guide to Diabetes: Type 1 and Type 2*. This guide includes a section on "[Diabetes and Your Kidneys](#)."
 - **March is National Nutrition Month.** If you have diabetes, it's important to make healthy food choices. For more information on healthy recipes, check out NDEP's [Más que comida, es vida](#) recipe booklet and recipe card set [one](#) and [two](#).

My organization's 1st quarter promotions (feel free to use this space to jot down ideas for Q1 promotions):

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QUARTER 2 – APRIL, MAY, AND JUNE

Theme: Make a plan to manage diabetes – it’s not easy but it’s worth it.

Goal: To increase awareness among people with diabetes about the seriousness of their disease, that complications can be prevented, and that managing diabetes can be easier if they set goals and make a plan, and how to make a plan

Target audiences: People with diabetes, including minority ethnic groups and older adults, and health care professionals

NDEP campaign: [Control Your Diabetes. For Life.](#)

NDEP’s call to action: For more information, call 1-888-693-NDEP (1-888-693-6337), TTY: (866) 569-1162, or visit www.YourDiabetesInfo.org.

NDEP’s Key Messages:

- Diabetes is a serious disease, particularly when it is left undiagnosed or treated.
- It’s easier to manage your diabetes if you set goals and make a plan.
- Managing your diabetes may not be easy, but it’s worth it.
- NDEP’s **Just One Step** interactive tool, available at <http://www.YourDiabetesInfo.org/JustOneStep> can help you take the first step toward better health by breaking down goals into small steps that you can achieve.

For year-round media and promotional tips and tools, check out [NDEP’s Promotional Toolkit for Partners.](#)

Highlights of some of NDEP’s promotional and outreach activities during the 2nd quarter:

- Promotion of NDEP’s 15th Anniversary – More information to come.
- Promotion of National Minority Health Month; tie in “[Manage Your Diabetes](#)” – *4 Steps to Control Your Diabetes. For Life.*, “[Make a Plan](#)” – Diabetes HealthSense webpage, the [NDEP behavior change videos series](#), and ADA’s “[A Guide to Changing Habits](#)” brochure.
- Promotion of NDEP resources around Mother’s Day (May 13) and National Women’s Health Week (observed May 13-19); tie in *Do It for Them! But Do It for You Too.* fotonovela.
- Promotion of NDEP messages to support [diabetes and men’s health issues](#) around Father’s Day (June 17) and National Men’s Health Week (June 11-17); tie in “[Move More](#)” – *Get Real*, and “[Make Healthy Food Choices](#)” – *Get Real*.
- Promotion of messages to support Employee Health and Fitness Month (May); tie in [Diabetes at Work](#).
- Promotion of NDEP messages to health care professional media; tie in [Guiding Principles for Diabetes Care](#), [Diabetes Numbers At-a-Glance](#), and [Redesigning the Health Care Team: Diabetes Prevention and Lifelong Management](#).
- Promotion of NDEP messages and resources around diabetes and older adults in observance of Older Americans Month (observed in May).
- Promotion of resources in support of Asian-Pacific American Heritage Month; tie in *Catalog for Asian American and Pacific Islander Populations*.
- Utilization of social media via NDEP’s [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter.
- Conferences and meetings to be promoted via the “On the Road with NDEP” section of the NDEP website and social media as appropriate.

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Here's how you can help extend NDEP and your organization's reach during the 2nd quarter:

1. Use some or all of the NDEP products below to support these promotions by distributing at health fairs, conferences, or educational sessions, or use social media:
 - [“Manage Your Diabetes” – 4 Steps to Control Your Diabetes. For Life.](#)
 - [“Make a Plan” – Diabetes HealthSense webpage](#)
 - [NDEP behavior change videos series](#)
 - [“Move More” – Get Real](#)
 - [“Make Healthy Food Choices” – Get Real](#)
 - [“Learn About Diabetes” – Tips to Help You Stay Healthy](#)
 - [Guiding Principles for Diabetes Care](#)
 - [Diabetes Numbers At-a-Glance](#)
 - [Redesigning the Health Care Team: Diabetes Prevention and Lifelong Management](#)
2. Repost, retweet, and share links to NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels
3. Look at the list of 2012 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances recognized during April, May, and June:
 - **April is Minority Health Month.** NDEP has a variety of resources to support diabetes awareness and education efforts tailored to minority populations. Visit the [NDEP Publications webpage](#), go to the “Find Publications for Me” box on the top center of the page, and select Ethnicity/Race and Language.
 - **April is Foot Health Awareness Month.** People with diabetes need to take special care of their feet to avoid serious problems. To learn how to keep your feet in tip top shape, check out NDEP's [Take Care of Your Feet for a Lifetime](#) brochure.
 - **May is National Women's Health Week (May 13-19) and Mothers Day (May 13).** Gestational diabetes places both the mother and offspring at increased future risk for type 2 diabetes. For more information, read NDEP's [It's Never Too Early to Prevent Diabetes](#) tip sheet, and the feature articles [“Know Your Family Health History to Prevent Type 2 Diabetes”](#) and [“New Moms Can Prevent Diabetes By Keeping Up Healthy Habits.”](#)
 - **May is Healthy Vision Month.** People with diabetes should not lose sight of eye disease. Reinforce the importance of regular eye exams. For more information, check out the National Eye Institute's [Publications Catalogue](#), and NDEP's [Working Together to Manage Diabetes: A Guide for Pharmacists, Podiatrists, Optometrists, and Dental Professionals.](#)
 - **May is Older Americans Month.** Older adults with diabetes are likely to feel better when their blood glucose is within their target range. Taking good care of their diabetes can also lower their chances of having heart, eye, kidney, and nerve problems. To learn more, check out NDEP's [The Power to Control Diabetes Is in Your Hands Community Outreach Kit](#) and brochure.
 - **May is Asian-Pacific American Heritage Month.** Use the following resources in your community to spread diabetes messages: [4 Steps to Control Your Diabetes. For Life.](#) and [Take Care of Your Heart. Manage Your Diabetes](#) Asian-language adaptations.
 - **June 11-17 is Men's Health Week.** Check out NDEP's volunteer profiles featuring [Haywood](#), [David](#), and [Sterling](#).

My organization's 2nd quarter promotions (feel free to use this space to jot down ideas for Q2 promotions):

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QUARTER 3 – JULY, AUGUST, AND SEPTEMBER

Theme: Engaging youth to prevent and manage their diabetes

Goal: To reach youth and young adults with and at risk for diabetes (and their supporters) with important information about managing their diabetes or lowering their risk

Target audiences: Community groups working with families, Hispanic/Latino youth and their families, school personnel, youth with diabetes transitioning from pediatric to adult care and their families, pediatric and adult medicine HCPs, youth at risk for diabetes, and women with a history of gestational diabetes and the children of those pregnancies

NDEP campaigns: [Control Your Diabetes. For Life.](#) and [Small Steps. Big Rewards/Lower Your Risk for Diabetes](#)

NDEP's call to action: For more information, call 1-888-693-NDEP (1-888-693-6337), TTY: (866) 569-1162, or visit www.YourDiabetesInfo.org.

NDEP's Key Messages:

- About 215,000 (or 0.26 percent) of young people under age 20 have diabetes in the United States.
- If present trends continue, 1 in 3 children born today will develop diabetes in their lifetime.
- Type 2 diabetes, although still rare in young people, is being diagnosed more frequently in children and adolescents.
- Children and teens at risk for diabetes can lower their risk by making healthy food choices and being more physically active.
- When children and adolescents with diabetes take care of their disease, they can delay or prevent serious complications.
- When it comes to ensuring the safety of a child at school, it's important for parents to work with school personnel to make sure that the school understands and can implement their child's diabetes care plan.
- Teens and young adults with diabetes and their families face unique challenges when transitioning from pediatric to adult health care.
- NDEP's **Just One Step** interactive tool, available at YourDiabetesInfo.org/JustOneStep can help you take the first step toward better health by breaking down goals into small steps that you can achieve.

For year-round media and promotional tips and tools, check out [NDEP's Promotional Toolkit for Partners](#).

Highlights of some of NDEP's promotional and outreach activities during the 3rd quarter:

- Promotion of NDEP's resources to support the summer vacation season and traveling for people with diabetes; tie in "[Have Diabetes. Will Travel](#)" feature article, "[Diabetes Travel Tips](#)" and "[Staying Healthy On-the-Go with Diabetes](#)" videos, and NIDDK's "[When You're Away from Home](#)" – More information to come.
- Promotion of NDEP's resources to support the back-to-school season; tie in [School Guide](#), [NDEP's tip sheets for youth with diabetes](#), and NDEP's [Transitions from Pediatric to Adult Care tool](#) and [slide set](#).
- Promotion of NDEP's 15th Anniversary – More information to come.
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter.
- Conferences and meetings to be promoted via the "On the Road with NDEP" section of the NDEP website and social media as appropriate.

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Here's how you can help extend NDEP and your organization's reach during the third quarter:

1. Use some or all of the NDEP products below to support these promotions by distributing at health fairs, conferences, or educational sessions, or use social media:
 - [NDEP tip sheets for youth with diabetes](#)
 - “[Have Diabetes. Will Travel](#)” feature article
 - “[Diabetes Travel Tips](#)” video
 - [Staying Healthy On-the-Go with Diabetes](#) video
 - [NDEP resources for youth with diabetes and families](#)
 - [School Guide](#)
 - [Transitions from Pediatric to Adult Care tool](#) and [slide set](#)
 - [Bilingual Tips for Teens](#) tip sheet series
2. Distribute template newsletter article for the *Road to Health Evaluation Guide*.
3. Repost, retweet, and share links to NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels.
4. Participate in NDEP's Quarterly Partner Promotions Webinar to discuss 3rd quarter promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
5. Look at the list of 2012 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances recognized during July, August, and September:
 - **August/September is Back-to-School Month.** Is your child with diabetes safe in school or transitioning to college? NDEP has resources to help. For more information, check out NDEP's [School Guide](#), and [Transitions from Pediatric to Adult Care](#) resource and [slide set](#).
 - **September is Fruits and Veggies – More Matters Month™.** For resources to encourage people to improve their health by eating fruits and vegetables, check out CDC's [Explore the World with Fruits and Vegetables](#) kit and NDEP's [Eat Fruits & Veggies to Lose Weight & Lower Your Risk for Type 2 Diabetes](#) feature article.
 - **September is Healthy Aging Month.** For resources to help older adults prevent or manage diabetes, check out NDEP's [It's Not Too Late to Prevent Diabetes](#) tip sheet or [The Power to Control Diabetes Is in Your Hands](#) brochure.
 - **September 15-October 15 is Hispanic Heritage Month.** For information on preventing and managing diabetes among Hispanics/Latinos, check out NDEP's [Paso a Paso](#) tip sheet, [Ten Ways Hispanics/Latinos Can Prevent Type 2 Diabetes](#) feature article, and the [Movimiento](#) CDs/DVDs.

My organization's 3rd quarter promotions (feel free to use this space to jot down ideas for Q3 promotions):

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QUARTER 4 – OCTOBER, NOVEMBER, AND DECEMBER

Theme: Make a plan to manage diabetes and prevent its complications.

Goal: To raise awareness of the importance of preventing diabetes-related complications via messages about diabetes risk factors, prevention of type 2 diabetes, prevention of diabetes-related complications, and the rising costs/financial toll that diabetes takes on our nation

Target audience(s): People with diabetes and their families, people at risk, and health care professionals

NDEP campaigns: [Control Your Diabetes. For Life.](#) and [Small Steps. Big Rewards/Lower Your Risk for Diabetes](#)

NDEP's call to action: For more information, call 1-888-693-NDEP (1-888-693-6337), TTY: (866) 569-1162, or visit www.YourDiabetesInfo.org.

NDEP's Key Messages:

- Nearly 26 million adults in the United States, which is more than 8 percent of the U.S. population, have diabetes.
- One out of every four people with diabetes does not know that he or she has the disease.
- Diabetes is a serious disease, particularly when it is left undiagnosed or untreated.
- If left untreated, diabetes can lead to serious complications such as heart disease, stroke, kidney disease, blindness, and amputation.
- Another 79 million Americans are estimated to have prediabetes, a condition that places them at increased risk for developing type 2 diabetes and heart disease.
- NDEP's **Just One Step** interactive tool, available at YourDiabetesInfo.org/JustOneStep can help you take the first step toward better health by breaking down goals into small steps that you can achieve.

For year-round media and promotional tips and tools, check out [NDEP's Promotional Toolkit for Partners.](#)

Highlights of some of NDEP's promotional and outreach activities during the 4th quarter:

- Promotion of NDEP's 15th anniversary – More information to come.
- Use some or all of the NDEP materials/offerings developed in support of National Diabetes Month – More information to come.
- Promotion of Family Health Month; tie in "[How you can help your loved one with diabetes](#)" – *Tips for Helping a Person with Diabetes* tip sheet, [Consejos para ayudar a una persona con diabetes](#) tip sheet, and the [NDEP behavior change video series](#).
- Promotion of Child Health Day; tie in [School Guide](#); [Online Quiz for Teens with Diabetes](#), [How-to resources for youth and families](#), and [NDEP resources for youth with diabetes and families](#)
- Outreach to business media to promote the business case for diabetes – More information to come.
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter.
- Conferences and meetings to be promoted via the "On the Road with NDEP" section of the NDEP website and social media as appropriate.

Here's how you can help extend NDEP's reach during the 4th quarter:

1. Use some or all of the NDEP products below to support these promotions by distributing at health fairs, conferences, or educational sessions, or use social media:
 - "[How you can help your loved one with diabetes](#)" – *Tips for Helping a Person with Diabetes* tip sheet
 - [Consejos para ayudar a una persona con diabetes](#) tip sheet

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- [Diabetes HealthSense](#)
 - [NDEP behavior change video series](#)
 - [School Guide](#)
 - [Online Quiz for Teens with Diabetes](#)
 - [How-to resources for youth and families](#)
 - [NDEP resources for youth with diabetes and families](#)
 - [“Making the Business Case”](#) – *Diabetes At Work* website
 - [“Diabetes Prevention and Control”](#) – *Diabetes At Work* website
 - [“How Much is Diabetes Costing Your Company?”](#) – *Diabetes At Work* Assessment Tool
 - [“Tools and Resources”](#) - *Diabetes At Work* website
2. Participate in NDEP’s Quarterly Partner Promotions Webinar to discuss NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
 3. Look at the list of 2012 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances recognized during October, November, and December:
 - **September 15-October 15 is Hispanic Heritage Month.** For information on preventing and managing diabetes among Hispanics/Latinos, check out NDEP’s [Paso a Paso](#) tip sheet, [Ten Ways Hispanics/Latinos Can Prevent Type 2 Diabetes](#) feature article, and the [Movimiento](#) CDs/DVDs.
 - **October is Family Health Month.** Help support family members living with diabetes. Use NDEP’s [How you can help your loved one with diabetes](#) – *Tips for Helping a Person with Diabetes* tip sheet and [Five Things Your Family Should Know About Your Diabetes](#) feature article.
 - **November is National Diabetes Month and World Diabetes Day is November 14.** Stay tuned for National Diabetes Month offerings from NDEP.
 - **November is American Indian and Alaska Native Heritage Month.** Check out NDEP’s [We Have the Power to Prevent Diabetes](#) tip sheet, [print PSAs](#), and [Take Care of Your Heart. Manage Your Diabetes](#) tip sheet.

My organization’s 4th quarter promotions (feel free to use this space to jot down ideas for Q4 promotions):

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ADDENDUM:

2012 National Observances

The following observances may provide additional opportunities to promote a diabetes message from NDEP. [Click here](#) to review a more comprehensive listing of National Health Observances.

JANUARY	FEBRUARY	MARCH	APRIL
<ul style="list-style-type: none"> • New Year's resolutions/check-ups • Family Fit Lifestyle Month • National Glaucoma Awareness Month • Healthy Weight Week (Jan. 15-21) 	<ul style="list-style-type: none"> • Valentine's Day (Feb. 14) • American Heart Month • Black History Month 	<ul style="list-style-type: none"> • World Kidney Day (Mar. 8) • Diabetes Alert Day (Mar. 27) • National Nutrition Month • National Women's History Month • National Kidney Month • Save Your Vision Month 	<ul style="list-style-type: none"> • Spring vacation/travel • Minority Health Month • Foot Health Awareness Month • Emergency preparedness (hurricane/ tornado season) • National Volunteer Week (Apr. 15-21)
MAY	JUNE	JULY	AUGUST
<ul style="list-style-type: none"> • Women's Health Week (May 14-18) • Mother's Day (May 13) • Older Americans Month • Asian-Pacific American Heritage Month • Healthy Vision Month • Family Wellness Month • National High Blood Pressure Education Month • National Senior Health and Fitness Day (May 25) • Employee Health and Fitness Month 	<ul style="list-style-type: none"> • Men's Health Week (Jun. 11-17) • Father's Day (Jun. 17) • Summer travel/vacations 	<ul style="list-style-type: none"> • Black Family Month • National Recreation and Parks Month • Vacation season (July/Aug.) • Independence Day (July 4) • Family reunions/summer picnics/recipes/family history (July/Aug.) 	<ul style="list-style-type: none"> • Back to school/Transition from pediatric to adult care (Aug/Sept.) • First day of fall (Aug. 23)
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> • Hispanic Heritage Month (Sept. 15-Oct. 15) • Healthy Aging Month • Fruits and Veggies – More Matters Month SM • National Cholesterol Education Month 	<ul style="list-style-type: none"> • Hispanic Heritage Month (continues through Oct. 15) • Family Health Month • Eat Better, Eat Together Month • Child Health Day (Oct. 4) • National School Lunch Week (Oct. 9-15) • Halloween (Oct. 31) 	<ul style="list-style-type: none"> • National Diabetes Month • World Diabetes Day (Nov. 14) • American Indian & Alaska Native Heritage Month • Thanksgiving/ Family History Day (Nov. 22) • National Family Week (Nov. 20-26) 	<ul style="list-style-type: none"> • Holiday season/nutrition and recipes/physical activity/stress and depression