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Santa Clara County
PUBLIC HEALTH

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***TOGETHER WE CAN PREVENT DIABETES* CAMPAIGN LAUNCHED IN SANTA CLARA COUNTY**

Santa Clara County, CA: County officials, community-based organizations and community members at risk for diabetes gathered today to launch the ***Together We Can Prevent Diabetes*** awareness campaign.

Together We Can Prevent Diabetes is a locally developed campaign designed to raise awareness among Santa Clara County (SCC) residents that preventing type 2 diabetes is not just possible, but is actually "in our hands" through healthy choices like eating more fruits and vegetables, and doing light to moderate physical activity, such as walking or yoga.

During the campaign, messaging will be displayed on 38 VTA busses, and at 45 bus shelters located in neighbors with the highest risk populations. It will also be featured on a billboard at the I-280-680 Interchange. The "It's in our hands" messaging will run during October and November and represents the first of a three-part initiative. Other initiative components include diabetes screening events and the implementation of an evidence-base diabetes prevention program targeted to high risk individuals.

Free screening events are planned for the upcoming Day on the Bay on October 11, and at the Open Air Health Fair on October 10-11 at the San Jose Flea Market.

People can also learn their risks for diabetes by taking a free online test at SCCPreventDiabetes.org. In addition to the risk test, the campaign website is designed to support at-risk community members and connect them with resources in Santa Clara County.

"While individual behavior change is necessary to prevent diabetes, this positive, community-wide campaign also calls for residents and organizations in Santa Clara County to come together to support one another and work collectively to address this health crisis," said Santa Clara County Supervisor Ken Yeager.

The campaign is aimed at preventing type 2 diabetes, which has grown at an alarming rate in Santa Clara County:

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- In 2013, 8% of adults in the County (about 112,000 people) reported having a diagnosis of diabetes (type 1 or 2). This rate is higher among Latinos (11%) and African Americans (10%). However, many people with diabetes do not know that they have the disease, so it is likely that the actual number is higher.
- Additionally, 10% of adults in the County (approx. 140,500 people) reported having a diagnosis of prediabetes, a condition that greatly increases a person's chances of developing diabetes. This is likely a dramatic undercount because according to the CDC, 1 in 3 U.S. adults has prediabetes, but most don't know it.
- Type 2 diabetes is also a leading contributor to health care costs. According to the Centers for Disease Control and Prevention (CDC), diabetes costs the U.S. \$245 billion per year.

These facts lead the Santa Clara County Board of Supervisors to take action, calling for a community-wide diabetes prevention initiative.

"I made this campaign a top priority in my year as Board President," said Supervisor Dave Cortese. "We can reverse the growth of type 2 diabetes with our comprehensive efforts to prevent cases from ever getting beyond the prediabetes stage."

Dr. Sara Cody, Health Officer and Public Health Director, emphasized, "Knowing your risk factors is an important first step to preventing diabetes."

Some key risk factors include age, sex, blood pressure, level of physical activity, weight, family history of diabetes or heart disease, and a history of gestational diabetes during pregnancy. If your diabetes risk score is 5 or above, the next step is getting screened at one of the events noted above or by visiting a doctor's office or a health clinic.

For more information, contact the Santa Clara County Public Health Department at 408-792-5155, the Office of Supervisor Ken Yeager at 408-299-5040 or the Office of Supervisor Dave Cortese at 408-299-5030.

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