

**FOR IMMEDIATE RELEASE**  
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Santa Clara County  
**PUBLIC HEALTH**

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**DIABETES PREVENTION AWARENESS CAMPAIGN TO LAUNCH IN SANTA CLARA COUNTY**

**Santa Clara County, CA:** A campaign kickoff and press event for the *Together We Can Prevent Diabetes* awareness campaign will be held Thursday, October 1st, 2 p.m. County officials, community-based organizations and community members at risk for diabetes will gather to help launch the campaign on the back patio of the County Building at 70 West Hedding, San Jose. Campaign materials and photo opportunities will be available before and after the news conference.

*Together We Can Prevent Diabetes* is a locally developed campaign designed to raise awareness among Santa Clara County residents that preventing 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. 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.

Campaign messaging will be displayed on 38 VTA buses, at 45 bus shelters located in neighborhoods with the highest risk populations and on a billboard (located on the Highway 101 where 280 and 680 converge). The "It's in our hands" messaging will run in October and November and represents the first of a three-part initiative. Other initiative components include diabetes screening events and an evidence-based diabetes prevention program targeted to high risk individuals. The campaign features a website to support at risk community members and connect them with resources: [SCCPreventDiabetes.org](http://SCCPreventDiabetes.org).

**WHO:** County Board of Supervisors President, Dave Cortese (District 3); County Supervisor Ken Yeager (District 4); Health Officer and Public Health Director, Dr. Sara Cody; and Dolores Alvarado, CEO of Community Health Partnership.

**WHEN:** Thursday, October 1, 2015, at 2 p.m.

**WHERE:** County of Santa Clara Government Center, back patio (South side of building) at 70 W. Hedding Street, San Jose, CA

**VISUALS:** Campaign artwork, press kits featuring all campaign images in English, Spanish and Vietnamese will be distributed, along with a variety of health promotion items. Presenters will be available for interviews before and after the event.

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