

## FOR IMMEDIATE RELEASE

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## SANTA CLARA COUNTY LAUNCHES DIABETES PREVENTION STRATEGIC PLAN

**Santa Clara County, CA:** Santa Clara County health officials have released a new strategic plan focused on reducing the rate of type 2 diabetes in the county.

"Last year, diabetes was one of the leading causes of death in Santa Clara County," said Supervisor Ken Yeager. "The Diabetes Prevention Initiative Strategic Plan guides and directs our activities to prevent diabetes in our community, particularly for some of our most vulnerable residents."

According to US Census figures for 2015, 77% of 1.9 million residents in Santa Clara County are adults over the age of 18 years. A recent UCLA Center for Health Policy Research and California Center for Public Health Advocacy study estimated 46 percent of adult residents in Santa Clara County are pre-diabetic or have undiagnosed diabetes. Using that estimate, there could be as many as 672,000 people in our community who are pre-diabetic or undiagnosed.

"While the UCLA estimate is staggering, it is important to remember that type 2 diabetes is preventable," said Dr. Sara Cody, Santa Clara County Health Officer and Public Health Director. "A key component of our plan is to raise awareness and help people understand how to prevent diabetes."

The strategic plan concentrates local activities through 2018 in 3 key areas:

- Raise awareness about the causes of pre-diabetes and ways to prevent diabetes.
  - *It's in Our Hands, Together We Can Prevent Diabetes* was the first of three awareness campaigns conducted in the county. It included advertising on VTA buses and bus shelters, billboards, as well as digital and social media ads highlighting physical activity, healthy food and drinks. Community screening events were also conducted.
- Establish countywide screening and referring guidelines and processes.
  - Communicate guidelines and processes for medical providers and community-based organizations.
- Increase access to diabetes prevention programs.
  - Connect people to diabetes programs and local resources to proactively prevent type 2 diabetes.

The Diabetes Prevention Initiative Strategic Plan outlines strategic goals and activities for a countywide effort by public agencies and non-profit groups with the goal of tackling this growing and alarming health issue. More information about diabetes and about Santa Clara County's Diabetes Prevention Initiative can be found at [www.SCCPreventDiabetes.org](http://www.SCCPreventDiabetes.org)

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