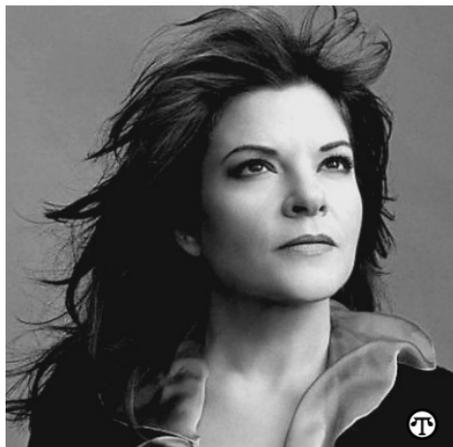


Health NEWS & NOTES

New Campaign Educates People About Diabetes



Singer Rosanne Cash is educating people through a public service campaign about diabetes—a disease that contributed to the death of her father, country legend Johnny Cash.

(NAPSA)—When legendary country musician Johnny Cash passed away in 2003, “many people may have assumed that a lifetime of hard living had finally caught up with him,” said his Grammy-winning daughter, Rosanne Cash. “While it’s true that Dad had his demons, he also had diabetes, a disease he ignored for many years, even as his health and vision slipped away.”

In a new public service campaign presented by the American Association of Diabetes Educators (AADE), the younger Cash uses her father’s experience not only as a warning, but also as a message of hope. Emphasizing that people with diabetes can—and should—take control of the disease before it’s too late, she urges them to manage their condition to stay healthy and “be there for the ones you love.”

“Rosanne Cash speaks powerfully from her own firsthand experience of dealing with a loved one suffering from diabetes complications, and she uses this opportunity to provide hope and encouragement to others with this disease,” said AADE President Mary M. Austin, RD, MA, CDE. The AADE’s members—diabetes educators—help patients learn how to manage their

disease and keep their blood glucose levels in a safe range.

The new campaign is particularly relevant as diabetes affects an estimated 18.2 million Americans, a number that is expected to double by 2025. In addition, as many as 24,000 people with diabetes in the U.S. become blind each year; more than 100,000 require kidney dialysis or transplants; and 82,000 need to undergo limb amputation.

The good news is that diabetes can be managed if people regularly test and control their blood sugar, which is why Austin and the AADE are optimistic about the campaign’s effectiveness. “We hope to help motivate people with diabetes to work with their doctor and diabetes educator to effectively manage their diabetes and do everything they can to help themselves live a healthier, happier life,” said Austin.

A free new downloadable workbook on how to manage blood sugar levels, as well as a patient-friendly overview of diabetes, are available at a new AADE-sponsored Web site, www.HealthyWithDiabetes.org. The 60-second TV public service announcement itself is also available for viewing on the site.