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## **HHS and the NDEP Launch New Campaign to Prevent Growing Diabetes Epidemic in Hispanic and Latino Americans**

### *New Campaign Highlights Study Findings of Small Changes in Lifestyle Key to Preventing or Delaying Type 2 Diabetes*

(Washington, D.C.)— Diabetes is a growing epidemic for Hispanic Americans, but a recent landmark study proved that type 2 diabetes can be delayed or prevented in those at risk for the disease. To spread the good news, today the U.S. Department of Health and Human Services' National Diabetes Education Program (NDEP) launched a public awareness campaign designed to help Hispanics and Latinos at-risk for developing type 2 diabetes take the small steps necessary to ward off this devastating disease.

The NDEP is launching the, "Prevenamos la diabetes tipo 2. Paso a Paso," campaign in response to the surprising results of the Diabetes Prevention Program (DPP) clinical trial. The study found that by exercising 30 minutes a day, 5 days a week, limiting fat intake, and losing just a little bit of weight, participants dramatically cut their risk for diabetes by half. Over 500 Hispanics/Latinos participated in the clinical trial.

"With 'Paso a Paso,' we want to share the good news that Hispanics can prevent diabetes, and it doesn't take a starvation diet to do it," said Tommy G. Thompson, Secretary of the U.S. Department of Health and Human Services. "The key is regular physical activity and a little weight loss. I want to encourage people to take this message of good health to their families and their communities, so we can put an end to the diabetes epidemic."

### **Hispanic Americans Experiencing Diabetes Epidemic**

Diabetes in the Hispanic/Latino community is serious. Of the 30 million Hispanics/Latinos living in the United States, about 2 million have been diagnosed with diabetes. Worse, nearly half of Hispanic children born in the year 2000 are likely to develop diabetes during their lifetime. Untreated, type 2 diabetes can lead to a number of serious health problems including blindness, amputation, and kidney and heart disease.

Millions more Hispanics today have pre-diabetes, a condition where blood sugar levels are higher than normal, but not yet high enough for a diagnosis of diabetes. Risk factors for pre-diabetes include family history, race, and being overweight.

José Vidaurri, 60, decided to make a change in his lifestyle after he realized that being overweight and having a mother with type 2 diabetes put him at risk for the disease. By starting a walking program and substituting healthier foods in his meals, he was able to lose 13 pounds and prevent or delay the onset of diabetes.

“Just knowing that I could prevent diabetes by making some small changes—like eating grilled fish instead of fried fish—has made a big difference,” said Vidaurri. “And it really isn’t very hard. My wife has started eating healthier and getting more physical activity too.”

### **Providing Tools to Help Hispanics to Prevent Diabetes, Step by Step**

As part of this new diabetes prevention effort, HHS and the NDEP, is also unveiling a new music CD to help Hispanics/Latinos get more physical activity to prevent type 2 diabetes. *MOVIMIENTO* is a fun, smart CD with original lyrics and music created by and for Hispanics and Latinos. Instead of a moralizing approach, the strong, positive health messages are promoted via upbeat, energetic, sizzling songs that make you want to get Up and Move. The CD is designed to encourage people to incorporate regular physical activity into their daily lives.

“Anything counts—taking the stairs, walking the dog, dancing to music, mowing the lawn—small changes can be easily incorporated,” said Dr. Jaime Torres, of the National Hispanic Medical Association (NHMA), who helped develop the CD with the NDEP. “Physical activity just needs to occur on a daily basis. Make it fun and take it step by step!”

The campaign also includes:

- National radio public service advertisements that will air on the Radio Unica Network and other Hispanic radio stations across the country.
- Print public service announcements that encourage Hispanics and Latinos to begin preventing diabetes.
- A recipe and meal planner booklet featuring new twists on traditional Hispanic and Latino recipes.
- New patient education brochures on diabetes prevention.

For a copy of any of the campaign materials, call the NDEP at 1-800-438-5383.

[ADD QUOTE FROM SAUL HERE, REFERENCE HIM AS **Senior Advisor for Clinical Trails and Diabetes Translation AT NIDDK**].

The NDEP is a federally funded program co-sponsored by the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of

Health and the Centers for Disease Control and Prevention and is a leading source for information about diabetes care and prevention. The NDEP has over 200 partner organizations, including NCLR, that form a network to reach the health care community and those affected by diabetes at the federal, state and local levels. For more information, call 1-800-438-5383 or visit the NDEP website at [www.ndep.nih.gov](http://www.ndep.nih.gov).

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