

'Si Tiene Diabetes, Cuide Su Corazón'

Targeting Hispanics and Latinos

Closing the Gap, Diabetes • September/October 2002

Heat disease is a leading killer of Hispanics and Latinos with diabetes so a new national campaign targeting Hispanics and Latinos with diabetes was unveiled by the National Diabetes Education Program (NDEP) during the National Council of La Raza's (NCLR) annual conference.

"The campaign 'Si Tiene Diabetes, Cuide Su Corazón' is aimed at helping Hispanic Americans better understand the need to control all aspects of their diabetes to help prevent heart disease," said U.S. Department Health and Human Services Secretary Tommy G. Thompson.

The focus is to help Hispanics with diabetes control their blood sugar, blood pressure, and cholesterol levels, which in turn helps prevent heart disease and stroke—the leading killers of people with diabetes.

"At least 65 percent of people with diabetes die from heart disease or stroke, and yet only one in four Hispanic and Latino Americans with diabetes know they are at risk for heart disease," said Yanira Cruz Gonzalez, director of the Center for Health Promotion at the NCLR and chair of the NDEP's Hispanic/Latino work group.

The NDEP offers a recipe booklet featuring new twists on traditional Hispanic and Latino recipes that are flavorful but low in fat and salt.

A free booklet along with additional information on diabetes in Spanish and English can be ordered by calling the National Diabetes Information Clearinghouse at 1-800-438-5383.

For more information, call 202-785-1670 or visit them at <http://www.nclr.org> ❖

