



Contacts:

Bob Fisher, Nevada Broadcasters Association, (702) 326-5808
Tara Maras, YMCA of Southern Nevada, (702) 371-1751

Fremont Street Experience Canopy Goes Blue November 14 for National Diabetes Month
Public invited to wear blue, gather at First Street Stage to participate in blue glow stick lighting

Las Vegas (November 9, 2011) – To recognize National Diabetes Month, the Nevada Diabetes Council in collaboration with the Nevada State Health Division will **Bring Diabetes to Light** by lighting the Fremont Street Experience canopy blue on Monday, November 14 at 6:15 p.m. The public is invited to wear blue, the official awareness color of diabetes, and gather at the First Street Stage to light free blue glow sticks following comments by Dr. Lawrence Sands, Chief Health Officer for the Southern Nevada Health District. The event is designed to create awareness about the importance of preventing type 2 diabetes and diabetes-related complications by making a plan and setting goals.

According to Nevada Diabetes Council Chair Dr. Jerry Reeves, “Diabetes creates an unbelievable burden of illness and premature death among the approximately 156,167 adult Nevadans who have diabetes. This represents about 7.9% of adults in Nevada in 2009 that have this serious, common, costly disease.”

He adds, “Much can be done to reduce and delay the severe manifestations of diabetes. Unhealthy eating, physical inactivity, and obesity are contributing to earlier and higher burden of illness in patients with diabetes. Recent reports from Centers for Disease Control and Prevention indicate 63% of Nevada adults were overweight or obese. In 2009, Nevada had the 11th highest rate of childhood obesity in the U.S., with 34.2% of youth who were overweight or obese.”

By 2050, as many as 1 in 3 U.S. adults could have diabetes if current trends continue, according to a new analysis from the Centers for Disease Control and Prevention.

“Even if you know what to do to improve your health, figuring out how to do it and fitting it into your daily routine can be a big challenge,” said Marjorie Franzen-Weiss, Diabetes Prevention and Control Program Coordinator for Nevada State Health Division. “That’s why it’s important to set goals and make a plan to prevent diabetes and its complications *Step by Step*.”

Small changes, such as losing a modest amount of weight and becoming more active, can go a long way in preventing type 2 diabetes and managing the disease.

“Being physically active can help manage diabetes because it helps burn more calories and can help a person maintain a healthy weight. For people at high risk for developing type 2 diabetes, losing 10 pounds, if you weigh 200 pounds, can make a big difference in lowering your risk,” adds Franzen-Weiss.

Making changes in how you care for your health is a matter of trying and learning. It’s about choosing a goal and working toward it. Making a plan and taking the first step will help you reach your goal.

1. Think about what is important to your health. What are you willing and able to do?
2. Decide on your goals. What changes do you want to make? Choose one goal to work on first.
3. Determine the steps that will help you reach your goal.
4. Pick one step to try this week.

As part of the YMCA of Southern Nevada’s commitment to healthy living, the organization will launch its Diabetes Prevention Program in January. The program will help people reduce their risk for type 2 diabetes by teaching them about eating healthier, increasing physical activity and behavior changes. Participants will take part in 16 one-hour classroom sessions led by a trained lifestyle coach, followed by monthly support for up to a year. Visit www.lasvegasymca.org.

The Nevada Diabetes Council encourages everyone to learn more about making a plan to prevent type 2 diabetes and diabetes-related complications by visiting the National Diabetes Education Program website at www.YourDiabetesInfo.org or calling 1-888-693-NDEP (6337); TTY: 1-866-569-1162.

###