

Know **Diabetes** by **Heart**™

Roll-Out and Implementation Guide

About Know Diabetes by Heart™

The American Heart Association (AHA) and the American Diabetes Association (ADA) have launched a collaborative landmark initiative called **Know Diabetes by Heart** to comprehensively combat the national public health impact of type 2 diabetes and cardiovascular disease by:

- Raising awareness and understanding of the link between diabetes and cardiovascular disease.
- Positively empowering people to better manage their risk for cardiovascular disease, heart attack and stroke.
- Supporting health care providers in educating their patients living with type 2 diabetes on cardiovascular risk and increasing their patients' engagement in prevention of cardiovascular deaths, heart attacks and strokes.

By integrating the Know Diabetes by Heart campaign into your communities and/ or health care outreach efforts, you are helping to bring the type 2 diabetes and cardiovascular message to the forefront of heart-health conversations, supporting people with type 2 diabetes, their loved ones, and clinical teams in their efforts to identify at-risk patients and coordinate care plans to improve health outcomes.

This Roll-Out and Implementation Guide provides guidance and resources to seamlessly execute the campaign.

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KnowDiabetesbyHeart.Org

This [campaign website](#) provides a comprehensive overview of Know Diabetes by Heart, and tools and resources for people living with type 2 diabetes and health care providers.

- Patients and their loved ones can take a short quiz to assess their risk, sign up for more information, watch a video, read the top 3 questions to ask their health care provider and download a guide to help them start a discussion with them.
- Health care professionals will find the latest AHA/ADA science, professional tools and resources, and educational opportunities, including our new Know Diabetes by Heart podcast series and upcoming webinars to support adherence to guidelines.
- Additionally, health care professionals can download the AHA Guidelines-on-the-Go mobile app and ADA Standards of Care mobile app.
- Health systems and medical professionals will find information about quality improvement efforts supporting diabetes management and insulin therapy with the new Diabetes Platform linking existing modules within the Get With The Guidelines registry, plans for the Ambulatory Diabetes Quality Improvement and Recognition Program and expansion of the ADA Diabetes INSIDE collaborative initiative.

WITHIN THIS GUIDE

YOU WILL FIND

- Overview of why this matters and key facts
- How your organization can support: ideas for health care professionals | community implementation and integration
- Available resources
- Answers to frequently asked questions

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WHY THIS MATTERS | KEY FACTS

- Cardiovascular disease is the leading cause of death and a major cause of heart attacks, strokes and disability for people living with type 2 diabetes^{1,2} – yet about half recognize their risk.³
- People living with diabetes are two times more likely to develop and die from cardiovascular disease than people without diabetes.⁴
- People living with type 2 diabetes often have risk factors such as high blood pressure, unhealthy levels of cholesterol, obesity and lack of physical activity, which all contribute to their risk for developing cardiovascular disease. The longer you live with type 2 diabetes, the higher your cardiovascular risk.
- Every 80 seconds, an adult with diabetes in the U.S. is hospitalized for cardiovascular disease, which can lead to a heart attack.⁵
- Every two minutes, an adult with diabetes in the U.S. is hospitalized for a stroke.⁵
- For adults at age 60, having type 2 diabetes and cardiovascular disease shortens life expectancy by an average of 12 years.⁶

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**HEART ATTACK
AND STROKE ARE
NOT INEVITABLE**



HOW YOUR ORGANIZATION CAN HELP SUPPORT: CAMPAIGN IMPLEMENTATION

Following are examples of how your organization can leverage the resources provided and elevate the voice and impact of the Know Diabetes by Heart campaign.

Activate your Social Media Channels

- Share provided content across your social media platforms and encourage reposts and retweets (Facebook, Instagram, LinkedIn, Twitter).
- Follow the American Heart Association and American Diabetes Association social media handles and engage (like, comment, repost/retweet campaign messages).

AHA: [Facebook](#) (@AmericanHeart), [Twitter](#) (@American_Heart), [Instagram](#) (@American_Heart) + [LinkedIn](#) (American Heart Association)

ADA: [Facebook](#) (@AmericanDiabetesAssociation), [Twitter](#) (@AmDiabetesAssn) + [Instagram](#) (@AmDiabetesAssn) [Facebook Pro](#) @DiabetesPro and [Twitter Pro](#) @ADA_DiabetesPro + [LinkedIn](#) (American Diabetes Association)

- **Sample messages and graphics are included in this toolkit.**

Leverage E-newsletters and Other Digital/Print Communications Tools

- Integrate campaign messaging and calls-to-action into your e-mail or print newsletters, magazines, etc.
- Utilize digital banners and link to the campaign resources on your organization's website.

Engage Your Conference/Community Event Audiences

- Distribute patient and health care provider resources at applicable events.
- Invite your patient audiences to download the discussion guide, join the Ask the Experts Q&A series and sign up for ADA's Living with Type 2 Diabetes Program.
- Invite your health care provider audience to review the discussion guide, listen to the Know Diabetes by Heart podcast series and webinars.

Build a Messaging Calendar with Additional Touchpoints to Drive the Conversation

- November – American Diabetes Month
- November 9th – Diabetes Heart Connection Day
- November 14th –World Diabetes Day
- February – American Heart Month
- May – American Stroke Month

CAMPAIGN RESOURCES

FOR PATIENTS AND HEALTH CARE PROFESSIONALS

At your fingertips, we've provided a robust repository of materials to educate patients and health care professionals. Organizations can use any or all these resources to support the campaign.

RESOURCES FOR HEALTH CARE PROFESSIONALS

Health Care Provider Discussion Guide

[One-page printable piece](#) that contains a brief overview about the connection between type 2 diabetes and cardiovascular risk and provides a list of questions that patients and their loved ones can use to guide the conversation with their health care providers.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.

Podcasts

The KDBH Podcast Series focuses on relevant topics such as up-to-date standards of care, guidelines and their implications for type 2 diabetes and cardiovascular disease, and approaches to shared decision making.

Uses: Link from your organization's website.

RESOURCES FOR PEOPLE WITH TYPE 2 DIABETES AND THEIR LOVED ONES

Know Diabetes by Heart Initiative Infographic

[One-page fact sheet](#) highlighting the importance of the initiative and impact of type 2 diabetes on cardiovascular health.

Uses: in-office and take-home patient education, patient/provider conversations, waiting room print material, media/press events, community events.

Ask the Expert Q&A Series

This free [Q&A series](#) with expert health care professionals is designed to help people living with diabetes overcome barriers and challenges in managing their diabetes.

Register at KnowDiabetesbyHeart.org or call 1-855-565-0595.

All events will be held at 1:00 PM CT | 2:00 PM ET unless otherwise noted.

November 14, 2018	Where to Start: Diabetes and Your Heart
December 18, 2018	Stress, Diabetes and Heart Health
January 15, 2019	Physical Activity—Getting Started and Staying on Track
February 12, 2019	Nutrition Basics for Diabetes & Heart Health
March 19, 2019	Medication Management for Diabetes & Heart Disease

Please note that the information discussed during the Ask the Experts Q&A events isn't meant to be medical advice. Remember to consult with your doctor before making changes to your diet or exercise plan.

ADA's Living with Type 2 Diabetes Program

[FREE 12-month program](#) for people with type 2 diabetes, includes:

- Six digital, printable journeys to help you learn to live well with diabetes
- A monthly e-newsletter with tips, stories and more resources
- Six free issues of our award-winning Diabetes Forecast® magazine
- Access to our online community and local events

Uses: patient/provider conversations

Health Care Provider Discussion Guide

[One-page printable piece](#) that contains a brief overview about the connection between type 2 diabetes and cardiovascular risk and provides a list of questions that patients and their loved ones can use to guide the conversation with their health care providers.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.

Patient Brochure

[Educational brochure](#) that provides an in-depth look at the risk between type 2 diabetes and the risk of heart attack and stroke.

Uses: patient education, patient/provider conversations, take-home patient education, media/press events, community events.

What Is Diabetes? Fact Sheet

[Two-page fact sheet](#) that provides a diabetes overview, who is at risk, how it's diagnosed and how to manage it and reduce the risk of heart attack and stroke.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.

**THESE RESOURCES ARE AVAILABLE AT
KNOWDIABETESBYHEART.ORG**

Social Media and Graphics (Patient)

Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images and posts or retweet from @AmericanHeart and @AmDiabetesAssn



At age 60, having type 2 diabetes and a history of a heart attack or stroke shortens life expectancy by an average of 12 years. Take the quiz and know where you stand <link to KnowDiabetesbyHeart.org>



Ask your doctor how you can help manage your risk of the link between type 2 diabetes, heart attack, stroke and cardiovascular disease. <Link to KnowDiabetesByHeart.org>



People living with diabetes are 2x more likely to have a heart attack, stroke or cardiovascular disease. Visit <link to KnowDiabetesByHeart.org> for the top 3 questions to ask your doctor and reduce your risk

Social Media and Graphics (Patient)

Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images and posts or retweet from @AmericanHeart and @AmDiabetesAssn



There are steps people with type 2 diabetes can take to reduce their risk of heart attack, stroke and cardiovascular death. Make an action plan and receive ongoing support for your personal health journey. <Link to KnowDiabetesbyHeart.org>



Every two minutes, an adult with diabetes in the U.S. is hospitalized for a stroke. Take the quiz and learn how to manage your risk <Link to KnowDiabetesByHeart.org>



You can take charge and manage your risk of heart attack, stroke and cardiovascular disease. The first step is to talk to your doctor. Learn the top 3 questions to ask at <KnowDiabetesbyHeart.org>

Social Media and Graphics (Health Care Provider)

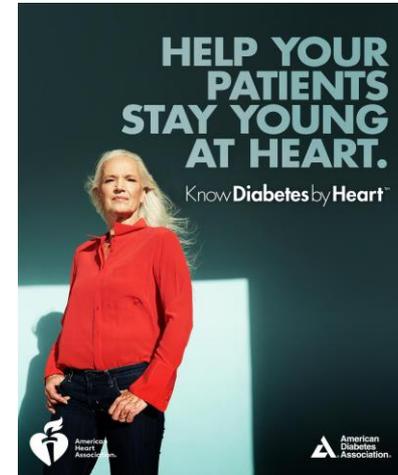
Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images and posts or retweet from @AmericanHeart and @DiabetesPro and @ADA_DiabetesPro



Talk to your patients with type 2 diabetes about their increased risk of heart attack, stroke and cardiovascular death. Learn more at [KnowDiabetesByHeart.org](https://www.knowdiabetesbyheart.org)



Do your patients know that cardiovascular disease is the leading cause of death and a major cause of heart attacks, strokes and disability for people living with type 2 diabetes? Help them set a plan to reduce their risk and for ongoing support <[Link to KnowDiabetesByHeart.org](https://www.knowdiabetesbyheart.org)>



Patients living with diabetes are two times more likely to develop and die from cardiovascular disease. Yet, only about half recognize their risk or have discussed their risk for heart attacks or strokes with their health care providers.

Help them reduce their risk. Start with our patient discussion guide <[Link to KnowDiabetesbyHeart.org](https://www.knowdiabetesbyheart.org)>

Digital Banners

ASK YOUR DOCTOR HOW YOU CAN REDUCE YOUR RISK.

People living with diabetes are 2x more likely to experience heart attack, stroke, or cardiovascular disease.

Know **Diabetes** by **Heart**™



STAY YOUNG AT HEART, LONGER.

Know **Diabetes** by **Heart**™



YOUR BEST DEFENSE BEGINS WITH KNOWING.

People living with diabetes are 2x more likely to experience heart attack, stroke, or cardiovascular disease.

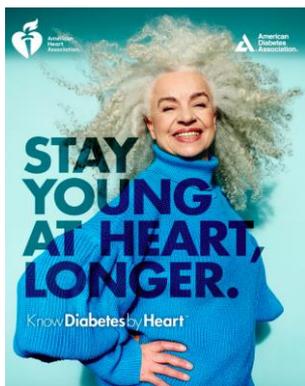
Know **Diabetes** by **Heart**™

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Newsletter Copy

Patient



STAY YOUNG AT HEART, LONGER.

Ask your doctor how.

Did you know? People with diabetes are two times more likely to have a heart attack, stroke or cardiovascular disease than people without diabetes. Despite this, know that heart attack and stroke is not inevitable.

Ask your doctor how to reduce your risk. Download the top 3 questions to ask and a discussion guide. And stay young at heart, longer. <Link to knowdiabetesbyheart.org>

Health care provider



HELP YOUR PATIENTS STAY YOUNG AT HEART

Patients living with diabetes are two times more likely to develop and die from cardiovascular disease. Yet, only about half recognize their risk or have discussed their risk for heart attacks or strokes with their health care providers.

Help them reduce their risk. Start with our patient discussion guide <Link to KnowDiabetesbyHeart.org>

ANSWERS TO FREQUENTLY ASKED QUESTIONS

FAQ

Why do people with diabetes have a greater risk for cardiovascular disease?

Diabetes is associated with a buildup of plaque that can clog arteries, leading to a heart attack or stroke. People living with type 2 diabetes often have risk factors such as high blood pressure, unhealthy levels of cholesterol, obesity or lack of physical activity, which all contribute to their risk for developing cardiovascular disease. The longer you live with type 2 diabetes, the higher your cardiovascular risk.

What can people living with type 2 diabetes do to manage their cardiovascular risks effectively?

People living with type 2 diabetes should talk with their health care providers about ways to reduce their risk for cardiovascular disease. Resources are available at [KnowDiabetesByHeart.org](https://www.knowdiabetesbyheart.org).

FAQs

What can people living with type 2 diabetes do to reduce their risk of cardiovascular disease?

People living with type 2 diabetes should:

- Talk to their doctor at their next appointment about ways to reduce their risk for cardiovascular disease.
- Implement lifestyle changes – including medical nutrition therapy, weight loss and increased physical activity.
- Quit smoking.
- Properly manage stress.
- Monitor and keep track of their blood glucose, blood pressure, cholesterol and body weight as directed by their doctor.
- Take medication/s as prescribed by their doctor.
- Visit [KnowDiabetesbyHeart.org](https://www.knowdiabetesbyheart.org) for resources to help continue the conversation with loved ones and doctor.

REFERENCES

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2. The Emerging Risk Factors C. Diabetes mellitus, fasting blood glucose concentration, and risk of vascular disease: a collaborative meta-analysis of 102 prospective studies. *Lancet*. 2010;375(9733):2215-2222. [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(10\)60484-9/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(10)60484-9/fulltext)
3. American Heart Association and American Diabetes Association. 2018. People with T2D Baseline Survey. Online survey; USA. Conducted by The Harris Poll in September 2018.
4. Centers for Disease Control and Prevention. Website. <https://www.cdc.gov/diabetes/managing/problems.html>. Accessed October 2018.
5. Centers for Disease Control and Prevention website. National Diabetes Statistics Report, 2017. www.cdc.gov/diabetes/pdfs/data/statistics/national-diabetes-statistics-report.pdf. Accessed October 2018. *Note: “every 80 seconds” and “every 2 minutes” come from taking the annual incidence of hospital discharges for ischemic heart disease and stroke from the National Diabetes Statistics Report and using 365days/24hours/60minutes/60seconds to reduce them down to the minute and second level.*
6. Association of Cardiometabolic Multimorbidity With Mortality; *JAMA*. 2015;314(1):52-60. doi:10.1001/jama.2015.7008 <https://jamanetwork.com/journals/jama/fullarticle/2382980>. Accessed October 2018.

THIS INITIATIVE IS JOINED BY:



THANK YOU

By participating in the Know Diabetes by Heart campaign, you are joining the movement that is helping to reduce cardiovascular deaths, heart attacks and strokes in people living with type 2 diabetes.