

Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

November

American Diabetes Month

November 14, World Diabetes Day

American Diabetes Month was established to communicate the seriousness of diabetes and the importance of proper diabetes control. Diabetes is a fast growing public health problem. Over 400,000 Missouri adults, aged 18 or older, have been diagnosed with diabetes. About one-fourth of all Missourians with diabetes are unaware they have it. For many, the diagnosis for diabetes may come seven to ten years after the onset of the disease. That is why it's so important for people to get screened to find out if they have diabetes and if they do, begin treatment to keep it under control.

Diabetes is a life-threatening condition, but healthy choices can help people live with the disease and avoid or delay many of its complications such as heart attack, stroke, amputation, and kidney disease. Most people with diabetes can manage their disease and enjoy a good quality of life.

World Diabetes Day is the primary global awareness campaign for diabetes. It is celebrated each year on November 14 to mark the birthday of Frederick Banting who, along with Charles Best, first conceived the idea which led to the discovery of insulin in 1922. World Diabetes Day is a campaign that each year features a theme chosen by the International Diabetes Federation to address issues facing the global diabetes community. More information on yearly themes for World Diabetes Day can be found at <http://www.worlddiabetesday.org/en/the-campaign/about-0>.

Suggested Activities:

- Recruit local physicians to post the *Live Like Your Life Depends On It* Diabetes poster in their offices. Share pre-diabetes and diabetes screening guidelines with physicians to encourage them to screen their patients exhibiting risks for diabetes, including children and adolescents. Offer to provide them with diabetes information to share with their patients who are diagnosed with pre-diabetes or diabetes. Let them know about <http://www.betterdiabetescare.nih.gov/>, a site designed to help health care professionals make a difference in the way diabetes is treated and prevented. Missouri's Consensus Screening Guidelines for Pre-diabetes and Diabetes in a Medical Setting can be found at <http://health.mo.gov/living/healthcondiseases/chronic/diabetes/publications.php>. Information on diabetes and pre-diabetes is available from the Missouri Diabetes Prevention and Control Program at <http://health.mo.gov/living/healthcondiseases/chronic/diabetes/publications.php> or from the National Diabetes Education Program at <http://www.ndep.nih.gov/diabetes-facts/index.aspx>



- Ask a local pharmacy to insert the *Live Like Your Life Depends On It* Top Ten Flyer or Diabetes message card in prescription bags when dispensing diabetes medications during the month of November.
- Conduct a community awareness campaign regarding diabetes prevention and control. Utilize the *Live Like Your Life Depends On It* Top Ten Flyer and Diabetes message card, poster, and print ad in your campaign efforts. The National Diabetes Education Program has awareness campaigns tailored and adapted for high-risk audiences including: African-Americans, American Indians and Alaska Natives, Asian-Americans and Pacific Islanders, Hispanics and Latinos, women with a history of gestational diabetes mellitus, and older adults. Information on getting these awareness campaigns started, working with the media, and free campaign tools can be found <http://ndep.nih.gov/about-ndep/strategic-directions.aspx>. The Missouri Diabetes Prevention and Control Program has several diabetes videos that can be checked out for use in your awareness campaign. A list of videos available can be found at <http://health.mo.gov/living/healthcondiseases/chronic/diabetes/pdf/DiabetesVideos.pdf>.
- Encourage local businesses to find out what they as employers can do to help their employees prevent diabetes-related complications. A majority of the Missourians with diabetes are employed in the work force. Ask them to post the *Live Like Your Life Depends On It* Diabetes poster in their business; ask for permission to set up a table to promote diabetes awareness near the entrance of their business; or ask them to distribute the *Live Life Your Life Depends On It* Diabetes message card with paychecks. Businesses interested in assessing the impact of diabetes in their workplace, providing intuitive information to help their employees manage their diabetes, and take steps toward reducing risks for related complications can find information to assist them at <http://www.diabetesatwork.org/>.

For more information on American Diabetes Month	For more information on Diabetes
American Diabetes Association www.diabetes.org/communityprograms-and-localevents/americanmonth.jsp Local Chapters: Joplin Springfield Area P.O. Box 4995 1944-A East Sunshine Joplin, MO 64802 Springfield, MO 65804 417-624-8455 417-890-8400 417-890-8484 Fax	Missouri Diabetes Prevention and Control Program Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 800-316-0935 Toll Free http://health.mo.gov/living/healthcondiseases/chronic/diabetes/index.php
Kansas City Area 10580 Barkley, Suite 400 Overland Park, KS 66212 913-383-8210 913-383-2319 Fax Mid-Missouri P.O. Box 1013 Columbia, MO 65205-1013 573-443-8611	For more information on World Diabetes Day International Diabetes Federation Avenue Emile de Mot 19, B-1000 Brussels, Belgium 32-2-538 55 11 32-2-538 51 14 Fax www.worlddiabetesday.org/en/the-campaign/about-0

Lung Cancer Awareness Month Great American Smokeout*

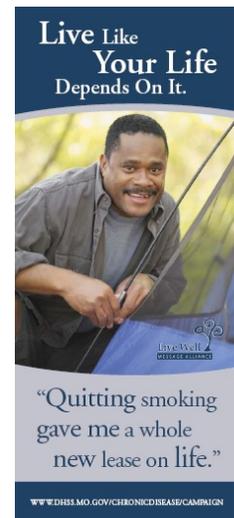
Lung cancer causes more deaths every year than do colorectal, breast, cervical, and prostate cancers combined. Tobacco use is the leading cause of lung cancer. Despite the fact that lung cancer most frequently affects older people, the population most at risk for eventually developing lung cancer are current smokers. More than 90% of lung cancers could be avoided by not smoking. Preventing the start or stopping the use of tobacco could nearly eliminate lung cancer.

According to the Missouri Information for Community Assessment (MICA) for 2011 there were 11,646 deaths attributed smoking-related diseases such as Stroke, Chronic Obstructive Pulmonary Disease (COPD) and Acute Myocardial Infarction (Heart Attack).

During the Great American Smokeout, the American Cancer Society urges all Americans using tobacco to stop using for the day and become aware of the many support methods available to help stay quit for good. Tobacco use is the single largest preventable cause of disease and premature death in the United States. Missouri has one of the highest smoking rates in the nation. If we could help more people stop smoking, or never start in the first place, Missouri would see fewer smoking-related deaths.

Suggested Activities:

- Encourage local businesses to make the Great American Smokeout part of an employee health promotion or wellness program. Arrange for blood pressure screenings, fitness activities, and healthy diet counseling for smokers trying to quit and for nonsmokers. Screenings should include appropriate referral and follow up. This could be done in coordination with a Federally Qualified Health Center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Use one of the *Live Like Your Life Depends On It* posters, Be Tobacco Free or Quit Smoking, to advertise the program or distribute the Be Tobacco Free message card to employees along with free information on lung cancer from the American Cancer Society.
- Ask local physicians to post the *Live Like Your Life Depends On It* posters, Be Tobacco Free or Quit Smoking, in their offices. Encourage physicians to identify their patients who smoke and provide them with information on Missouri's Tobacco Quitline. More information on the Missouri Tobacco Quitline can be found at <http://health.mo.gov/living/wellness/tobacco/smokingandtobacco/tobaccocontrol.php#quitline>.
- Display the *Live Like Your Life Depends On It* Be Tobacco Free or Quit Smoking posters in local barber and beauty shops, grocery stores (especially near tobacco products), senior centers, etc.



For more information on Lung Cancer Awareness Month	For more information on Lung Cancer
Lung Cancer Alliance 1747 Pennsylvania Avenue NW, Suite 1150 Washington, DC 20006 800-298-2436 Lung Cancer Information Line 202-463-2080 www.lungcanceralliance.org/involved/lcam_month.html	Centers for Disease Control and Prevention http://www.cdc.gov/cancer/lung/
American Cancer Society www.cancer.org/docroot/CRI/CRI_2x.asp?sitearea=&dt=16	For more information on Tobacco Cessation
Local Offices: Cape Girardeau 106 Farrar Drive, Suite 104 Cape Girardeau, MO 63701 573-334-9197 573-334-5115 Fax Columbia 1900 N. Providence Rd., Suite 105 Columbia, MO 65202 573-443-1496 573-442-9955 Fax Hannibal 2910 St. Mary's, Suite 1 Hannibal, MO 63401 573-221-4660 573-221-3326 Fax Jefferson City 2413 Hyde Park Rd. Jefferson City, MO 65109 573-635-4821 573-635-7821 Fax	Comprehensive Tobacco Control Program Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 866-726-9926 Toll Free 573-522-2820 http://health.mo.gov/living/wellness/tobacco/smokkingandtobacco/index.php
Joplin 2700 McClelland Blvd. Bldg. A, Suite 110 Joplin, MO 64804 417-627-7500 417-782-2348 Fax Sikeston 201 N. New Madrid Sikeston, MO 63801 573-471-1823 573-471-1372 Fax Springfield 3322 S. Campbell Ave. Suite P Springfield, MO 65807 417-881-4668 417-881-7955 Fax St. Louis 4207 Lindell Blvd. St. Louis, MO 63108 314-286-8100 314-286-8160 Fax	For more information on Great American Smokeout
	American Cancer Society 250 Williams Street NW Atlanta, GA 30303 800-ACS-2345 (227-2345) http://www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout/index

Health observances were obtained from the National Health Information Center's National Health Observances at <http://www.healthfinder.gov/nho/>.

* The exact date for the Great American Smokeout can be found at <http://www.healthfinder.gov/nho/>.