



DEPARTMENT OF HEALTH

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**DEPARTMENT OF HEALTH
LAUNCHES NEW “PREVENT DIABETES HAWAII” CAMPAIGN**

HONOLULU – It is estimated that one in every two adults in Hawaii has prediabetes or type 2 diabetes, and many have not been diagnosed and may be unaware that they have it. To increase prevention and awareness, the Hawaii Department of Health is launching a new innovative media campaign on March 27 to encourage Hawaii adults to take an online Diabetes Risk Test at PreventDiabetesHawaii.com and share the results with their doctor or health care provider. Actor and comedian Frank De Lima, who has type 2 diabetes, is the spokesperson for the campaign and will appear in television ads and in print ads in malls across the state.

“Prediabetes is a serious health condition that puts people at risk for type 2 diabetes, heart disease, and stroke, and the good news is you can reverse prediabetes with basic lifestyle changes,” said Health Director Dr. Virginia Pressler. “Type 2 diabetes can be prevented, so it’s very important for people to get screened early and take action.

Prediabetes refers to having a blood sugar that is above the normal level, but not high enough to be diagnosed as type 2 diabetes. Without effective intervention, 15 to 30 percent of adults with prediabetes will develop type 2 diabetes within 5 years. Native Hawaiians, Other Pacific Islanders, and Filipinos have the highest rates of type 2 diabetes, followed by Japanese. Furthermore, people of Asian descent tend to develop prediabetes at a lower body weight than other ethnicities, making them especially susceptible.

“Your risk for prediabetes is increased if you are overweight, 45 years or older, have a parent or sibling with type 2 diabetes, are not physically active, smoke, and ever had gestational diabetes,” said Lola Irvin, Administrator for the Chronic Disease Prevention and Health Promotion Division. “Obesity and diabetes are generally known as “twin” epidemics, and this is true also for Hawaii.”

The *Prevent Diabetes Hawaii* campaign asks everyone to participate in simple 30-second online Diabetes Risk Test and then email, print or download their Diabetes Risk Test results to a computer, smartphone, or tablet to facilitate a later conversation with a doctor or health care provider. The website also contains ideas and tips for individual lifestyle change, as well as information on nationally recognized lifestyle change programs that are available at local community health centers throughout the state, the YMCA, and some hospitals. A portal for health care providers contains links to download campaign materials for waiting rooms and doctors’ offices along with resources to facilitate patient follow-up, such as email templates and phone call scripts.

Focus group testing with adults on Oahu informed the campaign’s development. *Prevent Diabetes Hawaii* is funded by a combination of state general funds and a cooperative agreement with the U.S. Centers for Disease Control and Prevention.

For more information about the campaign or to view the television and print ads, go to www.PreventDiabetesHawaii.com.

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