November Press Release Template – American Diabetes Month

Drafted November 1, 2019

For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**(Network/Coalition Name): Quitting smoking can help prevent, manage Diabetes**

**(CITY, WI)** – November is American Diabetes Month, an annual observance that bring attention to the disease affecting more than one in 10 Wisconsin adults (with one in three Wisconsin adults also at risk for developing type 2 diabetes). This year, the **(NETWORK/COALITION NAME)** reminds the public that smoking is one of the leading risk factors for type 2 diabetes, and that quitting can help lower your risk, or if you have diabetes, help you better manage the disease.

People who smoke are 30-40% more likely to develop type 2 diabetes than those that do not, according to the U.S. Centers for Disease Control and Prevention. Additionally, people with diabetes who smoke are more likely than nonsmokers to encounter difficulties with insulin dosing and managing their disease.

**“Insert quote from coalition representative (health officer, coalition coordinator, physician) about how people with diabetes who smoke have higher risks for serious complications – you can find examples at** [**https://www.cdc.gov/tobacco/campaign/tips/diseases/diabetes.html)**](https://www.cdc.gov/tobacco/campaign/tips/diseases/diabetes.html))**,” said (COALITION/NETWORK CONTACT).**

According to the **(COALITION/NETWORK),** the good news is that quitting smoking can reduce your risk for type 2 diabetes, or if you already have type 2 diabetes, quitting can help you get better control over your blood sugar, and help your insulin be more effective as quickly as eight weeks after quitting.

Free resources are available to help tobacco users quit. People who are ready to be tobacco free can call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW (784-8669). If they’re on Medicaid, they can also talk to their doctor about the free support provided by the Medicaid Cessation benefit.

**“Insert a final quote here expressing support for people’s quitting journeys. Share that while it might not be easy, quitting is worth it. Consider adding some other** [**immediate benefits of quitting**](https://smokefree.gov/quit-smoking/why-you-should-quit/benefits-of-quitting)**,”** said **(NETWORK/COALITION CONTACT)**.

Individuals can also reduce their risk of type 2 diabetes by regularly checking their blood pressure and cholesterol levels, being physically active, maintaining a healthy diet, and taking medicines as prescribed by their doctor.

For more on tobacco prevention and control efforts in **(COMMUNITY NAME)**, contact **(COALITION/NETWORK)** at **(WEBSITE/SOCIAL MEDIA, ETC.).**