



Beaumont



Ascension



National Kidney Foundation
of Michigan

Southeast Michigan Hospital Collaborative

During National Diabetes Month, the Southeast MI Hospital Collaborative Supports National Effort to Raise Awareness of Prediabetes

New PSAs Emphasize Prevention of Type 2 Diabetes

10.4% of MI residents and 17.9% of Detroit residents have type 2 diabetes, which is costing MI over \$13 billion per year

Detroit, MI; 11/27 – Leading health organizations have partnered during National Diabetes Month to raise awareness that more than 1 in 3 American adults has prediabetes, a serious condition that increases their risk of developing type 2 diabetes, heart attack, and stroke. Despite its prevalence, nearly 90% of people with prediabetes don't know they have it, and awareness is crucial since prediabetes can be reversed through lifestyle changes such as healthy eating and increased physical activity. In Michigan, more than 10% of people have diabetes. November is National Diabetes Month, which means now is a better time than ever to consult a doctor, a local office, or a [CDC-led National Diabetes Prevention Program](#) about how to reverse prediabetes.

The American Medical Association (AMA), and Centers for Disease Control and Prevention (CDC), along with the Ad Council, have released new PSAs that build on the successful awareness campaign that has helped millions of Americans learn their risk for developing type 2 diabetes. The new, lighthearted PSAs run through humorous scenarios that highlight how the viewer and those close to them are at risk of type 2 diabetes. The Southeast MI Hospital Collaborative is proud to lend its support to the campaign, which raises the alarm about prediabetes and emphasizes the positive message that prediabetes can often be reversed through everyday lifestyle changes. The campaign encourages people to take a short online risk test at [DoIHavePrediabetes.org](#) and speak with their doctor to confirm their diagnosis. The website features lifestyle tips and connects visitors to the [National Diabetes Prevention Program](#).

"I speak for the leadership of the Southeast MI Hospital Collaborative in supporting the campaign's call for action and the urgency of addressing prediabetes," said Kate Kohn-Parrott, President and CEO of the Greater Detroit Area Health Council, which supports and facilitates the Southeast MI Hospital Collaborative. "We are focused on raising awareness of prediabetes and promoting Diabetes Prevention Program workshops throughout southeast Michigan."

Prediabetes may often be reversed through weight loss by healthy eating and increased physical activity. Diagnosis is critical, as research shows that people are much more likely to make the necessary lifestyle changes once they are aware of their condition. A rise in incidence of type 2 diabetes presents a significant threat to the southeast MI region, potentially increasing healthcare costs and crowding doctors' offices. In an effort to reverse this trend, the Southeast MI Hospital Collaborative is supporting the national effort and working to make an impact in the community by working together to make a collective impact on diabetes prevention in southeast Michigan.

Additional information on the campaign is available online at [DoIHavePrediabetes.org](#) and information about the Southeast MI Hospital Collaborative is available at [gdahc.org/SEMIHC](#). Information about Diabetes Prevention Program workshops in the Southeast MI region is available at [bit.ly/SEMIDPPmap](#).

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About the Southeast MI Hospital Collaborative

The Southeast MI Hospital Collaborative was formed by its members in 2017 as an integrated, collaborative approach to address the needs of people with prediabetes in Southeast Michigan. Formation of the Collaborative was prompted by a directive from the CEO Workgroup that includes leaders from several of the area's health systems; the Collaborative now includes representatives of the area's four major health systems as well as a community-based organization. The Collaborative aims to demonstrate that a greater impact can be achieved through collaboration and combining resources to meet the needs of the region's prediabetes population. Members of the Collaborative currently include: Ascension Southeast Michigan, Beaumont Health, Henry Ford Health System, Saint Joseph Mercy Health System and the National Kidney Foundation of Michigan.

About the Greater Detroit Area Health Council

GDAH is southeast Michigan's premier health care coalition. It leverages multi-sector and multi-stakeholder collaboration to develop and evaluate innovative ways to improve the health and wellbeing of the people living and working in southeast Michigan. As a health care leader for more than 74 years – recognized nationally and regionally – GDAH represents everyone who gets care, gives care and pays for care. Dedicated to the cost-effective allocation, management and use of health care resources, the non-profit collaborative seeks to develop strong, strategic partnerships that increase access to care, improve the value, and manage the cost of health. For more information visit www.gdahc.org. Follow us on Facebook at www.facebook.com/GDAHc/ or Twitter at @GDAHc.