

2011 Diabetes Awareness Month Social Media Posts

FACEBOOK

- **DID YOU KNOW?** November is National Diabetes Awareness Month. Detection of diabetic eye disease begins with having a dilated eye examination every year. [LINK TO PRESS RELEASE]
- **DID YOU KNOW?** Diabetic eye disease often has no visual signs or symptoms. The AOA recommends yearly eye exams to help detect diabetic eye disease. [LINK TO PRESS RELEASE]
- **THE DOCTOR IS IN:** “When optometrists dilate a patient’s eyes during an eye exam, they have a clear view of the retina and can look for indications of diabetic eye disease, such as leaking blood vessels, swelling and deposits within the retina,” said Dr. **NAME**, an AOA diabetes eye care expert. [LINK TO PRESS RELEASE]
- Results from the AOA’s 2011 American Eye-Q® consumer survey revealed that 55 percent of people are unaware that diabetic eye disease often has no visual signs or symptoms. Additionally, 44 percent of Americans don’t know that a person with diabetes should have a comprehensive eye exam once a year. [LINK TO PRESS RELEASE]
- **DID YOU KNOW?** “Optometrists often serve as the first line of detection for diabetes, since the eye is the only place in the body that blood vessels can be seen in their natural condition without having to surgically cut through the skin.” [LINK TO PRESS RELEASE]
- **DID YOU KNOW?** Diabetes is the leading cause of new cases of blindness in adults age 20-74 and early detection is critical to preserve eye and vision health.
- Each year, 12,000 – 24,000 people lose their sight due to diabetic eye disease, which rarely has early warning signs. The AOA urges Americans living with diabetes to schedule yearly comprehensive eye exams to help detect diabetic eye disease. [LINK TO PRESS RELEASE]
- **DID YOU KNOW?** Both African Americans and Hispanics are nearly twice as likely to have diabetes as Caucasians. According to the American Diabetes Association, on average, about 12 percent of Hispanics and nearly 13 percent of African Americans aged 20 years or older have been diagnosed with diabetes.
- **DID YOU KNOW?** Americans living with diabetes are at risk for developing diabetic retinopathy. Diabetic retinopathy is a serious, sight-threatening complication of diabetes that results from damage to tiny blood vessels that nourish the retina. [LINK TO PRESS RELEASE]

- THE DOCTOR IS IN: “A diabetic patient can help prevent or slow the development of diabetic retinopathy by taking prescribed medication as directed, sticking to a healthy diet, exercising regularly, controlling high blood pressure and avoiding alcohol and smoking,” said Dr. **NAME**.
- Blood sugar and blood pressure levels, the length of time with diabetes, race and family history all influence whether someone with diabetes develops diabetic retinopathy. [LINK TO PRESS RELEASE]

TWITTER

- November is National Diabetes Awareness Month. Detection of diabetic eye disease begins with a yearly eye exam. [TINY URL]
- DID YOU KNOW? Diabetic eye disease often has no visual signs or symptoms. [TINY URL]
- 11.8% of Hispanics & 12.6% of African Americans over 20 have been diagnosed with diabetes. (American Diabetes Association) [TINY URL]
- The AOA’s American Eye-Q® consumer survey shows 55% of people didn’t know diabetic eye disease often has no visual symptoms. [TINY URL]
- The AOA urges Americans living with diabetes to schedule yearly comprehensive eye exams to help detect diabetic eye disease. [TINY URL]
- Each year, 12,000 – 24,000 people lose their sight because diabetic eye disease rarely has early warning signs. [TINY URL]
- African Americans and Hispanics are nearly twice as likely to have diabetes as Caucasians. (American Diabetes Association) [TINY URL]
- DID YOU KNOW? The eye is the only place on the body that blood vessels can be seen without having to look through the skin. [TINY URL]
- Diabetes is the leading cause of new cases of blindness in adults 20-74 years of age. [TINY URL]
- According to the AOA, the number of people suffering from diabetic eye disease is expected to nearly double by 2020. [TINY URL]
- Undetected diabetic retinopathy could lead to blindness later in life. Early detection is vital for diabetic eye & vision health. [TINY URL]

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