



FOR IMMEDIATE RELEASE

[INSERT ORGANIZATION NAME] AND CENTER FOR SUSTAINABLE HEALTH CARE QUALITY AND EQUITY WORK TO IMPROVE HEALTH OUTCOMES FOR INDIVIDUALS WITH POORLY CONTROLLED TYPE 2 DIABETES IN THE XXXXX COMMUNITY

[Insert Organization Name] Works to Overcome Barriers and Better Protect Local Residents from Serious Complications Associated with Type 2 Diabetes with Information on Prevention, Screening, Management, and Resources

[Insert location and date] – [Insert organization name] today announced it will spearhead efforts to help people with poorly controlled type 2 diabetes in the local community better understand the potentially life-saving benefits of disease prevention, management, and screening. As part of a new educational initiative with the Center for Sustainable Health Care Quality and Equity (SHC), a wholly owned subsidiary of the National Minority Quality Forum, [Insert organization name] aims to help improve type 2 diabetes health outcomes among their patients in XXXX, particularly older adults and those with co-morbid conditions such as heart disease and hypertension.

The Centers for Disease Control and Prevention (CDC) over 34 million Americans are living with diabetes. That’s approximately 1 in every 10 Americans. Of those 34 million, the CDC estimates that 90-95% are living with type 2 diabetes. CDC data from 2013 – 2015 showed adults over 18 years of age and belonging to racial and ethnic minorities were more likely to have been diagnosed with diabetes, including African American and Hispanic populations. [Insert relevant local facts and statistics, if available.]

“People with poorly controlled type 2 diabetes are more at risk for complications if they contract influenza or COVID-19, and are at higher risk of developing complications such as kidney disease, nerve damage, hearing and vision loss, among a host of others. Thus, disease management is vital to preventing these complications,” said [Insert organization’s medical spokesperson, if available]. For this reason, it is crucial to improve type 2 diabetes management, especially in communities of color, which can significantly help prevent poor health outcomes.

Barriers to Vaccination among Underserved Populations

According to the CDC, people of color and underserved populations have much higher risk of developing type 2 diabetes and face higher risk of complications, reflecting the barriers they face, including:

- > Lack of access to regular health screenings
- > Delayed treatment of type 2 diabetes

- Lack of trust in health care messages from health care and public health institutions
- Myths and misconceptions of how type 2 diabetes develops
- Health care providers lack of adequate knowledge and application of the diabetes standards of care as outline by the American Diabetes Association

“Type 2 diabetes disease management and prevention are two important tools that we have in closing the gap in health disparities in our community,” said [Insert organization leadership spokesperson]. “Yet, we know firsthand that many members of our community lack awareness about how serious diabetes can be for them, and what forms of prevention are available to best protect their health. We’re working to engage all members of our communities to build and maintain trust and health care access.”

In partnership with SHC, [Insert organization] is teaming up with community leaders and trusted providers to better educate the community about the importance of managing type 2 diabetes, engaging in prevention activities, and getting regular health screenings to help eliminate healthcare barriers among the underserved. By improving type 2 diabetes health outcomes in the local community, [Insert organization] aims to improve advance health equity and overall wellness across the board.

About the Center for Sustainable Health Care Quality and Equity (SHC)

The Center for Sustainable Health Care Quality and Equity (SHC) is a wholly owned subsidiary of the National Minority Quality Forum (NMQF) and is a pioneering health care information company that measures population health, provides actionable analysis to clinicians, health care systems, researchers, corporations and policy makers.

In 2016, a partnership was formed between SHC, Sanofi Pasteur, a leader in producing life-saving medications and the QHC Advisory Group (QHC), dedicated to delivering cost effective and sustainable solutions to improving health care.

About [Insert Partner Organization Boilerplate Content – NOTE: Please include social media handles to help increase awareness via release.]

For more information on flu protection, please visit the CDC Influenza Resource Center.

Contact:

[Insert communications or marketing contact name]

[Insert contact information – phone and email]