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**FREE ACCESS TO *THE DIABETES EDUCATORS* DURING
NATIONAL DIABETES AWARENESS MONTH**

Los Angeles, London, New Delhi, Singapore, and Washington DC (October 29, 2008) *The Diabetes Educator* (TDE), the leading journal for diabetes educators, will have free online access during National Diabetes Awareness Month in November. TDE is published by SAGE on behalf of the American Association of Diabetes Educators.

The statistics about diabetes in the U.S. are alarming. Since 1987 the death rate due to diabetes has increased by 45%, while the death rates due to heart disease, stroke, and cancer have declined. An estimated 23.6 million people – 7.8% of the U.S. population – have diabetes, yet nearly one-quarter of them is undiagnosed. The Center for Disease Control and Prevention estimates another 57 million people are to have pre-diabetes, a condition that puts people at risk for diabetes. African Americans are 1.6 times more likely to have diabetes than non-Hispanic whites. The rate of new cases among youth was 19 per 100,000 each year for type 1 diabetes and 5.3 per 100,000 for type 2 diabetes.

Diabetes educators are healthcare professionals who focus on helping people with and at risk for diabetes and related conditions achieve behavior change goals which, in turn, lead to better clinical outcomes and improved health status. They apply in-depth knowledge and skills in the biological and social sciences, communication, counseling, and education to provide self-management education/self-management training.

“SAGE is very pleased to be able to provide free online access to TDE during National Diabetes Awareness Month,” said Jayne Marks, SAGE Vice President of Journals. “We hope that bringing attention to this national health problem will lead people to learn more about diabetes and how to prevent or manage it.”

For free online access to TDE during National Diabetes Awareness Month, visit <http://tde.sagepub.com>.

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The Diabetes Educator (TDE) is the official journal of the American Association of Diabetes Educators (www.diabeteseducator.org). It is a peer-reviewed journal intended to serve as a reference source for the science and art of diabetes management. TDE publishes original articles that relate to aspects of patient care and education, clinical practice and/or research, and the multidisciplinary profession of diabetes education as represented by nurses, dietitians, physicians, pharmacists, mental health professionals, podiatrists, and exercise physiologists. <http://tde.sagepub.com>

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