



MEDIA ALERT: LADA Awareness Week, 10/17-10/23

WHAT

To help increase understanding and reduce misdiagnosis of latent autoimmune diabetes in adults (LADA), [Diabetes Hands Foundation](#) (DHF) and [dLife](#) announce the first annual LADA Awareness Week for the diabetes community. DHF and dLife – in partnership with other participating advocacy groups and people living with diabetes – will offer important information, tools, and tips for recognizing and diagnosing LADA.

WHERE

Learn more at:

tuDiabetes & The Diabetes Hands Foundation: <http://tud4.us/LADAdiabetes>

dLife: <http://dLife.com/LADA>

Your website: Get your badge at dLife or tuDiabetes to take part!

WHEN

This annual week long event starts on the third Monday of October. For 2011, LADA Awareness Week is from Monday, October 17 to Sunday, October 23.

WHY

An estimated 10 percent of Americans with diabetes have LADA. LADA is different and distinct from type 2 diabetes, yet people with LADA are often misdiagnosed because both occur in adulthood and share similar symptoms. Over time, this misdiagnosis can result in out-of-control blood sugars, which can lead to serious and life-threatening diabetic complications. The goal of LADA Awareness Week is to help misdiagnosed patients recognize the signs of LADA and talk to their doctor about testing and treatment.

ABOUT LADA

LADA stands for latent autoimmune diabetes in adults. It is a slowly-progressing form of type 1 diabetes, sometimes called type 1.5, that is diagnosed in adulthood. Like 'regular' type 1 diabetes, the autoimmune process of LADA destroys cells in the pancreas, requiring eventual insulin treatment.

ABOUT DIABETES HANDS FOUNDATION

The Diabetes Hands Foundation is a 501c3 nonprofit dedicated to connecting people touched by diabetes (those with diabetes as well as their loved ones) and raising diabetes awareness. Through its online communities ([TuDiabetes.org](#) in English, [EsTuDiabetes.org](#) in Spanish) and its other social media channels, DHF offers support and information to nearly 200,000 people every month.

Since 2008, DHF has developed pioneering diabetes awareness programs such as Word In Your Hand™, Drawing Diabetes, No-Sugar Added Poetry, The Big Blue Test, Making Sense of Diabetes and HealthSeeker™.

For more information, please visit www.diabeteshandsfoundation.org.

ABOUT dLIFE

[dLife](#) is the only multimedia network serving the diabetes community. Its award-winning media outlets include [dLifeTV](#), the only lifestyle TV series for people with diabetes, airing every Sunday on CNBC (7:00 PM ET 4:00 PM PT); [dLife.com](#), the leading online destination for diabetes information, inspiration, and connection, featuring more than 9,000 recipes, 400 videos, and 80,000 pages of content; and other consumer and professional programs to inform, inspire and connect people with diabetes and those who care for them every day.

For more information, please visit www.dlife.com.