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dLIFE POLL: PEOPLE WITH DIABETES ARE OFTEN NOT PREPARED TO MANAGE CONDITION DURING A NATURAL DISASTER

WESTPORT, Conn., September 12, 2011 – In the wake of Hurricane Irene, many Americans are re-evaluating how prepared they are for natural disasters. The leading community network and resource for people living with diabetes, [dLife](#), is making disaster-preparedness a priority this month. A recent [poll](#) of dLife members revealed that a majority, 65 percent, do not have an emergency diabetes kit at the ready. Of the dLife members polled, 53 percent said they thought about preparing a diabetes emergency kit but do not currently have one, and 12 percent said they don't think they will ever need one.

"Having a plan and a kit in place for emergencies is so important for people with diabetes," says Paula Ford-Martin, editor-in-chief of dLife. "Since Katrina and now Irene, we have heard of unfortunate and unnecessary situations in which people with diabetes were separated from their vital supplies, medications, or food. Now is the time to prepare for the unexpected — not the day before a hurricane may hit."

An [emergency diabetes kit](#) does not take long to assemble and could save your life in the event of a disaster. dLife recommends putting the following supplies in an easy-to-access place: a list of current prescriptions; glucose tabs; a supply of medications you take; a water-proof box for your monitor and test strips that will protect them from the sun and elements; 1 gallon water per day, per person; and nonperishable food that allows you to continue to manage your blood sugar levels. For additional recommendations, visit <http://www.dlife.com/diabetes/lifestyle/weather/emergency-kit>.

You should also have a network of people nearby who can check on you and provide assistance quickly if you need it. In addition, you should choose someone out of town who you and your family members can connect with and relay information to and through. Using social networks and joining online communities are other valuable ways to stay in touch and receive support.

For more information, visit www.dlife.com.

About dLife – For Your Diabetes Life

dLife is the number one community network and resource for people living with diabetes and caregivers, providing information, inspiration, and connection via a diverse array of exclusive media channels and services. With over 1.2 million registered members, dLife uniquely engages this growing population in positive and proactive self-care. Its award-winning media outlets include [dLife.com](#), the leading online diabetes destination attracting over one million unique visitors each month and featuring the widest and deepest variety of original content and resources anywhere; *dLifeTV*, the only TV series dedicated to people with diabetes with almost half a million viewers, airing every Sunday on CNBC (7 p.m. ET); mobile applications, and other consumer and professional programs driving proactive diabetes self-management. dLife has been recognized with numerous media and editorial awards, including Medical Marketing and Media's Best Healthcare Consumer Media Brand 2009 & 2010.

dLife has also evidenced positive and direct impact on health outcome, disease engagement, and self-care behavior via a recently completed randomized trial performed by the Geisinger Healthcare System.

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