



## Lilly launches program about what people with diabetes should "Know Before the Low™"

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### **Singer/songwriter Crystal Bowersox kicks off the educational initiative by encouraging people to educate their support network and develop a plan for low blood sugar and very low blood sugar emergencies**

INDIANAPOLIS, June 24, 2020 /PRNewswire/ -- About 34 million Americans live with diabetes, and some are at risk of low blood sugar and very low blood sugar emergencies (severe hypoglycemia).<sup>1</sup> That is why Eli Lilly and Company (NYSE: LLY) launched a new initiative today, to raise awareness about being prepared for these unpredictable conditions. With *Know Before the Low*, Lilly is encouraging people with diabetes to recognize and share their signs and symptoms of low blood sugar with their support network, while also being prepared with a rescue plan in case of a very low blood sugar emergency. Singer/songwriter and Lilly Diabetes Ambassador Crystal Bowersox is helping to kick off the program by sharing her journey and teaching others about the importance of sharing their rescue plan with their own support network.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8688551-know-before-the-low/>

#### Know Before the Low

"I learned early on that one of the essential elements of managing my diabetes is to always have a plan in place for low blood sugar," explained Bowersox, who has lived with type 1 diabetes since she was six years old. "This means ensuring those around me are ready and able to help in case of a very low blood sugar emergency. As a touring musician, my family or friends may not always be around. Because of this, I'm constantly thinking through different scenarios like teaching my crew what to do, and knowing I have a network of people who are empowered to help me stay safe and healthy in my journey."

Managing diabetes, including low blood sugar events, can trigger people to feel stressed, frustrated or overwhelmed.<sup>2</sup> People with diabetes can share their rescue plan with their support network as one way to feel more confident that they are prepared in the event of a very low blood sugar emergency.

By visiting [KnowBeforeTheLow.com](http://KnowBeforeTheLow.com), people with diabetes and their support network can access easy-to-understand information about recognizing the signs and symptoms of mild, moderate, and severe low blood sugar, when a very low blood sugar emergency can happen, and how to be prepared with a rescue plan. They will also find a helpful conversation starter and tip list to help navigate conversations with their diabetes healthcare team to create preparedness and rescue plans for these conditions. These resources are designed to help people with diabetes gain the tools to effectively educate their support network about stepping into action during a very low blood sugar emergency.

"For people with diabetes, balancing the highs and lows of blood sugar is part of everyday life. Even with careful monitoring, planning, and preparation, blood sugar can sometimes go low. In the event of a very low blood sugar emergency, the person can become unconscious or unable to treat themselves, requiring the help of someone else for treatment<sup>3</sup>," said Dr. Gregory Dodell, endocrinologist and member of the American Association of Clinical Endocrinologists (AACE). "When a very low blood sugar emergency happens, people with diabetes need someone around them to act immediately and effectively. That's why it's critical for people with diabetes to have a rescue plan and then educate and empower their support network about their rescue plan and when to put it into action."

For more information about low blood sugar and very low blood sugar emergencies, please visit [KnowBeforeTheLow.com](http://KnowBeforeTheLow.com).

#### **About Know Before the Low™**

*Know Before the Low* is an educational initiative developed by Lilly Diabetes to foster a conversation among the diabetes community, their support network, and diabetes healthcare team. This open communication will help to educate people about the various stages of low blood sugar and how to be prepared with a rescue plan and when to put it into action.

At [KnowBeforeTheLow.com](http://KnowBeforeTheLow.com), people with diabetes and their support network can access easy-to-understand information about the signs and symptoms of low blood sugar, when a very low blood sugar emergency can happen, and how to empower support networks during a very low blood sugar emergency. For more information, visit [KnowBeforeTheLow.com](http://KnowBeforeTheLow.com).

#### **About Diabetes**

Approximately 34 million Americans<sup>1</sup> (just over 1 in 10) and an estimated 463 million adults worldwide have diabetes.<sup>4</sup> Type 2 diabetes is the most common type internationally, accounting for an estimated 90 to 95 percent of all diabetes cases in the United States alone.<sup>1</sup> Diabetes is a chronic disease that occurs when the body does not properly produce or use the hormone insulin.

#### **About Lilly Diabetes**

Lilly has been a global leader in diabetes care since 1923, when we introduced the world's first commercial insulin. Today we are building upon this heritage by working to meet the diverse needs of people with diabetes and those who care for them. Through research, collaboration and quality manufacturing we strive to make life better for people affected by diabetes and related conditions. We work to deliver breakthrough outcomes through innovative solutions—from medicines and technologies to support programs and more. For the latest updates, visit <http://www.lillydiabetes.com/> or follow us on Twitter: [@LillyDiabetes](https://twitter.com/LillyDiabetes) and Facebook: [LillyDiabetesUS](https://www.facebook.com/LillyDiabetesUS).

#### **About Eli Lilly and Company**

Lilly is a global healthcare leader that unites caring with discovery to create medicines that make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we remain true to that

mission in all our work. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at [www.lilly.com](http://www.lilly.com) and <http://newsroom.lilly.com/social-channels>. P-LLY

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<sup>1</sup> Centers for Disease Control and Prevention. National Diabetes Statistics Report, 2020. Atlanta, GA: Centers for Disease Control and Prevention, U.S. Dept. of Health and Human Services; 2020.

<sup>2</sup> American Diabetes Association, Understanding diabetes and mental health. Website: <https://www.diabetes.org/diabetes/mental-health>

<sup>3</sup> American Association of Diabetes Care & Education Specialists, Hypoglycemia. Website: <https://www.diabeteseducator.org/docs/default-source/living-with-diabetes/tip-sheets/Hypoglycemia/hypoglycemia-symptom-and-treatment-tip-sheet.pdf?sfvrsn=0>

<sup>4</sup> International Diabetes Federation. IDF Diabetes Atlas, 9th edn. Brussels, Belgium: International Diabetes Federation, 2019. Available at: <http://diabetesatlas.org>.

Crystal Bowersox

The Lilly logo is written in a large, red, cursive script font. The letters are thick and fluid, with a classic, elegant feel. The 'L' is particularly large and loops around the 'i', which is also large and loops around the 'l'. The 'y' has a long, sweeping tail that extends downwards and to the right.

View original content: <http://www.prnewswire.com/news-releases/lilly-launches-program-about-what-people-with-diabetes-should-know-before-the-low-301082517.html>

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