



## **F.A.C.E. Diabetes and Anthony Anderson Ask Americans to Rethink Generation D**

### **Actor/comedian encourages African Americans to reconsider the notion that type 2 diabetes is limited to older adults**

INDIANAPOLIS, Nov. 11, 2011 /PRNewswire/ -- For the second year in a row, award-winning actor and comedian Anthony Anderson is teaming up with Eli Lilly and Company's **F**earless **A**frican-Americans **C**onected and **E**mpowered (F.A.C.E.) Diabetes initiative to remove the stereotype of Generation D—the belief that type 2 diabetes is an older person's disease. Formerly known as "adult-onset" diabetes, type 2 diabetes is now occurring at younger and younger ages.(1) In recognition of National Diabetes Awareness Month, Anderson is asking African Americans to abandon misconceptions and recognize that type 2 diabetes affects multiple generations.

"When I look at advertisements and read literature about the disease, they often feature older celebrities living with type 2 diabetes," explains Anderson. "When I was diagnosed with type 2 diabetes in my thirties, I thought, '*That's not me—that's an old person's disease.*' Now, I know that type 2 diabetes isn't limited to one age group; it encompasses a variety of ages, which is why I'm asking everyone to rethink Generation D."

Inspired by the 3.7 million African Americans age 20 or older who have diabetes,(2) Anderson wants to highlight the many faces of the disease. According to the Centers for Disease Control and Prevention, type 2 diabetes accounts for 90 to 95 percent of all diagnosed cases of diabetes in adults.(3) Although there is no cure, people living with type 2 diabetes can live long and full lives by balancing food intake with exercise and medicine, if prescribed.(4)

Lilly's F.A.C.E. Diabetes initiative began in 2007 and is committed to equipping African Americans with the information and tools needed to better manage their day-to-day care. From information on planning diabetes-friendly meals and reading food labels to fun ways people living with diabetes can add exercise into their lives, F.A.C.E. Diabetes continues to bring valuable, culturally relevant diabetes education to African American communities across the country.

As part of an ongoing effort, Anderson, known for his numerous television and movie roles and now as a spokesperson for F.A.C.E. Diabetes, is taking to the airways to share his personal story with type 2 diabetes. Though he was diagnosed almost 10 years ago, it wasn't until recently that he began looking for ways to tweak his daily habits to manage his disease. Now, he wants to empower all African Americans, young and old, to better manage the condition.

Anthony Anderson is a paid spokesperson for Eli Lilly and Company.

For more information on the F.A.C.E. Diabetes initiative or upcoming events featuring Anderson, please visit [www.FACE-Diabetes.com](http://www.FACE-Diabetes.com).

### **About the F.A.C.E. Diabetes Campaign**

The **F**earless **A**frican-Americans **C**onected and **E**mpowered (F.A.C.E.) Diabetes initiative is a grassroots movement targeting African Americans in the United States to help individuals, families and neighborhoods overcome key barriers to success in living with diabetes. It is supported by Eli Lilly and Company, and national and local health advocacy organizations. For additional information about the F.A.C.E. Diabetes initiative and/or events, go to [www.FACE-Diabetes.com](http://www.FACE-Diabetes.com).

### **About Lilly Diabetes**

For more than 85 years, Lilly has been a worldwide leader in pioneering industry-leading solutions to support people living with and treating diabetes. Lilly introduced the world's first commercial insulin in 1923, and remains at the forefront of medical and delivery device innovation to manage diabetes. Lilly is also committed to providing solutions beyond therapy—practical tools, education, and support programs to help overcome barriers to success along the diabetes journey. At Lilly, the journeys of each person living with or treating diabetes inspire ours. For more information, visit [www.lillydiabetes.com](http://www.lillydiabetes.com).

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

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of pharmaceutical products by applying the

latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers — through medicines and information — for some of the world's most urgent medical needs. Additional information about Lilly is available at [www.lilly.com](http://www.lilly.com).

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(1) Medscape Reference. "Type 2 Diabetes Mellitus." <http://emedicine.medscape.com/article/117853-overview>. Accessed August 18, 2011.

(2) American Diabetes Association. "Living with Diabetes: African Americans & Complications." <http://www.diabetes.org/living-with-diabetes/complications/african-americans-and-complications.html>. Accessed August 22, 2011.

(3) Centers for Disease Control and Prevention. "National Diabetes Fact Sheet, 2011." [http://www.cdc.gov/diabetes/pubs/pdf/ndfs\\_2011.pdf](http://www.cdc.gov/diabetes/pubs/pdf/ndfs_2011.pdf). Accessed August 22, 2011.

(4) American Diabetes Association. "Getting Started With Diabetes." [http://www.diabetes.org/living-with-diabetes/recently-diagnosed/living-with-type-2-diabetes/getting-started-with-diabetes.html?utm\\_source=WWW&utm\\_medium=ContentPage&utm\\_content=LWT2D-Nav&utm\\_campaign=LWT2D](http://www.diabetes.org/living-with-diabetes/recently-diagnosed/living-with-type-2-diabetes/getting-started-with-diabetes.html?utm_source=WWW&utm_medium=ContentPage&utm_content=LWT2D-Nav&utm_campaign=LWT2D). Accessed August 22, 2011.

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