



MEMORANDUM

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**Lilly/BI survey finds that 75% of Americans don't understand link between type 2 diabetes and cardiovascular disease - November 22, 2016**

*This morning, Lilly [announced](#) results from a national survey (n=1,505, including 501 adults with type 2 diabetes) revealing that 75% of individuals are unaware that cardiovascular (CV) disease is the leading cause of death among people living with type 2 diabetes. Moreover, the survey found that 66% of people living with type 2 diabetes are unaware of their heightened risk for CV mortality, and that more than 50% don't realize their increased risk for CV events in general, including heart attacks, strokes, and death. The survey was jointly-sponsored by Lilly/BI and was validated by respected diabetes experts, including Dr. Anne Peters (USC, Los Angeles, CA). To address these concerning statistics, the two companies are launching a new educational resource, [For Your Sweetheart: Where diabetes and heart disease meet](#). The campaign aims to spread awareness of the link between type 2 diabetes and CV risk. The program is also geared to encourage people with type 2 diabetes to speak openly with their healthcare providers to better understand their CV risks. We're happy to see Lilly and BI get more involved in the education and patient advocacy arena, especially when it comes to the all-important issue of CV risk in type 2 diabetes. We hope that as the holiday season nears, we will not only cherish our loved ones, but also strike up conversations about health and the massive risks of CV disease - come to think of it, we hope this becomes a major population discussion, not just people with diabetes.*

*-- by Jennifer Zhao, Payal Marathe, and Kelly Close*