November is National Diabetes Month: Don't Ditch Dairy from Diabetic Diet

In this toolkit you will find a sample overhead announcement, handout, in-store event idea and calendar blurb to help execute your National Diabetes Month event. Please take pictures and send them, along with a short summary of your events, to Stacey Jackson at sjackson@adadc.com or Michelle Barber at mbarber@adadc.com.

Components:

Overhead Announcements:

- Hello (retailer name) shoppers! This is (registered dietitian name), your (retailer name) registered dietitian. November is National Diabetes Month and studies show that eating low fat dairy products can help reduce the risk of Type 2 diabetes - so be sure to check out the dairy aisle for a variety of calcium rich foods, snacks and beverages. Thank you for shopping at (retailer name) and have a great day.
Resources

Handouts:

- Don't Ditch Dairy from Diabetic Diet

In-Store Event Ideas and Calendar Blurbs:

- Don't Ditch Dairy from Diabetic Diet - Teach customers how to eat on a diabetic diet; whether carb counting, using the plate method, or using the glycemic index. Set up a table display or take customers to the dairy aisle to show them what a serving of dairy looks like. Explain that dairy is a nutrient powerhouse containing nine essential nutrients and that they should include three daily servings in their diabetic meal plan.
  - Calendar Blurb: Dairy - A Good Decision for Diabetics
    - November is National Diabetes Month. Did you know that dairy foods have been shown to lower the risk of Type 2 diabetes? Join your registered dietitian (registered dietitian name) to learn how to plan a healthy menu including nutrient-rich dairy foods to manage your diabetes.