

Format:	Short Web Video – Introduction #1
Title:	National Diabetes Barometer - Intro
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V I S U A L	A U D I O
<p>Maurice standing in front of a white board.</p> <p>Writes the word diabetes on the board.</p> <p>Then draws a circle next to it.</p>	<p>Maurice on camera: Diabetes.</p> <p>We hear the word and we think it doesn't affect us.</p>
<p>He divides the circle roughly into thirds.</p> <p>Writes: 24 M</p> <p>Writes: 57 M</p> <p><i>*Source: Centers for Disease Control and Prevention (2008)</i></p> <p>Then fills in nearly a third of the circle.</p>	<p>But how about this.</p> <p>24 million Americans suffer from diabetes and another 57 million have pre-diabetes. *</p> <p>That is nearly a third of the country!</p>
	<p>Millions of Americans with a chronic, debilitating disease – many unaware they have it.</p>
<p>Turning towards camera and referencing the circle.</p>	<p><i>That</i> is a crisis. No matter how you look at it.</p>
	<p>And it's a crisis we <i>think</i> we know.</p> <p>That's how I felt – until I was diagnosed with type 2 diabetes 10 years ago.</p> <p>I found out the hard way that in order to manage the disease, you need to know everything you can about it.</p>
	<p>That's why the Diabetes Barometer examines diabetes in three interconnected areas: societal perceptions, economic impact and clinical outcomes.</p> <p>Let's take a look.</p>