



News Release

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The American Diabetes Association Announces the It Takes All of Us to End Diabetes Campaign

ARLINGTON, Va. (Nov. 10, 2025) – As American Diabetes Month® gets underway this November, the American Diabetes Association® (ADA) is launching a nationwide cause marketing campaign that unites retailers and brands in the fight to prevent and end diabetes. The It Takes All of Us to end diabetes campaign offers new opportunities to demonstrate support for the diabetes community and strengthen the work to help people with diabetes live well, while working toward the ultimate goal: a cure.

From pin-pad and round-up donation options at checkout to in-store events and community activations, the campaign raises awareness, inspires support, and rallies the nation to take action to end the diabetes epidemic. It provides an avenue for individual involvement and additional touch points driving home the urgency behind diabetes prevention and awareness of diabetes, prediabetes, and obesity. Of the nearly 98 million American adults living with prediabetes, 81% don't know they have it.

Diabetes is one of the fastest growing chronic diseases in the world. In the last 20 years, the number of Americans with diagnosed diabetes has more than doubled. Along with a diabetes diagnosis comes an increased risk of serious and life-threatening complications, including cardiovascular, kidney, and eye disease; amputations; nerve damage; and more. Obesity, a leading risk factor for type 2 diabetes, is also on the rise among adults. More than two in five U.S. adults are living with obesity.

"We appreciate the public commitment of every It Takes All of Us to end diabetes participant as we show people with diabetes, obesity, or both that they are not alone. Together we can support the lifesaving research, advocacy, and programs that will get us one step closer to a future free of these chronic diseases," said Brandi Williams Broome, the ADA's chief development and delivery officer.

Joining the ADA in support of the launch of the It Takes All of Us to end diabetes campaign is GNC, EoS Fitness, Avocados From Mexico, and Instacart. The campaign will run year-round, maintaining momentum in the fight to prevent and end diabetes. Additional information and a regularly updated list of participating retailers and brands can be found online at diabetes.org/partner-with-us.

For additional ways to get involved with the ADA, visit diabetes.org/ADM.

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About the American Diabetes Association

The American Diabetes Association (ADA) is the nation's leading voluntary health organization fighting to end diabetes and helping people thrive. This year, the ADA celebrates 85 years of driving discovery and research to prevent, manage, treat, and ultimately cure diabetes—and we're not stopping. There are 136 million Americans living with diabetes or prediabetes. Through advocacy, program development, and education, we're fighting for them all. To learn more or to get involved, visit us at diabetes.org or call 1-800-DIABETES (800-342-2383). Join us in the fight on Facebook ([American Diabetes Association](#)), Spanish Facebook ([Asociación Americana de la Diabetes](#)), LinkedIn ([American Diabetes Association](#)), and Instagram ([@AmDiabetesAssn](#)). To learn more about how we are advocating for everyone affected by diabetes, visit us on X ([@AmDiabetesAssn](#)).