

American Diabetes Month 2025

Plus: The American Diabetes Association celebrates 85 years of efforts to raise awareness and fund a cure for diabetes.

November 4, 2025 By Laura Schmidt

“It All Matters” this American Diabetes Month, an annual observance in November dedicated to raising awareness of [diabetes](#), a chronic health condition that affects millions of people across the country.

Established by the American Diabetes Association (ADA), this monthlong campaign aims to educate the public about the different types of diabetes as well as [risk factors](#), prevention strategies and the importance of [early detection](#) and management.

This year’s “It All Matters” campaign features a public service announcement encouraging people to gather and continue the fight to end diabetes while addressing [stigma](#) around the chronic disease and obesity. The 2025 campaign video will be shown during previews at major holiday blockbuster movies screening at AMC, Cinemark and Regal Cinemas as well as smaller theaters.

Diabetes occurs when the body doesn’t produce enough insulin or the body’s cells are unable to use it. When this occurs, the body is unable to properly use and store glucose, resulting in elevated blood sugar levels.

Excess glucose in the blood can lead to severe health problems and even death if left untreated. For example, high blood sugar can damage the vessels that supply blood to our vital organs, raising the risk for stroke, heart and kidney disease, eye problems and nerve disorders.

In 2021, approximately 38.4 million people of all ages—about 11.6% of the U.S. population—had diabetes, according to the [Centers for Disease Control and Prevention](#).



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What's more, this year the ADA celebrates its 85th anniversary. The association has been at the forefront of diabetes research, awareness, education and advocacy since 1940.

“Looking back at the progress made over the last 85 years, you can see how every learning, every policy shift, every moment spent in pursuit of a cure helped get to where we are today. It all mattered—and it still does as we continue toward a future free from diabetes and all its burdens,” said ADA CEO Charles Henderson, said in a [press release](#).



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This American Diabetes Month, consider [donating](#) to the ADA, sharing your story or spreading awareness about diabetes. Plus, the ADA is matching donations dollar for dollar, up to the \$150,000 total. And don't forget to check the [ADA's social media accounts](#) throughout November for inspiring stories, resources, encouragement and more.

To learn more, go to Real Health's [Basics on Diabetes](#). It reads in part:

Are there different types of diabetes?

There are three main types of diabetes: type 1, type 2 and gestational diabetes. In type 1 diabetes, the body doesn't make insulin due to destruction of insulin-producing cells in the pancreas. It typically arises during childhood.

Type 2 diabetes, the most common form of the disease, usually arises later in life. While the body still produces some insulin, cells are unable to use it for energy, a condition known as insulin resistance. Gestational diabetes affects women during pregnancy, usually around their 24th week.

Who gets diabetes?

In general, type 1 diabetes occurs most often in kids, but the disease can happen at any age. Type 1 diabetes is also more common among whites than nonwhites. In contrast, type 2 diabetes occurs more often in older people. It is often accompanied by abdominal fat accumulation, high blood pressure and abnormal blood fat levels (collectively known as

metabolic syndrome). Type 2 diabetes is more common among African Americans, Latinos, American Indians and some Asian Americans as well as Native Hawaiians and other Pacific Islanders.

What are the treatment options for diabetes?

Common recommendations for treating diabetes include eating a healthy diet, maintaining a healthy weight, getting regular physical activity and monitoring your blood sugar. Most people with type 1 diabetes require insulin administered via daily injections or an insulin pump. People with prediabetes or type 2 diabetes may be treated with various oral medications, though some may require insulin injections.