



Dear Public Service Director,

Black Americans are more likely to be affected by type 2 diabetes (T2D) than any other racial or ethnic group in the United States.

More than 5 million Black Americans now live with T2D and its complications (which can include kidney failure, blindness, and amputations, to name a few). Yet – **due to longstanding health inequities and other factors** - only a small percentage of Black Americans are using the latest technology to help manage this dangerous disease.

The American Academy of Family Physicians (AAFP) is presenting an awareness-raising message about a life-changing new development for those with T2D. The legendary **CHAKA KHAN is our Spokesperson** in each PSA (we also see her performing). **A short documentary featuring Ms. Khan, plus diabetes resources for patients, are available at the AAFP's consumer website: www.familydoctor.org.**

When Ms. Khan – a 10-time Grammy® Award-winner and 2023 inductee (November) to the Rock & Roll Hall of Fame - learned she could be at risk for T2D, she began to educate herself about the disease and a new option for managing it.

The only way to check glucose level (“blood sugar”) used to be a painful finger stick, often several times daily. Now, there is CGM – **Continuous Glucose Monitoring**. CGM can provide glucose readings throughout the day, via a small device attached to the body.

As an important new tool for better management of T2D, the AAFP wants all Black Americans to know about CGM. Importantly, **the Centers for Medicare and Medicaid Services are expanding access to CGM for Medicare beneficiaries, as of late April 2023 –which makes this message especially timely.** **This PSA has no end date for use.**

Thank you for your support of our potentially life-saving campaign!

Sincerely,

Rebecca Beeler

Vice President, Communications

American Academy of Family Physicians

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