



FOR YOUR
SweetHeart™

Where **diabetes** and
heart disease meet



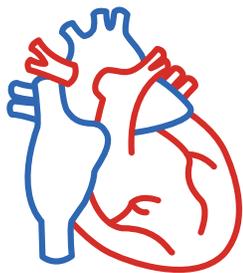
ABOUT THE CAMPAIGN

For Your SweetHeart™: Where diabetes and heart disease meet is a U.S. initiative to raise awareness of the link between type 2 diabetes and heart disease and to encourage people with type 2 diabetes to know their risk and speak to their healthcare provider, for the sake of their health and the people they cherish the most.

According to a new national survey, more than half (52%) of adults with type 2 diabetes do not understand that they are at an increased risk for heart disease and related life-threatening events, such as heart attack, stroke or even death.^{1,2}

Dr. Travis Stork, board-certified emergency medicine physician and host of the Emmy award-winning show *The Doctors*, has joined the campaign to encourage the millions of people with type 2 diabetes—along with their loved ones—to make changes that may help them reduce their risk.

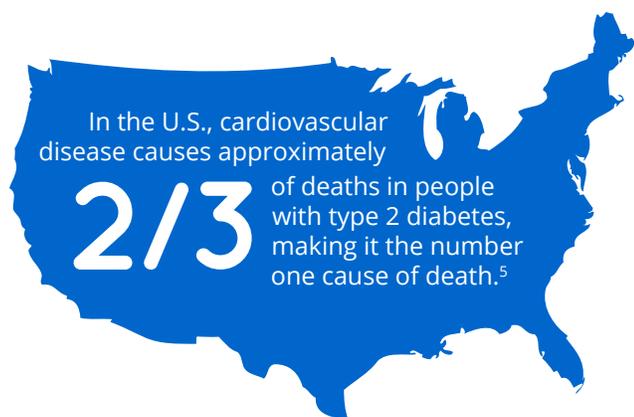
The truth is most people with type 2 diabetes get heart disease.



Heart disease describes a range of conditions that affect the heart, including **heart attack, heart failure and coronary artery disease**. Heart disease is one component of cardiovascular disease, which also includes **stroke and other problems with blood vessels**.³



People with diabetes are **two to four times more likely to develop cardiovascular disease** (which includes heart disease and other problems with the heart and blood vessels like heart attacks and strokes) than people without diabetes.⁴



Having diabetes can shorten a person's lifespan by as much as **6 YEARS** compared with someone without diabetes.*



Having both diabetes and a history of heart attack or stroke can shorten a person's lifespan by as much as **12 years** compared with someone without these conditions.**⁶

The good news, is the sooner people understand their risk, the sooner they can talk to their healthcare provider to learn more about the link between type 2 diabetes and potentially life-threatening heart attacks, strokes or even death.

On **ForYourSweetHeart.com**, you'll find the **Heart You Quiz**—a simple questionnaire that will help people with type 2 diabetes and those who care about them learn more about their risk for heart disease. The **Heart You Quiz** has been

reviewed and validated by a steering committee of leading cardiologists and endocrinologists, brought together by Boehringer Ingelheim and Eli Lilly and Company.

Visit **ForYourSweetHeart.com** to take and share the **Heart You Quiz**. Learn about your risk for heart disease. Talk to your healthcare provider about ways to manage it.

Brought to you by Boehringer Ingelheim and Eli Lilly and Company

* Based on having a history of diabetes at age 60. ** Based on having a history of diabetes and heart attack or stroke at age 60.

References: **1** Bi-Lilly Data on file. **2** American Heart Association. Cardiovascular Disease & Diabetes. (http://www.heart.org/HEARTORG/Conditions/Diabetes/WhyDiabetesMatters/Cardiovascular-Disease-Diabetes_UCM_313865_Article.jsp/#_V_eeM3arRD9) **3** World Health Organization. Cardiovascular diseases (CVDs). (<http://www.who.int/mediacentre/factsheets/fs317/en/#>) Accessed: September 2016. **4** World Heart Federation. Cardiovascular Disease Risk Factors. (<http://www.world-heart-federation.org/cardiovascular-health/cardiovascular-disease-risk-factors/diabetes/>). Accessed: September 2016. **5** National Diabetes Education Program. Snapshot of Diabetes. (http://www.nkfm.org/sites/default/files/documents/ndep_diabetes_snapshot.pdf). Accessed: September 2016. **6** The Emerging Risk Factors Collaboration. Association of Cardiometabolic Multimorbidity With Mortality. JAMA. 2015;314(1):52-60.