



## ***This Week I Will Type 2 Diabetes Pledge Campaign***

### **Overview**

*This Week I Will* is a motivational campaign that invites adults with type 2 diabetes to make a difference in their own lives and in the diabetes community – one small step at a time. Sponsored by Amylin Pharmaceuticals, LLC, *This Week I Will* invites adults with type 2 diabetes to make a week-long pledge to commit to a specific behavior change that can improve their diabetes management. For each pledge, Amylin will make a donation to a charity partner.

### **How it Works**

Amylin has partnered with Diabetic Connect to create a microsite themed, *This Week I Will*. On this page, visitors will be asked: “This week, what will you do for your diabetes? Even small changes can help manage type 2 diabetes.” Participants will make a one-week commitment to make one small behavior change, and they can share this pledge through social networks to garner support and encouragement.

### ***The Pledge***

Each pledge will focus on small steps adults can take this week to help in their efforts to manage their type 2 diabetes. Participants will use a drop-down menu to select from a preset list of pledges that includes actions such as eating green vegetables every day, walking for 30 minutes or keeping a blood sugar diary.

*This Week I Will* is designed for adults with type 2 diabetes. Visitors to the site, whether they are Diabetic Connect members or not, can pledge as well as share their pledge on Facebook, Twitter or Google+. Diabetic Connect members have added functionality, such as the ability to earn badges for their participation.

### ***Charity Donation***

For each pledge, Amylin will contribute \$5 to one of four charity partners, up to a maximum of \$25,000 per charity (a total donation of up to \$100,000).

### **Charity Partners**

Amylin has partnered with organizations that are committed to supporting the emotional, social and educational needs of people with type 2 diabetes. The charity recipients of *This Week I Will* are:

#### ***American Diabetes Association (selected local chapters)***

The mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

<http://www.diabetes.org/about-us/local-offices/>

### *Behavioral Diabetes Institute*

Behavioral Diabetes Institute is the world's first organization dedicated to addressing the unmet emotional and psychological needs of people with diabetes.

<http://behavioraldiabetesinstitute.org/>

### *Diabetes Hands Foundation*

The mission of the Diabetes Hands Foundation is to connect, engage and empower people touched by diabetes.

<http://www.diabeteshandsfoundation.org/>

### *Diabetes Sisters*

The mission of Diabetes Sisters is to improve the health and quality of life of women with and at risk of diabetes, and to advocate on their behalf.

<http://www.diabetessisters.org/>

### **Amylin Pharmaceuticals, LLC, Sponsor of *This Week I Will***

Amylin Pharmaceuticals, LLC, is a biopharmaceutical company dedicated to improving lives of patients through the discovery, development and commercialization of innovative medicines. Amylin is committed to delivering novel therapies that transform the way diabetes and related metabolic disorders are treated. Amylin is headquartered in San Diego and has a commercial manufacturing facility in Ohio. More information about Amylin Pharmaceuticals is available at [www.amylin.com](http://www.amylin.com).

In addition to *This Week I Will*, Amylin offers *BYDUREON Steady Support<sup>SM</sup>* resources to support the efforts of people with type 2 diabetes who take BYDUREON<sup>®</sup> (exenatide extended-release for injectable suspension). Among these resources are live phone support seven days a week, interactive tutorials online at [www.BYDUREON.com](http://www.BYDUREON.com) and the option to schedule in-person sessions with a diabetes educator. Amylin is also launching [bChange.com](http://www.bChange.com), a behavior change program developed with diabetes experts that provides an overview of “how to” successfully adopt healthy new habits and change the way they manage their diabetes.

### **WHAT IS BYDUREON<sup>®</sup> (exenatide extended-release for injectable suspension)?**

BYDUREON is the first and only once-weekly medicine to be approved by the FDA for the treatment of type 2 diabetes. It works by helping the body make its own insulin when needed, which may help improve glycemic control with just one dose per week. BYDUREON was approved in the U.S. in January 2012.

BYDUREON is an injectable prescription medicine that may improve blood sugar (glucose) in adults with type 2 diabetes mellitus, and should be used along with diet and exercise. BYDUREON is not recommended as the first medication to treat diabetes.

BYDUREON is a long-acting form of the medication in BYETTA<sup>®</sup> (exenatide) injection so both drugs should not be used together. BYDUREON is not a substitute for insulin and has not been studied in combination with insulin. BYDUREON is not for people with type 1 diabetes or people with diabetic ketoacidosis (a condition caused by very high blood sugar). BYDUREON is not

recommended for use in children. It is not known if BYDUREON is safe and effective in people with a history of pancreatitis or severe kidney problems.

### **IMPORTANT SAFETY INFORMATION for BYDUREON**

- **POSSIBLE THYROID TUMORS, INCLUDING CANCER:** In animal studies, BYDUREON caused rats to develop tumors of the thyroid gland. Some of these tumors were cancer. It is not known if BYDUREON causes thyroid tumors or a type of thyroid cancer called medullary thyroid cancer (MTC) in people. Do not take BYDUREON if you or any of your family members have MTC or if you have Multiple Endocrine Neoplasia syndrome type 2. While taking BYDUREON, tell your healthcare provider if you get a lump or swelling in your neck, hoarseness, trouble swallowing, or shortness of breath. These may be symptoms of thyroid cancer.
- Do not take BYDUREON if you have had an allergic reaction to exenatide or any of the other ingredients in BYDUREON. Severe allergic reactions can happen with BYDUREON. Symptoms of a severe allergic reaction to BYDUREON are severe rash or itching, swelling of your face, lips, and throat that may cause difficulty breathing or swallowing, feeling faint or dizzy and very rapid heartbeat. If you have any symptoms of a severe allergic reaction, stop taking BYDUREON and call your healthcare provider right away.
- Inflammation of the pancreas (pancreatitis) may happen, which may be severe and lead to death. Before taking BYDUREON, tell your healthcare provider if you have had pancreatitis, stones in your gallbladder (gallstones), a history of alcoholism, or high blood triglyceride levels. Stop taking BYDUREON and call your healthcare provider right away if you have pain in your stomach area (abdomen) that is severe and will not go away, occurs with or without vomiting, or is felt going from your stomach area through to your back. These may be symptoms of pancreatitis.
- Your risk for getting low blood sugar (hypoglycemia) is higher if you take BYDUREON with another medicine that can cause low blood sugar, such as a sulfonylurea. The dose of your sulfonylurea may need to be lowered while you use BYDUREON. Signs and symptoms of low blood sugar may include shakiness, headache, drowsiness, weakness, dizziness, confusion, irritability, hunger, fast heart beat, sweating, and feeling jittery.
- Tell your healthcare provider if you have or had kidney problems or a kidney transplant. BYDUREON may cause nausea, vomiting, or diarrhea, leading to loss of fluids (dehydration). Dehydration may cause kidney failure; this can happen in people who have never had kidney problems before. Call your healthcare provider right away if you have nausea, vomiting, or diarrhea that will not go away or if you cannot drink liquids.
- Tell your healthcare provider if you have severe problems with your stomach, such as delayed emptying of your stomach (gastroparesis) or problems with digesting food.
- The most common side effects with BYDUREON include nausea, diarrhea, headache, vomiting, constipation, itching at injection site, a small bump (nodule) at the injection site, and

indigestion. Nausea most commonly happens when first starting BYDUREON, but may become less over time.

- Before using BYDUREON, tell your doctor about all the medicines you take, as taking them with BYDUREON may affect how each medicine works. Tell your healthcare provider if you take other diabetes medicines, especially insulin or a sulfonylurea, or warfarin sodium (Coumadin® or Jantoven®).
- Tell your healthcare provider if you are pregnant or plan to become pregnant. It is not known if BYDUREON will harm your unborn baby. Talk to your healthcare provider first if you are breastfeeding or plan to breastfeed.

*You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.*

Please [click here](#) for Medication Guide, and [click here](#) for US Full Prescribing Information for BYDUREON, including **Boxed WARNING** about possible thyroid tumors including thyroid cancer.