

# When perception can be dangerous

According to an article in the New York Times, people perceive diabetes as a disease that is not as serious as heart disease or cancer. Apparently this perception is wrong and can be deadly. Diabetes is very serious and has many ill effects on the body.

The story illustrates just how important communication can be in educating people about disease and treatment. But it also shows that some diseases face a branding problem. Diabetes has not been properly “branded” as a deadly disease. We all know cancer is serious, but we don’t feel the same about diabetes. I will be interested to see what the American Diabetes Association does, from a communications standpoint to communicate the seriousness and change this misperception.