



Marketing and Recruitment for the National DPP: February Valentine's Day and American Heart Health Month
Promotional Material
[as of 2025/08/08]

Page URL: <https://nationaldppcsc.cdc.gov/s/article/February-Valentine-s-Day-and-American>
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Resource Summary: Valentine's Day is a great time for people to show their family how much they love them by taking steps to protect their health and their heart so they can spend quality time with their family for years to come. The resources below are created specifically to build a February/Valentine's Day campaign to get people to learn about their risk for prediabetes, prevent type 2 diabetes, and join a lifestyle change program.

[Cataloger's Note: The images named and linked below, and described on the pages following these tables, are all available in the attached Zip folder, found in the Supporting Files section of this record. Accessed and downloaded on 2026/01/27. These tables are copied exactly as they are found at the Page URL listed above. Minor table formatting has occurred below, but no intellectual content has been altered. Some resources are available in both English and Spanish.]

Resource Type	Resource Description	English	Spanish
Job Aid	Job Aid for Valentine's Day/American Heart Health Month Promotional Materials including a Drop-In Article, sample eNewsletter, PSA Script (:15 seconds), Social Media Copy and Images, Postcards, and E-Cards	• English Job Aid	• N/A
Social Media Messages	Can be on social media channels used to spread awareness of the reasons and people in your life for preventing Type 2 Diabetes	• Photo 1 • Photo 1 (Customizable) • Photo 2 • Photo 2 (Customizable) • Photo 3 • Photo 3 (Customizable)	• Photo 1 • Photo 1 (Customizable) • Photo 2 • Photo 2 (Customizable)
Postcards	Can be printed out and used as a handout, leave behind, or mailer to spread awareness of the reasons and people in your life for preventing Type 2 Diabetes	• Card 1 • Card 1 (Customizable) • Card 2 • Card 2 (Customizable) • Card 3 • Card 3 (Customizable)	• Card 1 • Card 1 (Customizable) • Card 2 • Card 2 (Customizable)
E-Cards	Can be used on social media or in emails to spread awareness of the reasons and people in your life for preventing Type 2 Diabetes	• E-Card 1 • E-Card 2 • E-Card 3	• E-Card 1 • E-Card 2

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February – Valentine’s Day/American Heart Month:

Drop-In Article

To Use: Fill in the article below with specific details about your lifestyle change program. Once you’ve filled in the article, you can post it to your organization’s website, publish it in your organization’s newsletter, and/or send it to a local newspaper or magazine. You can also download an image to use with the article from the customer service center.

Taking care of your heart is one way to say “I love you” this Valentine’s Day.

This Valentine’s Day, many will say “I love you” with flowers, candy, or a romantic dinner together. But there’s another way you can say “I love you” – by making your health and your heart a priority. Show your family how much you love them by taking steps now to protect your health and your heart so you can spend quality time with them for years to come.

Take time this Valentine’s Day to ask your doctor if you have prediabetes, which puts you at risk for type 2 diabetes. More than one in three American adults has prediabetes, a condition where a person’s blood sugar levels are higher than normal, but not high enough yet for a type 2 diabetes diagnosis. Some populations are more at risk for developing type 2 diabetes than others. For example, [consider adding one of these: 15.5% of Hispanics have diabetes compared to just 13.6% of non-Hispanic whites. 17.4% of non-Hispanic blacks have diabetes compared to just 13.6% of non-Hispanic whites.] Your doctor can tell you for sure whether you have prediabetes or not.



Prediabetes and type 2 diabetes can also lead to problems with your heart. Your heart is pretty amazing – with each beat, it pumps oxygen-rich blood to every cell in your body. When something goes wrong with your heart, it’s a big deal for your health. February is American Heart Month, so now is the perfect time to take care of it.

If you find out that you have prediabetes or have a high risk of developing type 2 diabetes, there is something you can do to take care of your health and your heart. [Name of program], part of CDC’s National Diabetes Prevention Program, offers a proven lifestyle change program [in city/town or virtual information] that can help you learn the skills you need to eat better, become more physically active, and manage stress – all to reduce your risk of developing type 2 diabetes. In the program, you will work in a group with a trained lifestyle coach to learn the skills you need to make lasting changes. [If the program is meeting virtually, add any additional details or revise the previous sentence as needed.]

[You may want to replace the following with a quote from a community leader or program coordinator.] So many people in [our community or name of community] have prediabetes. The CDC-recognized lifestyle change program offers a real chance to prevent or delay the onset of type 2 diabetes. The healthy habits that participants learn in the program have also been shown to reduce the incidence of heart disease and stroke.

[Name of program] meets [insert information about when and where the program meets, and whether there are virtual options].



This February show your family love in a new way – by putting your health and your heart first. Ask your doctor about prediabetes and learn more about [name of program] to reduce your risk of developing type 2 diabetes. Visit [organization website and/or cdc.gov/diabetes/prevention].

Sample E-Newsletter Copy

To Use: The following e-newsletter copy can be used to promote the program in online e-newsletters and email blasts. Consider placements in a community newsletter, local health care provider or network newsletter, and/or faith-based newsletter. You can also download an image to use with the article from the National DPP customer service center.

Show your love this Valentine's Day by putting your health and your heart first.

This Valentine's Day show your family how much you love them by protecting your health and your heart now so you can spend quality time with them for years to come.

Ask your doctor if you're at risk for type 2 diabetes or have a health condition called prediabetes. People with prediabetes are also likely to have problems with their heart. One in three Americans has prediabetes, a condition where a person's blood sugar levels are higher than normal, but not high enough yet for a type 2 diabetes diagnosis. Some populations are more at risk for developing type 2 diabetes than others.

For example, [consider adding one of these: 15.5% of Hispanics have diabetes compared to just 13.6% of non-Hispanic whites. 17.4% of non-Hispanic blacks have diabetes compared to just 13.6% of non-Hispanic whites.]

If you find out that you have prediabetes or have a high risk of developing type 2 diabetes, there is something you can do.

[Name of program], part of the CDC's National Diabetes Prevention Program, offers a lifestyle change program in [name of city/town or virtually] that can help you learn the skills you need to eat better, become more physically active, and manage stress.

[You may want to replace the following with a quote from a community leader or program coordinator.] So many people in [our community or name of community] have prediabetes. The CDC-recognized lifestyle change program offers a real chance to prevent or delay the onset of type 2 diabetes. The healthy habits that participants learn in the program have also been shown to reduce the incidence of heart disease and stroke.

To learn more about [Name of program], visit [organization website and/or cdc.gov/diabetes/prevention].



PSA Live Read (15 seconds)

To Use: You can send this 15-second PSA script to a local radio station and ask the station manager to have a DJ record and play it. You can also share the recording with local doctors' offices and pharmacies so they can play it on their telephone recordings.

This Valentine's Day show your family how much you love them by protecting your health and your heart now so you can spend quality time with them for years to come. Ask your doctor if you're at risk for type 2 diabetes or have a health condition called prediabetes. People with prediabetes are also more likely to have problems with their heart. Talk to your doctor today.

Social Media Copy and Images

To Use: You can use the following social media post copy and images to promote your program on Facebook, Instagram, and Twitter. You may want to incorporate the hashtag #ValentinesDay or #HeartMonth within the post copy. Photos are available for download from the customer service center. There are two social media images available in Spanish, which can be used with any of the three social media posts. Download links have also been provided below each photo. There are versions with the National DPP logo and website, as well as versions where you can add your own logo and website.

Post	Recommended Image/Graphic
English: How do you say I love you? One way is by taking care of your health and your heart. Find out if you're at risk for developing type 2 diabetes today: https://www.cdc.gov/diabetes/risktest/index.html Spanish: ¿Cómo muestras tu amor? Una forma es cuidando tu salud y tu corazón. Averigua hoy si estás en riesgo de tener diabetes tipo 2 en https://www.cdc.gov/diabetes/spanish/risktest/index.html	Love Means Putting Your Health and Heart First  NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/prevention Amar es poner tu salud y tu corazón primero  NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention

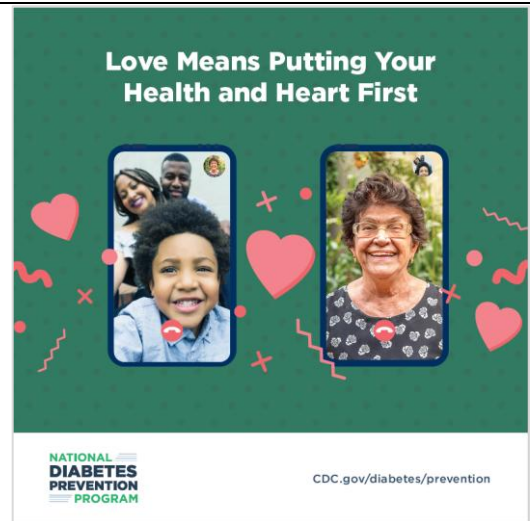


English:

This #ValentinesDay, show your love by making your health and your heart a priority. More than 1 in 3 Americans has prediabetes, a condition that, if untreated, can lead to type 2 diabetes and heart problems. Learn more about [name of program], which can help you reduce your risk for developing type 2 diabetes. [Add organization website]

Spanish:

En el #DíaDeSanValentín, muestra tu amor poniendo tu salud y tu corazón en primer lugar. En los EE. UU., más de 1 de cada 3 personas tiene prediabetes, una afección que puede causar diabetes tipo 2 y problemas cardíacos. Obtén más información sobre [nombre del programa], que puede ayudarte a reducir el riesgo de tener diabetes tipo 2. [Añadir sitio web de la organización]



English:

Hugs and kisses are not the only ways to say "I love you." Take care of your health and your heart this #ValentinesDay so you can keep showing your loved ones you care for years to come. Ask your doctor to test you for prediabetes, a condition that could lead to type 2 diabetes and heart problems. Then learn more about [name of program], a program that can help you improve your health and your heart. [Add organization website]

Spanish

Los abrazos y besos no son las únicas formas de demostrar tu amor. Cuida tu salud y tu corazón este #DíaDeSanValentín y por muchos años más muéstrales a tus seres queridos que te importan. Pídele a tu médico que te haga una prueba de prediabetes, una afección que puede causar diabetes tipo 2 y problemas cardíacos. Luego aprende más sobre [nombre del programa], un programa que puede ayudar a mejorar tu salud y tu corazón. [Añadir sitio web de la organización]



Feel free to use one if the images above in Spanish, as they will work with all the social media posts.

Postcards

To Use: The Valentine's Day/American Heart Month postcards are available for download on the customer service center. There are a few different versions available, including two options in Spanish. The back of the postcard has fillable space for you to add your own details. Download the one you'd like to use, then you can print it out and use it as a handout, leave-behind, or mailer. You can even hand them out or mail them to people as Valentines.

Image Options for Front of Postcards (English)



Love Means Putting Your Health and Heart First



Say "I love you" by taking steps to lower your risk of type 2 diabetes

NATIONAL
DIABETES
PREVENTION
PROGRAM

[CDC.gov/diabetes/prevention](https://www.cdc.gov/diabetes/prevention)

Back of Postcards (English)



Show your family you care by improving your heart health and reducing your risk for developing type 2 diabetes. With CDC's National Diabetes Prevention Program lifestyle change program, you'll learn the skills to eat better, become more physically active, and manage stress to improve your health.

To learn more about the lifestyle change program, visit **[CDC.gov/diabetes/prevention](https://www.cdc.gov/diabetes/prevention)**.



[CDC.gov/diabetes/prevention](https://www.cdc.gov/diabetes/prevention)



Image Options for Front of Postcards (Spanish)

Amar es poner tu salud y tu corazón primero



Demuestra tu amor tomando medidas para reducir el riesgo de diabetes tipo 2

**NATIONAL
DIABETES
PREVENTION
PROGRAM**

CDC.gov/diabetes/spanish/prevention

Amar es poner tu salud y tu corazón primero



Demuestra tu amor tomando medidas para reducir el riesgo de diabetes tipo 2

**NATIONAL
DIABETES
PREVENTION
PROGRAM**

CDC.gov/diabetes/spanish/prevention

Back of Postcards (Spanish)





Demuéstrale a tu familia que ellos te importan. Mejora la salud de tu corazón y reduce el riesgo de desarrollar diabetes tipo 2 con el programa nacional de cambios de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC. En el programa aprenderás a comer mejor, ser más activo y controlar el estrés para mejorar tu salud.

Para aprender más sobre el programa de cambios de estilo de vida, visita:
cdc.gov/diabetes/spanish/prevention.

**NATIONAL
DIABETES
PREVENTION
PROGRAM**

[CDC.gov/diabetes/spanish/prevention](https://cdc.gov/diabetes/spanish/prevention)

E-Cards

To Use: The Valentine's Day/American Heart Month e-cards are available for download on the customer service center. There are a few different versions available, including two options in Spanish. Choose the one you'd like to use, then you can download it and include it in emails or post it on your website or blog. Feel free to reference the drop-in article and/or e-newsletter copy above in your emails. You can also save the image to your phone and send it people as a text message or in a group chat. These e-cards work well as part of a virtual Valentine.

E-Card Image Options (English)



**Love Means Putting Your
Health and Heart First**



**Love Means Putting Your
Health and Heart First**



E-Card Image Options (Spanish)

