



Marketing and Recruitment for the National DPP: July Fear of Finding Out Promotional Materials
[as of 2025/08/08]

Page URL: <https://nationaldppcsc.cdc.gov/s/article/July-Fear-of-Finding-Out-Promotional-Materials>

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Resource Summary: The July Fear of Finding Out campaign promotes awareness about a common fear in prediabetic patients, the Fear of Finding Out (FOFO) that they have prediabetes or are at risk for type 2 diabetes. Find helpful resources to build this campaign and encourage people to get screened for prediabetes in the July Fear of Finding Out promotional materials below.

[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	Find drop-in articles, and link to the prediabetes risk test, and 4 social media posts about the July Fear of Finding Out campaign	• Job Aid	• Job Aid

Social Media Images	Can be posted on social media channels to promote the July Fear of Finding Out campaign	• Image 1 • Image 1 (Customizable) • Image 2 • Image 2 (Customizable) • Image 3 • Image 3 (Customizable) • Image 4 • Image 4 (Customizable)	• Image 1 • Image 1 (Customizable) • Image 2 • Image 2 (Customizable) • Image 3 • Image 3 (Customizable) • Image 4 • Image 4 (Customizable)
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July – Fear of Finding Out (Joyce and Jack’s Story)

Drop-In Article

To Use: You can post this article to your organization’s website, publish it in your organization’s newsletter, and/or send it to a local newspaper or magazine. Fill in the yellow highlighted portions with details specific to your lifestyle change program.

Don’t Let FOFO (Fear of Finding Out) Keep You From Better Health!

“There’s a phrase that I use when I talk about why people don’t want to find out if they have prediabetes,” says Joyce Aponte, a long-time advocate for diabetes awareness. “That’s FOFO – the *fear of finding out*. So many people, especially guys, just don’t want to know.”

Joyce has seen firsthand how reluctant people can be. In fact, she faced that exact challenge with her husband, Jack.

A few years ago, Joyce and Jack were at a conference and saw a booth that offered prediabetes screenings. Prediabetes is when a person’s blood sugar levels are high, but not high enough yet for a type 2 diabetes diagnosis. Jack was hesitant to complete the screening -- his FOFO almost kept him from taking action.

But Joyce – who lost her sister to type 1 diabetes and whose parents have type 2 diabetes – was persistent. “I’m not going to lose another family member to diabetes,” she told Jack. Jack’s parents also have type 2 diabetes, and because of Jack’s lifestyle as a truck driver and radio host, he didn’t get enough physical activity, and he was overweight. She worried that he would develop type 2 diabetes.

Joyce’s persistence paid off, and Jack realized how important it was to her that he take care of his health. So he took the 1-minute [prediabetes risk test](#) and found out he likely had prediabetes. To Joyce, there’s no downside to finding out if you have prediabetes. She thinks it’s a great opportunity to learn about your health and to begin making lifestyle changes that can prevent or delay type 2 diabetes – and even save your life.



Jack Aponte, a National Diabetes Prevention Program participant, and his wife, Joyce, a diabetes awareness advocate.



Once Jack knew he likely had prediabetes, he signed up for the Centers for Disease Control and Prevention's (CDC) National Diabetes Prevention Program (National DPP) lifestyle change program. He participated in the program through an app on his phone, and these days he takes better care of his health.

"We thought the program would be something that would interfere with our lives, but it wasn't," says Joyce. "From the first day he got on the scale, something changed. Something clicked."

After joining the program, Jack lost 45 pounds and his cholesterol levels dropped so much that his doctor lowered the medication he was taking. He had successfully reduced his risk for developing type 2 diabetes.

So what does Joyce say to those who still have FOFO about taking the prediabetes risk test and joining the lifestyle change program?

"I say if there's an opportunity to find out if you are at risk, just do it!"

Now Jack and Joyce talk about their story on their shows, *Renegade Radio Nashville* and *In the Cab Radio*, and encourage others to take the prediabetes risk test. It only takes a minute and is available online at <https://www.cdc.gov/prediabetes/risktest/index.html>. The test asks simple questions such as how physically active you are and whether you have a family history of diabetes. You can also find out if you have prediabetes through in-person blood tests from your doctor.

For listeners suffering from FOFO, Jack and Joyce say it's better to know about your health so that you can do something about it – like enrolling in the lifestyle change program.

"My husband tells them, 'I went on the program. There's no downside. Everything is positive about this,'" says Joyce.

If you find out you have prediabetes, learn more about [name of program], [part of the CDC's National Diabetes Prevention program]. At [name of program], participants learn ways to eat healthier and improve their overall health while connecting with others who share the same goals. Visit [program web page] to get more information today.

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.

Do You Know Someone With FOFO – Fear of Finding Out?

Joyce Aponte, a longtime diabetes advocate, used the term FOFO – the fear of finding out – when she tried to get her husband Jack to learn if he had prediabetes.



A few years ago, Joyce and Jack were at a conference and saw a booth that offered prediabetes screenings. Prediabetes is when a person's blood sugar levels are high, but not high enough yet for a type 2 diabetes diagnosis. Jack was hesitant to complete the screening – his FOFO almost kept him from taking action.

Joyce was persistent, so Jack took the screening and found out he likely had prediabetes. He signed up for the Centers for Disease Control and Prevention's (CDC) National Diabetes Prevention Program (National DPP) lifestyle change program and learned to reduce his risk of developing type 2 diabetes.

What does Joyce say to those who have FOFO about taking the prediabetes risk test and joining [name of program] lifestyle change program?

You can do it! The [prediabetes risk test](#) only takes a minute to complete online. It asks simple questions such as how physically active you are and whether you have a family history of diabetes. Your doctor can also test you for prediabetes. Even if you have a busy schedule, learning more about your risk for prediabetes doesn't have to take a long time.

It doesn't have to get in the way of your life. "We thought the program would interfere with our lives, but it didn't," says Joyce. For Jack, it meant participating in the program through an app on his phone. Whatever your situation may be, the lifestyle change program is designed to provide you with tips to eat healthier, get more physical activity, and reduce stress in ways that work for *you*.

There's no downside to getting healthier. After participating in the program, Jack lost 45 pounds and his cholesterol levels dropped so much that his doctor lowered the medication he was taking. Joyce says the program is a great opportunity to learn about your health and begin making lifestyle changes that can prevent or delay type 2 diabetes – and even save your life.

Don't let your FOFO stop you from having a healthier life! Visit [\[program web page\]](#) to get more information and start your health journey today.



Social Media Images & Post Copy

To use: You can use the following social media post copy and images on Facebook, Instagram, and Twitter. Photos are available for download on the National DPP Customer Service Center

Post Copy	Recommended Image
Through CDC's National Diabetes Prevention Program lifestyle change program, you can learn how to live healthier. Better health allows you to celebrate the moments that matter with those you love. Learn more at [insert link to program website] .	 NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/prevention
Sign up for CDC's National Diabetes Prevention Program lifestyle change program. Discover how to make changes that help prevent or delay type 2 diabetes, like getting outside to enjoy the things that make summer special. Learn more at [insert link to program website] .	 NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/prevention
Imagine having more energy to do the things you love. You can learn how to make changes that help prevent or delay type 2 diabetes. Get information and sign up for CDC's National Diabetes Prevention Program lifestyle change program at [insert link to program website] .	 NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/prevention

What would better health mean for you? Learn to prevent or delay type 2 diabetes with CDC's National Diabetes Prevention Program lifestyle change program and enjoy your favorite activities this summer. Learn more.
[\[insert link to program website\]](#)



July – Fear of Finding Out (Joyce and Jack’s Story)

Social Media Images & Post Copy

Para usar: Los mensajes y las imágenes que siguen son aptos para Facebook, Instagram y Twitter. Las imágenes están disponibles para descargar en el Centro Nacional de Atención al Cliente de DPP

Post Copy	Recommended Image
Puedes aprender a vivir de modo más saludable con el programa de cambio de estilo de vida, del Programa Nacional de Prevención de la Diabetes de los CDC. Tener mejor salud te permite celebrar los momentos que importan con tus seres queridos. Infórmate: [insertar enlace al sitio web del programa]	 The image shows a family of four (a woman, a man, and two children) sitting around a table outdoors, smiling and eating. A green circular graphic with the text "Celebra más buenos momentos" is overlaid on the image. At the bottom left is the National Diabetes Prevention Program logo, and at the bottom right is the URL "CDC.gov/diabetes/spanish/prevention".
Anótate en el programa de cambio de estilo de vida, del Programa Nacional de Prevención de la Diabetes de los CDC. Descubrirás cómo hacer cambios para prevenir o retrasar la diabetes tipo 2, como salir y disfrutar lo que hace del verano un tiempo especial: [insertar enlace al sitio web del programa]	 The image shows a man and a woman in a yellow kayak on a calm river, surrounded by trees. A teal circular graphic with the text "Tu próxima aventura te espera" is overlaid on the image. At the bottom left is the National Diabetes Prevention Program logo, and at the bottom right is the URL "CDC.gov/diabetes/spanish/prevention".



Imagínate con más energía para lo que más disfrutas. Aprende a hacer cambios que ayudan a prevenir o retrasar la diabetes tipo 2. Infórmate y anótate en el programa de cambio de estilo de vida, del Programa Nacional de Prevención de la Diabetes de los CDC: [insertar enlace al sitio web del programa]	 NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention
¿Qué significaría tener mejor salud para ti? Aprende a prevenir o retrasar la diabetes tipo 2 con el programa de cambio de estilo de vida, del Programa Nacional de Prevención de la Diabetes de los CDC, y disfruta de tus actividades favoritas este verano: [insertar enlace al sitio web del programa]	 NATIONAL DIABETES PREVENTION PROGRAM CDC.gov/diabetes/spanish/prevention

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