



Marketing and Recruitment for the National DPP: Diabetes Alert Day
[as of 2025/08/08]

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Resource Summary: Diabetes Alert Day is observed annually on the fourth Tuesday in March by the American Diabetes Association. Diabetes Alert Day is a one-day "wake-up call" that focuses on the seriousness of diabetes and the importance of understanding your risk. To spread awareness of Diabetes Alert Day® to your lifestyle change program, take a look at the resources 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	Outlines how to utilize the social resources listed below and provides email messages, articles, and promotional materials for Diabetes Alert Day®	• Job Aid	• N/A

Resource Type	Resource Description	English	Spanish
One-Pager	Can be used to have program participants describe "What's Your Why" for Diabetes Alert Day®	• One Pager • One Pager (Customizable)	• N/A
Banners	Can be used as a static image on social media profiles during March to promote Diabetes Alert Day®	• Banner 1 • Banner 2	• N/A
Posters	Can be printed out and posted to bulletin boards to raise awareness for Diabetes Alert Day®	• Poster 1 • Poster 1 (Customizable) • Poster 2 • Poster 2 (Customizable)	• N/A
Social Media Photo	Can be on social media channels used to alert participants to Diabetes Alert Day®. These include fillable images to customize for your organization and static images for quick social media posts.	• Photo 1 • Photo 1 (Customizable) • Photo 2 • Photo 2 (Customizable) • Photo 3 • Photo 3 (Customizable) • Photo 4 • Photo 4 (Customizable) • Photo 5 • Photo 5 (Customizable)	• Photo 1 • Photo 1 (Customizable) • Photo 2 • Photo 2 (Customizable) • Photo 3 • Photo 3 (Customizable) • Photo 4 • Photo 4 (Customizable) • Photo 5 • Photo 5 (Customizable)

Social Media Icons	Can be on social media channels used to alert participants to Diabetes Alert Day®, These include fillable images to customize for your organization and static images for quick social media posts.	• Icon 1 • Icon 1 (Customizable) • Icon 2 • Icon 2 (Customizable) • Icon 3 • Icon 3 (Customizable) • Icon 4 • Icon 4 (Customizable) • Icon 5 • Icon 5 (Customizable)	• Icon 1 • Icon 1 (Customizable) • Icon 2 • Icon 2 (Customizable) • Icon 3 • Icon 3 (Customizable) • Icon 4 • Icon 4 (Customizable) • Icon 5 • Icon 5 (Customizable)
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Diabetes Alert Day® Job Aid

Strategic Marketing of the National DPP to Priority Populations Diabetes Alert Day®

Tagline: *What's your why? Be there for the ones who need you.*

INTRODUCTION

This job aid is provided to assist 1705 grantees and their affiliates prepare for Diabetes Alert Day® activities.

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Additional Alert Day® Opportunities

FACEBOOK LIVE JOB AID

Hosting a Facebook Live event can be a great way to let your community know about prediabetes and encourage it to take the risk test. You can even have someone answer the risk test questions live on camera.



E-blast 1 – Promoting the Risk Test to those not enrolled in the lifestyle change program

To use: *You can send this e-blast one week prior to Diabetes Alert Day® to individuals who have expressed interest in your lifestyle change program. Feel free to add details about any events that your organization is hosting for Alert Day®, including the time, location, and the names of any experts who will be in attendance (diabetes educators, lifestyle coaches, or other health care providers).*

Diabetes Alert Day® is right around the corner! Join [insert name of organization] on [date] as we help our community prevent or delay the onset of type 2 diabetes.

What's your why to get and stay healthy? Family, career, hobbies? Preventing or delaying type 2 diabetes is possible with the CDC lifestyle change program.

But, first, you should find out if you're at risk. **Take the prediabetes risk test at doihaveprediabetes.org.** Take the first step to a healthier future for yourself and for your loved ones.

Learn more about preventing type 2 diabetes from [insert organization name and contact information].

E-blast 2 – Engaging current and past lifestyle change program participants

To use: *You can send this e-blast one week prior to Diabetes Alert Day® to current and past program participants and lifestyle coaches. Feel free to add details about any events that your organization is hosting for Alert Day®, including the time, location, and the names of any experts who will be in attendance (diabetes educators, lifestyle coaches, or other health care providers).*

Diabetes Alert Day® is right around the corner! Join [insert name of organization] on [date] as we help our community prevent or delay the onset of type 2 diabetes.

What's your why to get and stay healthy? Family, career, hobbies? Inspire others to begin their journey to better health by sharing your "why". On [date], share a message about why you participate in the CDC lifestyle change program on Facebook, Twitter, or Instagram. Be sure to use **#DiabetesAlertDay** in your posts. You also can join the conversation by following us at [insert your organization's Facebook page] and [insert your organization's Twitter handle].

Diabetes Alert Day® is also an opportunity to encourage your friends and family to take steps to better health. **Send them the link to the prediabetes risk test at doihaveprediabetes.org.**

Learn more about preventing type 2 diabetes from [insert organization name and contact information].

Social Media Info Cards & Copy

To use: You can post these info cards on Facebook, X (Formerly Twitter), and Instagram before and during Diabetes Alert Day®. Sample copy and recommended images are available below. Feel free to include your grantee/affiliate links as needed.

Post Copy	Recommended Image
English Be there for the ones who love you. This #DiabetesAlertDay, think about all the reasons why you want to be healthy – for your family, your career, your hobbies. What are the things that matter to you? Take the first step to prevent or delay type 2 diabetes. Take the risk test today: http://doihaveprediabetes.org. Spanish Piensa en qué te motiva a mantenerte saludable. ¿Tu familia? ¿Tu carrera profesional? ¿Tus pasatiempos favoritos? Da el primer paso para prevenir o retrasar la diabetes tipo 2 este Día de Alerta® y hazte la evaluación de riesgo de prediabetes: https://doihaveprediabetes.org/es/.	
English To travel back home. To enjoy the beach. To play with grandkids. To feel better. What's your why to get and stay healthy? Take the prediabetes risk test today for #DiabetesAlertDay: http://doihaveprediabetes.org. Spanish Viajar a casa. Disfrutar de la playa. Jugar con los nietos. Sentirte mejor. ¿Qué te motiva a estar y mantenerte saludable? ¡Hazte la evaluación de riesgo de prediabetes hoy! https://doihaveprediabetes.org/es/.	
English To see your daughter get married. To walk your dog farther. To take care of your loved ones. On this #DiabetesAlertDay, what's your why for better health? Spanish Ver a tu hija casarse. Vivir mejor. Cuidar a los que más amas. En este Día de Alerta®, ¿qué te motiva a estar saludable? Déjanos saber en los comentarios usando #DiabetesAlertDay	

Post Copy	Recommended Image
English I am on the road to a healthier me – I’m working to prevent type 2 diabetes. I’m doing it for myself, so I can be around for my family and have fun with them. What’s your why to take care of your health? Take the prediabetes risk test today for #DiabetesAlertDay: http://doihaveprediabetes.org. Spanish ¿Qué te motiva a ser proactivo con tu salud? Otros han mejorado su salud para disfrutar momentos especiales con sus seres queridos. Tú también puedes hacerlo. Hazte la evaluación de riesgo de prediabetes hoy. #DiabetesAlertDay https://doihaveprediabetes.org/es/.	

Call to action letter for current and past lifestyle change program participants

To use: You can send this letter via email or newsletter to current and past program participants and lifestyle coaches.

This Diabetes Alert Day[®] share your why and inspire others to improve their health.

The inside jokes with a favorite cousin, the memories with a best friend, the family gatherings – these are some of the best reasons to live a long, healthy life. This Diabetes Alert Day[®] on [date], we are asking you to encourage your friends and loved ones to embark on a journey to better health. All we’re asking you to do is tell them why you joined a lifestyle change program, and then ask them to take the one-minute prediabetes risk test.

First, share your why with the people you care about. Why do you participate in the lifestyle change program? To enjoy quality time with friends and family doing the things you enjoy? To travel? To keep working and supporting your family? Talk to family and friends about why preventing or delaying type 2 diabetes and living a healthier life is important to you. Then share your why on social media – Facebook, Twitter, and Instagram – and be sure to use #DiabetesAlertDay.

Next, encourage the people you love to take the prediabetes risk test at doihaveprediabetes.org. It only takes a minute – that’s just 60 seconds to find out if they are at risk for type 2 diabetes. You can give them the link to the risk test or print out copies of the risk test for them (printable PDFs are available on the website).

That’s it – two simple tasks that can change the future for someone you care about. Thanks in advance for helping us spread the word and improve the health of our community one friend, one family member at a time.

If you need help or want more ideas, contact us at [insert program name and contact information].

Matte Article – African Americans

To use: You can post this article to your organization’s home page as a highlight story, include it in your organization’s publication(s), or post it to the news section of your organization’s website.

What’s Your Why for Better Health?

The inside jokes with a favorite cousin, the memories with a best friend, the family gatherings – these are some of the best reasons to live a long, healthy life. This Diabetes Alert Day® on [date], [insert grantee or affiliate name] is encouraging African Americans to take the prediabetes risk test and think about why they want to make positive lifestyle changes to improve their health.

African Americans are at higher risk for developing type 2 diabetes, and 36% of African Americans have prediabetes. Prediabetes is a serious health condition where blood sugar levels are higher than normal, but not yet high enough to be diagnosed as type 2 diabetes.

Risk factors for prediabetes include:

- Having a parent, brother, or sister with type 2 diabetes
- Being 45 years of age or older
- Being overweight
- Are only physically active 3 times or less a week
- Ever having gestational diabetes (diabetes during pregnancy) or giving birth to a baby that weighed more than 9 pounds

Prediabetes can often be reversed with lifestyle changes including eating healthier, increasing physical activity, and learning how to manage stress. Wondering where to begin?

First, learn whether you're at risk for prediabetes by taking the 60-second risk test at doihaveprediabetes.org. It only takes a minute to find out if you're one of the [96 million]—one in three— Americans living with prediabetes. Complete the test online or print it out from the website. Answering a few short questions such as “Are you physically active?” or “Do you have a family history of diabetes?” can help you learn more about your risks. Knowing your risks may inspire you to start making positive lifestyle changes.

Second, talk to a doctor about your risk for type 2 diabetes. Get tested to see if you have prediabetes or type 2 diabetes. If you have prediabetes, find a local lifestyle change program that will show you steps you can take to prevent or delay type 2 diabetes.

Studies show that people with prediabetes who take part in the Centers for Disease Control and Prevention's (CDC's) National Diabetes Prevention Program lifestyle change program can reduce their type 2 diabetes risk by more than 50 percent. These lifestyle changes include:

- **Losing 5 to 7 percent of body weight.** That's about 10 to 14 pounds for a person weighing 200 pounds. The CDC lifestyle change program teaches participants how to modify favorite recipes, such as serving veggie nachos or veggie chili at game time.
- **Becoming more active.** The CDC recommends engaging in 150 minutes of physical activity per week. Activities like playing a game of basketball, dancing, going for a walk or jog, cleaning around the house, or playing with children and grandchildren are great examples of physical activity you can add to your routine.
- **Learning to manage stress in healthy ways.** Developing a support system of family and friends who are committed to a healthy lifestyle can help you manage stress. Lifestyle coaches and fellow participants help make the CDC program fun, and they can help hold you accountable.

This Diabetes Alert Day®, take [the test](#), talk to your doctor, and enroll in the lifestyle change program to prevent or delay type 2 diabetes. For more information about prediabetes and your risk, check with your health care provider or visit cdc.gov/diabetes/prevention.

Matte Article – American Indian/Alaska Natives

***To use:** You can post this article to your organization's home page as a highlight story, include it in your organization's publication(s), or post it to the news section of your organization's website.*

This Diabetes Alert Day®, Be Proactive and Learn Your Risk for Type 2 Diabetes

Each year, millions of adults are diagnosed with type 2 diabetes in the United States, and American Indians and Alaska Natives are twice as likely to have diabetes as other Americans. [Insert stat about the prevalence of diabetes among American Indians and Alaska Natives in your region.] For many, fear of a diabetes diagnosis can lead to feelings of denial or anxiety.

But this year, on [date] for Diabetes Alert Day®, you can take back your power – be proactive and take the prediabetes risk test at doihaveprediabetes.org.

Prediabetes means your blood sugar levels are higher than normal, but not high enough for a diabetes diagnosis. People with prediabetes are at higher risk for developing type 2 diabetes, which can lead to other serious complications like heart disease and stroke. The good news is that prediabetes can often be reversed.

Each year, Diabetes Alert Day® serves as a reminder that you can change the course of diabetes in your community by learning your risk for prediabetes. You might be at risk of prediabetes if you:

- Have a parent, brother, or sister with type 2 diabetes
- Are 45 years of age or older
- Are overweight
- Are only physically active 3 times or less a week
- Had gestational diabetes (diabetes during pregnancy) or gave birth to a baby that weighed more than 9 pounds

If you know you have prediabetes, small changes can help you prevent or delay type 2 diabetes. The Centers for Disease Control and Prevention (CDC) has a network of organizations all over the U.S. and its territories that offer CDC-recognized lifestyle change programs. Program participants learn simple, yet effective ways to reverse prediabetes by modifying eating habits and increasing physical activity.

Throughout the sessions, participants receive consistent, meaningful, and culturally appropriate support from lifestyle coaches. These coaches care about the way you live and want to help you succeed. You will also gain a sense of unity among the other session participants. By making the small changes taught in the program, you can feel better, happier, and more energetic.

On this Diabetes Alert Day®, make your family proud and take an easy and quick quiz at doihaveprediabetes.org to find out if you're at risk. There are often no obvious symptoms for prediabetes, so it's important to talk to your health care team – a doctor, nurse, diabetes educator, dietitian, psychologist, fitness coach, or social worker – who can also help you.

Get help from others and consider joining the CDC-recognized lifestyle change program. Learn more at [insert organization name and contact information].

Matte Article – Hispanics/Latinos (English)

***To use:** You can post this article to your organization's home page as a highlight story, include it in your organization's publication(s), or post it to the news section of your organization's website.*

What's Your Why for Better Health?

¡Vive la vida al máximo! Live life to the max, right? Well, that's what many Hispanic and Latino people learn early on from their family members. The traditions we value, such as enjoying life to the fullest – especially with loved ones – are passed on through the generations.

Unfortunately, Hispanic and Latino communities are more than twice as likely to develop prediabetes and type 2 diabetes than non-Hispanics. Prediabetes means that blood sugar levels are higher than normal, but not yet high enough to be diagnosed as type 2 diabetes. A person with prediabetes is at higher risk for developing type 2 diabetes and other serious health problems, including heart disease and stroke. You may have prediabetes and be at risk for type 2 diabetes if you:

- Are overweight
- Are 45 years of age or older
- Have a parent, brother, or sister with type 2 diabetes
- Are only physically active 3 times or less a week
- Have ever had gestational diabetes (diabetes during pregnancy) or given birth to a baby who weighed more than 9 pounds

This Diabetes Alert Day® on [date], take the first step to better health for you and your family. Take a simple, one-minute quiz at doihaveprediabetes.org to find out your prediabetes risk score. Prediabetes often has no clear symptoms, so it's important to talk to your doctor about getting your blood sugar tested if you have any risk factors.

If you have prediabetes, don't let the "pre" in prediabetes fool you – prediabetes is a serious health condition that can develop into even more serious health complications like type 2 diabetes, heart disease, and stroke. But that doesn't mean that if you have prediabetes you can't live life to the max. You can do something about it and live a healthy and happy life!

Participating in a lifestyle change program recognized by the Centers for Disease Control and Prevention (CDC) can cut your risk for developing type 2 diabetes in half. The CDC-led National Diabetes Prevention Program can help you make healthy changes to achieve lasting results, such as losing weight, eating healthier, and getting regular physical activity.

The best part of the program is that you won't be alone on your journey to healthier habits. Lifestyle change program participants work with a trained lifestyle coach and share experiences with other participants who have the same goals and challenges. Your lifestyle coach and fellow participants are there to help you get started and keep you motivated as you learn new skills and face challenges. Together you will find the solutions that work for you and help you be successful. Many who have participated in the program say they have more energy, less stress, and better checkups.

Ask your doctor or health care provider to refer you to a CDC-recognized lifestyle change program near you. You can also ask if Medicare will cover for your participation in the program.

For more information about prediabetes and your risk, check with your health care provider or contact [insert organization name and contact information].

Matte Article – Hispanics/Latinos (Spanish)

To use: You can post this article to your organization's home page as a highlight story, include it in your organization's publication(s), or post it to the news section of your organization's website.

En el Día de Alerta® hágase la evaluación de riesgo de prediabetes

¡Vivir la vida al máximo! La vive al máximo, ¿verdad? Lo cierto es que esto es lo que la mayoría de los hispanos/latinos han aprendido temprano en su vida por parte de su familia. Vivir la vida al máximo junto a los seres queridos y compartir momentos especiales son algunas de las tradiciones que valoramos y que pasan de una generación a otra.

Desafortunadamente, los hispanos/latinos tienen una probabilidad dos veces mayor que los no hispanos de tener prediabetes y diabetes tipo 2. Prediabetes significa que los niveles de azúcar en la sangre están un poco más altos que lo

normal, pero no tan altos para que se diagnostiquen como diabetes tipo 2. Una persona con prediabetes está en mayor riesgo de presentar diabetes tipo 2 y otros problemas graves de salud como una enfermedad del corazón o un derrame cerebral. Usted podría tener prediabetes y estar en riesgo de presentar diabetes tipo 2 si:

- Tiene sobrepeso
- Tiene 45 años o más
- Uno de sus padres, o uno de sus hermanos o hermanas tiene diabetes tipo 2
- Solo hace actividad física 3 veces a la semana o menos
- Tuvo diabetes gestacional (diabetes durante el embarazo) o dio a luz un bebé que pesó más de 9 libras

Este Día de Alerta[®], [fecha], dé el primer paso hacia una vida más saludable para usted y su familia. Visite DolHavePrediabetes.org/es y responda este cuestionario sencillo, que dura un minuto, para saber si está en riesgo de tener prediabetes. Recuerde que la prediabetes no suele presentar síntomas, así que es de suma importancia que hable con su proveedor de atención médica para que le haga la prueba de azúcar en la sangre si usted presentó factores de riesgo.

Si usted tiene prediabetes, no se deje engañar por el “pre” en prediabetes. La prediabetes es una afección seria que puede resultar en complicaciones de salud aún más graves, como la diabetes tipo 2, una enfermedad del corazón o un derrame cerebral. Pero eso no significa que no podrá disfrutar de su vida al máximo si tiene prediabetes. ¡Puede hacer algo al respecto y puede tener una vida saludable y feliz!

Participar en un programa de cambios de estilo de vida reconocido por los Centros para el Control y la Prevención de Enfermedades (CDC) puede ayudarlo a disminuir el riesgo de presentar diabetes tipo 2 a la mitad. El Programa Nacional de Prevención de la Diabetes de los CDC lo puede ayudar a hacer cambios saludables con resultados a largo plazo, como perder peso, comer más saludable y hacer actividad física con regularidad.

La mejor parte del programa es que no va a estar solo en su camino hacia un estilo de vida saludable. Los participantes del programa trabajan junto a instructores de estilo de vida, así como con otras personas que tienen los mismos objetivos y retos. El instructor y los otros participantes estarán ahí para ayudarlo a empezar y a mantenerse motivado mientras va adquiriendo nuevas destrezas y enfrentando retos. Juntos encontrarán las soluciones que funcionen para usted y que lo ayudarán a tener éxito. Muchas de las personas que han participado en el programa dicen que tienen más energía, menos estrés y mejores resultados en los chequeos de salud.

Pídale a su doctor o proveedor de atención médica que lo remita a un programa de cambios de estilo de vida reconocido por los CDC cerca de usted. **Pregúntele si Medicare podría cubrir su participación en el programa.**

Para obtener más información sobre la prediabetes y saber su riesgo, consulte con su doctor o proveedor de atención médica, o comuníquese con [incluya nombre de la organización o información de la persona que hay que contactar].

Matte Article – Men

To use: You can post this article to your organization’s home page as a highlight story, include it in your organization’s publication(s), or post it to the news section of your organization’s website.

Men: Become Champions of Your Health

There you are, hanging out with the guys on a Sunday afternoon watching the big game. Look around the room. It’s you and seven of your best friends. Look again. Odds are that one of the guys in the room has type 2 diabetes, and two or even three of them might have prediabetes and not know it. It could be you, your father, a cousin or your best friend. Know the small, but important, actions that can save a life—yours or someone you care about.

Risks are like flashing warning signs. Most men would never ignore the warning signs on the car dashboard, and certainly shouldn't ignore warning signs when it comes to their health. But, do you know your risks for prediabetes?

Risks for prediabetes and type 2 diabetes increase for men who:

- Have a parent, brother, or sister with type 2 diabetes
- Are 45 years or older
- Are overweight
- Are only physically active 3 times or less a week
- Are African American, American Indian or Alaska Native, Asian American or Pacific Islander, or Hispanic or Latino

This Diabetes Alert Day® on [date], [insert affiliate link] is challenging a few good men to become champions of their health. One way to do that is to take the prediabetes risk test at doihaveprediabetes.org. In 60 seconds or less, you can learn whether you're at risk for prediabetes. The test is fast, free, and painless. Don't wait. The more you learn about prediabetes, the more you can beat the odds.

Prediabetes is a serious health condition where blood sugar levels are higher than normal, but not high enough to be diagnosed as type 2 diabetes. It is important to know that prediabetes can lead to type 2 diabetes, heart disease, loss of toes and feet, erectile dysfunction, kidney failure, and stroke. But, here is the good news: prediabetes is often reversible, and preventing or delaying type 2 diabetes is possible.

Men who take the risk test and find out they're at risk for prediabetes should first talk to their doctor and then find a local lifestyle change program recognized by the Centers for Disease Control and Prevention (CDC). Studies show that people with prediabetes who participate in CDC's National Diabetes Prevention Program lifestyle change program can cut their type 2 diabetes risk by more than half. Think about it—if you visit your doctor and take part in a lifestyle change program in your community, you can continue to support your family and enjoy your favorite hobbies.

These lifestyle changes include:

- **Becoming more active.** Achieving the recommended 150 minutes of physical activity per week does not mean you have to take on a gym membership or become an athlete. It means engaging in moderate physical activity. Build up to activity that gets your heart beating faster and leaves you a little breathless. Activities like throwing the ball around, doing yard work, going for a walk when on a break at work, or playing outside with children or grandchildren.
- **Losing 5 to 7 percent of body weight.** That's about 10 to 14 pounds for a man weighing 200 pounds. CDC's program teaches people how to modify favorite foods, like grilling versus frying, and how to work healthier options into the everyday meals.
- **Learning to manage stress in healthy ways** and developing a support system of family and friends who will help you stay committed to a healthy lifestyle program. Lifestyle coaches and fellow participants help make CDC's program fun and they help each other solve problems.

CDC-recognized lifestyle change programs provide a lifestyle coach, support from people with similar goals and challenges, and more than enough time to help develop healthy habits.

So this Diabetes Alert Day®, get in the game by taking the prediabetes risk test available online or in print. Be an MVP by talking with a doctor to find out if you have prediabetes. For more information about prediabetes and your risk, check with your health care provider or contact [insert organization name and contact information].

Matte Article – 65+

***To use:** You can post this article to your organization's home page as a highlight story, include it in your organization's publication(s), or post it to the news section of your organization's website.*

What's Your Why for Better Health?

Why? Do you remember hearing this question from your young children and now your grandchildren? Why does it snow? Why do the leaves change color? Why do I have to eat broccoli? Why, why, why? An important question. This Diabetes Alert Day® on [date], ask yourself ... What is my why for making healthy choices and preventing type 2 diabetes?

Perhaps your why includes spending time surrounded by family and friends. Perhaps it's being able to do the things you enjoy without health limitations. Take a moment to think about it.

Diabetes Alert Day® is a one-day "wake-up call" that asks the American public to take the [Prediabetes Risk Test](#) to find out if they are at risk for developing type 2 diabetes. Nearly half of all adults 65 and older have prediabetes, and one in four has diabetes. Type 2 diabetes risk factors include:

- Having a parent, brother, or sister with type 2 diabetes
- Being overweight
- Being physically active fewer than 3 times a week
- Ever having gestational diabetes (diabetes during pregnancy) or giving birth to a baby that weighed more than 9 pounds

So where do you begin?

First, take the prediabetes screening test at doihaveprediabetes.org. It only takes a minute – just 60 seconds to find out if you're among the [96 million] Americans living with prediabetes. Complete the test online or print it out from the website. Answering a few short questions such as "Are you physically active?" or "Do you have a family history of diabetes?" can help you learn more about your risks and your reason for making positive lifestyle changes.

Second, talk to a doctor about your risk for type 2 diabetes. Get a simple blood test to find out if you have prediabetes or type 2 diabetes.

Third, find a local lifestyle change program recognized by the Centers for Disease Control and Prevention (CDC). Studies show that people with prediabetes who take part in the CDC's National Diabetes Prevention Program lifestyle change program can cut their type 2 diabetes risk by more than 50 percent.

These lifestyle changes include:

- **Losing 5 to 7 percent of their body weight.** That is about 10 to 14 pounds for a person weighing 200 pounds. The CDC program teaches individuals how to modify favorite recipes and can even show you healthy swaps you can make to your time-tested family favorites.
- **Becoming more active.** Achieving the recommended 150 minutes of physical activity per week can come in the form of playing with your dog, riding a bike, taking a walk around the neighborhood, and chasing after grandchildren.
- **Learning to manage stress in healthy ways** and developing a support system of family and friends who will help you stay committed to a healthy lifestyle. Lifestyle coaches and fellow participants help make the CDC program fun and they help each other solve problems.

This Diabetes Alert Day®, remember to take steps one, two, and three to prevent or delay type 2 diabetes. One: Take the [prediabetes screening test online](#) or print it out. Two: Talk to a doctor. Three: Find a CDC lifestyle change program near you. For more information about prediabetes and your risk, check with your health care provider or contact [insert organization name and contact information].

Tips for radio, TV, and print interviews

To use: If you are reaching out to a reporter from your local TV, newspaper, or radio station with information about Diabetes Alert Day®, consider the tips below.

Talking points and tips

- Please remember to use people-first language; this means you shouldn't classify someone by their disease (e.g., a diabetic or prediabetic) and instead should say someone "has diabetes" or "lives with diabetes." Simply, **don't say diabetic!**
- Risk factors for type 2 diabetes include gender, family history, high blood pressure, age, physical activity, and body mass index. Add audience-specific information if this will help to better connect with the news outlet's audiences.
- The website for the prediabetes risk test is doihaveprediabetes.org. It only takes one minute (or less) to complete the test, and it can be printed out.
- 96 million Americans – or one in three – have prediabetes. Someone has prediabetes when his or her blood sugar levels are higher than normal, but not yet high enough to be diagnosed as diabetes. Ninety percent of people who have prediabetes don't know they have it. Prediabetes can often be reversed with healthy lifestyle changes.
- Studies show that people with prediabetes who take part in the CDC's National Diabetes Prevention Program lifestyle change programs can cut their type 2 diabetes risk by more than 50 percent.
- When reaching out to local media, you might first try email, then a phone call, and then, if necessary and appropriate, via social media.

A sample email draft is below.

Subject: Diabetes Alert Day is [date]. 1 in 3 at risk.

Hello X,

[Date] is Diabetes Alert Day®, an annual opportunity to encourage Americans to learn their risk for developing type 2 diabetes. Did you know that 1 in 3 Americans has prediabetes, a condition that means their blood sugar levels are higher than normal, but not yet high enough for a diabetes diagnosis? What's more, 90% of people with prediabetes don't know they have it.

Luckily, there's an easy screening test that can help people learn if they're at risk. The test can be found at doihaveprediabetes.org and only takes 60 seconds to complete. By answering simple questions such as, "Are you physically active?" and "Do you have a family history of diabetes?" participants can quickly learn their risk score. **This year for Diabetes Alert Day®, we're hoping to get as many people as possible to take the test.** Will you help us?

To help spread the word about prediabetes on [date] for Diabetes Alert Day®, [insert organization name] will be [insert information about activities or special events]. [Insert organization name] is a lifestyle change program in [insert location] recognized by the Centers for Disease Control and Prevention (CDC). Studies show that people with prediabetes who take part in the CDC's National Diabetes Prevention Program lifestyle change programs can cut their type 2 diabetes risk by more than 50 percent.

Our spokesperson, [insert name and title], is available to speak with you more about prediabetes and type 2 diabetes. Please let me know if you are interested in arranging an interview.

Sincerely,

[insert contact name]

What's Your Why? One-Pager (for current lifestyle change program participants)

To use: *Print out this one-pager and give it to program participants to complete before or on Diabetes Alert Day®. Ask participants to write down their “why,” and then cut along the dotted lines so they can give the slips of paper to friends and family members that they think might be at risk for type 2 diabetes. Be sure to provide pens and scissors!*

WHAT'S YOUR WHY?



Fill in the boxes below, then cut along the dotted lines and give them to friends and family members who you'd like to see get healthy. You can write about why you chose to take steps to improve your health, why you'd like to see a family member learn about prediabetes, or why being healthy is important to you. When you give the slips to your friends and family, talk to them about the CDC lifestyle change program and let them know what your why is.



What's your why?

doihaveprediabetes.org

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What's Your Why? Poster (for those not enrolled in the lifestyle change program)

To use: You can send this poster to a local newspaper as a full-page ad, make copies and give out as a flyer, print and post it on bulletin boards, make it a poster, and/or make it a self-stand foam board for a counter, and/or place it in all sessions during the month of March so participants can take it home to their friends and family.



WHAT'S YOUR WHY?



To travel
back home.



To enjoy
the beach.



To play with
my grandkids.



To feel
better.

Why do you stay healthy?

KNOW YOUR RISK FOR PREDIABETES AND TYPE 2 DIABETES.
LEARN MORE AT [DOIHAVEPREDIABETES.ORG](https://doihaveprediabetes.org)

NATIONAL
DIABETES
PREVENTION
PROGRAM

LEARN MORE AT
[grantee/affiliate URL
and phone number.]

Show Your Love Poster (for current and past lifestyle change program participants)

To use: You can print this poster, and post it on bulletin boards, make it a poster, and/or make it a self-stand foam board for a counter, and/or place it in all sessions during the month of March.



**SHOW YOUR LOVE.
ENCOURAGE BETTER HEALTH.**

1 in 3 Americans is at risk for developing type 2 diabetes. Those you love may be at risk. This Diabetes Alert Day®, share your why for healthy living with family and friends, and encourage them to take the risk test at doihaveprediabetes.org.

**Not sure how to bring up type 2 diabetes risk to your loved ones?
Try one of these suggestions.**

Give them a ride	Call or text them	Bring them to class
		



LEARN MORE AT
[grantee/affiliate URL
and phone number.]