



Marketing and Recruitment for the National DPP: March National Nutrition Month Promotional Materials
[as of 2025/08/08]

Page URL: <https://nationaldppcsc.cdc.gov/s/article/March-National-Nutrition-Month-Promotional-Materials>

Access Date: 2026/01/27

Resource Summary: March National Nutrition Month helps bring awareness of ways to prevent type 2 diabetes using nutrition; take a look at the resources below to share with your programs.

[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	Resource Link
Job Aid	Job Aid for March - National Nutrition Month including a Drop-In Article, Sample E-Newsletter Copy, and Social Media Copy and Images	Job Aid

PDF Fillables	Shareable March - National Nutrition Month social media images with fillable logo and URL placeholders for your organization's logo and URL	National Nutrition Month Post 1 Fillable (Customizable) National Nutrition Month Post 2 Fillable (Customizable) National Nutrition Month Post 3 Fillable (Customizable)
Images	JPEG files with social media images for March - National Nutrition Month	National Nutrition Month Post 1 National Nutrition Month Post 2 National Nutrition Month Post 3

Last Modified Date

9/28/2025 6:58 PM

First Published Date

10/19/2022 1:22 PM

March – National Nutrition 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 National DPP customer service center.

Being Healthy Doesn’t Mean Giving Up the Foods You Love

Healthy eating – it’s something that everyone *knows* is important, but it can feel like a chore. Maybe you feel pressure to always make the “right” choice. But what if you got rid of the idea of good foods and bad foods, and instead focused on small changes you could make to your eating habits to improve your health for you and your family? That’s what the Lifestyle Coaches from CDC’s National Diabetes Prevention Program (National DPP) lifestyle change program encourage – making small changes that can make a big difference to your overall health.

Jack Aponte didn’t consider himself a healthy eater until he participated in the National DPP lifestyle change program and learned a few tips from his Lifestyle Coach.

“I have an extremely large appetite,” says Jack. “My coach would make suggestions like, instead of these chips, try these chips. It wasn’t invasive. It wasn’t someone standing over you telling you what to do.”

Jack signed up for the program at the urging of his wife after he discovered he was at risk for developing type 2 diabetes. [Name of program], part of the CDC-led National DPP lifestyle change program, [takes place in name of community and/or virtually] and is proven to reduce participants’ risk of developing type 2 diabetes by more than 50%. Through the class, participants work with a trained Lifestyle Coach and a team of fellow participants who can encourage and challenge each other along the way. [If applicable, indicate whether a spouse or family member is able to listen in to virtual classes to offer support.]

“I grew up eating beautiful Italian meals like pasta and pizza,” Jack continues. “Through the program, I learned I didn’t have to give up all of that. I changed the portions a little bit. My wife and I managed to change a couple of things in the recipes. If you don’t bread it and you don’t fry it, you can still have it.”

This March for National Nutrition Month, here are a few tips from the Lifestyle Coaches at [name of program]:

- Try making one small swap at a time. Focus on choosing whole foods, such as an apple instead of applesauce. When going out to eat, you could try ordering a side salad or favorite veggie instead of fries or skipping the bun on your burger. Try adding an extra serving of vegetables to your plate. With small steps, your health can see big improvements over time.
- If you’re not much of a cook, talk to the person in your family who does most of the cooking. Let them know you’d like to start eating healthier. Make some suggestions for things you already know you like to eat and offer to do the dishes to show your appreciation.
- No one ever won a championship on their own, so try asking your friends and family members to join you. You can make it a competition to see who eats the most servings of fruits and vegetables in a day.



If you're ready to take the next step, learn more about joining [Name of program] by [visiting a website, calling a phone number to talk to a coach, etc. Include any calls to action here.]

"With this program, it's not like you're on a diet," concludes Jack. "You just make adjustments to your life that will last a lifetime. And it doesn't mean you have to end your life – once a week you can still go out and have some ice cream."

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.

Healthy Eating Doesn't Have To Be Hard

If you're like Jack Aponte, you might not consider yourself a healthy eater. Jack says he has "an extremely large appetite" and grew up on Italian American staples like pizza, pasta, and bread. But when Jack's wife encouraged him to sign up for CDC's National Diabetes Prevention Program (National DPP) lifestyle change program, his Lifestyle Coach worked with him to make a few smart swaps to start eating healthier and reduce his risk for developing type 2 diabetes.

"Through the program, I learned I didn't have to give up all of that. If you don't bread it and you don't fry it, you can still have it," Jack states.

You can be like Jack too – this March for National Nutrition Month, here are a few things you can do to eat healthier:

- Try making one small swap at a time, like focusing on choosing whole foods, such as an apple instead of applesauce or getting a side salad with your meal instead of French fries.
- Talk to the person in your family who does most of the cooking and let them know you'd like to start eating healthier. Make some suggestions for things you already know you like to eat and offer to do the dishes to show your appreciation.
- Try asking your friends and family members to join you. You can make it a competition to see who eats the most servings of fruits and vegetables in a day.

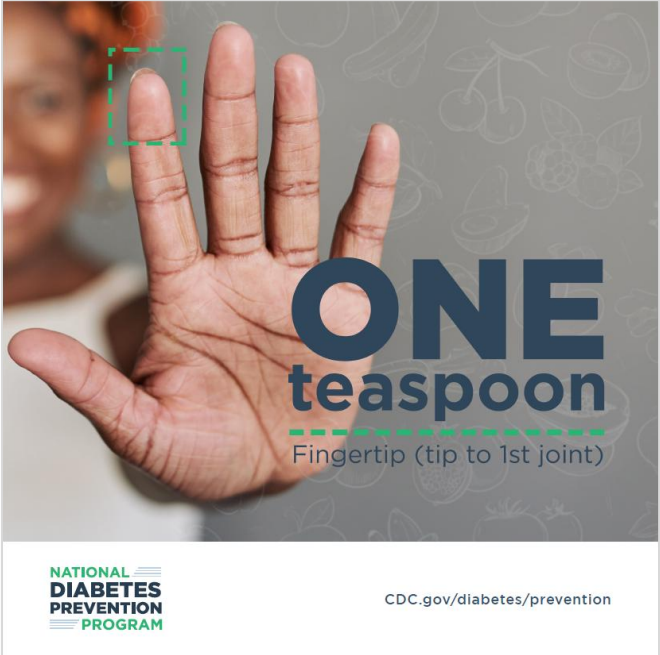
By making small swaps throughout your day, you don't have to completely give up eating the things you love. If you need some encouragement, Lifestyle Coaches from CDC's National DPP lifestyle change program are there to help you. [Name of program], part of CDC-led National DPP lifestyle change program, [takes place in name of community and/or virtually] and is proven to reduce participants' risk of developing type 2 diabetes by more than 50%. Through the class, participants work with a trained Lifestyle Coach and a team of fellow participants who can encourage and challenge each other along the way. [If applicable, indicate whether a spouse or family member is able to listen in to virtual classes to offer support.]

If you're ready to take the next step, learn more about joining [Name of program] by [visiting a website, calling a phone number to talk to a coach, etc. Include any calls to action here.]

"With this program, it's not like you're on a diet," concludes Jack. "You just make adjustments to your life that will last a lifetime. And it doesn't mean you have to end your life – once a week you can still go out and have some ice cream."

Social Media Copy and Images

To Use: You can use the following social media post copy and images to promote your program on Meta, Instagram, and X. You may want to incorporate the hashtag #NutritionMonth within the post copy. Photos are available for download from the National DPP customer service center. 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.

Recommended Post Copy	Recommended Image/Graphic
When trying to eat healthy, it's important to think about portion size. Did you know the tip of your index finger is about the size of 1 teaspoon? That's the recommended serving size for foods like butter or mayonnaise. Want more tips for #NutritionMonth? Learn more: link to program website.	
Next time you're making a plate of food, try this tip for healthier eating: Load up half your plate with non-starchy vegetables, and then fill a quarter with lean protein and a quarter with your favorite carbs. Want more tips for #NutritionMonth? Learn more: link to program website.	

One of the easiest ways to eat healthy is to choose whole foods more often than processed ones. Try an apple instead of applesauce or a small handful of nuts and berries instead of a granola bar. Want more tips for #NutritionMonth? Learn more: [[link to program website](#)].

