



Marketing and Recruitment for the National DPP: May Mental Health Awareness Month Promotional Materials
Health Equity Resources: May Mental Health Awareness Month Promotional Materials
[as of 2025/08/08]

Page URL: <https://nationaldppcsc.cdc.gov/s/article/May-Mental-Health-Awareness-Month-Promotional-Materials>
Access Date: 2026/01/27

Resource Summary: During May Mental Health Awareness Month, the National Diabetes Prevention Program (National DPP) recognizes individuals striving to reduce their risk for developing type 2 diabetes, while also managing their mental health issues. The below resources can provide additional information on how the lifestyle change program can help individuals with mental health issues, as well as provide customizable job aids and media images to help spread awareness.

[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 May Mental Health Awareness Month including a Drop-In Article, Sample E-Newsletter Copy, and Social Media Copy and Images	• Job Aid (English)	• Job Aid (Spanish)

Social Media Images	Can be used on social media channels to promote type 2 diabetes prevention during May Mental Health Awareness Month	• Image 1 • Image 1 (Customizable) • Image 2 • Image 2 (Customizable) • Image 3 • Image 3 (Customizable) • Image 4 • Image 4 (Customizable) • Image 5 • Image 5 (Customizable) • Image 6 • Image 6 (Customizable) • Image 7 • Image 7 (Customizable) • Image 8 • Image 8 (Customizable)	• Image 1 • Image 1 (Customizable) • Image 2 • Image 2 (Customizable) • Image 3 • Image 3 (Customizable) • Image 4 • Image 4 (Customizable) • Image 5 • Image 5 (Customizable) • Image 6 • Image 6 (Customizable) • Image 7 • Image 7 (Customizable) • Image 8 • Image 8 (Customizable)
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First Published Date

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Mental Health Awareness Month (Joe and Lonna's Story)

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. This article can also be used to promote the National DPP LCP among people with mental health challenges and disabilities.

Diabetes Prevention Is for Everyone

An estimated 88 million American adults—more than 1 in 3—have a condition called prediabetes, which means a person's blood sugar levels are higher than normal, but not yet high enough yet to be diagnosed as type 2 diabetes. [Optional to add if specifically engaging people with disabilities: People with disabilities are at increased risk of developing type 2 diabetes. According to the Centers for Disease Control and Prevention (CDC), 16.7% of adults with disabilities developed diabetes, compared to only 7.4% of adults without disabilities]. When you have prediabetes, there are steps you can take to eat healthier, move more, and manage your stress to reduce your risk of developing type 2 diabetes. The CDC's National Diabetes Prevention Program (National DPP) lifestyle change program can help you make these changes.

The lifestyle change program, such as [insert name of organization] located in [name of community/region], is inclusive for everyone who has prediabetes. This May for Mental Health Awareness Month, [insert name of organization] is taking the time to recognize lifestyle change program participants who don't let challenges or disabilities related to mental health stand in their way of reducing their risk for developing type 2 diabetes.

Take lifestyle change program participant Joe for example. Joe has a mental health disability called bipolar disorder, which causes unusual shifts in his mood, energy, activity levels, concentration, and ability to carry out day-to-day tasks. To manage his bipolar disorder, he takes six medicines daily, many of which come with side effects, such as weight gain, extreme fatigue, and difficulty concentrating.

Joe had struggled with his weight, and when he found out from his doctor that he had developed prediabetes, it was hard for him to imagine what he could do to make healthy lifestyle changes. In addition to the side effects from his medicines, an increase in mental or physical activity makes him more likely to have panic attacks. With these challenges to overcome, Joe could have given up. Instead, Joe wouldn't let anything stop him from improving his health to reduce his risk for developing type 2 diabetes.

That's when Joe joined a local lifestyle change program and met his coach, Lonna. As a coach, Lonna often works with participants who have mental health disabilities, teaching them strategies for making healthy lifestyle changes in ways that work for them. For example, since Joe can't increase his physical



activity to lose weight, Lonna helped him focus more on healthy eating. She recommended using measuring cups to help with portion control. Joe uses the cups to measure out each meal and snack to make sure that he doesn't overeat.

"Before putting the food on my plate, I put it into a one-cup measuring cup," says Joe. "If I have pasta, I know that I can only have one or two cups. A cup of pasta is still a lot of pasta – I didn't realize how much it was!"

Joe says he learned a lot about food and nutrition during the program and how to make better choices to improve his health. Using what he learned, he was able to lose 30 pounds!

"It's nice for people to tell me that I look better or I look good," says Joe. "I was proud of myself. My parents were proud of me. Lonna would weigh me and see I lost two or three pounds and I felt good about my success."

Joe shows the strength and resilience of so many people who have overcome barriers to improve their health. He has successfully lost weight and lowered his triglycerides, cholesterol, and blood sugar levels. He says that anyone with prediabetes can reduce their risk for type 2 diabetes through the lifestyle change program, like he did. No matter what obstacles you face on the road to better health, the most important thing is to keep working at it and never give up!

Challenge yourself to better health! Learn more about how you can be like Joe and reduce your risk for developing type 2 diabetes. [Insert information about the program such as how to sign up, when/where it meets, if it's meeting virtually right now, etc.] Get started on your health journey 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. This e-newsletter can also be used to promote the National DPP lifestyle change program among people with mental health challenges and disabilities.

Become a Healthier You—Mentally and Physically—With Diabetes Prevention

An estimated 88 million American adults—more than 1 in 3—have a condition called prediabetes, meaning a person's blood sugar levels are higher than normal, but not yet high enough to be diagnosed as type 2 diabetes. For adults with disabilities, the risk of developing type 2 diabetes is higher. Factors such as weight gain from the side effects of medicines or reduced mobility put people with disabilities at higher risk for developing type 2 diabetes.

This May for Mental Health Awareness Month, [insert name of organization] is specifically recognizing those individuals who don't let challenges related to mental health disabilities stand in their way of reducing their risk for developing type 2 diabetes.

The Centers for Disease Control and Prevention's (CDC) National Diabetes Prevention Program (National DPP) supports better health for all people living with prediabetes. The National DPP lifestyle change program can help people with prediabetes make the changes necessary to prevent or delay type 2 diabetes.

Wondering how the lifestyle change program can help you if you have a mental health disability? The program:

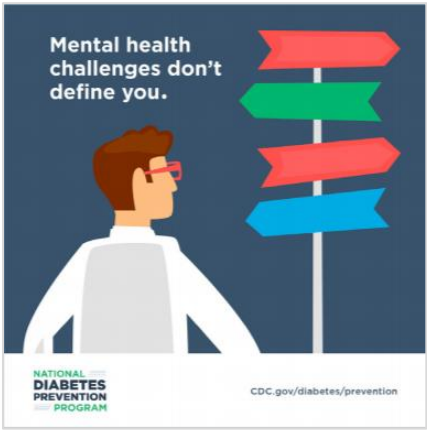
1. **Offers flexible strategies that work for your unique situation.** The steps to type 2 diabetes prevention are the same for everyone—healthier eating, getting physical activity as possible, and managing stress. The lifestyle change program focuses on what will work best for you, accommodating a disability or other personal needs.
2. **Engages groups at higher risk for developing type 2 diabetes.** The goal of the program is to make type 2 diabetes prevention available to everyone with prediabetes. There are groups available with coaches who are trained to help people at higher risk because of a disability or other factor.
3. **Provides social support through coaches and peers who can relate.** It's challenging to get healthy on your own! That's why the lifestyle change program uses trained coaches who understand how to help you and encourages relationships between program participants. It's a positive form of accountability that will support you on your health journey.

Challenge yourself to better health! Learn more about how you can reduce your risk for type 2 diabetes.

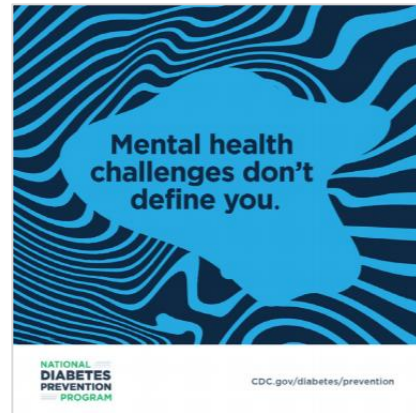
[Insert information about the program such as how to sign up, when/where it meets, if it's meeting virtually right now, etc.] Get started on your health journey today!

Social Media Copy and Images

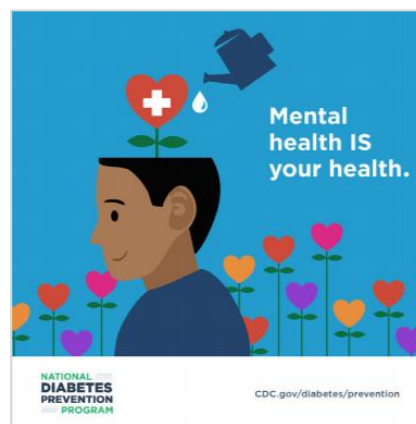
To use: You can use the following social media post copy and images on Facebook, Instagram, and Twitter. There are two different image options you can choose from for each post. These social media posts can also be used to promote the National DPP lifestyle change program among people with disabilities.

Post Copy	Recommended Image
Living a healthy lifestyle means looking after your mental health. CDC's National Diabetes Prevention Program lifestyle change program can provide the support you need to become a healthier you—mentally and physically. Learn more at [insert link to program website].	
The path to better health isn't always a straight line, and everyone's challenges are unique. When you sign up for CDC's National Diabetes Prevention Program lifestyle change program, you can learn how to make healthy lifestyle changes that work for you and help prevent or delay type 2 diabetes. Learn more at [insert link to program website]. <i>Shorter version for Twitter:</i> The path to better health isn't always a straight line, and everyone's challenges are unique. When you sign up for [name of program], you can learn how to make healthy lifestyle changes that work for	

you and help prevent or delay type 2 diabetes. Learn more: [\[insert link to program website\]](#).



May is Mental Health Awareness Month. Mental health is an important part of your overall health. Learning how to improve your physical health while having a mental health disability is possible. When you sign up for CDC's National Diabetes Prevention Program lifestyle change program, you can get personalized coaching that fits your needs and lifestyle. Find out more at [\[insert link to program website\]](#).
#MentalHealthAwareness



Shorter version for Twitter:
Mental health is an important part of your overall health. Learning how to improve your physical health while having a mental health disability is possible. [\[Name of program\]](#) provides coaching that fits your needs and lifestyle. [\[insert link to program website\]](#)
#MentalHealthMonth



Social isolation and loneliness can make improving your mental health more challenging. When you sign up for CDC's National Diabetes Prevention Program lifestyle change program, you're doing more than just learning strategies to prevent or delay type 2 diabetes—you're joining a team of coaches and fellow participants who you can lean on when times are tough. Learn more at [\[insert link to program website\]](#).

Shorter version for Twitter:

Social isolation can make it harder to improve your mental health. When you sign up for [\[name of program\]](#), you're doing more than just learning to prevent type 2 diabetes—you're joining a team of coaches and fellow participants who can help you. [\[insert link to program website\]](#) #MentalHealthMonth



Mental Health Awareness Month (Joe and Lonna's Story)

Social Media Copy and Images

To use: You can use the following social media post copy and images on Facebook, Instagram, and Twitter. There are two different image options you can choose from for each post. These social media posts can also be used to promote the National DPP lifestyle change program among people with disabilities.

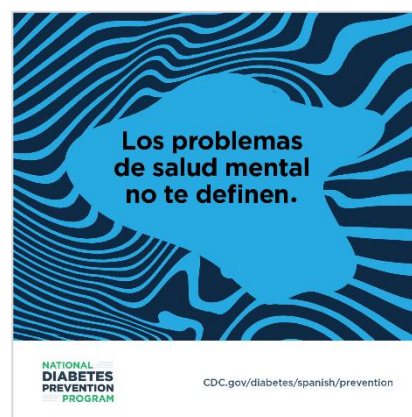
Post Copy	Recommended Image
Tener un estilo de vida saludable significa cuidar de tu salud mental. Los programas de cambios de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC pueden brindarte el apoyo que necesitas para ser más saludable, mental y físicamente. Aprende más aquí [insertar enlace al sitio web del programa.]	



El camino hacia una mejor salud no siempre es fácil y los desafíos de cada uno son diferentes. Cuando te inscribes en un programa de cambios de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC, puedes aprender a hacer cambios para prevenir o retrasar la diabetes tipo 2. Más información en [\[insertar enlace al sitio web del programa\]](#)

Version corta para Twitter:

El camino hacia una mejor salud no siempre es fácil y los desafíos de cada uno son diferentes. Cuando te inscribes en el [nombre del programa], puedes aprender a hacer cambios para prevenir o retrasar la diabetes tipo 2. Más información en [\[insertar enlace al sitio web del programa\]](#).



Mayo es el Mes de Concientización sobre la Salud Mental. La salud mental es una parte importante de tu salud general. Es posible aprender a mejorar tu salud física teniendo una discapacidad mental. Cuando te inscribes en un programa de cambios de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC, puedes obtener capacitación personalizada que se adapte a tus necesidades y estilo de vida. Encuentra más información en [\[insertar enlace al sitio web del programa\]](#). #SaludMental

Versión corta para Twitter:

La salud mental es una parte importante de tu salud general. Es posible aprender



a mejorar tu salud física teniendo una discapacidad mental. [Nombre del programa] ofrece un asesoramiento que se adapta a tus necesidades y a tu estilo de vida. [insertar enlace al sitio web del programa] #MesDeLaSaludMental



El aislamiento social y la soledad pueden dificultar la mejora de tu salud mental. Cuando te inscribes en un programa de cambios de estilo de vida del Programa Nacional de Prevención de la Diabetes de los CDC, estás haciendo algo más que aprender estrategias para prevenir o retrasar la diabetes tipo 2: te estás uniendo a un equipo de mentores y compañeros en los que puedes apoyarte cuando los días son difíciles. Para obtener más información visita [insertar enlace al sitio web del programa].

Versión corta para Twitter:

El aislamiento social puede dificultar la mejora de tu salud mental. Cuando te inscribes en [nombre del programa], estás haciendo algo más que aprender a prevenir la diabetes tipo 2: te estás uniendo a un equipo de mentores y compañeros que pueden ayudarte. [insertar enlace al sitio web del programa] #MesDeLaSaludMental



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