

April – Minority Health Month

Drop-In Article

To Use: Fill in the article below with success stories from lifestyle change program participants who have benefited from the support of friends and/or family members (e.g., friends who exercise together, spouses who cook healthy meals together, etc.). A Job Aid on how to collect and share these types of success stories available on the National DPP customer service center. 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.

A Healthy Community Starts with You!

What does community mean to you? To many, it looks like family, friends, and neighbors working together to support each other and achieve great things – like better health! Certain communities are uniquely at risk for health issues, such as prediabetes, a condition that comes before type 2 diabetes and means a person's blood sugar levels are higher than normal but not high enough yet to be diagnosed as diabetes. [Insert one of the stats below here:

For example, 34.5% of Hispanics and Latinos have prediabetes, and only 20.9% are aware that they do.

For example, 39.2% of African Americans have prediabetes, and only 21.9% are aware that they do.

For example, American Indians and Alaska Natives are twice as likely to be diagnosed with type 2 diabetes when compared to the rest of the population.

For example, Asian Americans are 10% more likely to be diagnosed with type 2 diabetes when compared to the rest of the population. What's more, they are at risk for diabetes at a lower body mass index – a ratio of height to weight – than other Americans.]

April is Minority Health Month in the U.S., a time for teaming up as a community to strive for better health. Getting healthy on your own isn't easy, but healthy changes are much more enjoyable together. Plus, others can help keep you on track and celebrate your successes. Families, friends, and neighbors who work together have a better chance of beating the odds of progressing to type 2 diabetes.

A healthy community starts with you! Talk with the people around you about what you can do to prevent prediabetes. One thing you can do together is learn whether you might have prediabetes. You can quickly and easily find out if you might have it by taking the prediabetes risk test at cdc.gov/diabetes/risktest. An estimated more than 1 in 3 Americans has prediabetes, so after you've taken the test, share it with your friends and neighbors so they can take it too. Prediabetes is often reversible with healthy lifestyle changes. Together, you and your friends and neighbors can find a CDC-recognized lifestyle change program that can help you work on incorporating healthy habits. This might mean grocery shopping and cooking healthy meals together, or going on a group walk around the block.

Making long-term healthy lifestyle changes is possible, especially if you attend a program like [name of program], [part of the CDC's National Diabetes Prevention Program OR a CDC-recognized lifestyle change program]. At [name of program], participants learn ways to eat better and increase physical activity while connecting with others who share the same goals for improving their health. [Insert a story here about a lifestyle change program participant who benefited from the support of a friend or family member. Include any additional details about your lifestyle change program (when and where it meets, how to sign up, etc.).]

Joining a lifestyle change program like [name of program] is something you, your family, friends and neighbors can do together to improve your health. Learn more at [program website URL]. Remember, a healthy community starts with you!

Sample E-Newsletter Copy

To Use: The following can be used as a guide for promoting the program during Minority Health Month in online e-newsletters, specifically through email distribution. Consider placements in a community newsletter, local healthcare provider or network newsletter, or faith-based newsletter.



Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
Division of Diabetes Translation

Team Up for Minority Health Month

Did you know that certain communities are uniquely at risk for health issues, such as prediabetes? Prediabetes is a condition that comes before type 2 diabetes and means a person’s blood sugar levels are higher than normal but not high enough yet to be diagnosed as diabetes. [Insert one of the stats below here:
For example, 34.5% of Hispanics and Latinos have prediabetes, and only 20.9% are aware that they do.
For example, 39.2% of African Americans have prediabetes, and only 21.9% are aware that they do.
For example, American Indians and Alaska Natives are twice as likely to be diagnosed with type 2 diabetes when compared to the rest of the population.
For example, Asian Americans are 10% more likely to be diagnosed with type 2 diabetes when compared to the rest of the population. What’s more, they are at risk for diabetes at a lower body mass index – a ratio of height to weight – than other Americans.]

Learn Your Risk

Getting healthy on your own isn’t easy, but healthy changes are much more enjoyable together. Plus, others can help keep you on track and celebrate your successes. One thing you can do together is learn whether you might have prediabetes. You can quickly and easily find out if you might have it by taking the prediabetes risk test at cdc.gov/diabetes/risktest. An estimated more than 1 in 3 Americans has prediabetes, so after you’ve taken the test, share it with other people you know so they can take it too.

Team Up for Better Health

Prediabetes is often reversible with healthy lifestyle changes. A CDC-recognized lifestyle change program will teach you about healthy activities you can do with your family, friends, and neighbors, like walking to the grocery store and then cooking a new healthy recipe together. [Name of program], [part of the CDC’s National Diabetes Prevention Program OR a CDC-recognized lifestyle change program] can help you make long-term healthy lifestyle changes. At [name of program], you will learn ways to eat better and increase physical activity while connecting with others who share the same goals for improving their health.

Joining a lifestyle change program like [name of program] is something you, your family, friends, and neighbors can do together to improve your health. You can learn more at [program website URL]. Remember, a healthy community starts with you!

PSA Live Announcer Script (:30)

To Use: You can send this 30-second PSA script to a local radio station and ask station manager to have a DJ record it, read it before an event, record it for their telephone system, and/or record it and share the recording with local pharmacies.

Prediabetes and type 2 diabetes are affecting communities across the country, including yours. But remember that a healthy community starts with **you!** Getting healthy on your own isn’t easy, but making healthy changes with family and friends by your side is much more fun. Team up with your community during Minority Health Month to make healthy lifestyle changes. Learn about [Organization’s] lifestyle change program, which provides a trained coach to help you change the way you eat and be more physically active. Learn more at C-D-C dot gov slash diabetes slash prevention.

[Consider replacing ‘c-d-c dot gov’ with the web address for your local program.]

Minority Health Month Social Media Copy and Images

To Use: You can use the following social media post copy to promote Minority Health Month on Facebook, Instagram, and Twitter. If posting on Instagram and Twitter, you may want to incorporate the Minority Health Month hashtag, #NMNH19 within the post copy. If you include a link to your organization’s website, you may want to consider shortening it using <http://bit.ly> or another URL shortening site.

Post Copy
<p>English:</p> <p>April is Minority Health Month. Did you know that more than 1 in 3 adults in the US has prediabetes, and more than 80% are not aware that they do? Learn your risk for prediabetes at cdc.gov/diabetes/risktest.</p>
<p>Spanish:</p> <p>Abril es el Mes Nacional de la Salud de las Minorías. ¿Sabías que más de 1 de cada 3 adultos en los Estados Unidos tiene prediabetes y 80% de ellos no lo saben? Visita cdc.gov/diabetes/spanish/risktest para conocer tu riesgo de tener prediabetes.</p>
<p>English:</p> <p>39.2% of African Americans have prediabetes, but only 21.9% are aware that they do. During Minority Health Month, take the prediabetes risk test at cdc.gov/diabetes/risktest.</p>

Post Copy

English:

What motivates you to stay healthy during Minority Health Month? [Name of program], [part of the CDC's National Diabetes Prevention Program], can help you reduce your risk for developing type 2 diabetes by teaching you how to eat healthier, increase physical activity, and reduce stress. Learn more at [program website URL].

Spanish:

¿Qué te motiva a mantenerte saludable durante el Mes Nacional de la Salud de las Minorías? [Nombre del programa], [parte del Programa Nacional de Prevención de la Diabetes de los CDC], te puede ayudar a reducir tu riesgo de desarrollar diabetes tipo 2 al enseñarte a comer más saludable, realizar más actividad física, y reducir el estrés. Aprende más en [enlace del programa].

English:

Fast fact: Prediabetes can lead to type 2 diabetes. During Minority Health Month, take one minute to learn if you may have prediabetes by taking the risk test at cdc.gov/diabetes/risktest.

Spanish:

¿Sabías? Las personas con prediabetes podrían desarrollar diabetes tipo 2. Durante el Mes Nacional de Salud de las Minorías, hazte la evaluación de riesgo de un minuto para conocer tu riesgo de tener prediabetes en cdc.gov/diabetes/spanish/risktest.

English:

Fast fact: Prediabetes is often reversible! If you are living with prediabetes, consider joining [name of program], [part of the CDC's National Diabetes Prevention Program]. You can learn more at [program website URL].

Spanish:

¡Buenas noticias! A menudo la prediabetes se puede revertir. Si tienes prediabetes, considera unirse al [nombre del programa], [parte del Programa Nacional de Prevención de la Diabetes de los CDC]. Aprende más en [enlace del programa].