

Summer 2019 – African American Family Reunions

Geared Toward African American Audiences

Drop-In Article

To Use: Add context and personality to this article by identifying a participant in your lifestyle change program who is spending time with family this summer. 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.

Make Health a Priority for Your Next Family Reunion

For many families across the country, warm weather means family reunions. These cookouts in the park and backyard barbecues are a time for families to reconnect and reflect on family traditions. Family reunions also provide the perfect opportunity to talk about family health. They are a time to protect the health of every generation.

In the United States, all too often a family's health history includes prediabetes and type 2 diabetes. Prediabetes is a condition that affects 96 million American adults – or more than 1 in 3 – and means that a person's blood sugar levels are higher than normal but not high enough yet for a type 2 diabetes diagnosis.

Prediabetes affects some communities more than others. For example, 39.2% of African Americans have prediabetes, and only 21.9% **are aware that they do**. The good news is prediabetes often can be reversed with a healthy diet and more physical activity.

Use this year's family reunion as a time to start eating healthier and getting more physical activity—and include your family in the activities. Here are some ideas to help you get started:

- **Include healthier food options in your reunion events.** It's not a family reunion without a banquet and a cookout! Plan menus to include lots of fruits, vegetables, and low-sugar and low-calorie beverages. Provide vegetarian dishes and make substitutions where possible to reduce fat, sodium, and calories. Consider including grilled chicken, salads, corn on the cob, collard greens, cantaloupe, and watermelon. For drinks, try infusing water with fruit for lots of flavor without the added sugar or calories.
- **Get the family moving.** Add a family softball or kickball game to the day's activities. Incorporate a dance contest or crank up the music and share some new line dances. Or just go for a good, brisk family walk. If your family takes in local tourist sites during the reunion, incorporate opportunities to walk to, around, or between sites.
- **Create a family health buddy program.** Accountability works. Encourage family members to pick a "health buddy" who they can talk to when they feel like they're slipping into unhealthy behaviors or when they want to celebrate a health win. Texting a family member after completing a workout or when a dessert craving hits can be just what they need to stay on track.
- **Share social media messages about type 2 diabetes prevention.** Many families and family reunions have a Facebook page to share updates and family news. Use this platform to start conversations about healthier food options and active lifestyle ideas. Celebrate successes and applaud family members who have committed to living healthier—support them in their journey.
- **Start a conversation about prediabetes and type 2 diabetes.** It's not always easy to bring up a topic like prediabetes, but it sure is important – 8 out of 10 people with prediabetes don't even know they have it. Encourage your family members to find out if they might have prediabetes by taking a one-minute risk test at cdc.gov/prediabetes/takethetest. If they find out they have prediabetes, encourage them to learn more about 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 can learn ways to lower their chances for getting type 2 diabetes. [Insert quote here from a lifestyle change program coach or participant. It should focus on why it's important for individuals to learn their risk for prediabetes and take the necessary steps to prevent or delay type 2 diabetes. Feel free to add personal examples or details.]



Family reunions are time to celebrate family. They also provide a time to take care of family. Encourage family members at risk for type 2 diabetes to understand their risk and learn that they can prevent or delay it if they take steps to change their lifestyle. Help them get started today!

Sample E-Newsletter Copy

To Use: The following can be used as a guide for promoting the program in the summer as part of family reunion-themed content in online e-newsletters, specifically through email distribution. Consider placements in a community newsletter, local health care provider or network newsletter, or faith-based newsletter.

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In the United States, all too often a family's health history includes prediabetes and type 2 diabetes. Prediabetes is a condition that affects 96 million American adults – or more 1 in 3 – and means that a person's blood sugar levels are higher than normal but not high enough yet for a type 2 diabetes diagnosis. The good news is prediabetes often can be reversed with a healthy diet and more physical activity.

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PSA Live Announcer Script (:30)

To Use: You can send this 30-second PSA script to a local radio station and ask the 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.

Option 1

Summertime is for family reunions! That means it's also a time to talk with family members about their health. Help your family learn how to adopt healthier lifestyles and take charge of their health. Encourage family members to take the one-minute test at cdc-dot-gov-slash-prediabetes-slash-take-the-test to learn if they might have prediabetes. The best part is it only takes 60 seconds. You can prevent or delay type 2 diabetes.

[Consider replacing cdc-dot-gov-slash-prediabetes-slash-take-the-test with your grantee or affiliate website if you have the prediabetes risk test there.]

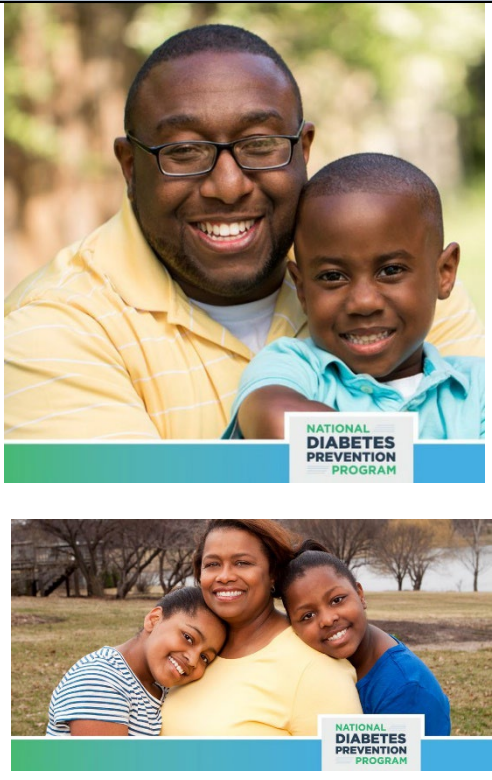
Option 2

Summertime is for family reunions! If your family has a history of type 2 diabetes, you may be at risk. Now is the time to adopt healthier lifestyles and take charge of your health. Take the one-minute test at cdc-dot-gov-slash-prediabetes-slash-take-the-test to learn if you might have prediabetes. The best part is it only takes 60 seconds. Change your family tree's future health—it can start with you. You can prevent or delay type 2 diabetes.

[Consider replacing cdc-dot-gov-slash-prediabetes-slash-take-the-test with your grantee or affiliate website if you have the prediabetes risk test there.]

Family Reunion Social Media Copy and Images

To Use: You can use the following social media post copy and images to promote your family reunion-themed lifestyle change information on Facebook, Instagram, and Twitter. If posting on Instagram and Twitter, you may want to incorporate the hashtag #HealthyFamilies or #HealthyFamilyReunion 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. Photos are available for download on the National DPP customer service center. Links have been provided below each photo. Additional photos representing other demographics are also available.

Post Copy	Recommended Image
<p>Does type 2 diabetes run in your family? Find out if you may have prediabetes. Take the prediabetes risk test at cdc.gov/prediabetes/takethetest.</p>	

Post Copy	Recommended Image
<p>Summertime is for family reunions! That means it's also a time to talk with family members about their health. Help them learn how to take charge of their health. Encourage your family members to take the prediabetes risk test at cdc.gov/prediabetes/takethetest.</p>	
<p>It's family reunion time! Get your family moving, include healthier food options in the festivities, and talk about family health history at your reunion.</p>	
<p>Warm weather means family reunions. Reconnect and reflect on family traditions. Family reunions are also a great time to talk about family health and encourage lifestyle changes.</p>	