

PROMOTING THE [NAME OF PROGRAM]

Tips and resources for community health workers and community champions



NATIONAL
DIABETES
PREVENTION
PROGRAM



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Using This Resource

[This resource is designed to be customized by CDC-recognized lifestyle change program organizations. Insert relevant local information in the gray highlighted areas. When adding information, remove the highlights and brackets and leave broader formatting (headlines, fonts) untouched.]

Delete this instruction box and insert your program contact information and logo before providing this job aid to community health workers and community champions.]

[Program Name]

[Program Contact Name]

[Program Contact Phone and Email]



Tips and Resources to Help You Promote

[Name of the program]

More than 96 million Americans—or 1 out of 3 adults—have prediabetes. Of those 96 million, 9 out of 10 don't even know they have it. As a community health worker and/or community champion, you have close ties with your community and have opportunities to raise awareness about prediabetes and the importance of taking action to prevent type 2 diabetes. You can help educate those at risk about the steps they can take to prevent type 2 diabetes and live their best life.

This resource has tips and tools that will help you raise awareness about prediabetes, type 2 diabetes prevention, and the Centers for Disease Control and Prevention (CDC)—recognized lifestyle change program. This information will help you talk to community members about prediabetes and the benefits of a lifestyle change program, plus support your program promotion and enrollment. Our guide offers tips to reach this group and mentions important things, like cultural considerations, in order to address their specific needs. If your program is a Medicare Diabetes Prevention Program (MDPP) this guide also includes information about the MDPP and a list of resources that you can use to support and implement your marketing plan and achieve your program goals. If your program is not an MDPP supplier yet, you can remove these references to better customize for your individual needs.



Frequently Asked Questions

Potential participants may have questions or express concerns about the lifestyle change program. Use the following statements as appropriate to help answer questions from community members. [Tip: Add questions frequently asked about your program and how you have addressed them].

English isn't my first language.	"We offer classes and materials in a variety of languages, including ____."
I have trouble walking/moving around and/or have hearing/sight issues.	"Our facility is accessible to those with disabilities, and our lifestyle coaches have been trained to help people who have mobility, vision, or hearing issues."
I am worried that I will need to give up all my favorite foods.	"A big part of the program is making healthier versions of the foods you love."
How many materials will I have to read? I have trouble reading.	Some people may have trouble reading, which can be a source of embarrassment. Serve as their advocate with the lifestyle coach, so they can provide additional assistance in a sensitive manner. "Lifestyle coaches present all the materials, and there is a lot of group discussion during sessions. You can read as much or as little as you want."
I don't know if I can get there.	Finding reliable transportation is a challenge for many people. Be sure to let them know how to get to the program—bus routes/public transport, shuttle, or car pools.
Can I bring my kids to class?	Childcare can be an issue for some potential participants. Offer suggestions for how people can be sure their kids are safe while they are in class. Let them know if your site provides childcare.
I don't think I am going to be able to afford this program.	"This program is free/low-cost and during your sessions you'll learn how to get and prepare food in ways that save money. Over time, you'll save on health care costs, too."
I'm not sure I have time for this. I need to take care of my family.	Women may be concerned that the program takes them away from their families too much, or that family members won't accept the changes in foods and activity. "Taking care of yourself is important for both you and your family. Plus, a big part of the program is making healthier versions of the foods you love."



Sample Scripts and Messages

Use these scripts when you have in-person or telephone conversations with members of your community who might have prediabetes and are potential program participants.

Program Description Script

[Name of Organization] is offering a lifestyle change program to help people with prediabetes prevent or delay type 2 diabetes. Type 2 diabetes is a serious disease that affects the lives of [insert local target audience such as Hispanics/Latinos, African Americans, people age 65 and older] and their loved ones. We want to help you prevent it! The lifestyle change program brings people together to learn skills for living a healthier life. A lifestyle coach will show you how to reach or stay at a healthy weight, add more physical activity into your day, make healthy food choices, and manage stress.

CLOSING: OPTION A: If your organization *is* a Medicare supplier, and potential participant is enrolled in Medicare Part B through Original Medicare or a Medicare Advantage plan

Our program is a Medicare Diabetes Prevention Program supplier, which means if you are an eligible Medicare beneficiary we are able to cover the cost of your participation in the lifestyle change program. [insert call to action such as call us today to learn more, learn more on our website at XXX, attend an information session, read the enclosed program brochure and take the screening test.]

CLOSING: OPTION B: If your organization *is not* a Medicare supplier

You can join the program [for free OR for a low cost], and it will help you take control over your health and prevent or delay type 2 diabetes, heart attack and stroke. [If there are costs to participate in your organization's program, add cost and payment details.] [insert call to action such as call us today to learn more, learn more on our website at XXX, attend an information session, read the enclosed program brochure and take the screening test.]

Phone Outreach Script

Hello [Patient Name],

I am calling from [Name of Organization] to let you know about a program we would like you to consider to help you prevent some serious health problems.

Based on our review of your medical chart, you have a condition known as prediabetes. This means your blood sugar is higher than normal, which makes you more likely to develop serious health problems, including type 2 diabetes, stroke, and heart disease.

But we have some good news.

You may be eligible for a type 2 diabetes prevention program run by our partners, [Name of Organization]. The program is based on research and is proven to reduce your risk of developing type 2 diabetes and other health problems.



CLOSING: OPTION A

We have sent a referral to [Name of Practice/Clinic] and someone will call you to discuss the program, answer any questions you may have, and enroll you in the program if you're interested.

Please feel free to give [Name of Organization] a call at [Phone Number].

Is there anything I can help you with now?

Thank you for your time and be well.

CLOSING: OPTION B

We have sent a referral to [Name of Practice/Clinic], and we urge you to call [Phone Number] to learn more about the program and enroll.

We hope you will take advantage of this program, which can help prevent you from developing serious health problems.

Is there anything I can help you with now?

Thank you for your time and be well.

Sample Email Message

Use this template to contact potential program participants by email.

Dear [Patient Name],

[Name of Organization] is offering a lifestyle change program to help people with prediabetes prevent or delay type 2 diabetes. Type 2 diabetes is a serious disease that affects the lives of [insert local target audience such as Hispanics/Latinos, African Americans, people age 65 and older] and their loved ones. We want to help you prevent it!

The lifestyle change program brings people together to learn skills for living a healthier life. A lifestyle coach will show you how to reach or stay at a healthy weight, add more physical activity into your day, make healthy food choices, and manage stress. You can join the program [for free OR for a low cost], and it will help you take control over your health.

Please give [Name of Organization] a call at [Phone Number] to learn more or contact me with any questions. [or insert another call to action such as call us today to learn more, learn more on our website at XXX, attend an information session, read the enclosed program brochure and take the screening test.]

Sample Healthcare Provider Note

If you are working with a clinic or facilitating communication between healthcare providers and community members, you may consider having providers write personalized handwritten notes to their patients. These notes serve as a direct message of support to show potential program participants that their healthcare providers trust the lifestyle change program. We understand the time pressures healthcare providers are under, so we have provided some sample notes below that can be written by a staff member and signed by the physician or



healthcare provider. You can share these notes with provider staff during your in-person meetings or through other outreach efforts.

OPTION A

Dear [Patient First Name],

I wanted to share some information with you about [name of program's] lifestyle change program that I think you'll find helpful. I'm personally impressed with this program, and have seen its results. I think you should consider trying it.

Best regards,

[Signature]

OPTION B

Hello [Patient First Name],

Please find enclosed some information about [name of program's] lifestyle change program proven to help prevent or delay type 2 diabetes. I have found this program to be very helpful for people of all ages. There are both immediate and long-term benefits. I encourage you to consider it.

Best regards,

[Signature]

OPTION C

[Patient First Name],

[Name of program's] lifestyle change program is a great chance to get out and get healthy spending time with people who are also trying to lower their chances for type 2 diabetes. I hope you will consider it for your health. If you have questions please feel free to schedule an appointment, and we can go over the information.

Best regards,

[Signature]

Community Activities and Events

Participating in events is a great way to speak directly with members of your community.

Health Fairs/Ferias de salud

Identify an upcoming local health fair and plan to have a table or booth for sharing resources and information. Make your booth stand out with colorful table coverings and eye-catching decorations like balloons or large crepe paper flowers. Keep the materials simple—a few easy-to-read pieces are better than a cluttered table. Use table stands or boxes to make your promotional resources and other publications stand out.

[Include a list with hyperlinks to your organization's materials.]

CDC has materials you can use to educate potential participants.

- Prediabetes screening test



- [Lifestyle change program brochure](#)
- [Lifestyle change program fact sheet](#)
- [Fotonovela: Do it for them! But for you too. \(¡Hazlo por ellos! Pero por ti también.\)](#)
- [Recipe cards](#)

If possible, show one of the Road to Health videos available through the [CDC National Diabetes Education Program](#).

Presentations and Information Stations

The [Road to Health Toolkit Activities Guide](#) offers presentations you can use to teach people about prediabetes and type 2 diabetes prevention as well as healthy lifestyles. Stress the importance of prediabetes screening and distribute the screening test. Hand out information about the lifestyle change program and how to enroll.

If you do not have the opportunity to give a full presentation or have one-on-one conversations, use the program description script provided in this resource to share information about prediabetes, type 2 diabetes prevention, and the lifestyle change program.

You can also set up information stations about prediabetes and type 2 diabetes prevention. Identify opportunities within your community and get permission to have a small table with materials, just like at a health fair.

Faith-Based Organizations/Houses of Worship

Work with faith leaders and health ministries to get the word out to congregants about prediabetes, type 2 diabetes prevention, and the lifestyle change program. Ask the faith leader to provide information during services. [Check out the Faith Leaders Toolkit](#) for audience-specific language.

Worksites

Many employers are eager to invest in employee wellness. Identify potential employers in your community that may be interested in raising awareness about prediabetes and helping employees prevent type 2 diabetes. Ask the human resources office if you can do workshops about prediabetes, type 2 diabetes prevention, and healthy lifestyles before or after work or during lunch. Worksites often have areas where you can hang posters or distribute flyers, or you may be able to set up an information table. Ask the company to include an article in their employee newsletter and distribute the prediabetes screening test.

Grocery Stores

Work with local grocery stores to conduct a healthy cooking food demonstration using [CDC recipes](#) that recreate traditional foods in healthy ways. Keep the recipe cards handy for customers who sample the food. Grocery tours—where small groups of customers learn about healthy foods, portion control, and food label reading—are also a popular way to teach about healthy lifestyle and provide information about your program.



Type 2 Diabetes Prevention Breakfast or Luncheon

Ask a popular local restaurant to offer a healthy breakfast or lunch option and set up an information table to talk about type 2 diabetes prevention and your program. Consider having all the wait staff wear “Ask Me” buttons and train them in basic talking points about your program and the screening test.

Walk in the Park

Contact a local community organization, school, or house of worship and ask them about setting up a walk. Keep it short and easy—the goal is to show people that they can add physical activity into their daily routine. During the walk, talk about prediabetes, type 2 diabetes prevention, and the lifestyle change program. Have an information booth available, if possible, and consider teaching a few stretching and weight-training exercises.

Healthy Community Cookout

Hold a cookout in a safe and visible area outside an organization, house of worship, or grocery store and invite members of the community. Have information on hand and talk to attendees about type 2 diabetes prevention and your program.

Chair Exercises

Offer a chair exercise demonstration at a local shopping center. Talk with participants about the benefits of physical activity and how they can do it anywhere. Have information on hand about your program.

Dancing

Choose a location like a local park, house of worship, or shopping area to offer a dance class. Turn on the music and get people moving. Dance is a great form of exercise, and, while people take a break, you can talk to them about prediabetes. Have information available for people to read and take with them. You can also reach out to a local Zumba instructor to see if you can set up a table with diabetes prevention information where they offer classes or simply share information afterward.

Program Promotion Resources

CDC provides evidence-based and ready-to-use resources to help you raise awareness about prediabetes and type 2 diabetes and promote the lifestyle change program. They can be downloaded from the National Diabetes Prevention Program website to help recruit participants for your program.

- Infographics
- Audience profiles
- Digital marketing and social media resources (available in English and Spanish)
 - Email signature
 - Live radio announcer scripts
 - National Diabetes Prevention Program web copy
 - Sample drop-in newsletter article



- Sample e-newsletter blog copy
- Sample social media posts
- Web banners
- Technical assistance webinars
- [PreventT2 resources for recruiting participants](#)
- Prediabetes flyers
- Prediabetes PowerPoint presentation
- [Prediabetes risk assessment](#)
- [Are you at risk for prediabetes? fact sheet](#)
- [A Change for Life video](#)

[Include other resources your organization has available for this population]



Learn More About Prediabetes and Type 2 Diabetes

Prediabetes and Diabetes 101

As you talk to community members about the lifestyle change program, they may have questions about prediabetes and type 2 diabetes. Here are some key points to discuss.

What does it mean to have prediabetes?

- Prediabetes means that a person's blood glucose (sugar) levels are higher than normal, but not high enough to be diagnosed as diabetes.
- Prediabetes can lead to heart disease, stroke, and type 2 diabetes, the most common form of diabetes.
- Prediabetes can often be reversed.

What does it mean to have type 2 diabetes?

- If someone has type 2 diabetes, it means that their body cannot properly use insulin, a hormone that helps glucose get into the cells and produce energy.
- People can develop type 2 diabetes at any age, but the highest risk comes when people are older, overweight, have a family history of type 2 diabetes, are not physically active, or are women who had diabetes when they were pregnant (known as gestational diabetes).

What is gestational diabetes?

- Gestational diabetes is a kind of diabetes that some women get when they are pregnant.
- Even if a woman's blood sugar levels go down after her baby is born, she is at higher risk of getting type 2 diabetes later in life.

What does it mean to have type 1 diabetes?

- People with type 1 diabetes cannot make insulin, so they need to take insulin every day.
- Type 1 diabetes is less common than type 2 diabetes. About 5% of people who have diabetes have type 1 diabetes.

Learn more about prediabetes and type 2 diabetes at the Centers for Disease Control and Prevention's National Diabetes Prevention Program [website](#).

And check out these infographics to learn more about prediabetes and type 2 diabetes.

- [Diabetes in the United States](#)
- [Prediabetes](#)
- [Prevent type 2 diabetes](#)
- [Who's at risk for prediabetes and type 2 diabetes?](#)



Prevalence of Prediabetes and Type 2 Diabetes

Learn more about prediabetes and type 2 diabetes in specific cultural and ethnic groups.

Additional diabetes prevalence data:

- [National Diabetes Prevention Program: Prediabetes & Type 2 Diabetes](#)
- [National Diabetes Statistics Report](#)
- [CDC's United States Diabetes Surveillance System Data](#)
- [Priority Population Audience Profiles](#)

Shareable Resources

- [A Snapshot: Diabetes in the United States](#)
- [Prediabetes: Could It Be You?](#)
- [Prevent Type 2 Diabetes](#)
- [Who's at Risk?](#)
- [Prediabetes Screening Test](#)

CDC's National Diabetes Prevention Program Lifestyle Change Program

What is the National DPP?

- The National Diabetes Prevention Program, or National DPP, is a public-private partnership that offers a year-long, evidence-based, lifestyle change program in communities across the United States to prevent type 2 diabetes.
- The primary goal of the National DPP is to make it easier for people with prediabetes to participate in affordable, high-quality lifestyle change programs to reduce their risk of type 2 diabetes and improve their overall health.
- The program brings together community organizations, private insurers, employers, health care providers, faith-based organizations, and government agencies to achieve a greater impact reducing type 2 diabetes.
- These groups collaborate to deliver the program effectively, increase participation through referrals and marketing, and ensure quality and standardized reporting.

What is the lifestyle change program?

- The CDC-recognized lifestyle change program offers people with prediabetes a trained lifestyle coach, CDC-approved curriculum, and in-person group or online support over the course of one year.
- The program has been proven to help people with prediabetes prevent or delay the development of type 2 diabetes.
- Participants work with a trained lifestyle coach and other community members to learn the skills they need to make lasting healthy behavior changes.
 - These changes include losing a modest amount of weight, being more physically active, and managing stress.



- Groups participating in the lifestyle change program meet for a year to create healthy lifestyle changes.
 - Meetings are weekly for the first 6 months, then once or twice a month for the remainder of the program.
- During the first half of the program, participants will learn how to:
 - Eat healthy
 - Add physical activity to their lives
 - Deal with stress
 - Get back on track if they stray from their plan

Who is eligible for referral to a type 2 diabetes prevention program?

A person must:

- Be at least 18 years old
- Have a body mass index (BMI) of $\geq 25 \text{ kg/m}^2$ ($\geq 23 \text{ kg/m}^2$ if Asian American)
- Be considered eligible based on either:
 - A blood test result in the prediabetes range within the past year
 - Hemoglobin A1C: 5.7–6.4% or fasting plasma glucose: 100–125 mg/dL
 - Fasting glucose of 100 to 125 mg/dL
 - Be previously diagnosed with gestational diabetes
 - Have a positive screen for prediabetes based on the CDC Prediabetes Screening Test (<https://www.cdc.gov/prediabetes/takethetest/>)
- Have no previous diagnosis of type 1 or type 2 diabetes prior to enrollment

Medicare National Diabetes Program

Every year, Medicare spends millions of dollars on beneficiaries with diabetes. Reducing the prevalence of type 2 diabetes will reduce the burden on the Medicare system. In 2018, Medicare started covering the cost of eligible participants for the lifestyle change program, through the Medicare Diabetes Prevention Program (MDPP) expanded model. MDPP is a structured behavior change intervention that aims to prevent the onset of type 2 diabetes among Medicare beneficiaries with an indication of prediabetes. This model is an expansion of the Diabetes Prevention Program model test, which was tested through the Center for Medicare and Medicaid Innovation's Health Care Innovation Awards.

MDPP services work to prevent or delay type 2 diabetes among individuals at risk for diabetes; provide coaching in dietary change, increased physical activity, and weight loss strategies; and are furnished by MDPP suppliers to eligible beneficiaries. A MDPP supplier is an organization that is delivering the lifestyle change program, enrolled in Medicare, and can bill for MDPP services provided to eligible beneficiaries.

Eligible beneficiaries are those who:

- Are enrolled in Medicare Part B through Original Medicare (Fee-for-Service) or a Medicare Advantage (MA) plan
- Have a body mass index (BMI) of at least 25, or at least 23, if self-identified as Asian
- Have had a blood test that shows a likelihood of prediabetes – talk to your doctor
- Have no previous diagnosis of type 1 or type 2 diabetes (excludes gestational diabetes)



- Do not have end-stage renal disease
- Have no previous receipt of MDPP services. The MDPP benefit is available for coverage only once per lifetime.

Do you have questions about the Medicare Diabetes Prevention Program? Visit the MDPP web page for more information: <https://innovation.cms.gov/initiatives/medicare-diabetes-prevention-program/>