

Direct Mail Template for Reaching Adults 65+

If you could make one investment that would reduce your risk of type 2 diabetes, improve your health, and give you more time and energy for the people and activities you love, would you?

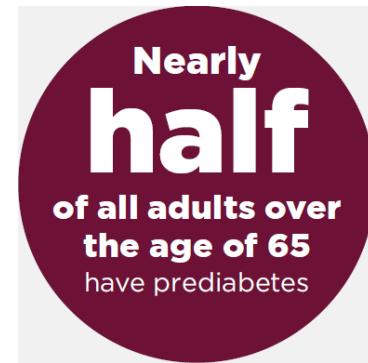
If you have or are at risk for prediabetes there are steps you can take to prevent or delay type 2 diabetes and other serious health problems and improve your health. Don't wait. Take action today with reasonable, proven lifestyle changes.

What you don't know can hurt you.

Most people with prediabetes don't have visible symptoms. So the first step is to find out if you are at risk.

- ✓ Are you 45 years old or older?
- ✓ Are you overweight?
- ✓ Are you physically active less than 3 times a week?
- ✓ Do you have a family history of type 2 diabetes?

If you answer yes to two or more questions, you might be at risk for prediabetes. Take the screening test in this mailing and talk to your healthcare provider about your results. Your healthcare provider may recommend a blood test for prediabetes. Only a blood test can confirm if you have prediabetes.



The clock is ticking, take the next step.

If you have prediabetes we can help. Your next step is to enroll today in the [insert program name] lifestyle change program. Our program is part of the Centers for Disease Control and Prevention's (CDC) National Diabetes Prevention Program and is proven to work. It provides a **supportive** and **fun environment** to help you apply what you learn, develop new healthy habits, and manage the stresses of life. In the lifestyle change program, you'll learn, laugh, share stories, try new things, and build new healthy habits—all while lowering your risk of type 2 diabetes, heart disease and stroke.

Key components of the program
CDC-approved science based curriculum with lessons, handouts, and other resources to help you make healthy changes.
A lifestyle coach, specially trained to lead the program , to help you learn new skills, encourage you to set and meet goals, and keep you motivated. The coach will also facilitate discussions and help make the program fun and interesting.
A support group of people with similar goals and challenges. Together, you can share ideas, celebrate successes, and work to overcome obstacles. In some programs, the participants stay in touch with each other during the week. It may be easier to make changes when you're working as a group than doing it on your own.
Low to no cost. The program may even be free and is a covered benefit in many health plans and Medicare.



Optional Endings

Consider including as a handwritten note along with your mailing.

OPTIONAL ENDING A – use if your organization is holding an information/marketing session

[Organization] will be holding a session to provide more information at [location], on [day/times] where you can learn more about the available sessions, meet the lifestyle coaches, and ask any questions you have about the program.

OPTIONAL ENDING B – use if you are not holding an information/marketing session.

If you have prediabetes, getting type 2 diabetes doesn't have to be a sure thing. To learn more about our program, call [Name and phone number of contact person] or, visit [organization website].



I already knew that I needed to lose weight, eat healthy and be more active, but I didn't know how, or want to try. With this program I have lots of support from people who share these same struggles and we are learning how to overcome them in a fun environment. I finally feel like I can have a healthier life!

Program Participant