

# January – New Year, Healthier You

## 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.*

### New year, healthier you! Don't let type 2 diabetes become a part of your future.

Have you thought about your resolutions for the new year? This year, put healthy living at the top of your list. You don't have to make drastic changes. You can incorporate healthy habits into your daily routine to improve your health and reduce your chances for developing type 2 diabetes. Wondering where to begin? Here's what you can do.

#### First, learn your risk for type 2 diabetes.

Could you have prediabetes? If so, you'd be part of more than 1 in 3 adults who has this serious health condition where blood sugar levels are higher than normal, but not yet high enough for a type 2 diabetes diagnosis. Prediabetes increases your risk of developing type 2 diabetes, as well as other serious health problems. The good news is that you can frequently reverse prediabetes with healthy lifestyle changes.

The first step to a healthier you is to know whether you're at risk. Take a one-minute risk test at [cdc.gov/diabetes/risktest](https://cdc.gov/diabetes/risktest) to find out your risk. Your doctor can also run a blood test to see if you have prediabetes.

#### Then take action.

If you find out that you have prediabetes or have a high risk of developing type 2 diabetes, start taking steps to improve your health. Make an action plan of specific ways that you can eat healthier and exercise more in the new year. Here are some ideas:

- **Eat healthier:** Choose non-starchy vegetables, fruits, and lean proteins over processed foods, trans fats, sugary drinks, and alcohol. Don't try to do too much at once – make a plan that you think you'll be able to stick to.
- **Exercise more:** Find an activity that you enjoy and set a goal that works for you. Gradually work up to being active at a moderate intensity for at least 30 minutes, 5 days a week.

Write down your action plan to help you stay accountable. Make sure your plan is realistic, specific, flexible, and enjoyable!

#### You don't have to do it alone.

Making a change isn't easy, and you don't have to do it alone. [Name of program], part of the CDC's National Diabetes Prevention program, offers a lifestyle change program in [name of city/town or virtual information] that can help you learn the skills you need to get healthier and reduce your risk of developing type 2 diabetes. In the program, participants work in a group with a trained lifestyle coach to learn how to make long-term changes.

[Name of program] meets [insert information about locations, virtual meetings, days, and times]. [Number of participants] have already completed the lifestyle change program and [name of program] is working to [enroll more or open new program sites, etc. as relevant to organization objectives].

It's a new year. Get started on your healthier life by finding a CDC lifestyle change program like [name of program].



For more information, visit [organization website and/or [cdc.gov/diabetes/prevention](https://cdc.gov/diabetes/prevention)].

## Sample 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.*

### New year, healthier you! Make preventing or delaying type 2 diabetes a priority.

Have you thought about your goals and resolutions for the new year? This year, put healthy living at the top of your list. Wondering where to begin? Here's what you can do.

**First, learn your risk.** Could you have prediabetes? If so, you'd be part of more than 1 in 3 adults who has this serious health condition where blood sugar levels are higher than normal, but not yet high enough for a type 2 diabetes diagnosis. The good news is that you can frequently reverse prediabetes with healthy lifestyle changes. Knowing whether you're at risk is the first step to keeping your health in check. Take a one-minute risk test at [cdc.gov/diabetes/risktest](https://cdc.gov/diabetes/risktest) to find out your risk. Your doctor can also run a blood test to see if you have prediabetes.

#### Then take action.

If you find out that you have prediabetes or have a high risk of developing type 2 diabetes, start taking steps to improve your health. Make an action plan of specific ways that you can eat healthier and exercise more. Here are some ideas:

- **Eat healthier:** Choose non-starchy vegetables, fruits, and lean proteins over processed foods, trans fats, sugary drinks, and alcohol. Don't try to do too much at once – make a plan that you think you'll be able to stick to.
- **Exercise more:** Find an activity that you enjoy and set a goal that works for you. Gradually work up to being active at a moderate intensity for at least 30 minutes, 5 days a week.

Making a change isn't easy, but you don't have to do it alone. [Name of program], part of the CDC's National Diabetes Prevention program offers a lifestyle change program in [name of city/town or virtually] that can help you learn the skills needed to lose weight, become more physically active, and manage stress. This program is proven to help cut type 2 diabetes risk in half. With the help of a lifestyle coach and the support of other program participants from your community, you can not only lower your risk for type 2 diabetes, but also improve your overall health.

Focus on your health and enjoy special moments with your loved ones all year long by taking action today to prevent or delay type 2 diabetes. New year, healthier you! Visit [organization website and/or [cdc.gov/diabetes/prevention](https://cdc.gov/diabetes/prevention)] to learn more.

## PSA Live Read (30 seconds)

*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.*

Did you know that more than 1 in 3 adults in the U.S. has prediabetes? Think of your two best friends – do you know if one of you has it? Prediabetes can lead to type 2 diabetes and other health problems, including heart disease and stroke. Don't let type 2 diabetes sneak up on you. This new year, make a resolution to talk to your health care provider about getting tested for prediabetes and learn more about [name of program] at [organization website]. New year, healthier you!



## Social Media Copy and Images

*To Use: You can use the following social media post copy with images or graphics to promote your program on Facebook, Instagram, and Twitter. If posting on Instagram and Twitter, you may want to incorporate the hashtag #NewYear within the post copy. Please also include #CDCNationalDPP in your post. Photos are available for download on the customer service center.*

| Post                                                                                                                                                                                                                                                                                                  | Recommended Graphic                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| Happy new year! Start the year right – [name of program] can help you improve your health and prevent or delay type 2 diabetes. Learn more at [Insert grantee/affiliate link]                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| New year, healthier you! Take control of your health this year for yourself and your loved ones. Contact [local program/affiliate name] for more information about reversing prediabetes. [Insert organization website]                                                                               |  <p>A dark blue square graphic with a green silhouette of a person jumping. Below the silhouette, the text reads: "THE OLD YEAR HAS GONE. LET THE NEW YOU SHINE." At the bottom, the logo for the National Diabetes Prevention Program is displayed.</p>                                                                                                                                   |
| Dancing is just one of the many fun ways you can stay physically active. What other fun activities are you trying this year to prevent or delay type 2 diabetes? Let us know in the comments below. Looking to get healthier this year? [Insert program name] can help: [insert organization website] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Being overweight puts you at risk of developing type 2 diabetes. This year stay at a healthy weight by moving more and eating healthier foods. Need inspiration about how to make your family's favorite recipes healthier? [Insert program name] can help: [insert organization website]             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| To Do List for the New Year: Get screened for prediabetes. 88 million Americans have this condition – could you be one of them? Take the Risk Test today: <a href="https://www.cdc.gov/diabetes/risktest/">https://www.cdc.gov/diabetes/risktest/</a> .                                               |  <p>A teal square graphic with a white clipboard icon. Below the icon, the text reads: "NEW YEAR'S TO DO LIST:" followed by a list of three items: "Take better care of my health", "Get screened for prediabetes", and "Prevent type 2 diabetes". Below the list, it says "MAKE THIS YOUR YEAR." At the bottom, the logo for the National Diabetes Prevention Program is displayed.</p> |
| 1 in 3 American adults has prediabetes. Don't let type 2 diabetes sneak up on you. Make this your                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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| <p>year to take action. Learn more at <a href="#">[Insert organization website]</a>.</p>                                                                                                                                    |                                                                                     |
| <p>It's never too late to start making healthier choices. Take advantage of the new year by making healthy changes that lower your risk for type 2 diabetes. Learn more: <a href="#">[Insert organization website]</a>.</p> |   |
| <p>Is preventing or delaying type 2 diabetes on your resolution list this year? <a href="#">[Name of program]</a> can teach you the skills you need to get healthy. <a href="#">[Insert organization website]</a>.</p>      |  |



## Print Ad/Poster

To Use: Download the print ad/poster on the customer service center. Then you can print it out and use it as a poster or share it with your local newspaper as a print ad. There is a version with the National DPP logo and a version where you can add your own logo.



# NEW YEAR, NEW LIFE.

**1 IN 3** adults in the U.S. has prediabetes.  
Is one of them you? Prediabetes can lead to type 2 diabetes and other health problems. This year, don't let type 2 diabetes sneak up on you.



### ADD THESE TO YOUR NEW YEAR RESOLUTIONS:

- ✓ Take better care of my health
- ✓ Get screened for prediabetes
- ✓ Prevent type 2 diabetes

**DON'T LET TYPE 2 DIABETES  
BECOME A PART OF YOUR FUTURE.**

**NATIONAL**  
**DIABETES**  
**PREVENTION**  
**PROGRAM**

**LEARN MORE AT**  
Insert Grantee or Partner URL  
(000) 000-0000