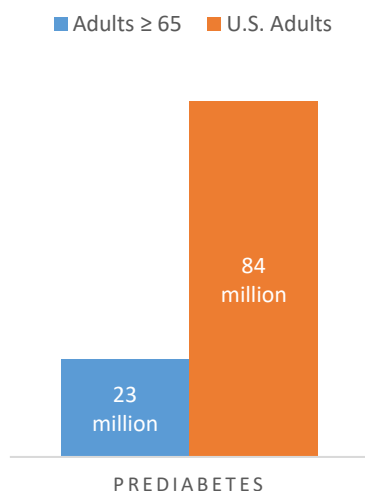


Sample Long Drop-in Article for Newsletters – 65+ Audience

The following can be used as a guide for promoting the program throughout the year in print publications. Consider print placements (organization newsletters, newspapers, community papers) when you hold local events or begin new programs. If local publications also have online outlets, ensure your messages also appear in this format. Customize this suggested language to focus on your county's audience needs and preferences. You can use parts of the article for shorter format publications.

It's Never Too Late – Reduce Your Type 2 Diabetes Risk at Any Age



Over 96 million American adults have prediabetes. Of that 96 million, nearly half of adults aged 65 years or older have prediabetes (24 million), but only 1 in 7 adults 65+ are aware that they do. Many times prediabetes doesn't show any symptoms. But prediabetes does have consequences including a higher risk of developing type 2 diabetes, heart disease, and stroke. The good news is that you can do something about it. People with prediabetes can reverse their risk for type 2 diabetes with doable, proven lifestyle changes. [Name of program], [part of the CDC's National Diabetes Prevention program OR a CDC-recognized lifestyle change program] can help.

[Incorporate a 65+ participant's story/journey. Weave their story throughout the article. Cover how they lived before, learned of their risk, and ultimately enrolled in the lifestyle change program (whether National DPP or Medicare DPP). Include how the program has helped their health.]

Getting your blood sugar levels checked when you go for your annual doctor's visit is the simplest way to learn if you have prediabetes. There are several types of blood tests that you can have, such as fasting glucose, A1C, and an oral glucose tolerance test. Your healthcare provider will work with you to decide what test is right for you.

If you find out you have prediabetes, ask your doctor to refer you to a CDC-recognized lifestyle change program near you. In the program, participants work in a group with a trained lifestyle coach to learn how to make long-term changes. Participants will learn, over the course of

You May Have Prediabetes and Be at Risk for Type 2 Diabetes if You:

- Are 45 years of age or older
- Are overweight
- Have a family history of type 2 diabetes
- Are physically active fewer than 3 times per week
- Ever had diabetes while pregnant (gestational diabetes) or gave birth to a baby that weighed more than 9 pounds
- Are [Add in ethnic group if you are pitching/reaching a diverse audience.] African American, Hispanic, American Indian, Pacific Islander, or Asian American, as these groups are at higher risk.



a year, to eat healthy, add physical activity to their life, stay motivated, and solve problems that can get in the way of healthy changes. Healthy habits aren't built in a day – it's a long-term investment for long-term health.

EXAMPLE QUOTE “A year is a long time to commit yourself to something,” stated [Featured participant], “But when you start to see results, you begin to feel healthier, and you’ve developed relationships with other participants, a year seems to fly by.”

Your coach and fellow participants will be there to support you along the way.

EXAMPLE QUOTE [Featured participant] said, “At first the changes and milestones in the lifestyle change program seemed intimidating. How can I prepare healthy food for myself when others around me want something else? Or how can I make healthy choices when there are only certain meal options I have to choose from?”

“But the support system from the other members in my group and the lifestyle change coach are priceless. The lifestyle coach makes everything seem more doable, and less challenging. Now, making healthy food choices and getting physical activity is second nature.”

[It is best to replace this example with a real quote of the participant's initial thoughts of the program, and how it changed once being in it.]

EXAMPLE TEXT FOR MEDICARE SUPPLIERS. [Name of program] is a Medicare Diabetes Prevention Program recognized supplier. If you are a Medicare beneficiary you may be eligible to join the program with no cost to you. To learn more about approved suppliers enrolling participants near you, visit the [MDPP Expanded Model interactive supplier map](#).

“The National DPP lifestyle change program offers a real chance to prevent or delay the onset of type 2 diabetes by helping you adopt a healthier lifestyle,” said [Spokesperson, e.g., Organization leader, program coordinator, lifestyle coach], “People over age 60 with prediabetes who take part in a lifestyle change program see a high success rate, reducing their risk of developing type 2 diabetes by more than 70%.” [You may wish to replace this quote with one from your chosen spokesperson.]

The National DPP lifestyle change program is based on many years of research that found people with prediabetes may cut their risk of developing type 2 diabetes in half by losing 5 to 7 percent of their body weight. [Include if stat is not mentioned in earlier quote. This percentage is even higher (71%) among those over age 60.] That is 10 to 14 pounds for a person weighing 200 pounds. The program is proven to work, and the benefits can be long-term.

EXAMPLE QUOTE “I now have the energy to keep up with my grandchildren and their friends when they visit. Which is really important to me,” said [Featured participant]. “I’ve learned through the program that getting active doesn’t only mean running or going to the gym. Gardening, mowing the lawn, walking around the neighborhood with my spouse or friends are all physical activities that I enjoy and do on a regular basis.”

[Organization’s lifestyle change program name] meets at [locations], on [days/times]. [Suggested text for established programs [Number of local participants] have already completed the lifestyle change program and [Organization] is working to [enroll more or open new program sites, etc. as relevant to organization objectives].]

To learn more and find a program near you, call [Name and phone number of contact person]. For more information, please go to [organization website and/or www.cdc.gov/diabetes/prevention].