

## Sample Long Drop-in Article – African American 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.*

### Understanding risk, changing behavior is key to type 2 diabetes prevention

Research shows that 39.2 percent of African American adults have prediabetes, but only 21.9 percent are aware that they do. According to the Centers for Disease Control and Prevention (CDC), that means they could be at higher risk of developing type 2 diabetes and other health problems.

Prediabetes is a serious health condition where blood sugar levels are higher than normal, but not high enough to be diagnosed as type 2 diabetes. Prediabetes puts you at increased risk of developing type 2 diabetes, heart disease, and stroke. Anyone can have prediabetes, but the risk is greater if someone:

- Is African American,
- Is age 45 or older,
- Is overweight,
- Has a family history of type 2 diabetes, or
- Had diabetes while pregnant.

However, people with prediabetes have the power to beat the odds with reasonable lifestyle changes that can help improve your health and prevent or delay type 2 diabetes. Studies show that people with prediabetes who take part in **a program like [name of your program], [part of the CDC's National Diabetes Prevention program OR a CDC-recognized lifestyle change program]** can cut their type 2 diabetes risk by more than 50 percent. This percentage is higher (71%) for those over 60 years of age. These lifestyle changes include:

- **Losing 5 to 7 percent of their body weight.** That is 10 to 14 pounds for a person weighing 200 pounds. The CDC program teaches individuals how to modify favorite recipes and how to work the foods they love into everyday meals.
- **Becoming more active.** Achieving the recommended 150 minutes of physical activity per week does not mean you have to join a gym or become an athlete. It means engaging in moderate physical activity. You should break a sweat but still be able to have a conversation. Activities like walking at a brisk pace, sweeping and mopping around the house, or playing with the children or grandchildren in the park count.



- **Learning to manage stress in healthy ways** and developing a support system of family and friends committed to a healthy lifestyle. Lifestyle coaches and fellow participants help make the CDC program fun and they help each other solve problems.

The benefits of the CDC-recognized lifestyle change program can be long-lasting. People who finished a program were 25 percent less likely to develop type 2 diabetes—even 15 years later. Use the story below or insert a story here about a lifestyle change program participant who benefited from your program. Think about the types of success stories you’ve seen and if any of them could be highlighted here with a quote from the participant or a paragraph explaining their story. You can also include quotes from coaches if applicable. Include any additional details about your lifestyle change program (when and where it meets, how to sign up, etc.) as needed.

Phyllis Perkins, 53, joined a CDC-recognized lifestyle change program, and she saw the benefits.

“I joined a lifestyle change program to take control of my life,” Perkins said. “I am now exercising regularly and learning strategies to cope with my emotional eating habits. Having a group of people with the same goals really motivated me to jump-start healthy lifestyle changes.”

Perkins and many others have found that the information, tips, and support they receive through a CDC-recognized lifestyle change program help them make healthier everyday choices.

“My kids had never seen me run,” said Corrine Tiliano, a 45-year-old participant in a CDC-recognized lifestyle change program. “And I can now. And I love it!”

CDC-recognized lifestyle change programs have been proven to help participants with the hard work of changing attitudes and behaviors around eating, physical activity, and managing stress. The program provides:

- **A lifestyle coach, specially trained to lead the program** to help people learn new skills, encourage them to set and meet goals, and keep them motivated. The coach also leads discussions and helps make the program fun and engaging.
- **A support group of people with similar goals and challenges.** Together, program participants can share ideas, celebrate successes, and work to overcome obstacles. In some programs, the participants stay in touch with each other during the week – and form long-term friendships. It may be easier to make changes when individuals are working as a group rather than doing it on their own.
- **A CDC-approved scientifically based curriculum** with lessons, handouts, and other resources focused on behavior change and adapted to the foods people love and the activities that are reasonable for them to do.
- **Enough time to fully develop healthy habits.** The program involves 16 weeks of core sessions where participants learn the skills needed for the development of healthy habits. The next six months of the program are spent putting these new skills to work and making them part of everyday life. Together, coaches and participants find ways to keep the new healthy behaviors strong, solve problems, and support one another in overcoming any obstacles.

Program participants say that they felt supported, and that the fun environment helped them remember information, develop new healthy habits, and cope with the stresses of life. In the program, participants

learn, laugh, share stories, and try new things—all while lowering their risk of type 2 diabetes, heart disease, and stroke.

[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 QUOTE** “The coach taught me that you can learn and grow from mistakes, rather than being discouraged by them,” said [Featured Participant], another program participant.

*To learn more about prediabetes and your risk, check with your health care provider or visit [insert your program contact information].*