



PROMOTING THE NATIONAL DPP LIFESTYLE CHANGE PROGRAM

Tips and resources for reaching people aged 65 and older at risk for type 2 diabetes.



Table of Contents

Using This Resource	3
Tips and Resources to Help You Promote	4
Frequently Asked Questions	5
Learn More About Prediabetes and Type 2 Diabetes	6
Medicare National Diabetes Program	7
Things to consider	8
Sample Scripts and Messages	9
Program Description	9
Phone Outreach	9
<i>CLOSING: OPTION A</i>	10
<i>CLOSING: OPTION B</i>	10
Sample Email	10
Direct mail message template	11
Sample healthcare provider note	13
Option A	13
Option B	13
Option C	13
Community Activities and Events	14
Presentations and Information Stations	14
Faith-Based Organizations/Houses of Worship	14
Worksites	15
Senior Living Communities	15

Using This Resource

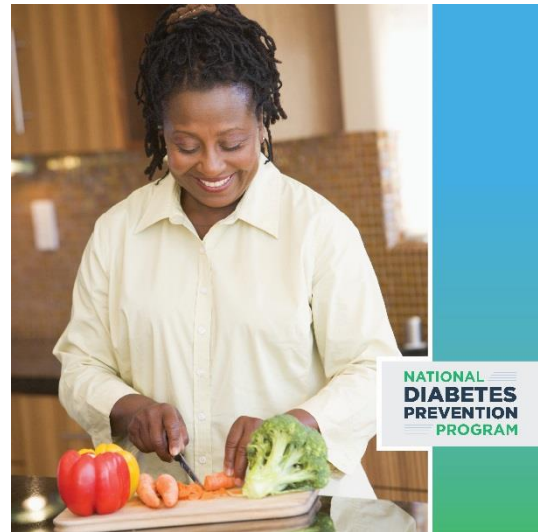
[This resource is designed to be customized by CDC-recognized lifestyle change program organizations. Insert relevant local information in the gray highlighted areas. When adding information, remove the highlights and brackets and leave broader formatting (headlines, fonts) untouched.]

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

[Program Name]

[Program Contact Name]

[Program Contact Phone and Email]



Tips and Resources to Help You Promote

[Name of the program]

Type 2 diabetes affects more than 26 percent of Americans aged 65 and older. If current trends continue, type 2 diabetes prevalence is projected to double for all U.S. adults by 2050. While many older adults believe that it is too late for them to make changes and lead healthier lives, studies have shown that a lifestyle change program is actually most effective in this population. This goes to show that it is never too late to take action to prevent or delay type 2 diabetes.

This guide will help you promote the lifestyle change program among adults aged 65 and older in your community. The 65 and older population is diverse, and what works for one community might not work in another. 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

You may get some questions or concerns about the program from potential participants. Use the following statements as a starting point to help answer questions from people aged 65 and older. Affiliate sites are encouraged to add their own responses that have worked to address these barriers in their community.

I'm too old to change my lifestyle habits.	Let people know that it doesn't matter if they are 65 years or older; it's never too late to make lifestyle changes that will help them lead a healthier life. Share testimonials of other adults their age that have participated/are participating in the program and how it has impacted their lives. Let them know that as part of the program they will join a community of people that share their concerns and that they will receive the information and support they need.
Diabetes runs in my family, there is just nothing I can do to avoid it at my age.	Type 2 diabetes does not have to be your destiny. Research shows that the CDC-recognized lifestyle change program is even more effective for people over 65 years old.
I have trouble walking or moving around/hearing/sight issues.	Let people with disabilities know your location is accessible and that lifestyle coaches have been trained to help people who have mobility, vision or hearing issues.
English isn't my first language.	Let people know what languages are offered for classes and materials.
I am worried that I will need to give up all my favorite ethnic foods.	Let people know how cultural issues, including modification of traditional foods, will be part of the program.
How many materials will I have to read? I have trouble seeing to read.	Some people may have vision problems or may not see well, which can make it harder for them to read. This can be frustrating for them. Let them know that all material is presented by the lifestyle coach and there is a lot of group discussion. Serve as their advocate with the lifestyle coach so that he/she can provide additional assistance in a sensitive manner.
I don't know if I can get there.	Transportation is an issue for many people, especially for older adults. Be sure to let them know about how to get to the program – bus routes/public transport, shuttle or car pools, etc. If your organization is providing transportation support, include the information here.
I don't think I am going to be able to afford this program.	<p>People may worry that participation in the program is too expensive for them. Let them know as a Medicare DPP provider the program is free (or provide information about how your organization is supporting the cost of the program). Also let them know they will be taught how to get and prepare foods in ways that save money.</p> <p>Over time, they will save money on health care expenses making the investment of time and learning new skills worth it financially.</p>

Learn More About Prediabetes and Type 2 Diabetes

Talking Points

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

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.
- Diabetes is a serious disease. Diabetes can lead to serious health problems like heart disease, stroke, kidney failure, blindness, loss of toes and feet. This doesn't have to happen. You can prevent type 2 diabetes. Do you want to know how?

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).

Risk for type 2 diabetes

- Having 65 years or older already puts you at risk for type 2 diabetes. Having prediabetes, being Hispanic/Latino or African American, being overweight, and not doing physical activity regularly are all risk factors for type 2 diabetes.
- Women who had babies weighing more than 9 pounds at birth or had diabetes while being pregnant (gestational diabetes) are also at risk for type 2 diabetes. Do you have any of these risk factors?

Screening

- One in three adults has prediabetes; you may have prediabetes and not know it. Having prediabetes means you are at a higher risk for type 2 diabetes. That is serious. Knowing if you have prediabetes is the first step to preventing type 2 diabetes. Do you want to know more about prediabetes?
- People with prediabetes could develop type 2 diabetes at an accelerated pace, which puts them at risk of serious health problems. The **good news** is that type 2 diabetes **can be prevented!** Have you been tested for prediabetes?
- You can't see or feel prediabetes because many times it doesn't show any symptoms. That's why you need to know your risk, get screened and take part in the lifestyle change program. Do you have a minute now to talk about prediabetes?
- Screening for prediabetes is quick and easy. All you have to do is answer a few simple questions. It takes less than a minute to answer 7 questions that could save your life. Can we take the test together now?

Motivating people with prediabetes to take action

- It's not too late to take control of your health and prevent type 2 diabetes. Take action today.
- You have important reasons to stay healthy: **your family, your grandkids, your favorite pastimes, and yourself**. Don't let prediabetes define who you are.
- Taking care of your health now will help you stay healthy longer, so you can enjoy special moments with your loved ones.
- **Prevention is possible**. You can prevent or delay prediabetes from developing into type 2 diabetes with doable, proven lifestyle changes.
- Research shows that people with prediabetes who take part in a structured lifestyle change program **can cut their risk of developing type 2 diabetes by 58 percent** (71 percent for those aged 60 and older).
- **Small changes make a big difference** and can help you live a longer, healthier life. Now is the time to take charge of your health and make a change.
- **You are not alone**. The lifestyle change program offers a supportive environment to help you lead a healthier life and prevent developing type 2 diabetes.
- **Help is here**. With a trained lifestyle coach as a guide, you can work with other people just like you, who have prediabetes, to make a change for life.

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/>

Things to consider

Keep in mind that some adults aged 65 and older may have specific concerns about the program, as well as barriers that could make it difficult for them to participate. Consider the following concerns and barriers as you start conversations with potential program participants, and add any relevant information to the talking points above.

- **Concern:** Some people may be afraid of change and have concerns about how making new lifestyle changes will affect their daily lives.
 - **Solution:** Tell them that making these changes will help them live a healthier life. Explain that if they do not take action, they are at a higher risk of developing serious health problems that will not allow them to continue to enjoy doing the things they love. Make sure they understand the consequences.
- **Concern:** Traditional food is very important for specific groups and populations. Some people may be less open to changing the foods they eat because it is closely tied to their culture.
 - **Solution:** Tell them that the program will teach them how to create healthier versions of their favorite foods and that their cultural ties and traditions will remain the same. If possible/applicable, tell them that many people from their same ethnicity, who share their culture and traditions, have successfully completed the program.
- **Concern:** Some people in your community may not understand English or may not be able to speak English well, especially if it's not their native language.
 - **Solution:** Make sure that program resources are available in the preferred language of your community. Community health workers, health educators and/or other representatives from your organization should be able to speak that language fluently.

Sample Scripts and Messages

Sample Scripts

These scripts are examples of how to apply the talking points. Use these as a guide for how you might start the discussion and what you should make sure to bring up when you have in-person or telephone conversations with members of your community who might have prediabetes and are potential program participants.

Program Description

[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 who are 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, Medicare will cover the cost of your participation in the lifestyle change program. [Include a final call to action, such as Learn more by visiting our website at URL; Find out more by attending our information session on DATE at TIME; or Read the attached program brochure and take the screening test to learn more about the program and your risk for type 2 diabetes.]

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.] [Include a final call to action, such as Learn more by visiting our website at URL; Find out more by attending our information session on DATE at TIME; or Read the attached program brochure and take the screening test to learn more about the program and your risk for type 2 diabetes.]

Phone Outreach

Hello [Patient Name],

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

We are affiliated with [Name of Practice/Clinic] and based on your recent medical history, 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 decades of research and is proven to reduce your risk of developing type 2 diabetes and other health problems.

CLOSING: OPTION A

[Name of Practice/Clinic] has put in a referral and someone will call you to discuss the lifestyle change 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/Affiliate] 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 urge you to call [Name of Practice/Clinic] at [Phone Number] to learn more about the lifestyle change 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

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 as a Medicare beneficiary 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 include another call to action, such as Learn more by visiting our website at URL; Find out more by attending our information session on DATE at TIME; or Read the attached program brochure and take the screening test to learn more about the program and your risk for type 2 diabetes.]

Direct mail message template

Use this template to contact and recruit potential program participants by postal mail.

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?

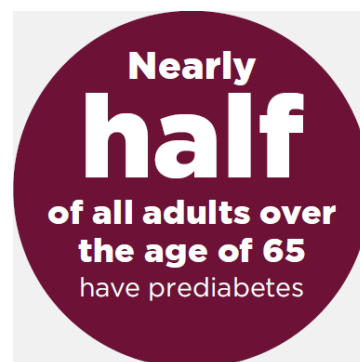
If you have or are at risk for prediabetes there are steps you can take to prevent or delay type 2 diabetes and other serious health problems and improve your health. Don't wait. Take action today with reasonable, proven lifestyle changes.

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

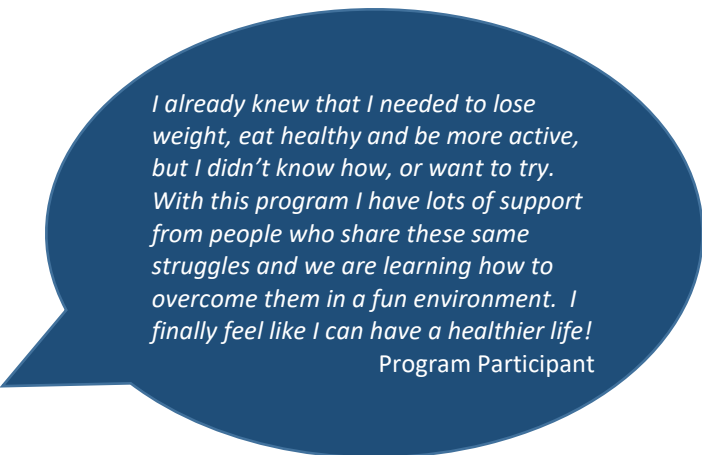
Consider including as a handwritten note along with your mailing.

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

Sample healthcare provider note

Including a personalized handwritten note from one's healthcare provider in a mailer with the recruitment letter above and a program brochure is a very effective strategy with 65+ audiences. 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.

Option A

Dear [Patient Name],

Based on your blood test results, I wanted to share some information with you about a 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 a lifestyle change program proven to help prevent or delay type 2 diabetes. I have found this program to be very helpful and achievable by 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],

The lifestyle change program is a great chance to get out and get healthy spending time with your peers. 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 it.

Best regards,

[Signature]

Community Activities and Events

Participating in and holding events is a great way to speak directly with members of your community. CDC has many resources available for your community health workers and/or community champions to reach those 65 and older through traditional media. Download and save the resources you want to use on an internal shared server or platform.

Health Fairs

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 also has materials you can use to educate potential participants.

- [Prediabetes screening test](#)
- [Lifestyle change program brochure](#)
- [Lifestyle change program fact sheet](#)

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 talking points provided in this resource to share information about prediabetes, type 2 diabetes prevention, and the lifestyle change program.

Collaborate with community partners, such as faith-based organizations, senior centers, local offices on aging, and community-based organizations like the American Veterans Association and Lions Club.

Identify opportunities to promote your presentations and activities with local media outlets. Focus on channels older adults use to access health information, such as television, local newspapers, and radio. Physicians can also help spread the word about your program and upcoming activities in your community.

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. You can start by identifying businesses that have a large senior clientele. Here is a list of resources available on the CDC website:

- [Working with Employers and Insurers Guide](#)
- [Emerging Practices: Approaches to Employer Coverage of the National DPP for Employees at Risk for Type 2 Diabetes](#)

Senior Living Communities

Connect with senior, independent, and active adult communities, where you can reach larger groups of older adults. Set up a meeting with their administrative and management offices to share information about the lifestyle change program and upcoming events. They may have exercise, music, and social activities that may present opportunities to raise awareness about the lifestyle change program.

Lifestyle Change Program Introductory Session

The introductory session is the introductory “pre-class” session used to engage and enroll participants in the lifestyle change program. This session will help you in your recruitment efforts. It provides a time and space for you to explain the program, set expectations, and go over time commitment with potential participants. Once you set expectations and answer questions, individuals may be more likely to make the commitment and enroll in the program.

This session is particularly important for adults aged 65 and older, as they may have some questions and concerns about the program. The introductory session allows you to:

- Cover program eligibility criteria
- Describe the program and give them a taste of what it will be like
- Explain participation expectations, emphasizing the importance of attendance throughout the year-long program to learn how to make healthier food choices and get more physically active
- Listen to potential participant concerns and barriers
- Help eliminate barriers to participation through discussion
- Include testimonials from individuals who have successfully participated in and/or completed the program
- Assess participant readiness by working closely with community health workers and other community influencers who truly understand barriers and social determinants of health within the community you are working in

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 among your community. Download the following from the National Diabetes Prevention Program website to help recruit adults aged 65 or older for your program.

Resources for Digital Channels

- National DPP web content
- Sample e-newsletter-blog content
- Infographics

Resources for Community Engagement

- Audience profile for adults aged 65 and older
- [Lifestyle change program brochure](#)
- [Lifestyle change program fact sheet](#)
- [Road to Health Toolkit](#)
- Prediabetes PowerPoint presentation [Coming Soon]
- Faith-based toolkit [Coming Soon]
- Bulletin insert [Coming Soon]

Resources for Media Channels

- Sample social media messages
- Announcer “Live read” Script
- Drop-in article copy
- Sample e-newsletter copy
- [Talking points](#) for possible TV or radio interviews

Other Supporting Materials

- Quick Learn Marketing on a shoestring materials
- [Keys to success tip sheets](#)
- [Implementation guides](#) for working with Medicare beneficiaries
- Guide on how to use stock imagery
- Guidance on communicating with older adults

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

Audience Insights

Cultural Considerations

Ethnicity

It is important to recognize that people over 65 are not all the same. You may have a group of 10 men and women aged 65 and older in a room, but they may still have different cultural values and traditions, according to their race and ethnicity. These cultural nuances will help you determine whether you need to consider different strategies and communications channels to reach a specific group.

Language

Make sure that your program resources are available in the preferred language of your community. If you have Hispanic/Latino participants who prefer communicating in Spanish, identify someone from your organization who can speak Spanish and serve as a mediator or translator. Use terms that are easily understood by your audience and keep in mind the age difference. There may be some terms or concepts that may be easily understood by younger adults but be completely new for seniors and vice versa. Use plain, universal language for your handout materials.

Check out the audience profiles for more information specific to the different populations that you may work with.

Media Habits and Preferences

Keep in mind the media habits and preferences of your audience. Use the appropriate communication channels and media for your promotion, recruitment, and enrollment activities.

On average, people aged 65 and older spend (per day):

- More than 4 hours watching TV
- Nearly 3 hours doing household chores, including gardening and home repairs
- Nearly 1 hour shopping
- Nearly 1 hour socializing
- 30 minutes volunteering at religious, medical, and other civic and community organizations

These are the most effective and cost-efficient communications channels to reach this group:

- Print media (newspapers and magazines)
- Television
- Email
- Postal mail (e.g., direct mail)