



Marketing and Recruitment for the National DPP: February Black History Month Promotional Materials
Health Equity Resources [for] African American Persons: February Black History Month Promotional Materials
[as of 2025/08/08]

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Resource Summary: Black History Month is the perfect time for African Americans to connect with loved ones about their family health history, like learning about diabetes in the family. African Americans are more likely than non-Hispanic whites to develop prediabetes, which is a serious health condition that can lead to type 2 diabetes, especially if it runs in their families. To spread awareness of ways to prevent type 2 diabetes for African Americans during Black History Month, take a look at the resources below.

[Cataloger's Note: The images named and linked below, and described on the pages following these tables, are all available in the attached Zip folder, found in the Supporting Files section of this record. Accessed and downloaded on 2026/01/27. These tables are copied exactly as they are found at the Page URL listed above. Minor table formatting has occurred below, but no intellectual content has been altered.]

Resource Type	Resource Description	Resource Link
Job Aid	Job Aid for Black History Month Promotional Materials including a Drop-In Article, sample eNewsletter, Social Media Copy and Images, Infographics, and a Print Advertisement	<ul style="list-style-type: none">Job Aid

Resource Type	Resource Description	Resource Link
Social Media Cards Fillable	Shareable social media cards with fillable logo and name placeholders for your organization's logo and name	<ul style="list-style-type: none"> • Card Fillable 1 (Customizable) • Card Fillable 2 (Customizable) • Card Fillable 3 (Customizable) • Card Fillable 4 (Customizable)
Social Media Images	Can be used as a static image on social media during the month of February	<ul style="list-style-type: none"> • Image 1 • Image 2 • Image 3 • Image 4

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February 2020 – Black History Month

Drop-In Article

To Use: Fill in the articles below with specific details about your lifestyle change program. Once you've filled in the articles, you can post them to your organization's website, publish them in your organization's newsletter, and/or send them to a local newspaper or magazine.

Option 1

5 Things African Americans Need to Know About Prediabetes

This Black History Month, understand your health history and reshape your destiny, especially when it comes to prediabetes. As an African American, there are 5 things you should know:

1. **African Americans are at a higher risk for prediabetes than non-Hispanic whites, especially if type 2 diabetes runs in their family.** Around 39.2% of African Americans have prediabetes, where blood sugar levels are higher than normal, but not high enough to be type 2 diabetes. Take your knowledge of high risk and kick type 2 diabetes out of the family tree now.
2. **Learning if you're at risk for prediabetes is the first step toward a healthier destiny.** Prediabetes risk increases if someone:
 - Has a parent, brother, or sister with type 2 diabetes
 - Is 45 years old or older
 - Is overweight
 - Is physically active fewer than 3 times per week
 - Got gestational diabetes (diabetes during pregnancy) or gave birth to a baby that weighed more than 9 pounds

See your doctor for a prediabetes blood sugar test, and ask any family and friends living with these risk factors to get tested too.
3. **Prediabetes is a serious condition that can lead to type 2 diabetes and other health problems.** These could include heart disease, stroke, blindness, kidney failure, and loss of toes, feet, or legs.
4. **You can reverse prediabetes.** Type 2 diabetes doesn't have to be a part of your future. You can reverse prediabetes with healthy lifestyle changes like eating healthier, getting more physical activity, and managing stress. Here are some things you can do now:
 - Grab a friend and go for a brisk walk or jog.
 - Put on some music and dance.
 - Try a healthy twist on family recipes like grandma's classic sweet potato pie, momma's collard greens, or your favorite auntie's potato salad. You can also try [choosing healthy foods at the buffet table](#) at family events.
5. **You can take action to prevent type 2 diabetes.** If you find out that you have prediabetes or have a high risk of developing type 2 diabetes, there is something you can do. Studies show that people with



prediabetes who take part in the Centers for Disease Control and Prevention's (CDC's) National Diabetes Prevention Program lifestyle change program can reduce their risk for type 2 diabetes by 50%.

[Name of program], offers a lifestyle change program in [name of city/town] that can help you learn the skills you need to lose weight, become more physically active, and manage stress. [Add 1-2 sentences about your program.] It's time to kick diabetes out of the family tree!

Option 2

Learn your health history and reduce your risk for type 2 diabetes

This Black History Month, learn how your family health history can impact your future. If you are African American, you probably know at least one friend or family member living with type 2 diabetes. Research shows that African Americans are more likely than non-Hispanic whites to develop type 2 diabetes and suffer from the health complications that come with it, especially if type 2 diabetes runs in the family.

History doesn't have to repeat itself. African Americans can take control of their destiny by understanding how prediabetes can lead to other serious health conditions, including type 2 diabetes, heart disease, and stroke.

Anyone can have prediabetes, but the risk is greater for someone who:

- Has a parent, brother, or sister with type 2 diabetes
- Is 45 years old or older
- Is overweight
- Is physically active fewer than 3 times a week
- Got gestational diabetes (diabetes during pregnancy) or gave birth to a baby that weighed more than 9 pounds

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. In fact, 38.7% of African Americans have prediabetes. According to the Centers for Disease Control and Prevention (CDC), that means they could be at higher risk of developing type 2 diabetes.

During Black History Month, learn more about your family health history and take inventory of your own health habits. Do you eat a variety of fruits and vegetables? Do you move enough during the day? Are you physically active at least 3 times a week or spend most of your time at a desk or on the couch? Do you have ways to manage stress that don't involve eating?

Use this time as an opportunity to better understand your risk for prediabetes. Visit cdc.gov/diabetes/risktest to print out or take the prediabetes screening test online. It's easy, quick, and free. If you find out you're at risk for prediabetes, talk to your doctor. He or she can run a blood test to help you find out if you do have prediabetes. Your doctor can also refer you to a local lifestyle change program, where you can learn how to prevent or delay type 2 diabetes.

One lifestyle change program is [Organization's lifestyle change program name], which meets at [locations], on [days/times]. [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 about prediabetes and your risk, check with your health care provider or visit [organization website and/or 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.

Learn about your family health history. It's time to kick diabetes out of the family tree!

Black History Month is the perfect time for African Americans to connect with loved ones about their family health history, like learning about diabetes in the family. African Americans are more likely than non-Hispanic whites to develop prediabetes, which is a serious health condition that can lead to type 2 diabetes, especially if it runs in their families. Other risks include being 45 or older, being overweight, or having had gestational diabetes while pregnant. Knowing if you're at risk is the first step in taking control of your health.

Use this time as an opportunity to better understand your risk for prediabetes. Visit cdc.gov/diabetes/risktest to print out or take the prediabetes screening test online. It's easy, quick, and free.

Type 2 diabetes does not have to be your destiny. Kick type 2 diabetes out of the family tree. Visit [[organization website and/or cdc.gov/diabetes/prevention](#)] to learn more.

PSA Live Read (30 seconds)



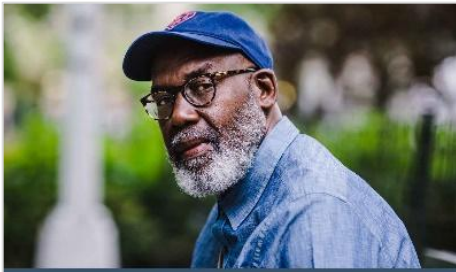
To Use: You can send this 30-second PSA script to a local radio station and ask the station manager to have a DJ record it, read it before an event, record it for their telephone system, and/or record it and share the recording with local pharmacies.

During Black History Month, protect your destiny from type 2 diabetes. Type 2 diabetes tends to run in families. But type 2 diabetes doesn't have to be your destiny. Anyone can be at risk, but African Americans are at a higher risk than non-Hispanic whites. Talk to a health care provider about getting tested for prediabetes and preventing or delaying type 2 diabetes. It's time to kick type 2 diabetes out of the family tree. Visit [[organization website and/or cdc.gov/diabetes/prevention](#)] to learn more.



Social Media Copy and Images

To Use: You can use the following social media post copy and images to promote your program on Facebook, Instagram, and Twitter. If posting on Instagram and Twitter, you may want to incorporate the hashtag #BlackHistoryMonth within the post copy. Please also include #CDCNationalDPP in your post. If you include a link to your organization's website, you may want to consider shortening it using <http://bit.ly> or another URL-shortening site. Photos are available for download on the customer service center. Download links have also been provided below each photo. There are versions with the National DPP logo and versions where you can add your own logo.

Post	Recommended Image/Graphic
Take responsibility for yourself and your family by putting your health first. Find out if you might have prediabetes, and then learn how you can reverse it. [Insert grantee/affiliate link]	 <p>USE WHAT YOU KNOW ABOUT YOUR FAMILY HISTORY TO CONTROL YOUR DESTINY.</p> <p>If diabetes is in your family tree, see your health care provider and get tested for prediabetes.</p> <p>NATIONAL DIABETES PREVENTION PROGRAM</p>
Take control of your destiny. Ask your health care provider to test you for prediabetes. It's time to kick diabetes out of the family tree. [Insert organization website]	 <p>USE WHAT YOU KNOW ABOUT YOUR FAMILY HISTORY TO CONTROL YOUR DESTINY.</p> <p>If diabetes is in your family tree, see your health care provider and get tested for prediabetes.</p> <p>NATIONAL DIABETES PREVENTION PROGRAM</p>
Your health, your destiny. 38.7% of African Americans have prediabetes, but many are not aware they do. Take control and find out if you might have prediabetes at cdc.gov/diabetes/risktest .	 <p>DON'T LET PREDIABETES DETERMINE YOUR DESTINY. FIND OUT IF YOU'RE AT RISK.</p> <p>NATIONAL DIABETES PREVENTION PROGRAM</p>

Type 2 diabetes tends to run in families. In fact, 38.7% of African Americans have prediabetes, a condition that usually comes before a type 2 diabetes diagnosis. But type 2 diabetes doesn't have to be your destiny. Learn how: [\[Insert organization website\]](#)



Infographic

To Use: Download the infographic on the customer service center. Then you can post it on social media, feature it on your website, or include it in email communications. At the bottom of the infographic you can add your own logo.



Print Ad/Poster/Flyer

To Use: Download the print ad/poster/flyer on the customer service center. Then you can print it out and use it as a poster or flyer or share it with your local newspaper as a print ad. At the bottom of the print ad/poster you can add your own logo.



KNOW YOUR RISK FOR PREDIABETES

GET SCREENED TODAY

African Americans are at higher risk for prediabetes.

Prediabetes means your blood sugar level is higher than normal, but not high enough to be diagnosed as diabetes.

Having prediabetes puts you at higher risk for developing type 2 diabetes, a disease that comes with serious health problems.

That's why it's important to know the risk factors.



45+
AGE 45 OR OLDER



OVERWEIGHT



FAMILY HISTORY OF TYPE 2 DIABETES



DIABETES WHILE PREGNANT



1 IN 3
ADULTS IN THE UNITED STATES HAS PREDIABETES.

90% OF THEM AREN'T AWARE THAT THEY DO.



READY TO MAKE HEALTHY CHOICES?

① LEARN more about prediabetes

② GET screened

③ ENROLL in the lifestyle change program if you have prediabetes

NATIONAL DIABETES PREVENTION PROGRAM

Insert
Partner URL
Phone Number