



Marketing and Recruitment for the National DPP: May Mother's Day Promotional Materials
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Resource Summary: Mother's Day is an opportunity to celebrate the amazing women who put everything and everyone before themselves. Take a look at the Mother's Day Job Aid to help encourage your participants who are moms to remember to take care of themselves this Mother's Day. This resource includes a Drop-In Article, Sample E-Newsletter Copy, PSA Live Announcer Script (:30), and Social Media Copy to remind moms to prioritize their own health so they can stay healthy for the people who depend on them.

[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.]

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May – Mother’s Day

Drop-In Article

To Use: Fill in the article below with success stories from moms who participate in your lifestyle change program (e.g., moms who juggle picking up and dropping off kids, cooking for their families, etc.). A Job Aid on how to collect and share these types of success stories available on the National DPP customer service center. 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.

Moms, Celebrate this Mother’s Day with Good Health

On Mother’s Day, we celebrate the amazing women who put everything and everyone before themselves – women like you! You are always taking care of others, but this Mother’s Day it’s time to do something for *yourself*. This year for Mother’s Day, put yourself and your health first so you can stay healthy for the people who depend on you. How to start? By talking to your doctor about prediabetes.

More than one in three Americans has prediabetes, a condition where blood sugar levels are higher than normal but not high enough yet for a type 2 diabetes diagnosis. You can have prediabetes for years but have no clear symptoms, so it often goes undetected until serious health problems such as type 2 diabetes show up. It’s important to talk to your doctor about getting your blood sugar tested if you have any of the risk factors for prediabetes. Some of these risk factors include being overweight, being 45 years or older, having a parent or sibling with type 2 diabetes, and ever having had gestational diabetes (diabetes during pregnancy) or giving birth to a baby who weighed more than 9 pounds.

Prediabetes can often be reversed, and your doctor can recommend resources and programs to help you reduce your type 2 diabetes risk, including [name of program], [part of the CDC’s National Diabetes Prevention program OR a CDC-recognized lifestyle change program]. At [name of program], participants work with a trained lifestyle coach to learn how to make healthier choices when it comes to physical activity, healthy eating, and managing stress.

[Insert a story here about a lifestyle change program participant who is a mom and found success from the program. Include a quote from the participant or a paragraph explaining their story. You may want to highlight a mom who has a busy schedule and is still able to prioritize the program. 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 applicable.]

This Mother’s Day, do something for *yourself* and talk to your doctor about prediabetes. If you find out you have it, you can take steps now to reverse it so you can keep doing what you do best – taking care of the people you love! Learn more about [name of program] at [program website].



Sample E-Newsletter Copy

To Use: *The following can be used as a guide for promoting the program around Mother's Day in online e-newsletters, specifically through email distribution. Consider placements in a community newsletter, local health care provider or network newsletter, or faith-based newsletter.*

Moms, Put *Yourself* first this Mother's Day

Mother's Day is a day to celebrate you and all you do to take care of the ones you love! But are you taking care of *yourself*? This Mother's Day, put yourself and your health first you can stay healthy for the people that depend on you. How? By talking to your doctor about prediabetes.

Find out if you have prediabetes

One in three Americans has prediabetes, a condition where blood sugar levels are higher than normal but not high enough yet for a type 2 diabetes diagnosis. You can have prediabetes for years but have no clear symptoms, so it often goes undetected until serious health problems such as type 2 diabetes show up. It's important to talk to your doctor about getting your blood sugar tested if you have any of the risk factors for prediabetes. Risk factors include:

- Being overweight
- Being 45 years or older
- Having a parent or sibling with type 2 diabetes
- Ever having had gestational diabetes (diabetes during pregnancy) or giving birth to a baby who weighed more than 9 pounds

Learn more about the lifestyle change program

Prediabetes can often be reversed, and your doctor can recommend resources and programs to help you reduce your type 2 diabetes risk, including [name of program], [part of the CDC's National Diabetes Prevention program OR a CDC-recognized lifestyle change program]. At [name of program], participants work with a trained lifestyle coach to learn how to make healthier choices when it comes to physical activity, healthy eating, and managing stress.

This Mother's Day, do something for *yourself* and talk to your doctor about prediabetes.

PSA Live Announcer Script (:30)

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.*

Moms, you take care of everyone and everything. But are you taking good care of *yourselves*? This Mother's Day, put yourself and your health first. You can start by talking to your doctor about prediabetes and taking steps to prevent type 2 diabetes. If you have prediabetes, learn about [Organization's] lifestyle change program, which provides a trained lifestyle coach to help you change the way you eat and be more physically active. Learn more at C-D-C dot gov slash diabetes slash prevention.

[Consider replacing 'c-d-c dot gov' with the web address for your local program.]

Mother's Day Social Media Copy and Images

To Use: You can use the following social media post copy with and images to promote Mother's Day on Facebook, Instagram, and Twitter. If posting on Instagram and Twitter, you may want to incorporate the hashtag #MothersDay within the post copy. 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.

Post Copy
<p>Got a minute? That's all it takes to find out if you might have prediabetes. Take the risk test today at cdc.gov/diabetes/risktest.</p> <p>Spanish: ¿Tienes un minuto? Eso es todo lo que necesitas para verificar si es posible que tengas prediabetes. Hazte la evaluación de riesgo hoy en cdc.gov/diabetes/spanish/risktest.</p>
<p>Where do YOU fall on your to-do list? This Mother's Day, put yourself first by learning if you might have prediabetes. Visit cdc.gov/diabetes/risktest to find out today.</p>
<p>This Mother's Day, take 1 minute for yourself and learn if you might have prediabetes. Take the prediabetes risk test at cdc.gov/diabetes/risktest.</p> <p>Spanish: Toma un minuto para ti este Día de las Madres y aprende si es posible que tengas prediabetes. Hazte la evaluación de riesgo de la prediabetes en cdc.gov/diabetes/spanish/risktest.</p>
<p>Your mom is always there for you. Be there for her by encouraging her to learn if she might have prediabetes by taking the prediabetes risk test at cdc.gov/diabetes/risktest.</p> <p>Spanish: Tu mamá es tu mejor amiga. Motívala a que se haga la evaluación de riesgo de la prediabetes para saber si es posible que tenga prediabetes. Comparte este enlace cdc.gov/diabetes/spanish/risktest.</p>
<p>Your mother has always been there for you. Now it's your turn to do something for her. This Mother's Day, talk to her about whether she might have prediabetes. You can find out together at cdc.gov/diabetes/risktest.</p>
<p>Are you a busy mom living with prediabetes? Put yourself first this Mother's Day by joining [name of program] a CDC-recognized lifestyle change program. Learn how you can prioritize your health and still be Mom of the Year. Visit [insert website].</p>
<p>Mother's Day is the perfect time to talk to your mom about your family health history. If you find out that type 2 diabetes runs in your family, take the prediabetes risk test at cdc.gov/diabetes/risktest.</p> <p>Spanish: El Día de las Madres es el momento perfecto para hablar con tu mamá sobre tus antecedentes familiares de salud. Si te enteras que alguien en tu familia tiene o ha tenido la diabetes tipo 2, hazte la evaluación de riesgo de la prediabetes en cdc.gov/diabetes/spanish/risktest.</p>