

June – Engaging Men in the National Diabetes Prevention Program

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Overview

This bundle provides guidance, insights, and resources on engaging men in the Centers for Disease Control and Prevention’s (CDC) National Diabetes Prevention Program (National DPP) lifestyle change program. American men on average have a higher incidence of type 2 diabetes than women, and nearly 37% of men have prediabetes. Many are unaware of their condition and potential risk for developing type 2 diabetes.

Like other audiences your organization may be working with, men are a diverse group that represents many racial and ethnic minorities, cultures, socioeconomic backgrounds, geographic areas, and education levels. It’s important to know which of these groups include the men in your community, as they may then be even more susceptible to type 2 diabetes than their already elevated risk. Knowing your audience also allows you to tailor your communication to them more effectively.

Within this document, you will find:

- **Audience insights.** This will help you understand this audience and their barriers to participation so you can effectively reach the men in your communities. Included in this section are key messages that often resonate with men to inform your communications.
- **Tips for tailoring your materials.** Successful promotions require adaptation so that messages and materials are suited to the audiences being engaged. Not all men are the same, so we will provide



resources and information to allow you to explore and respect the intersectionality of your priority audiences.

- **A drop-in article.** You can customize the text of this article using the tips and resources from this bundle to resonate with your local community. It is recommended you use this article in a local newspaper, organization website, e-newsletter, or blog. If posted online, you can then share the article on social media channels such as LinkedIn, Facebook, and Twitter to reach men with your promotions.
- **E-newsletter copy.** If your organization or partners regularly do email outreach, this copy can be used to specifically engage men in your area and promote the lifestyle change program to them. There is flexibility to tailor messaging to best fit your outreach needs.
- **Social and digital media placement guidance.** To assist you in using the social media posts and digital display ads from this bundle, these resources provide you with information to use various online platforms and networks. There will be instructions for both organic and paid efforts to suit any budget.
- **Social and digital media posts.** Placing posts, whether organic or paid, is one of the most effective promotional strategies your organization can implement. Here, you will find three social media graphics (for Facebook, Twitter, Instagram, and LinkedIn) with related post copy that can be customized for your program. There are also three digital display ads that come in four standard sizes – 300x600, 160x600, 300x250, and 728x90.
- **Additional promotional materials.** This list features previous bundles of men-focused content and testimonials of those who have participated in the National DPP lifestyle change program. You will find written communications such as newsletters and e-blasts, as well as social media, videos, and posters to promote your program.

Audience Insights

To effectively promote your National DPP lifestyle change program to men, it is important to begin with their key values, barriers to participation, and recommended messages. The men in your community will have different backgrounds and practices than those in other areas, but there are some common characteristics that hold true for most men, even across racial, ethnic, cultural, and geographic groups. Please keep in mind that while these insights may generally be true for many men, they will not represent the experiences of everyone who identifies as a man.

When you understand an audience's priorities and motivations, you can tailor your promotions to demonstrate how healthy living and type 2 diabetes prevention fit into the bigger picture of their lives. For men, some key ideas to keep in mind while creating materials to target them are as follows.

- **Masculinity:** Preserving a masculine self-image is a major goal for many men and a characteristic to keep in mind as you conduct outreach to this audience. This includes valuing strength and independence and avoiding anything that is perceived as a threat to their masculinity, such as needing help with their health.
- **Family:** Men across different cultures and backgrounds are often motivated by a desire to provide and care for their families. The lifestyle change program can be marketed as a tool to support health so that men can continue to enjoy the time with loved ones that they value.
- **Work:** Taking pride in a job well done, whether in a career, or even everyday tasks at home, is a common value for many men and can serve as a motivator to stay healthy. Maintaining a certain level of physical



fitness helps with energy and may be critical to jobs involving physical labor. Drawing this connection for the men in your community can show them that their health matters for the things that are important to them.

In addition to these values, there are some concerns that can often keep men from participating in the program. By understanding how they feel, you can tailor your messaging meaningfully to encourage higher enrollment for the men in your community. Common barriers for men participating in the program include:

- **Fear of losing independence.** Many men pride themselves on their self-sufficiency. This can discourage them from seeking information or support related to health concerns.
- **View of healthy living as common sense.** Men may be less interested in the lifestyle change program, thinking healthy living is obvious information that they don't need to be taught. They may be concerned that if they enroll, the program will just teach them things they already know and believe are common sense.
- **Resistance to appearing weak.** For many men, being perceived as strong and masculine is a critical issue, and they may resist anything they perceive will threaten this image. They fear that they will be seen as weak for needing help or having to address health problems.

Successful messaging for men will address and remove these concerns as well as focus on the values that are important to them. Tailoring your communications with these insights will allow for you to engage the men in your community in meaningful ways and better express the benefits of your lifestyle change program.

For more insights on this audience and additional tips for outreach, please see [Audience Profile: Men](#).

Tips for Tailoring

Because men are a diverse group, it is important to consider what additional tailoring your materials may need to effectively reach them. As you are planning and developing your messages and assets, keep in mind what's going to best reflect your audience. Not all who identify as men have the same life experiences, even if some values are shared by many. Important factors to consider as well as resources to support appropriate tailoring are explained below.

Racial and ethnic background. The men you are trying to reach may fit into a broad range of racial and ethnic demographics that impact their life experiences. You will also want to consider things like social determinants of health (factors like lack of access to transportation and healthcare or job insecurity), health literacy levels, trust in government or other established institutions, and preferred messengers. Your messages can incorporate relevant themes and genuinely represent the audience you are promoting to. The visuals you create may reflect the diversity of that community, with images that look like the people they are intended to engage. Photos are available for download on the National DPP Customer Service Center. Key considerations for different racial and ethnic populations can also be found in our series of audience profiles for [African American](#), [Hispanic or Latino](#), [American Indian or Alaska Native](#), [Native Hawaiian, or Pacific Islander](#) populations.

Geographic location. Where people live, such as in urban versus rural areas, can contribute to social determinants of health. These can include limited access to food and health care, as well as transportation



and job insecurity. Because of this, populations living in certain areas may be at increased risk for type 2 diabetes. There are also cultural values to keep in mind of when engaging populations in different geographic locations. Independence, identity, and trust in government or health care organizations may vary for men living in different parts of the country. Rural locations may also have less internet access and a preference for other forms of communication that may impact how you plan your outreach campaigns. To better understand how to tailor your messaging for men in rural areas, check out the [Rural Audience Profile](#).

Age. A man's stage of life can determine what is most important to him and what competes for his time. Consider what age ranges you would like to market to and their implications. Middle-aged men may be in a phase of life considered the "sandwich generation," in which they have responsibilities for their children and aging parents simultaneously, leaving little time for their own health. Older men may be motivated by a desire to spend time with grandkids and have the energy to enjoy hobbies in retirement. Additional tips for promoting to the 65+ age group can be found in [Audience Profile: 65+](#).

Religious/faith practices. Some men may have a religious tradition that guides how they view the world and make practical lifestyle decisions. It is important to understand the beliefs of your audience and how they may shape their opinion of the lifestyle change program and type 2 diabetes prevention. You may also want to partner with religious organizations, since faith leaders and communities are often seen as trusted messengers. To learn more about working with faith-based organizations and developing promotions for religious audiences, read through the bundles and job aids available for the [Christian faith](#) and [Islamic faith](#). The [Middle Eastern and North African Audience Bundle](#) also offers some additional thoughts on the intersection of Muslim traditions and promoting the lifestyle change program.

Drop-In Article

To Use: You can post this article to your organization's website, publish it in your organization's newsletter, and/or send it to a local newspaper or magazine. Consider posting this article to your website or blog and sharing on social media channels such as LinkedIn and Twitter. Fill in the yellow highlighted portions with details specific to your lifestyle change program.

Feel Your Best. Give Your Best. Be Your Best.

There's a lot you do each and every day. Whether you are a father, coworker, spouse, leader, friend, or grandfather – or more than one of these – many people rely on you to be there for them as a role model, supporter, and provider. With your loved ones, job, and hobbies competing for your attention, it can be hard to see how making time for your own health is important. You may know the basic aspects of staying healthy, like getting physical activity or eating more fruits and vegetables and think that's enough to get by.

But imagine in the future being slowed down by health challenges. Picture more doctor's visits or dealing with heart issues. What would you do if you found yourself feeling drained without the energy to do the activities that matter to you? If you knew trouble was ahead, you'd want to take action to avoid it and keep yourself moving and stay independent.

One serious health condition to be aware of is type 2 diabetes, where your body can't properly convert food into energy, leading to high blood sugar levels. Over time, high blood sugar from diabetes can cause



other health problems such as a stroke, blindness, or loss of a toe, foot, or leg. With those kinds of potential complications, wouldn't you want to know your risk so you can take steps to prevent type 2 diabetes?

The Centers for Disease Control and Prevention (CDC) estimates that 96 million US adults have prediabetes – a condition where your blood sugar levels are higher than normal but not high enough for a type 2 diabetes diagnosis. Of that large number, more than 8 in 10 people with prediabetes don't even know they have it. This means that many men just like you are on the path to developing type 2 diabetes and may not realize until it's too late to change course. The good news is that through the National Diabetes Prevention Program (National DPP), CDC is working to help adults with prediabetes get fit and live better for their future.

The National DPP offers a lifestyle change program to help you take the practical steps to healthier living. The great thing about the lifestyle change program is that it doesn't just teach you about type 2 diabetes prevention, but also focuses on giving you actionable steps that will make a difference for a lifetime. For example, we all know including fruits and veggies into our diets is a good thing, but this can be hard to do with busy schedules and lots of responsibilities. Or while exercise is needed for our bodies, maybe you work long hours and can't make it to the gym or don't have the energy for intense activity like running.

These challenges are common to many men, and the solutions might surprise you! Check out these tips from the lifestyle change program as a sneak peek into how we at [name of lifestyle change program] support you in ways that work with your everyday life. [Tailor the tips below to provide appropriate recommendations for your audience.]

Eat Better. How can you fit healthier eating into your routine?

- The next time you're at a convenience store, grab a fruit cup instead of chips.
- When you go to the drive through, ask for a side salad instead of fries.
- If you pack food for work, add some carrots or celery sticks with a healthy dip as a quick and easy snack.

Get Fit. What kinds of physical activity can get your heart pumping?

- Choose to take the stairs instead of the elevator for a short activity boost in your day.
- Take a break from work for just 5 minutes to stretch or walk down the hall.
- Go outside with grandkids, pets, or your partner; you can mow the lawn or do other yard work, toss a ball, or go for a walk to add some movement to your schedule.

Manage Stress. With all you have to do, how can you stay focused and reduce stress?

- Set an alarm each night to remind you to get ready for bed for 8 hours of sleep.
- Pause for a few minutes in your day and get some fresh air.
- Take an hour this week to catch up on a book, TV show, or hobby you enjoy.

These swaps may seem small, but little changes add up and can make a big difference on your overall health. And the results speak for themselves! Participants who follow through with the program's challenge to eat better, get moving, and manage stress can cut their risk of type 2 diabetes in half while losing weight and being energized for what matters most to them.

Here at [name of organization] we offer the lifestyle change program [details about schedule, location, hybrid versus in person, etc.]. The men in our community do so much for others, and our mission is to help you feel your best so you can keep on giving your best to those around you. [Insert information here about



your program's flexibility and/or incentives to support those participating and ease barriers to involvement.]

So what do you have to lose? Visit [link to program website] and learn more today!

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.

Ready to Feel and Be Your Best?

Where do you see yourself in 5, 10 years? Do you hope to be retired, spending time with grandkids, advancing in your career, or enjoying your favorite hobbies with friends? You do a lot, and you impact a lot of people. But to give your best, you have to feel your best too.

Type 2 diabetes is a serious health condition where your body can't properly convert food into energy, leading to high blood sugar levels. Over time, high blood sugar from diabetes can cause other health problems like stroke, blindness, or amputation. And did you know that in the US, 96 million adults have prediabetes, a condition where blood sugar levels are higher than normal, but not high enough yet for a type 2 diabetes diagnosis, and more than 8 in 10 of them don't even know it?

You've got people counting on you, and you can't afford to let health concerns slow you down. The good news is that the Centers for Disease Control and Prevention leads the National Diabetes Prevention Program (National DPP) to help men like you lower their risk for type 2 diabetes. Here at [name of organization], we offer the National DPP lifestyle change program so that you can get fit, eat better, and achieve your health goals.

With the [name of program] lifestyle change program, it's not just learning about type 2 diabetes prevention, it's taking action to live better for what's important to you – whether that's your family, career, or personal interests. Our trained Lifestyle Coaches will help you focus on 3 key areas: eating better, getting physical activity, and managing stress.

Small changes can make a big impact on your health, and at [name of program] we help you figure out and follow through on simple steps like the following:

- **Eat better** by swapping chips for a fruit cup at the convenience store or ordering a side salad instead of fries at the drive-through.
- Go outside for a walk, toss a ball, or do yard work to **add some movement** to your day.
- Take an hour this week for a favorite book or get some fresh air to **relax and manage stress**.

If you're curious to learn more, visit [link to program website] and enroll today!

Social & Digital Media Placement Guidance

Digital media is an effective marketing tool for many audiences, including men. Social media platforms such as LinkedIn and Twitter tend to be popular with men and are perfect for both organic and paid placement.



Social media is also a convenient choice to fit any budget, since organic posts are free, and you can control the budget for any paid ads you'd like to run. In addition to social media, you can also place ads on websites that people will see as they read and browse favorite pages online. This is a great strategy to engage the men in your community, as you can identify websites that align with their interests. Websites for local newspapers, a career focus, or sports team are just a few examples of places to consider for ads to reach your intended audience. Additional resources are provided below to guide you in successful social and digital marketing.

[Job Aid on Digital Marketing.](#) This document provides key terms and a basic overview of social and digital media marketing. It is useful as an introduction and for foundational resource as you begin planning for digital engagement and advertising.

[Job Aid on Marketing the Lifestyle Change Program With Organic Social Media.](#) The guidance in this job aid will help you understand organic social media and how to implement a strategy to support your program's promotional efforts online. There are also tips for using social media to do partner outreach, as well as information on metrics and evaluation.

With the support of these tips and resources, you'll be well on your way to using digital media to engage men. You can use the insights above to guide your placement of the creative materials provided next in this bundle.

Social & Digital Media Images & Post Copy

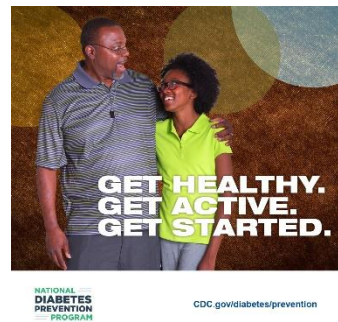
To use: You can use the following social media and digital media images and post copy on Facebook, Instagram, and Twitter.

Post Copy	Recommended Image
Your family looks up to you. And they depend on you—to be healthy. Join CDC's National Diabetes Prevention Program lifestyle change program and learn healthy food and physical activity tips to help prevent type 2 diabetes. Learn more at [URL].	 

You can be in charge of your own health and prevent or delay type 2 diabetes. Join CDC's National Diabetes Prevention Program lifestyle change program. Get started at [URL].



Take control of your health—for you and your family. You can help lower your risk of developing type 2 diabetes with physical activity and healthy eating. Learn how when you join CDC's National Diabetes Prevention Program lifestyle change program. Start now at [URL].



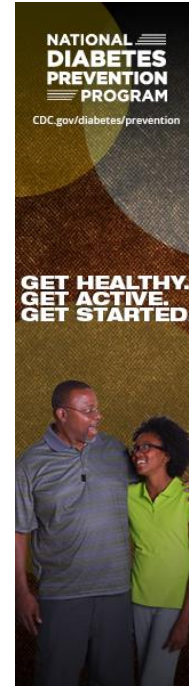
Digital Ad Sizes: 300x250, 300x600, 160x600, and 728x90



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Additional Promotional Resources

Beyond the content provided in this bundle, there are a multitude of other marketing materials available for your use in promoting the lifestyle change program. Many of the resources listed below have been tailored for male audiences or feature testimonials of male participants. Using the audience insights discussed previously as well as the tips for cultural tailoring, you can adapt these materials to meet the needs of your diverse communities.

National Diabetes Month Testimonials. Bundles include participants [Glenn](#) and [Jack](#) in recognition of National Diabetes Month in November. Their bundles feature their stories, posters, postcards, and social media with their pictures.

[Glenn's Testimonial.](#) Glenn is a trucker made positive changes in his life through the lifestyle change program. Now, he encourages other men to learn about their risk for type 2 diabetes and sign up. His story is featured in a bundle with written content, an infographic, social media assets, and animated Instagram/Facebook stories.

[Joyce and Jack's Testimonial.](#) Joyce talks about the "fear of finding out" that about having prediabetes and how this fear at first prevented men like her husband from getting screened. Their story is told through written content in this bundle, which also includes social media assets.

[Tom's Testimonial/Men's Health Month.](#) For Men's Health Month (June), you can use Tom's story – or adapt it for promotions year-round. Tom is a former military service member who was able to change his

health by participating in the lifestyle change program. His bundle includes standard written content and social media with post copy that you can customize for your organization.

[Joe's Testimonial/Mental Health Awareness Month \(May\)](#). We know that mental health concerns and disabilities impact many US adults. Joe's story talks about his experience navigating the lifestyle change program and managing his mental health disabilities. His example is a perfect way to show how the program is inclusive and can meet each participant's unique needs and goals.

[Animated Testimonial Videos](#). Glenn and Tom tell their stories in these animated videos for social media. The videos share audio from interviews with these men and their thoughts on how small changes with the program had a big impact on their health. If you're looking for new and engaging content, be sure to share these videos on your social media channels.

