National Diabetes Month – Promotional Bundle for Week 1 (Glenn)

Overview

This November for National Diabetes Month, we are offering promotional materials using the stories of real people involved with the National Diabetes Prevention Program (National DPP) lifestyle change program, including participants, coaches, and family members of participants. We've broken out the promotional materials by week and are encouraging you to tell one person's story during each week in November. For example:

- In Week 1, we encourage you to tell the story of Glenn, a long-haul truck driver and certified motivational speaker who needed some motivation of his own in order to get healthy.
- In Week 2, we encourage you to tell the story of Jack and Joyce, a husband and wife duo who support each other in their goals to get healthy.
- In Week 3, we encourage you to tell the story of Olga, a program participant who likes to stay active by dancing to Colombian music while doing chores. All of Olga's promotional materials will be available in English and Spanish.
- In Week 4, we encourage you to tell the story of Elvia, a lifestyle change program coach who participated in the program herself before becoming a coach. All of Elvia's promotional materials will also be available in English and Spanish.

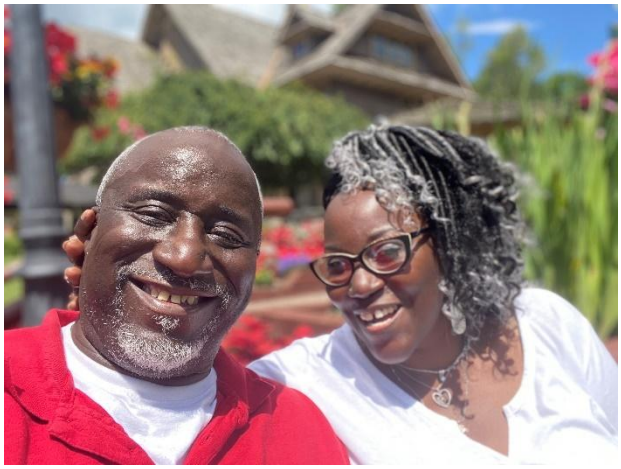
This document is for Week 1 and includes all of Glenn's promotional materials.

Drop-In Article

To Use: Fill in the highlighted portions of the article below with information specific to your organization's delivery of the National DPP lifestyle change program. Once you've filled in the article, you can post it to your organization's website or blog, publish it in your organization's newsletter, and/or send it to a local newspaper or magazine. We suggest publishing this article with Glenn's story during the first week in November.

I'm Glenn. I Set Goals to Improve My Health.

A National Diabetes Month Story



Glenn Keller and his wife, Jennifer

From the cab of his 18-wheeler, long-haul truck driver Glenn Keller uses his voice to motivate people to improve their lives. Glenn is not only a truck driver – he's a certified motivational speaker who helps people set and achieve goals to be the best version of themselves. He motivates people through videos and podcasts that he records from his truck, which he calls the "Empowerment Express," as well as at his church and on Facebook. And while Glenn can tell you all about the 7 steps for setting goals, he is the first to admit that he didn't always focus on setting goals for himself, especially when it came to his health. One day, Glenn's doctor told him that he was morbidly obese.

"It added insult to injury," says Glenn. "I already knew it, and I knew how it was affecting me."

Still, Glenn didn't make any changes right away. "I was in a lackadaisical place where I knew I needed to do something, and I kept putting it off. I couldn't see anything that would motivate me to change."

Things might have stayed that way if not for the Healthy Trucking Association of America (HTAA), a group that reached out to Glenn and told him about CDC's National Diabetes Prevention Program (National DPP) lifestyle change program, which would teach him healthy habits to reduce his risk for developing type 2 diabetes. The representative from HTAA told Glenn that he'd be eligible for the program if he took a 1-minute prediabetes risk test and came back with a high-risk score, which he did. Hearing about the program was enough to spark Glenn's motivation to get healthy.

"I told myself I needed to pull my life together," says Glenn. "I said to myself, it doesn't make any sense for you to be obese, let alone morbidly obese. I told myself that I can do better, that I have done better."

So Glenn signed up for the program. Because his work as a trucker meant he was usually on the road, he was able to participate through an app on his phone. He tracked his meals and physical activity and had access to a lifestyle coach when he had questions.

"It's a pretty amazing program from the standpoint of making us accountable for what we were doing," says Glenn. "You had to put in your breakfast, lunch, dinner, and any physical activity you did that day. You had to weigh yourself, and you couldn't fudge on that because the scale sent your weight directly to the app. Without that accountability, you wouldn't feel anything if you ate healthy or unhealthily. With the program, I had a really good feeling when I had a good breakfast, good lunch, and good dinner."

Participating in the program wasn't always easy – when Glenn first started, he wasn't in the best shape and wondered if he'd be able to stick with it. But he kept going and eventually became motivated by his own success after losing 35 pounds. Now he's gotten his wife, Jennifer, involved in the program, and the two are supporting each other in making healthy choices. He has a goal to lose 45 more pounds.

Being a part of the program has also made Glenn think differently about setting health goals, and he uses that insight when he's motivating others.

"Setting goals about a diet has a negative connotation," says Glenn. "The goal is not just to lose weight. The goal is to eat properly. The goal is to set aside time for exercise. If I set those goals, the weight loss will come. I don't need to focus on it. The reward is better health."

Glenn is grateful that the program gave him the chance to reduce his risk for developing type 2 diabetes, as he's seen how the disease can affect people. Glenn's first cousin – who was also a truck driver and who he looked up to as a child – had diabetes. Glenn says the disease "got away from him."

"He went from being out on the open road for most of his life to being a double amputee in a wheelchair," says Glenn. "There are a lot of people who don't really know the true impact of having diabetes and what could happen."

Luckily, Glenn's outlook on the future is a positive one. He turned 60 earlier this year and has big plans for how he wants to spend his time in retirement.

"If I do everything I'm supposed to do to take care of myself," says Glenn, "then when I retire it allows Jennifer and me to keep living our life. I haven't limited myself by allowing type 2 diabetes to take control of me."

This November for National Diabetes Month, you can be like Glenn. Set goals for better health to reduce your risk for developing type 2 diabetes. Learn more about [name of program], part of CDC's National DPP lifestyle change program.

[Insert information about the program such as how to sign up, when/where it meets, if it's meeting virtually right now, etc.].

Sample E-Newsletter Copy

To Use: Fill in the highlighted portions of the email copy below with information specific to your organization's delivery of the National DPP lifestyle change program. Once you've filled in the email copy, you can send it out to

people who have signed up to learn more about the program or send it out as part of an e-newsletter. We suggest sending out this email with Glenn's story during the first week in November.

Suggested Subject/Headline: Be Like Glenn. Set Goals to Improve Your Health.

portrait

Glenn Keller, participant in CDC's National DPP lifestyle change program

Glenn Keller is more than a long-haul truck driver. He's also a certified motivational speaker who encourages people to set goals and make the most out of their lives. Glenn shares these messages right from the cab of his 18-wheeler, which he sometimes calls the "Empowerment Express" in the podcasts and videos he records and posts online. Despite this, Glenn didn't always set goals for himself, especially when it came to his health. One day, Glenn's doctor told him he was morbidly obese.

"It added insult to injury," says Glenn. "I already knew it, and I knew how it was affecting me. I knew I needed to do something, and I kept putting it off."

Things might have stayed that way if not for the Healthy Trucking Association of America (HTAA), an organization that reached out to Glenn and told him about CDC's National Diabetes Prevention Program (National DPP) lifestyle change program, a program that would teach him healthy habits to reduce his risk for developing type 2 diabetes. The representative from HTAA told Glenn that he'd be eligible for the program if he took a 1-minute prediabetes risk test and came back with a high-risk score, which he did. Hearing about the program was enough to spark Glenn's motivation to get healthy.

"I told myself I needed to pull my life together," says Glenn. "I told myself that I can do better, that I have done better."

So Glenn signed up for the program. Always on the road, Glenn participated through an app on his phone. He tracked his meals and physical activity and had access to a lifestyle coach when he had questions.

Participating in the program wasn't always easy – when Glenn first started, he wondered if he'd be able to stick with it. But he kept going and eventually became motivated by his own success after losing 35 pounds. Now he's gotten his wife involved in the program as well. He has a goal to lose 45 more pounds.

Being a part of the program has also made Glenn think differently about setting health goals, and he uses that insight when he's motivating others.

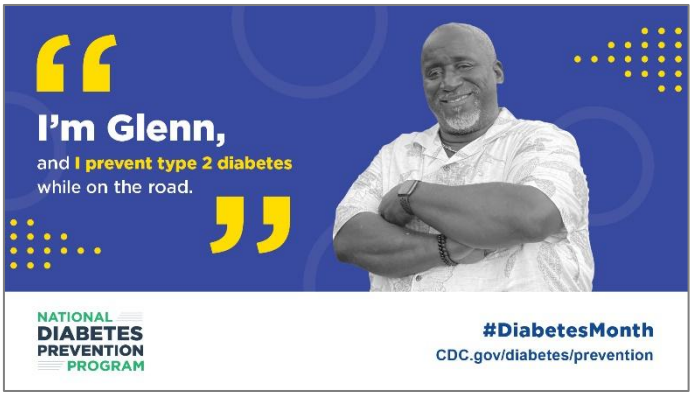
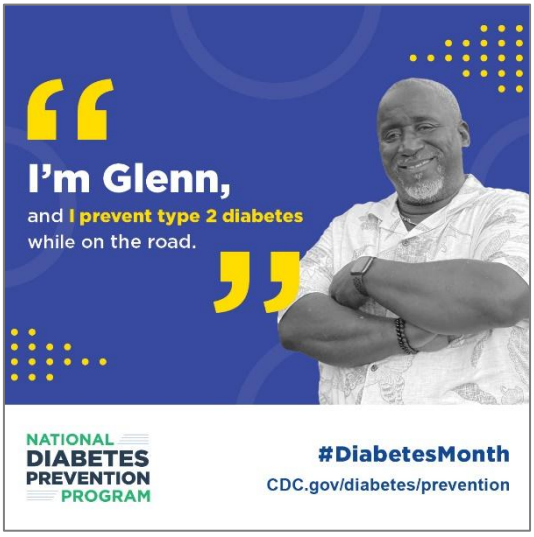
"The goal is not just to lose weight," Glenn says. "The goal is to eat properly. The goal is to set aside time for exercise. If I set those goals, the weight loss will come. The reward is better health."

This November for National Diabetes Month, you can be like Glenn. Set goals to improve your health and reduce your risk for developing type 2 diabetes. Learn more about [name of program], part of CDC's National DPP lifestyle change program.

[Insert information about the program such as how to sign up, when/where it meets, if it's meeting virtually right now, etc.].

Social Media Copy and Images

To Use: You can use the following social media post copy and images to promote your organization's delivery of the National DPP lifestyle change program on Facebook, Twitter, and Instagram. We suggest pushing out these social media posts featuring Glenn's story during the first week in November. There are also customizable versions of each image where you can include your program's URL.

Post Copy	Recommended Image
Glenn Keller says CDC's National Diabetes Prevention Program helped him form healthy habits and set healthy goals: "If I set those goals, the weight loss will come. The reward is better health." Learn more: [insert link to program website] #DiabetesMonth	Image sized for Facebook & Twitter:  Image sized for Instagram: 

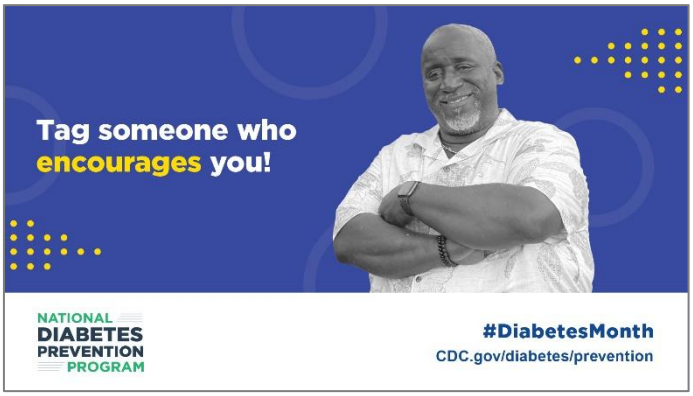
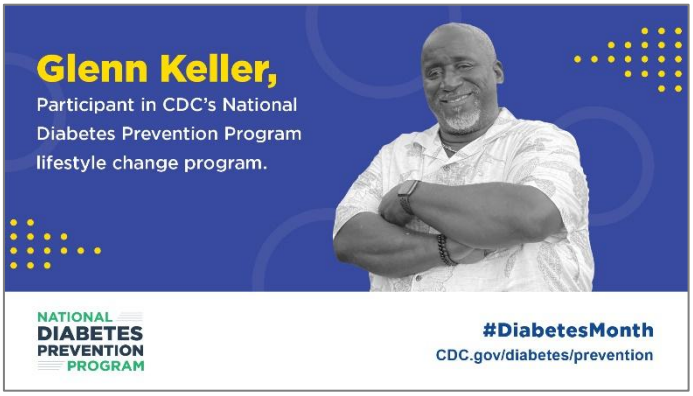
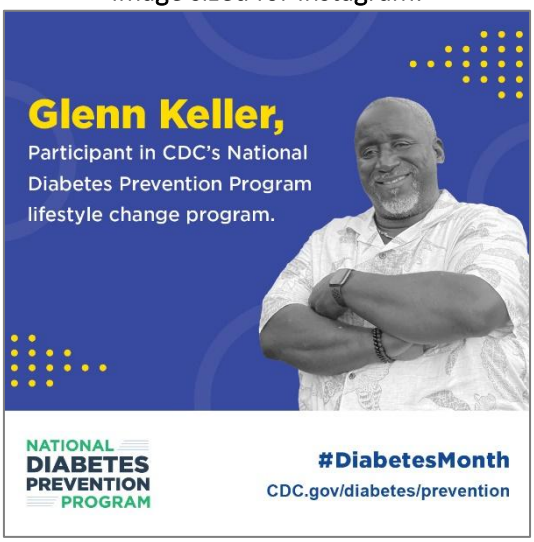
Glenn is a motivational speaker who encourages people to make the most out of their lives, but even he needed some encouragement to take control of his health. Tag someone below who has encouraged you! Read more: [insert link to program website] #DiabetesMonth	Image sized for Facebook & Twitter:  Image sized for Instagram:
Glenn joined CDC's National Diabetes Prevention Program to take control of his health. He used an app to track his meals, log his exercise, and reach out to a lifestyle coach when he had questions. Learn how [insert program name] can help you: [insert link to program website] #DiabetesMonth	Image sized for Facebook & Twitter: 

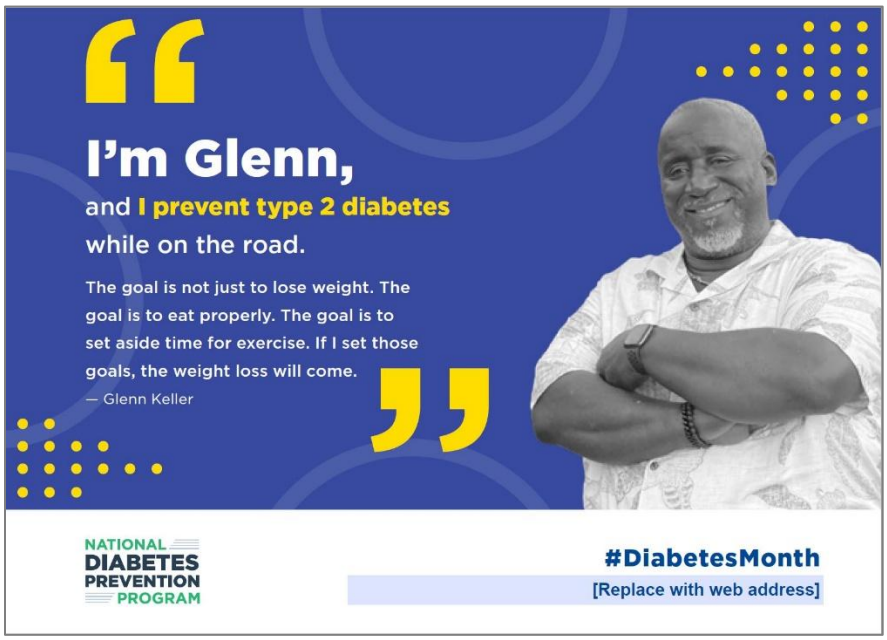
	Image sized for Instagram: 

Poster/Print Ad

To use: *Download Glenn's poster/print ad. Then you can print it out and use it as a poster or share it with your local newspaper as a print ad. The bottom of the poster has fillable space for you to add your own website.*

Postcard

To use: *Download Glenn's postcard. Then you can print it out and use it as a handout, leave-behind, or mailer. The back of the postcard has fillable space for you to add your own details.*



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