

National Diabetes Month – Promotional Bundle for Week 2 (Jack and Joyce)

Overview

This November for National Diabetes Month, we have developed 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 2 and includes all of Jack and Joyce’s promotional materials.



"I'm a firm believer in happy wife, happy life," Jack says with a laugh.

Jack took the prediabetes risk test and found out he was at risk for type 2 diabetes. He knew that he was eligible for CDC's National Diabetes Prevention Program (National DPP) lifestyle change program, which would show him how to eat healthier, increase physical activity, and manage stress to reduce the risk of developing type 2 diabetes. After talking with Joyce, he decided to sign up.

"At first I grumbled a little bit," says Jack. "But once you start, things turn around. The program changes everything."

This November for National Diabetes Month, Jack has something he wants everyone at risk for type 2 diabetes to know: "Take the step," he says. "You won't regret it. I promise you, you're going to feel much, much better. Your life will change in a way that you always hoped it would change."

Joyce has something to say too: "If someone said you had an opportunity to prevent cancer, you would do it. This is a gift. I know the effects of having diabetes because I lost my twin sister to it. If you're at risk for developing type 2 diabetes, you can take that control back."

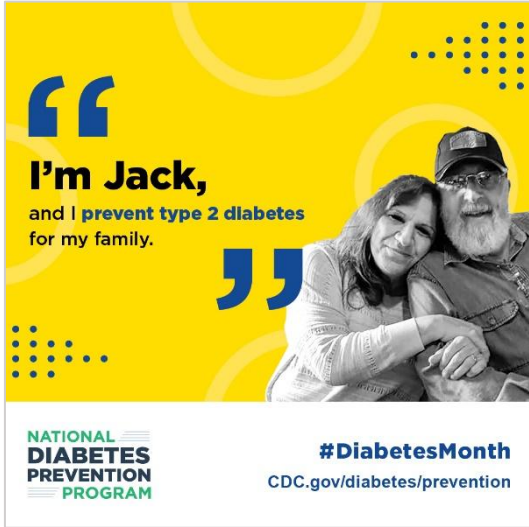
You can be like Jack and reduce your risk for developing type 2 diabetes. Learn more about [name of program], part of CDC's National DPP lifestyle change program.

[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 Jack and Joyce's story during the second week in November. There are also customizable versions of each image where you can include your program's URL.

Post Copy	Recommended Image
"Your life will change in a way that you always hoped it would change," says radio personality "Kaptain Jack" about CDC's National Diabetes Prevention Program lifestyle change program. Find out more about the program and how to get started [insert link to program website] #DiabetesMonth	Image sized for Facebook & Twitter:  The image is a promotional graphic for Facebook and Twitter. It features a yellow background with blue circular patterns and a dotted pattern in the top right corner. On the left, there are large blue quotation marks. In the center, the text reads: "I'm Jack, and I prevent type 2 diabetes for my family." To the right is a black and white photo of a man (Jack) and a woman (Joyce) hugging. At the bottom left is the "NATIONAL DIABETES PREVENTION PROGRAM" logo, and at the bottom right is the text "#DiabetesMonth" and "CDC.gov/diabetes/prevention". Image sized for Instagram:  The image is a promotional graphic for Instagram. It features a yellow background with blue circular patterns and a dotted pattern in the top right corner. On the left, there are large blue quotation marks. In the center, the text reads: "I'm Jack, and I prevent type 2 diabetes for my family." To the right is a black and white photo of a man (Jack) and a woman (Joyce) hugging. At the bottom left is the "NATIONAL DIABETES PREVENTION PROGRAM" logo, and at the bottom right is the text "#DiabetesMonth" and "CDC.gov/diabetes/prevention".

Jack reduced his risk for developing type 2 diabetes by participating in CDC's National Diabetes Prevention Program lifestyle change program, and his wife, Joyce, stood by him every step of the way! Tag someone who has supported your health journey! Learn more [insert link to program website] #DiabetesMonth

Image sized for Facebook & Twitter:



Image sized for Instagram:



You can be like Jack and reduce your risk for developing type 2 diabetes by making small changes to the way you eat and exercise. Learn more about [name of program], part of CDC's National Diabetes Prevention Program lifestyle change program. #DiabetesMonth

Image sized for Facebook & Twitter:

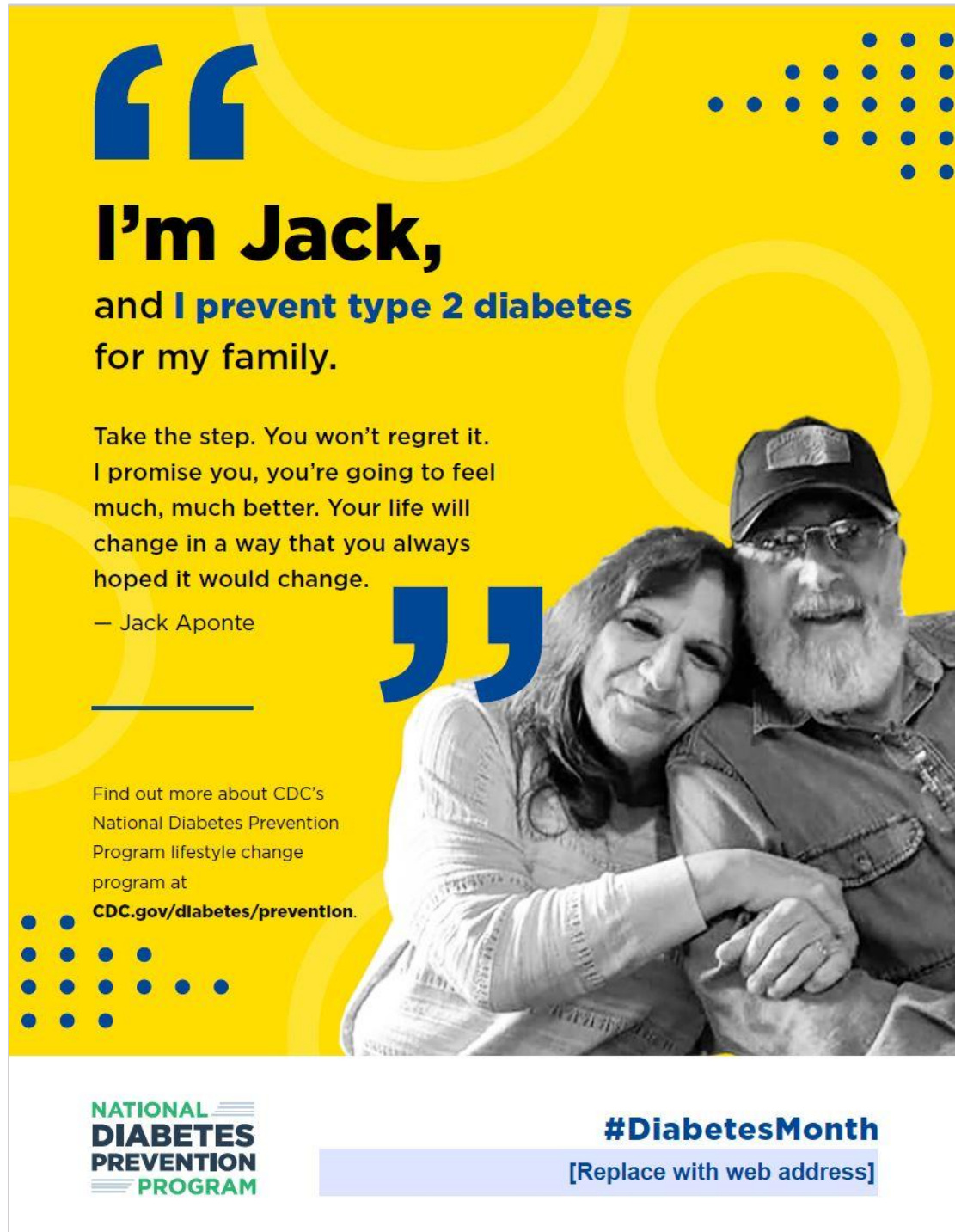


Image sized for Instagram:



Poster/Print Ad

To use: Download Jack and Joyce'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.



I'm Jack,
and **I prevent type 2 diabetes**
for my family.

Take the step. You won't regret it.
I promise you, you're going to feel
much, much better. Your life will
change in a way that you always
hoped it would change.

— Jack Aponte

Find out more about CDC's
National Diabetes Prevention
Program lifestyle change
program at
CDC.gov/diabetes/prevention.

**NATIONAL
DIABETES
PREVENTION
PROGRAM**

#DiabetesMonth
[Replace with web address]

Postcard

To use: Download Jack and Joyce'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.



Front



Back