

National Diabetes Month – Promotional Bundle for Week 3 (Olga)

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 3 and includes all of Olga's promotional materials, including content in English and Spanish.



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 Olga's story during the third week in November.

English Version

I'm Olga. When I Wanted to Improve My Health, I Did it With Other People. We Learned From Each Other.

A National Diabetes Month Story

Olga Aguirre has been in good health for most of her life. Because of her family's history with diabetes, her doctor recommended that she join CDC's National Diabetes Prevention Program (National DPP) lifestyle change program. Participating in the program gave Olga not only the tools to take care of her health, but also a sense of belonging.

"I was a sales manager at a store and was used to talking to people all the time. Then my husband fell ill, and I stopped working to take care of him. This caused me some anxiety and affected my eating habits," says Olga. "Being able to join a group like this has been very nice. These are people I can relate to – the coaches and participants are very respectful of other opinions. In this type of class, you learn from each other, and that makes it interesting."

Participating in the program helped Olga prevent type 2 diabetes, which runs in her family. Olga's grandmother had severe complications from diabetes, and as a result lost both her feet. This made a big impact in Olga's life.

"I was very close to my grandmother, and I always saw her struggle to take care of her health," Olga says. "This program taught me how to read food labels and count calories. I also learned about the importance of physical activity. I try to walk at least 30 minutes every day. I also sweep my porch and help my husband pick up leaves. I always have the radio on, and I dance while I do house chores. Colombian music gets me going."

Even after finishing the program, Olga has kept in touch with her lifestyle coaches. She says she sometimes sends them photos of the dishes she has prepared and the way she sets her dinner table.



Olga Aguirre, participant in CDC's National DPP lifestyle change program

"I show them photos of my coconut water and nopales (prickly pear). I also send photos to my daughters-in-law to teach them how to prepare healthy dishes for their families," she says.

Olga's breakfast might be an oatmeal shake with bananas, strawberries, almonds, or blueberries. For lunch, she frequently cooks an omelet with green peppers, mushrooms, cheese, and sometimes ham. For dinner, Olga and her husband have chicken or fish. In fact, they love fish!

"Sometimes in the afternoon if we are hungry, we have sardines, a boiled egg, or a veggie like a baked potato or a chayote (squash). Other times we have salads and I add olive oil," she says.

To succeed in the program, Olga encourages participants to trust themselves and follow the program's directions.

"You must have willpower to take your medicines and stay healthy. Also try to avoid stress, as it does have a big impact on your health."

This November for National Diabetes Month, Olga has something she wants everyone at risk for type 2 diabetes to know: "If you join the lifestyle change program, make sure you stick to the plan and follow what you learn in class and your doctor's instructions. It is important to follow the booklets. Each chapter is a lesson."

You can be like Olga 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.].

Spanish Version

Me llamo Olga. Cuando quise mejorar mi salud, lo hice junto con otras personas. Aprendimos los unos de los otros.

Una historia del Mes Nacional de la Diabetes

Olga Aguirre ha disfrutado de buena salud durante la mayor parte de su vida. Pero cuando comenzó a aumentar de peso, su médico la invitó a unirse a un programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes (National DPP, por sus siglas en inglés) de los CDC. Participar en un programa de cambio de estilo de vida del National DPP le dio a Olga no solo las herramientas para mejorar su salud, sino que también la hizo sentirse parte de un grupo.

"Yo era gerente de ventas en una tienda y estaba acostumbrada a hablar con la gente todo el tiempo. Luego mi marido se enfermó y dejé de trabajar para cuidarlo. Esto me causó cierta ansiedad y afectó mis hábitos alimenticios", dice Olga. "Poder unirme a un grupo como este



Olga Aguirre, Participante del Programa Nacional de Prevención de la Diabetes de los CDC

ha sido muy agradable. Estas son personas con las que me identifico, los instructores y los participantes son muy respetuosos con las opiniones de los otros. En este tipo de clases, aprendes de todos, y eso las hace interesantes".

Participar en el programa ayudó a Olga a prevenir la diabetes tipo 2, que corre en su familia. La abuela de Olga sufrió mucho con la diabetes, y como resultado tuvieron que amputarle los dos pies. Esto causó un gran impacto en la vida de Olga.

"Yo era muy cercana a mi abuela, y siempre la vi luchar por cuidar de su salud", dice Olga. "Estas clases me enseñaron a leer las etiquetas de los alimentos y a contar calorías. También aprendí sobre la importancia de la actividad física, trato de caminar al menos treinta minutos todos los días, barro mi terraza y ayudo a mi esposo a recoger las hojas de los árboles. Siempre tengo la radio encendida y bailo mientras hago oficio en la casa. La música colombiana me da ánimo".

Incluso después de terminar el programa, Olga se ha mantenido en contacto con sus instructores. Dice que a veces les envía fotos de los platos de comida que ha preparado y la forma en que arregla su mesa para almorzar o cenar.

"Les muestro fotos de mi agua de coco y mis nopales. También le envió fotos a mis nueras para enseñarles cómo preparar platos saludables para sus familias", dice.

Un ejemplo del desayuno de Olga podría ser un batido de avena con banano fresas, almendras o moras. Para el almuerzo, cocina con frecuencia una tortilla de huevo con pimentones verdes, champiñones, queso y, a veces, jamón. Para la comida, Olga y su marido comen pollo o pescado. Es más, ¡a ellos les encanta el pescado!

"A veces, por la tarde, si tenemos hambre, comemos sardinas, un huevo duro o una papa al horno o un chayote. Otras veces comemos ensaladas y las aliño con aceite de oliva", dice.

Para tener éxito en el programa, Olga anima a los participantes a confiar en sí mismos y seguir las instrucciones del programa.

"Deben tener fuerza de voluntad para tomar sus medicamentos y mantenerse saludables. También traten de evitar el estrés, ya que tiene un gran impacto en su salud".

En este mes de noviembre, en conmemoración del Mes Nacional de la Diabetes, Olga tiene algo que decirles a todos los que están en riesgo de diabetes tipo 2: "Si se unen al programa, asegúrense de seguir el plan y seguir lo que aprendan en clase y las instrucciones de su médico. Es importante seguir lo que dicen los libritos. Cada capítulo es una lección".

Usted puede ser como Olga y reducir el riesgo de tener diabetes tipo 2. Encuentre más información sobre [nombre del programa], que es parte del programa de cambio de estilo de vida del National DPP de los CDC.

[Agregue información sobre el programa. como por ejemplo en dónde las personas pueden registrarse, dónde y cuándo se reúnen, si se están reuniendo en formal virtual ahora, 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 Olga's story during the third week in November.

English Version

Suggested Subject/Headline: With CDC's National Diabetes Prevention Program, Olga Improved Her Health and Found a Sense of Belonging.

Olga Aguirre has been in good health for most of her life. Because of her family's history with diabetes, her doctor recommended that she join CDC's National Diabetes Prevention Program (National DPP) lifestyle change program. Participating in the program gave Olga not only the tools to take care of her health, but also a sense of belonging.

"I was a sales manager at a store and was used to talking to people all the time. Then my husband fell ill, and I stopped working to take care of him. This caused me some anxiety and affected my eating habits," says Olga. "Being able to join a group like this has been very nice. These are people I can relate to – the coaches and participants are very respectful of other opinions. In this type of class, you learn from each other, and that makes it interesting."

Participating in the program helped Olga prevent type 2 diabetes, which runs in her family. Olga's grandmother had severe complications from diabetes, and as a result lost both her feet. This made a big impact in Olga's life.

"I was very close to my grandmother, and I always saw her struggle to take care of her health," Olga says. "This program taught me how to read food labels and count calories. I also learned about the importance of physical activity. I try to walk at least 30 minutes every day. I also sweep my porch and help my husband pick up leaves. I always have the radio on, and I dance while I do house chores. Colombian music gets me going."

Even after finishing the program, Olga has kept in touch with her lifestyle coaches. "I show them photos of my coconut water and nopales (prickly pear). I also send photos to my daughters-in-law to teach them how to prepare healthy dishes for their families," she says.

This November for National Diabetes Month, Olga has something she wants everyone at risk for type 2 diabetes to know: "If you join the program, make sure you stick to the plan and follow what you learn in class and your doctor's instructions. It is important to follow the booklets. Each chapter is a lesson."



Olga Aguirre, participant in CDC's National DPP lifestyle change program

You can be like Olga 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.].

Spanish Version

Con el Programa Nacional de Prevención de la Diabetes de los CDC, Olga mejoró su salud y unirse al programa la hizo sentirse parte de un grupo.

Olga Aguirre ha disfrutado de buena salud durante la mayor parte de su vida. Pero cuando comenzó a aumentar de peso, su médico la invitó a unirse al programa de cambio de estilo de vida del Programa Nacional de Prevención de la Diabetes (National DPP, por sus siglas en inglés) de los CDC. Participar en el programa nacional de cambio de estilo de vida del DPP le dio a Olga no solo las herramientas para mejorar su salud, sino que también la hizo sentirse parte de un grupo.

"Yo era gerente de ventas en una tienda y estaba acostumbrada a hablar con la gente todo el tiempo. Luego mi marido se enfermó y dejé de trabajar para cuidar de él. Esto me causó cierta ansiedad y afectó mis hábitos alimenticios", dice Olga. "Poder unirme a un grupo como este ha sido muy agradable. Estas son personas con las que me puedo relacionar, los instructores y los participantes son muy respetuosos con las opiniones de los otros. En este tipo de clases, aprendes de todos, y eso las hace interesantes".

Participar en el programa ayudó a Olga a prevenir la diabetes tipo 2, que corre en su familia. La abuela de Olga sufrió mucho con la diabetes, y como resultado tuvieron que amputarle los dos pies. Esto causó un gran impacto en la vida de Olga.

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Olga Aguirre, Participar en el Programa Nacional de Prevención de la Diabetes de los CDC

Incluso después de terminar el programa, Olga se ha mantenido en contacto con sus instructores. "Les muestro fotos de mi agua de coco y mi pargo rojo caribeño. También les envío fotos a mis nueras para enseñarles a preparar platos saludables para sus familias", dice.

Este mes de noviembre, en conmemoración del Mes Nacional de la Diabetes, Olga tiene algo que decirles todos los que están en riesgo de diabetes tipo 2: "Si se unen al programa, asegúrense de seguir el plan y

seguir lo que aprendan en clase y las instrucciones de su médico. Es importante seguir los libritos. Cada capítulo es una lección".

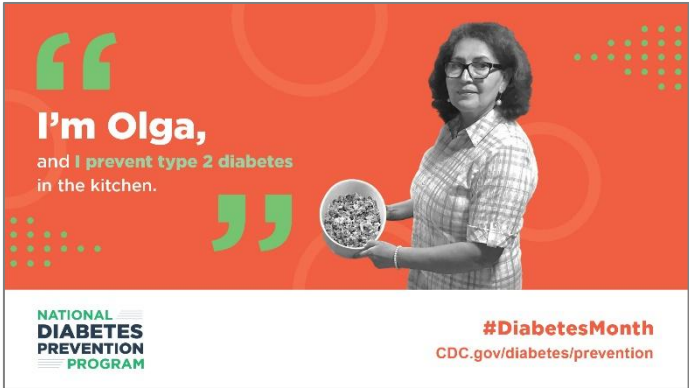
Usted puede ser como Olga y reducir el riesgo de tener diabetes tipo 2. Encuentre más información sobre [nombre del programa], que es parte del programa de cambio de estilo de vida del National DPP de los CDC.

[Agregue información sobre el programa. como por ejemplo en dónde las personas pueden registrarse, dónde y cuándo se reúnen, si se están reuniendo en forma virtual ahora, 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 Olga's story during the third week in November. There are also customizable versions of each image where you can include your program's URL, as well as images with the text in Spanish.

Post Copy	Recommended Image
<i>English Version:</i> CDC's National Diabetes Prevention Program gave Olga tools to care for her health and a sense of belonging: "Being able to join a group like this has been very nice... you learn from each other, and that makes it interesting." You can be like Olga! Learn more: [insert link to program website] #DiabetesMonth <i>Spanish Version:</i> El Programa Nacional de Prevención de la Diabetes de los CDC le dio a Olga herramientas para mejorar su salud y la hizo sentirse parte de un grupo: "Poder unirse a un grupo como este ha sido muy agradable... aprendes de todos, y eso hace las clases interesantes". ¡Puedes ser como Olga! Aprende más en: [insert link to program website] #MesDeLaDiabetes	Image sized for Facebook & Twitter:  Image sized for Instagram: 

English Version:

Support from her group helped Olga be successful in her lifestyle change program, part of CDC's National Diabetes Prevention Program. Tag someone below who has supported you on your health journey! Find out more about [insert program name]: [insert link to program website] #DiabetesMonth

Spanish Version:

El apoyo de su grupo ayudó a Olga a tener éxito en su programa de cambio de estilo de vida, que es parte del Programa Nacional de Prevención de la Diabetes de los CDC. ¡Etiqueta a alguien que te haya apoyado para estar más saludable! Obtén más información sobre [insertar el nombre del programa]: [insertar enlace a la página web del programa] #MesDeLaDiabetes

Image sized for Facebook & Twitter:



Image sized for Instagram:



English Version:

Olga joined CDC's National Diabetes Prevention Program lifestyle change program to lower her risk of developing type 2 diabetes. Learn how [insert program name] can help you do the same: [insert link to program website] #DiabetesMonth

Spanish Version:

Olga se unió al Programa Nacional de Prevención de la Diabetes de los CDC para reducir su riesgo de tener diabetes tipo 2. Descubre cómo [insertar el nombre del programa] puede ayudarte a hacer lo mismo: [insertar enlace a la página web del programa] #MesDeLaDiabetes

Image sized for Facebook & Twitter:



Image sized for Instagram:



Poster/Print Ad

To use: Download Olga'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. This poster is also available in Spanish.



The poster features a woman, Olga Aguirre, holding a bowl of food. The background is orange with green circular patterns and dots. The text is in white and green.

I'm Olga,
and I prevent type 2
diabetes in the kitchen.

Cooking is my work of art. Even though I've always liked eating healthy, with CDC's National Diabetes Prevention Program lifestyle change program, I learned to improve my eating habits.

— Olga Aguirre

Find out more about CDC's National Diabetes Prevention Program lifestyle change program at [CDC.gov/diabetes/prevention](https://www.cdc.gov/diabetes/prevention).

NATIONAL DIABETES PREVENTION PROGRAM

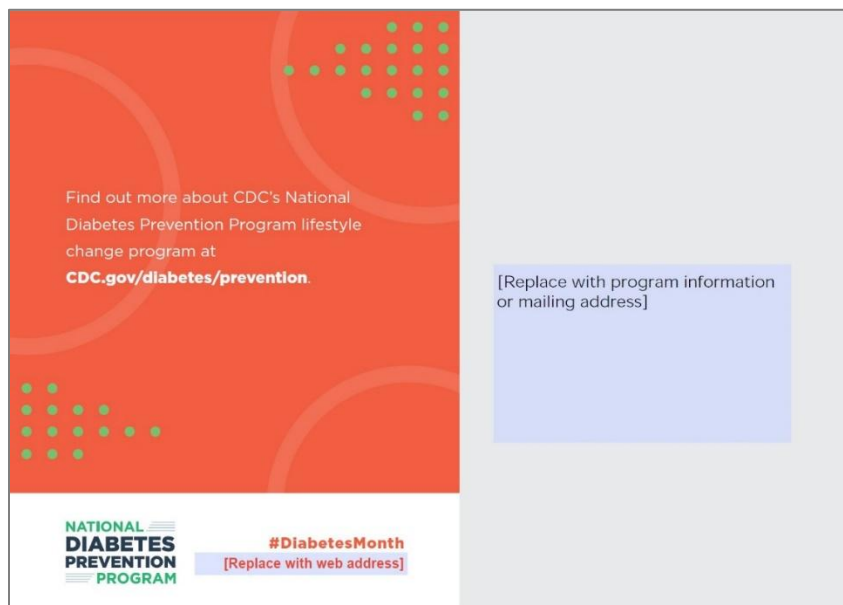
#DiabetesMonth
[Replace with web address]

Postcard

***To use:** Download Olga'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. This postcard is also available in Spanish.*



Front



Back
