

National Diabetes Month – Promotional Bundle for Week 4 (Elvia)

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 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 3**, 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 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 4 and includes all of Elvia'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 Elvia's story during the fourth week in November.

English Version

I'm Elvia. I Found a Program to Help Me Prevent Type 2 Diabetes, and Now I'm Sharing it With My Community. It works.

A National Diabetes Month Story

Seeing results firsthand is what motivated Elvia Alcala to become a lifestyle coach for CDC's National Diabetes Prevention Program (National DPP) lifestyle change program. Elvia speaks from her own personal experience with type 2 diabetes to motivate her family and the Hispanic/Latino community to get healthier. Her mother died as a result of diabetes complications, and several of her family members have diabetes. Both Elvia and her sister have prediabetes, a condition which means your blood sugar levels are higher than normal but not yet high enough for a type 2 diabetes diagnosis. Prediabetes can lead to type 2 diabetes and other health complications like heart disease and stroke.

Participating in the National DPP lifestyle change program was what Elvia needed to improve her health for the long term. The program helped Elvia lower her blood sugar levels, cholesterol, and blood pressure not only while she was participating, but also long after she'd finished the program. She used to go to the doctor every 3 months, and now she goes every 6.

"The changes that I made have not only benefited me, but also my husband, my family, and the groups we are training," she says.

Elvia admits that change does not come easily. Determination and being able to prioritize her own health have helped her through her journey. When coaching other people through the program, she tells them that perseverance is key and encourages them to stick to the program, even if they have a bad day.

"I tell them that if they feel stressed and hungry, they can eat fruits or veggies, like I do. I also tell them to try to include some movement in their day, even if it's dancing in their own backyard. I do Zumba by myself or with my daughter. As a coach, I need to be an example, I have to take care of myself," Elvia says.

Even as a coach for the program, Elvia is not perfect. She gained 6 pounds earlier this year after a disruption to her normal routine and having to spend more time at home. But since then, she's lost 3 of those extra pounds.



Elvia Alcala, lifestyle coach for CDC's National DPP lifestyle change program

Elvia says she encourages people to make small changes to their daily routines. She says that she does not like to talk about “diets” but rather “eating better.”

“If you say the word diet, people react negatively,” she says. Instead, for a family gathering, ask people to bring healthier options like salad or vegetables instead of fried chicken and plantains.

Another tip she has shared with some of her participants is to bring their lunch to work.

“One participant liked to stop at a nearby gas station to get tacos and coffee every day,” she says. “Her cholesterol was very high, and I suggested she should bring her lunch to work. She did, and one month later her numbers had gone down.”

This November for National Diabetes Month, Elvia has something she wants everyone at risk for type 2 diabetes to know: “I used to feel trapped, but now I feel free and confident in myself,” she says. “You have to put yourself first. We can’t love others if we don’t love ourselves first. Our families and friends love us, and they want to have us around for a long time.”

You can be like Elvia 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 Elvia. Encontré un programa que me ayuda a prevenir la diabetes tipo 2, y ahora lo comparto con mi comunidad. Sí funciona.

Una historia del Mes Nacional de la Diabetes

Ver sus propios resultados es lo que motivó a Elvia Alcalá a convertirse en instructora del 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. Elvia utiliza su voz para motivar a su familia y a la comunidad hispana o latina a estar más saludables. Ella habla de su propia experiencia con la diabetes tipo 2, su madre murió debido a complicaciones de la diabetes y varios de sus familiares tienen diabetes. Tanto a Elvia como a su hermana les diagnosticaron prediabetes, una afección que significa que sus niveles de azúcar en la sangre son más altos de lo normal, pero aún no lo suficientemente altos para recibir un diagnóstico de diabetes tipo 2.

Participar en un programa de cambio de estilo de vida del National DPP era lo que Elvia necesitaba para mejorar su salud a largo plazo. El programa ayudó a Elvia a reducir sus niveles de glucosa, colesterol y



Elvia Alcalá, en instructora del Programa Nacional de Prevención de la Diabetes de los CDC

presión arterial no solo mientras participaba en las clases, sino también mucho después de haber terminado el programa. Ella dice que solía ir al médico cada tres meses, y ahora debe ir cada seis.

"Los cambios que hice no solo me han beneficiado a mí, sino también a mi esposo, a mi familia y a los grupos que estamos capacitando", dice.

Elvia afirma que cambiar no es fácil. Su determinación y poder darle prioridad a su propia salud la han ayudado a lo largo de esta jornada. Cuando enseña a otras personas a través del programa, ella les dice que la perseverancia es clave y las anima a continuar con el programa, incluso si tienen un mal día.

"Yo les digo que cuando se sientan estresados y les dé hambre, que coman frutas o verduras, como yo. También les digo que traten de incluir más movimiento en su rutina diaria, como por ejemplo bailar en el patio de su casa. Yo hago Zumba sola o con mi hija. Como instructora necesito ser un ejemplo, tengo que cuidarme", agrega Elvia.

Aunque es instructora del programa, Elvia no es perfecta. Ella subió seis libras a principios de este año después de una interrupción de su rutina normal y tener que pasar más tiempo en casa. Pero desde entonces, ha perdido tres de esas libras de más.

"Mis hijas me animaron a volver a la oficina para retomar mi rutina", dice Elvia.

Elvia dice que ella anima a las personas a hacer pequeños cambios en sus rutinas diarias y dice que no le gusta hablar de "dietas" sino más bien de "comer mejor".

"Si dices la palabra dieta, la gente reacciona negativamente", añade. Por ejemplo, Elvia dice que, si tienes una reunión familiar, puedes pedirle a la gente que traiga opciones más saludables como ensaladas o verduras en lugar de pollo frito y plátanos.

Otro consejo que ha compartido con algunos de sus participantes es llevar su almuerzo al trabajo.

"Una de las participantes del programa no llevaba su almuerzo al trabajo, sino que le gustaba parar en la gasolinera cercana para comprar tacos y café todos los días", dice. "Su colesterol era muy alto y le sugerí que llevara su almuerzo al trabajo. Lo hizo, y un mes después, sus números bajaron.

Este mes de noviembre, en conmemoración del Mes Nacional de la Diabetes, Elvia quiere decirles algo a todos los que están en riesgo de diabetes tipo 2: "Solía sentirme atrapada, pero ahora me siento libre y segura de mí misma", dice. Tienes que pensar en ti primero, no podemos amar a los demás si no nos amamos a nosotros mismos primero. Nuestras familias y amigos nos aman y quieren tenernos cerca por mucho tiempo".

Usted puede ser como Elvia 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 registrarse, dónde y cuándo se reúnen, si se están reuniendo en forma 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 Elvia's story during the fourth week in November.

English Version

Suggested Subject/Headline: Elvia Shares Her Love for Others by Helping Them Get Healthier.

A National Diabetes Month Story

Elvia Alcala became a lifestyle coach for CDC's National Diabetes Prevention Program (National DPP) lifestyle change program to motivate her family and the Hispanic/Latino community to get healthier. Elvia has a family history of diabetes – her mother died as a result of diabetes complications and several of her family members have diabetes. Both she and her sister have prediabetes, a condition which means your blood sugar levels are higher than normal but not yet high enough for a type 2 diabetes diagnosis. Prediabetes can lead to type 2 diabetes and other health complications like heart disease and stroke.

Participating in the National DPP lifestyle change program was what Elvia needed to improve her health for the long term. The program helped Elvia lower her blood sugar levels, cholesterol, and blood pressure not only while she was participating, but also long after she'd finished the program. She used to go to the doctor every 3 months, and now she goes every 6.

"The changes that I made have not only benefited me, but also my husband, my family, and the groups we are training," she says.

Elvia admits that change does not come easily. When coaching other people through the program, she tells them that perseverance is key and encourages them to stick to the program, even if they have a bad day.

"I tell them that if they feel stressed and hungry, they can eat fruits or veggies, like I do. I also tell them to try to include some movement in their day, even if it's dancing in their own backyard. I do Zumba by myself or with my daughter. As a coach, I need to be an example, I have to take care of myself," Elvia says.

Elvia says that she does not like to talk about "diets" but rather "eating better."



Elvia Alcala, lifestyle coach for CDC's National DPP lifestyle change program

"If you say the word diet, people react negatively," she says. Instead, for a family gathering, ask people to bring healthier options like salad or vegetables instead of fried chicken and plantains.

This November for National Diabetes Month, Elvia has something she wants everyone at risk for type 2 diabetes to know: "I used to feel trapped, but now I feel free and confident in myself," she says. "You have to put yourself first. We can't love others if we don't love ourselves first. Our families and friends love us, and they want to have us around for a long time."

You can be like Elvia 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

Elvia comparte su amor por los demás ayudándoles a mantenerse más saludables.

Una historia del Mes Nacional de la Diabetes

Elvia Alcalá se hizo instructora del 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 para motivar a su familia y a la comunidad hispana o latina a mantenerse más saludables. Elvia tiene historia familiar de diabetes: su madre murió como resultado de complicaciones de la diabetes y varios de sus familiares tienen diabetes. Tanto a ella como a su hermana les diagnosticaron prediabetes, una afección que significa que sus niveles de azúcar en la sangre son más altos de lo normal, pero aún no lo suficientemente altos para recibir un diagnóstico de diabetes tipo 2.

Participar en un programa de cambio de estilo de vida del National DPP era lo que Elvia necesitaba para mejorar su salud a largo plazo. El programa ayudó a Elvia a reducir sus niveles de glucosa, colesterol y presión arterial no solo mientras participaba en la capacitación, sino también mucho después de haber terminado el programa. Ella solía ir al médico cada tres meses, y ahora debe ir cada seis.

"Los cambios que hice no solo me han beneficiado a mí, sino también a mi esposo, a mi familia y a los grupos que estamos capacitando", dice.

Elvia dice que el cambio no es fácil. Al enseñar a otras personas a través del programa, ella les dice que la perseverancia es clave y las anima a continuar con el programa, incluso si tienen un mal día.



Elvia Alcalá, en instructora del Programa Nacional de Prevención de la Diabetes de los CDC

"Yo les digo que cuando se sientan estresados y les dé hambre, que coman frutas o verduras, como yo. También les digo que traten de incluir una actividad en su rutina diaria, como por ejemplo bailar en el patio de su casa. Yo hago Zumba sola o con mi hija. Como instructora necesito ser un ejemplo, tengo que cuidarme", dice Elvia.

Elvia dice que no le gusta hablar de "dietas" sino más bien de "comer mejor".

"Si dices la palabra dieta, la gente reacciona negativamente", añade. Por ejemplo, Elvia dice que, si tienes una reunión familiar, puedes pedirle a la gente que traiga opciones más saludables como ensalada o verduras en lugar de pollo frito y plátanos.

Este mes de noviembre para conmemorar el Mes Nacional de la Diabetes, Elvia quiere decirles algo a todos los que están en riesgo de diabetes tipo 2: "Solía sentirme atrapada, pero ahora me siento libre y segura de mí misma", dice. Tienes que pensar en ti primero, no podemos amar a los demás si no nos amamos a nosotros mismos primero. Nuestras familias y amigos nos aman y quieren tenernos cerca por mucho tiempo".

Usted puede ser como Elvia 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 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 Elvia's story during the fourth 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> This November for #DiabetesMonth, Elvia has something she wants everyone at risk for type 2 diabetes to know: "I used to feel trapped, but now I feel free and confident." Learn how to get started [insert link to program website] <i>Spanish Version:</i> Este noviembre para celebrar el #MesDeLaDiabetes, Elvia quiere decirles algo a todos los que están en riesgo de diabetes tipo 2: "Solía sentirme atrapada, pero ahora me siento libre y segura". Aprende cómo comenzar [insertar enlace a la página web del programa]	Image sized for Facebook & Twitter:  Image sized for Instagram: 

English Version:

As a coach for CDC's National Diabetes Prevention Program, Elvia understands the road to a healthier life is tough without support. Tag someone who has supported your health journey. Read more about [insert program name] at [insert link to program website] #DiabetesMonth

Spanish Version:

Como instructor del Programa Nacional de Prevención de la Diabetes de los CDC, Elvia entiende que el camino hacia una vida más saludable es difícil sin apoyo. Etiqueta a alguien que te haya apoyado para estar más saludable. Lee más sobre [insertar nombre del programa] en [insertar enlace a la página web del programa] #MesDeLaDiabetes

Image sized for Facebook & Twitter:



Image sized for Instagram:



English Version:

Seeing the results firsthand is what motivated Elvia to become a lifestyle coach for CDC's National Diabetes Prevention Program lifestyle change program. This November, take charge of your health and learn more [insert link to program website] #DiabetesMonth

Spanish Version:

Ver sus propios resultados es lo que motivó a Elvia a convertirse en instructora del Programa Nacional de Prevención de la Diabetes de los CDC. Este noviembre, toma el control de tu salud y encuentra más información en [insertar enlace a la página web del programa] #MesDeLaDiabetes

Image sized for Facebook & Twitter:



Image sized for Instagram:



Poster/Print Ad

To use: Download Elvia'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.



I'm Elvia,
and **I prevent type 2 diabetes** to support
my community.

You have to put yourself
first. We can't love others
if we don't love ourselves.
Our families and friends
want to have us around
for a long time.

— Elvia Alcala

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 Elvia'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
