**Marketing and Recruitment for the National DPP:** November National Diabetes Month - Weekly Stories
[as of 2025/08/08]

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[**Cataloger's Note:** The images named and linked below, and described on the pages following these tables, are all available in the attached Zip folder, found in the Supporting Files section of this record. Accessed and downloaded on 2026/01/27. These tables are copied exactly as they are found at the Page URL listed above. Minor table formatting has occurred below, but no intellectual content has been altered. Some resources are available in English and Spanish.]

**Resource Summary:**
During National Diabetes Month, the National Diabetes Prevention Program (National DPP) aims to boost diabetes awareness and help individuals prevent or delay type 2 diabetes through the lifestyle change program.

The following promotional materials showcase the stories of real people involved with the National DPP lifestyle change program, including participants, coaches, and family members of participants. The promotional materials are broken down by the week, where organizations can tell one person's story during each week in November for National Diabetes Month.

**Week 1 - Glenn**

In week 1, we encourage organizations 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.

| Resource Type | Resource Description | Resource Link |
|---|---|---|
| Job Aid | Job Aid for Glenn including a Drop-In Article, Sample E-Newsletter Copy, and Social Media Copy and Images. It also provides an overview of the posters/print ads and postcards. | • Job Aid (English) |
| Social Media Images | Can be used on social media channels to promote the prevention of type 2 diabetes and the lifestyle change program. | • Horizontal Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable)<br>• Vertical Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable) |
| Postcard | Can be printed and used as a handout, leave-behind, or mailer to promote type 2 diabetes prevention and the lifestyle change program. | • Postcard<br>• Postcard (Customizable) |

| | | |
|---|---|---|
| Poster/Print Ad | Can be printed and used as a poster or print ad to promote type 2 diabetes prevention and the lifestyle change program. | • Poster (Customizable)<br>• Poster (For Print)<br>• Poster (For Web) |

**Week 2 - Jack and Joyce**

In week 2, we encourage organizations to tell the story of Jack and Joyce, a husband and wife duo who support each other in their goals to get healthy.

| Resource Type | Resource Description | Resource Link |
|---|---|---|
| Job Aid | Job Aid for Jack and Joyce including a Drop-In Article, Sample E-Newsletter Copy, and Social Media Copy and Images. It also provides an overview of the posters/print ads and postcards. | • Job Aid (English) |
| Social Media Images | Can be used on social media channels to promote the prevention of type 2 diabetes and the lifestyle change program. | • Horizontal Format<br>  ◦ Image 1<br>  ◦ Image 1 (Customizable)<br>  ◦ Image 2<br>  ◦ Image 2 (Customizable)<br>  ◦ Image 3<br>  ◦ Image 3 (Customizable)<br>• Vertical Format<br>  ◦ Image 1<br>  ◦ Image 1 (Customizable)<br>  ◦ Image 2<br>  ◦ Image 2 (Customizable)<br>  ◦ Image 3<br>  ◦ Image 3 (Customizable) |

| | | |
|---|---|---|
| Postcard | Can be printed and used as a handout, leave-behind, or mailer to promote type 2 diabetes prevention and the lifestyle change program. | • Postcard<br>• Postcard (Customizable) |
| Poster/Print Ad | Can be printed and used as a poster or print ad to promote type 2 diabetes prevention and the lifestyle change program. | • Poster (Customizable)<br>• Poster (For Print)<br>• Poster (For Web) |

**Week 3 - Olga**

In week 3, we encourage organizations to tell the story of Olga, a program participant who likes to stay active by dancing to Colombian music while doing chores.

| **Resource Type** | **Resource Description** | **English** | **Spanish** |
|---|---|---|---|
| Job Aid | Job Aid for Olga including a Drop-In Article, Sample E-Newsletter Copy, and Social Media Copy and Images. It also provides an overview of the posters/print ads and postcards. | • Job Aid (English and Spanish) | |

| | | | |
|---|---|---|---|
| Social Media Images | Can be used on social media channels to promote the prevention of type 2 diabetes and the lifestyle change program. | • Horizontal Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable)<br>• Vertical Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable) | • Horizontal Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable)<br>• Vertical Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable) |
| Postcard | Can be printed and used as a handout, leave-behind, or mailer to promote type 2 diabetes prevention and the lifestyle change program. | • Postcard<br>• Postcard (Customizable) | • Postcard<br>• Postcard (Customizable) |
| Poster/Print Ad | Can be printed and used as a poster or print ad to promote type 2 diabetes prevention and the lifestyle change program. | • Poster (Customizable) | • N/A |

**Week 4 - Elvia**

In week 4, we encourage organizations to tell the story of Elvia, a lifestyle change program coach who participated in the program herself before becoming a coach.

| Resource Type | Resource Description | English | Spanish |
|---|---|---|---|
| Job Aid | Job Aid for Elvia including a Drop-In Article, Sample E-Newsletter Copy, and Social Media Copy and Images. It also provides an overview of the posters/print ads and postcards. | • Job Aid (English and Spanish) | |
| Social Media Images | Can be used on social media channels to promote the prevention of type 2 diabetes and the lifestyle change program. | • Horizontal Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable)<br>• Vertical Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable) | • Horizontal Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable)<br>• Vertical Format<br>  ○ Image 1<br>  ○ Image 1 (Customizable)<br>  ○ Image 2<br>  ○ Image 2 (Customizable)<br>  ○ Image 3<br>  ○ Image 3 (Customizable) |

| | | | |
|---|---|---|---|
| Postcard | Can be printed and used as a handout, leave-behind, or mailer to promote type 2 diabetes prevention and the lifestyle change program. | • Postcard<br>• Postcard (Customizable) | • Postcard<br>• Postcard (Customizable) |
| Poster/Print Ad | Can be printed and used as a poster or print ad to promote type 2 diabetes prevention and the lifestyle change program. | • Poster<br>• Poster (Customizable) | • N/A |

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# 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.

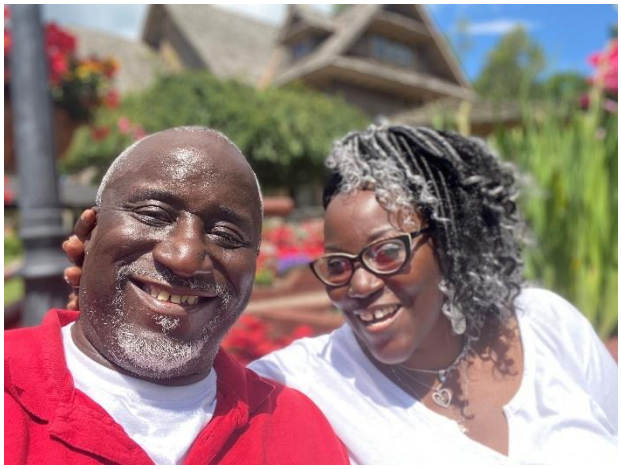
This document is for Week 1 and includes all of Glenn's promotional materials.

## 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.].

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## 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.].

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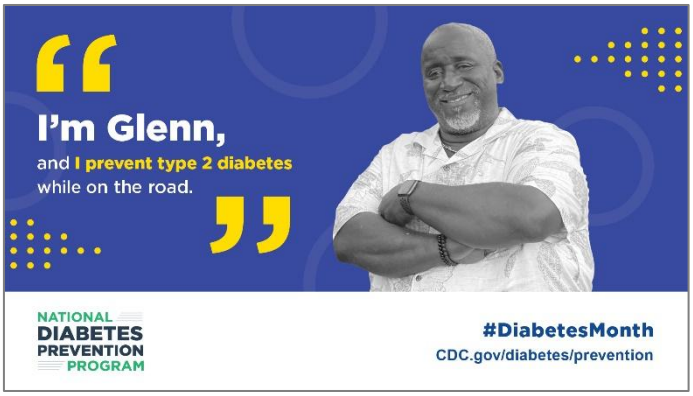
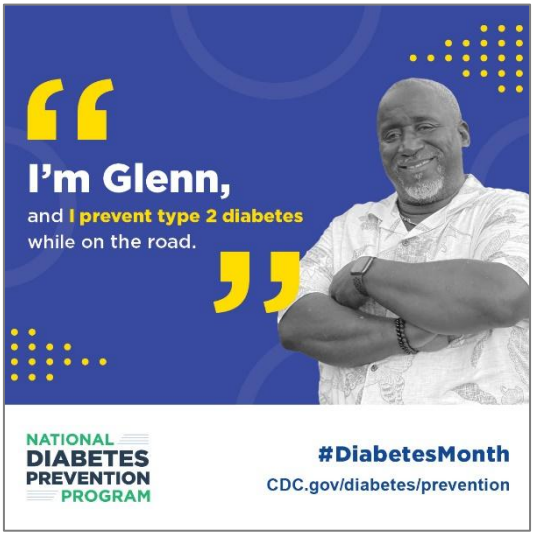
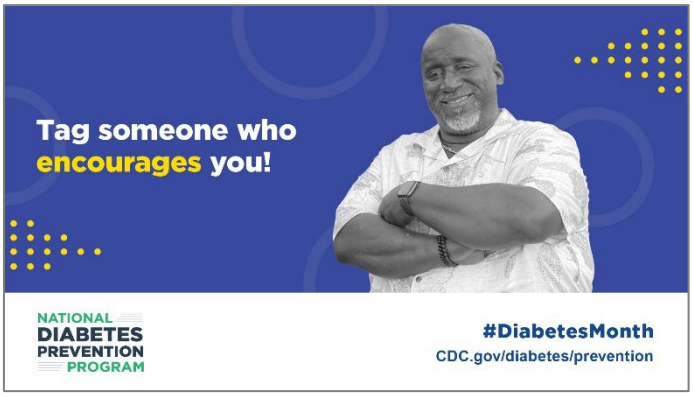
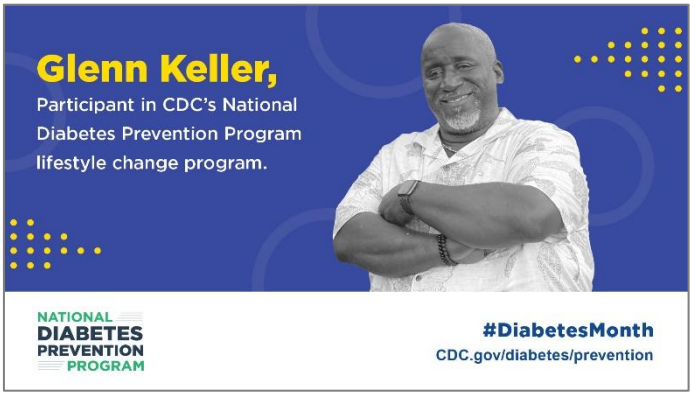
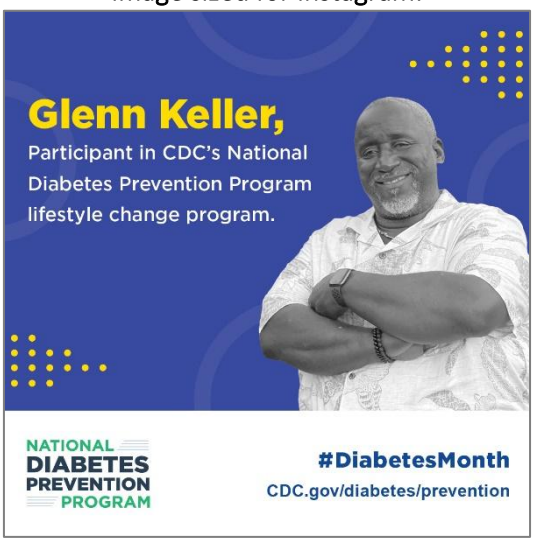
## Social Media Copy and Images

*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:<br>  <br><br>Image sized for Instagram:<br>  <br> |

| | |
|---|---|
| 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:<br>  <br><br>Image sized for Instagram:<br> <br> |
| 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:<br>  <br> |

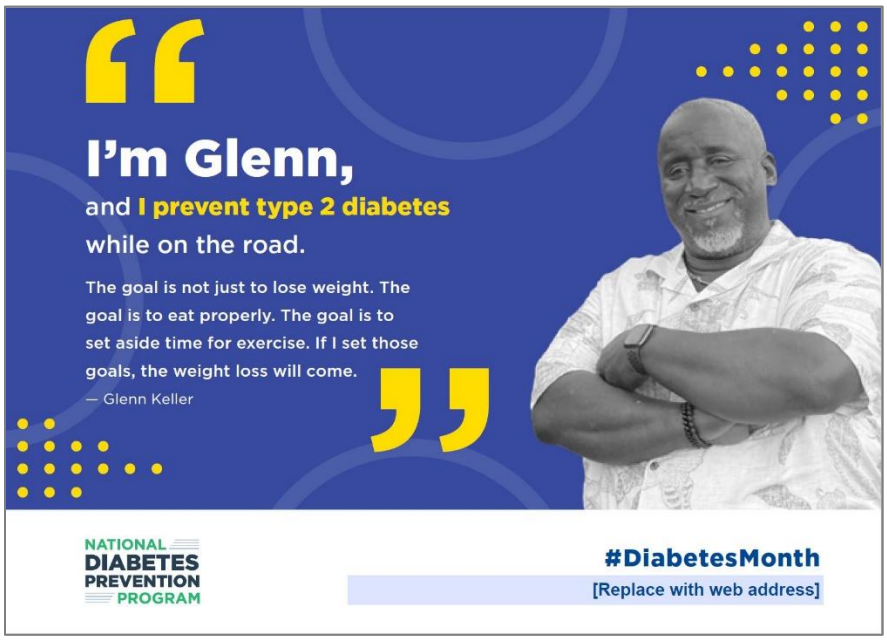
| | |
|---|---|
| | Image sized for Instagram:<br>  <br> |

## 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.*




***Front***

***Back***

# 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.

## 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 Jack and Joyce's story during the second week in November.*

### I'm Jack, and I'm Joyce. We Eat Healthier Together.

What if the saying "Happy wife, happy life" could change your life forever? That's what happened to Jack Aponte; thanks to the help of his wife, Joyce, he reduced his risk of developing type 2 diabetes.

It all started at a truck show. Jack, a former long-haul trucker and current radio host and personality, partnered with the Healthy Trucking Association of America (HTAA) to bring health and wellness messages to the trucking community. Jack – or "Kaptain Jack," as his fans know him – was in charge of drawing a crowd with lively music and his connections to country music stars. Bill Gordon, a representative from HTAA, was in charge of talking to truckers about type 2 diabetes prevention. Bill's goal was to get truckers to take a prediabetes risk test to find out if they were at risk for type 2 diabetes. Together, Jack and Bill worked a booth at 26 truck stops around the country.

"We were at the Mid-American Truck Show in Louisville," says Joyce, who tagged along on the truck stop tour. "Some of the truckers walking by stopped to take the prediabetes risk test. Some said they'd come back and do it later, and some of them were with their wives who encouraged them to do it. So I said to Jack, 'Why don't you do it?'" At first Jack resisted. "He said, 'I'm fine.' But I told him to go ahead and give it a shot. What's there to lose? It's just a minute. What can happen?"

*Jack Aponte, participant in CDC's National DPP lifestyle change program, and his wife Joyce*

Diabetes is not something that Joyce takes lightly. She's still devastated by the loss of her twin sister, Marilyn, who passed away from complications of type 1 diabetes. Joyce and Jack both have a family history of type 2 diabetes as well.

"I was always worried about the future," Joyce says. "A diabetes diagnosis would affect both of us in every way. It's everything. I wanted him to do it not just for him, but for us."

Joyce continues, "We looked at each other, and Jack said, 'Do you want me to do it?' I told him 'Yes!' So he said, 'Oh alright.'"

"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 the program and get into a rhythm, things turn around. It changes everything. Not just for the time when you're a part of it, but for the rest of your life. I've been off the program for a year. Now I live my life differently."

Jack's eating habits were one of the biggest changes he made while participating in the lifestyle change program. Growing up, Jack's family owned a restaurant; he loves to cook and has a strong appreciation for Italian-American food like pasta, pizza, and "beautiful Italian bread." The program taught Jack that he doesn't have to give those things up. By using moderation, portion control, and learning how to incorporate healthy ingredients into family favorites – like veal parmesan – he can celebrate his Italian-American culture while sticking to his health goals. Even Joyce has noticed the difference in Jack's food choices.

"If he might have had 6 slices of pizza before, now he'll have 3," she says proudly.

"I really enjoy cooking, and I love seeing Joyce enjoy the meals I make for her," he says. "But I'm using healthier ingredients now. I'm not a vegetable eater, and before I wouldn't eat them at all. Now, I'll eat them but only if I cook them the way I want. Take string beans, for example. If you combine them with crushed tomatoes, then you get string bean marinara."

Says Joyce, "That never would have happened before the program!"

Through it all, Joyce, of course, is right there beside Jack in support.

*Joyce and Jack on their wedding day, 49 years ago*

"We've been married 49 years," she says. "We're doing this together. I'm not going to order a pizza while Jack makes broiled fish. We talk about it together. We're going to make it together."

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. There's no downside. 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. So many people wish they could make a change. It will help you make adjustments that will last a lifetime."

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.].

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## 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 Jack and Joyce's story during the second week in November.*

**Suggested Subject/Headline: Be Like Joyce and Jack. Work Together for Better Health.**

What if the saying "Happy wife, happy life" could change your life forever? That's what happened to Jack Aponte; thanks to the help of his wife, Joyce, he reduced his risk of developing type 2 diabetes.

It all started at a truck show. Jack, a former long-haul trucker and current radio host and personality – "Kaptain Jack" – partnered with the Healthy Trucking Association of America (HTAA) to bring messages about health to the trucking community. Jack was in charge of drawing a crowd with his music connections, while Bill Gordon, a representative from HTAA, was in charge of talking to truckers about type 2 diabetes prevention. Bill's goal was to get truckers to take a prediabetes risk test to find out if they were at risk for type 2 diabetes. Together, Jack and Bill worked a booth at 26 truck stops around the country.

Joyce came along on the truck stop tour and saw other truckers taking the prediabetes risk test. She wanted Jack to take it too. Diabetes is not something that Joyce takes lightly. She's still devastated by the loss of her twin sister Marilyn, who passed away from complications of type 1 diabetes, and both she and Jack have a family history of type 2 diabetes.

"I was always worried about the future," Joyce says. "A diabetes diagnosis would affect both of us. I wanted him to do it not just for him, but for us."

Joyce continues, "Jack said, 'Do you want me to do it?' I told him 'Yes!'"

*Jack Aponte, participant in CDC's National DPP lifestyle change program, and his wife, Joyce*

“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.”

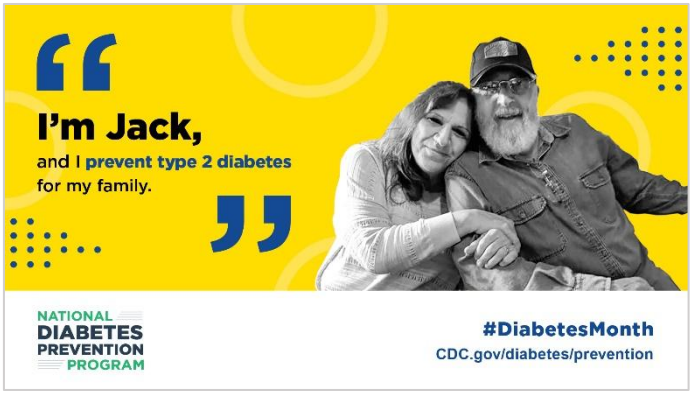
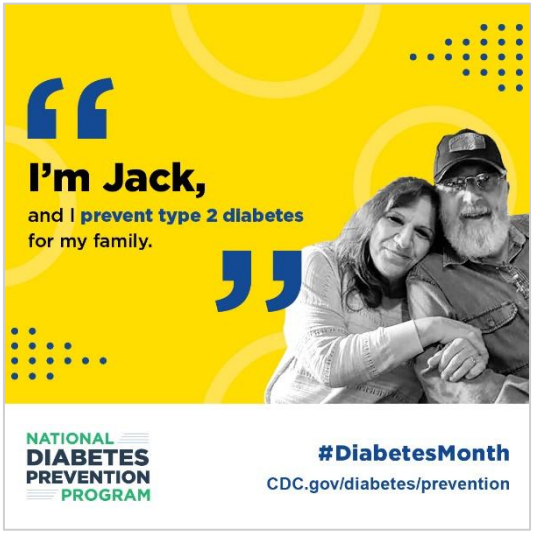
Joyce has something to say too: “If someone said you had an opportunity to prevent cancer, you would do it. This is a gift. I know the effects of having diabetes because I lost my twin sister to it. If you’re at risk for developing type 2 diabetes, you can take that control back.”

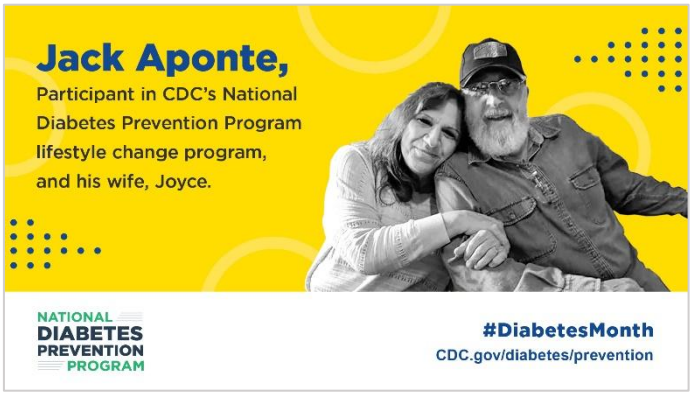
You can be like Jack and reduce your risk for developing type 2 diabetes. Learn more about [name of program], part of CDC’s National DPP lifestyle change program.

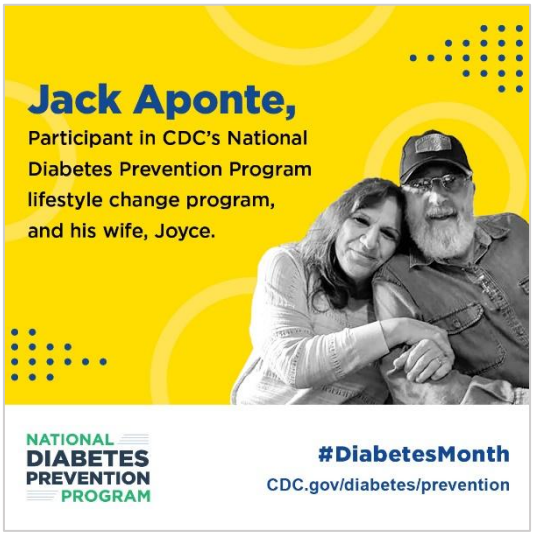
[Insert information about the program such as how to sign up, when/where it meets, if it’s meeting virtually right now, etc.].

## 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.*

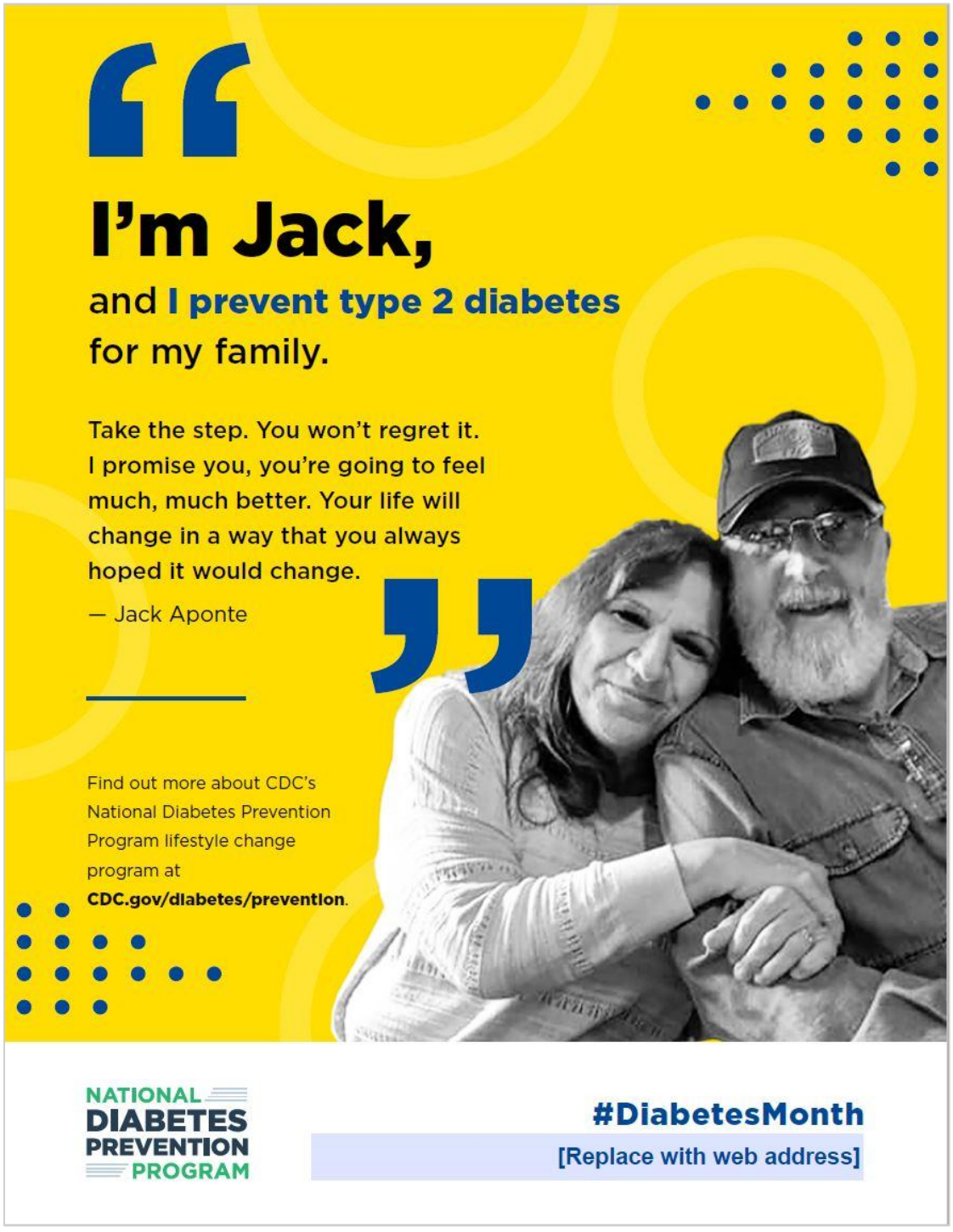
| Post Copy | Recommended Image |
|---|---|
| "Your life will change in a way that you always hoped it would change," says radio personality "Kaptain Jack" about CDC's National Diabetes Prevention Program lifestyle change program. Find out more about the program and how to get started [insert link to program website] #DiabetesMonth | Image sized for Facebook & Twitter:<br>  <br><br>Image sized for Instagram:<br>  <br> |

| | |
|---|---|
| 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:<br> <br><br>Image sized for Instagram:<br> <br> |
| 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:<br>  <br> |

| | |
|---|---|
| | Image sized for Instagram:<br>  <br> |

## Poster/Print Ad

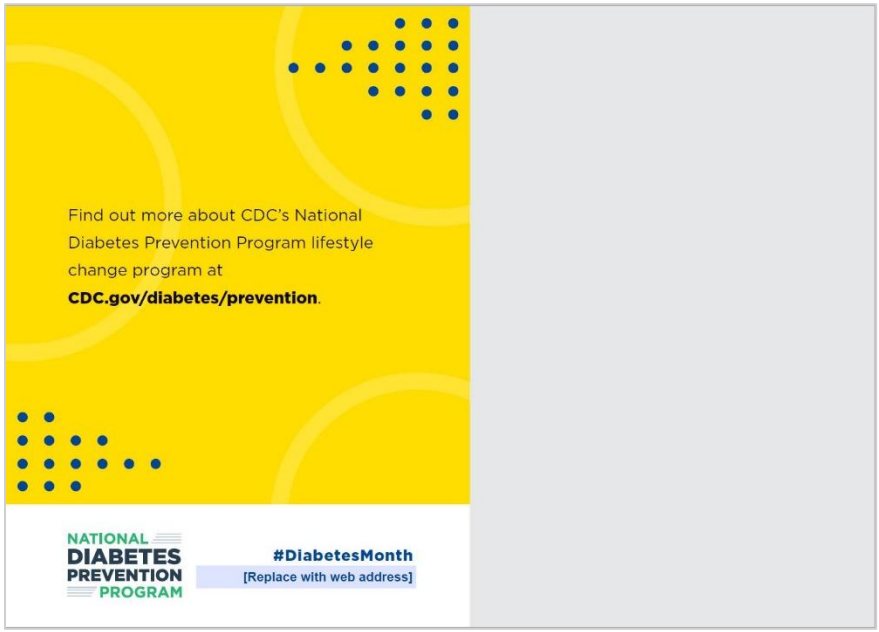
***To use:*** *Download Jack and Joyce's poster/print ad. Then you can print it out and use it as a poster or share it with your local newspaper as a print ad. The bottom of the poster has fillable space for you to add your own website.*



## 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***

# 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."

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

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.

“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, Participante del Programa Nacional de Prevención de la Diabetes de los CDC*

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

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 envío 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.

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

"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."

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".

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

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 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 del jardín. 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. "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".

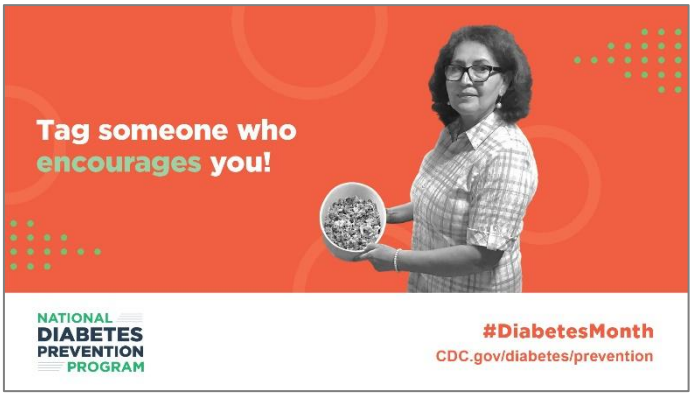
Usted puede ser como Olga y reducir el riesgo de tener diabetes tipo 2. Encuentre más información sobre [nombre del programa], que es parte del programa de cambio de estilo de vida del National DPP de los CDC.

[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 |
|---|---|
| *English Version:*<br>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<br><br>*Spanish Version:*<br>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:<br> <br><br><br>Image sized for Instagram:<br> <br> |

| | |
|---|---|
| *English Version:*<br>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<br><br>*Spanish Version:*<br>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:<br>  <br><br>Image sized for Instagram:<br> <br> |
| *English Version:*<br>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:<br>[insert link to program website] #DiabetesMonth<br><br>*Spanish Version:*<br>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:<br> <br> |

| | |
|---|---|
| | Image sized for Instagram:<br> <br> |

## 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.*

## 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***

# 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.

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

"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 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*

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

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

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, lifestyle coach for CDC's National DPP lifestyle change program*

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."

“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.

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

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.

"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.

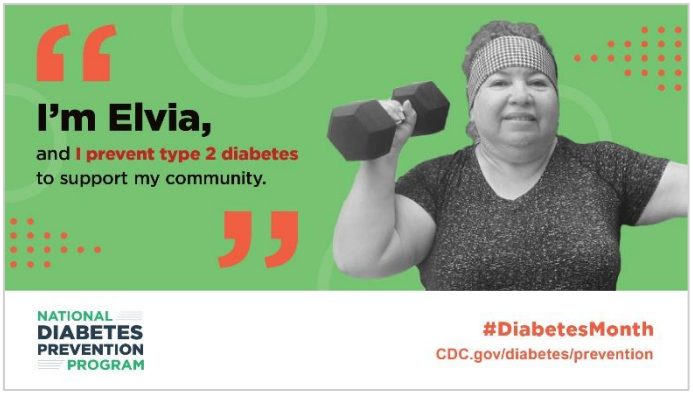
Este mes de noviembre para conmemorar el Mes Nacional de la Diabetes, Elvia quiere decirles algo a todos los que están en riesgo de diabetes tipo 2: "Solía sentirme atrapada, pero ahora me siento libre y segura de mí misma", dice. Tienes que pensar en ti primero, no podemos amar a los demás si no nos 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 |
|---|---|
| *English Version:*<br>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]<br><br>*Spanish Version:*<br>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:<br>  <br><br>Image sized for Instagram:<br> <br> |

| | |
|---|---|
| *English Version:*<br>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<br><br>*Spanish Version:*<br>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:<br> <br><br>Image sized for Instagram:<br> <br> |
| *English Version:*<br>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<br><br>*Spanish Version:*<br>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:<br> <br> |

| | |
|---|---|
| | Image sized for Instagram:<br> <br> |

## 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.*

## 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***