



**Marketing and Recruitment for the National DPP:** Promotional Materials for Employers and Insurers  
[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.]

### **Resource Summary**

Organizations like yours that offer diabetes prevention lifestyle change programs recognized by the Centers for Disease Control and Prevention (CDC) know how diabetes impacts the workplace, affecting an employee's health and well-being and ultimately the employer's bottom line.

CDC and its partners have developed a new suite of materials to help you promote your lifestyle change program to employees, employers, and insurers. These materials are simple, easy-to-use templates that you can customize with your contact information, program location, and enrollment information. Estimate costs and benefits using CDC's [ROI calculator](#). Choose a combination of materials that works for your organization:

- [Email template](#) – Information for employers and insurers as well as an email template they can send to employees and/or members to encourage them to get tested for prediabetes and enroll in a program if eligible. Use for your initial outreach or tailor for use during National Diabetes Month and Diabetes Alert Day.
- [Phone call script template](#) – Use for initial outreach to employers and insurers or as a follow-up to an email to request an in-person meeting and an opportunity to provide more information and materials.
- [“Business case” information template](#) – Why type 2 diabetes prevention makes good business sense, including the impact on costs, productivity, and employee turnover. Use this information in emails, fact sheets, or articles or to guide conversations.
- [PPT template for employers](#) and [PPT template for insurers](#) – Present this information during an in-person meeting with employers or insurers.

- [Poster \(24" x 36"\) template](#) for the workplace – Encourages employees to seek more information on available lifestyle change programs and find out if they are eligible. Ask employers to post it in a common area.
- [Fact sheet template](#) – Complements the poster and provides additional information on prediabetes, as well as program benefits, logistics, and enrollment.
- [Guidance for employers](#) and [Guidance for insurers](#) – Each includes information on how prediabetes is a growing issue affecting the workforce, how a lifestyle change program can help, and what employers can do, with links to additional resources.
- Other Resources:
  - [Employer postcard concepts](#) – To be mailed to employees who might benefit from the program.

You can find more detailed information on conducting outreach to employers and insurers in [Working with Employers and Insurers Guide for CDC-Recognized Organizations](#).

For additional information, please visit the [National Diabetes Prevention Program Customer Service Center](#).

Thank you again for your support of this program and for sharing the benefits with employees, employers, and insurers in your region.

**Note:** Feel free to access the [Cover Letter](#) document represented above for reference.

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