

Hispanic Heritage Month

Overview & Instructions

People across the United States recognize the contributions of Hispanic/Latino communities during National Hispanic Heritage Month (September 15 – October 15, 2019). It's an opportunity to encourage Hispanic/Latino audiences, especially those at higher risk for type 2 diabetes, to make their health a priority. Here are some facts:

- 15.5% of Hispanics/Latinos over the age of 18 have type 2 diabetes, compared to just 13.6% of non-Hispanic whites.
- 34.5% of Hispanics/Latinos have prediabetes; however, only 20.9% know they have this condition.

A [study of health communication for Hispanic audiences](#) supports the idea of using messages that focus on family, cultural traditions, and collectivism to influence behavior. Use the following resources as a base to incorporate encouraging, culturally appropriate messages and imagery to further strengthen the connection to Hispanic/Latino communities.

Learn more by reading the Hispanic/Latino Audience Profile found on the National DPP Customer Service Center.

Drop-in Article

How to Use: You can post this article on your organization's website, publish it in your organization's newsletter, and/or send it to a local newspaper or magazine. You can also share it with partners to include in their publications.

Celebrate Hispanic Heritage Month with New Family Traditions

Traditions are a part of family life passed from generation to generation, and many families are making improving their health a new tradition. While type 2 diabetes runs in many Hispanic/Latino families, people are learning that there are steps they can take as a family to prevent or delay it. Making healthy food choices, being more active, and supporting family members with prediabetes to lose a few pounds are ways to show the next generation that type 2 diabetes does not have to be their destiny. During National Hispanic Heritage Month, September 15 - October 15, [\[National org or affiliate site\]](#) is encouraging families to lower their risk for type 2 diabetes with new healthy habits.

[\[To customize this article, add a relevant human interest story here about a Hispanic/Latino family that's involved in your program.\]](#)

Currently, more than 96 million Americans have prediabetes, and Hispanic people are more likely to develop prediabetes and type 2 diabetes than non-Hispanics. Prediabetes means a person's 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, a serious disease that can be accompanied by other health conditions such as heart disease, vision loss, and kidney disease. Hispanic/Latino people are more likely to develop prediabetes and type 2 diabetes than non-Hispanics.

What else should you watch for? You and your family members could have prediabetes and be at risk for type 2 diabetes if you have any of the following risk factors:

- Are 45 years of age or older
- Are overweight
- Have a family history of type 2 diabetes
- Have high blood pressure
- Are physically active fewer than three times a week
- Ever had gestational diabetes or gave birth to a baby who weighed more than 9 pounds



Type 2 diabetes doesn't have to happen to you. You can prevent type 2 diabetes if you act early.

[Name of program], a part of the National Diabetes Prevention Program (National DPP), helps people with prediabetes change their lifestyle to improve their health. Participants work with one of our trained lifestyle coaches and share experiences with others who have the same goals and challenges. Many who have participated in the program say they have more energy, less stress, and better checkups. [Insert a quote from a coach or participant.]

If you think you may have prediabetes or be at risk for type 2 diabetes, you can learn more about [Name of program] and find out how to participate by [insert information here]. Signing up with your family can help you create a new, healthier family tradition!

Additional Resources for Hispanic Heritage Month

The following resources contain materials that can be used and/or repurposed for Hispanic Heritage Month. In some cases, messaging for other populations is also included (e.g., the social media posts include content for Minority Health Month, which feature other populations as well). Please select the messages most appropriate for your Hispanic Heritage Month efforts. Materials that can be used at face-to-face events (PowerPoint slides, Fotonovela, recipes, Road to Health modules) are also included.

- [Fotonovela: Do it for them! But for you too. \(¡Hazlo por ellos! Pero por ti también.\)](#)
- [Prediabetes Risk Test](#)
 - [Access the paper risk test in English or Spanish](#)
 - [Add a graphic badge to your website that links directly to the risk test](#)
- [Recipe cards](#)
- [The Road to Health Toolkit Activities Guide](#)

General Talking Points

How to Use: Weave these talking points into your locally developed materials.

Prediabetes

- Prediabetes means that a person's blood glucose (sugar) levels are higher than normal, but not high enough yet to be diagnosed as type 2 diabetes.
- Prediabetes puts you at higher risk for type 2 diabetes, the most common form of diabetes, as well as heart disease and stroke.
- Prediabetes can often be reversed.
- Nearly half of US adults aged 65 or older have prediabetes (sometimes called high blood sugar).

Type 2 diabetes

- If someone has type 2 diabetes, it means that their body cannot properly use insulin, a hormone that lets your cells take in sugar and use it as energy. This causes blood sugar to rise to harmful levels.
- People can develop type 2 diabetes at any age, but the highest risk comes when people are older, overweight, have a family history of type 2 diabetes, are not physically active, or are women who had diabetes when they were pregnant (known as gestational diabetes).
- Type 2 diabetes is a serious disease. It can lead to other serious health problems such as heart disease, vision loss, and kidney disease. You can prevent or delay type 2 diabetes.

Risk for type 2 diabetes

- Age, especially if you are 65 years or older, already puts you at risk for type 2 diabetes. Having prediabetes; being Hispanic/Latino, African American, American Indian, Alaska Native; being overweight; and not getting physical activity regularly are all risk factors for type 2 diabetes.
- Women who had babies weighing more than 9 pounds at birth or had diabetes while pregnant (gestational diabetes) are also at risk for type 2 diabetes. Do you have any of these risk factors?

Screening

- More than one in three adults has prediabetes; you may have prediabetes and not know it. Having prediabetes means you are at a higher risk for type 2 diabetes. That is serious. Knowing if you have prediabetes is the first step to preventing type 2 diabetes. Do you want to know more about whether you might have prediabetes?
- People with prediabetes could develop type 2 diabetes at an accelerated pace, which puts them at risk of serious health problems. The good news is that type 2 diabetes can be prevented! Have you been tested for prediabetes?

- You can't see or feel prediabetes because many times it doesn't show any symptoms. That's why you need to know your risk, get screened, and take part in the National DPP lifestyle change program. Do you have a minute now to talk about prediabetes?
- Screening for prediabetes is quick and easy. All you have to do is answer a few simple questions. It takes less than a minute to answer 7 questions that could save your life. Can we take the test together now?

Motivating people with prediabetes to take action

- It's not too late to take control of your health and prevent or delay type 2 diabetes. Take action today.
- You have important reasons to stay healthy: your family, your grandkids, your favorite pastimes, and yourself. Don't let prediabetes define who you are.
- Taking care of your health now will help you stay healthy longer, so you can enjoy special moments with your loved ones.
- Prevention is possible. You can prevent or delay prediabetes from developing into type 2 diabetes with doable, proven lifestyle changes.
- Research shows that people with prediabetes who take part in a structured lifestyle change program can cut their risk of developing type 2 diabetes by 58% and up to 71% for those aged 60 and older.
- Small changes make a big difference and can help you live a longer, healthier life. Now is the time to take charge of your health and make a change.
- You are not alone. The lifestyle change program offers a supportive environment to help you lead a healthier life and prevent or delay developing type 2 diabetes.
- Help is here. With a trained lifestyle coach as a guide, you can work with other people just like you who have prediabetes to make a change for life.
- Participants have reported feeling better, having more self-confidence, and having more energy to do what they love.

National Diabetes Prevention Program

- The program is tailored so that you can learn how to incorporate the traditional foods you love into healthy eating habits and get moving more in ways that are fun for you and manageable given your age, fitness level, and environment. You will also learn how to deal with the daily stresses that come up where you live, work, pray, and play.
- The lifestyle change program is not a fad diet or an exercise class, and it's not a quick fix. It's a yearlong program focused on long-term changes and lasting results. So you don't have to worry about setting unrealistic goals.
- From healthy shopping techniques to stress management tips, you will learn new ways to stay healthy and sustain those changes over time.
- When you join National DPP or Medicare Diabetes Prevention Program, you'll get a yearlong program to support your goal of improving your health and preventing type 2 diabetes.
- You'll attend weekly 1-hour core sessions for the first 6 months and then monthly sessions for the rest of the year to help your new, healthy habits stick and keep you from slipping back into old habits.