

# What's Your Why? Promotional Bundle

## Overview

The following promotional bundle includes evergreen content to promote the National Diabetes Prevention Program (National DPP) lifestyle change program with a theme of “What’s Your Why.” The content is broken out into two sections ([Part 1](#) and [Part 2](#)) based on where the intended audience is in their current health journey.

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## Notes on These Resources

- **Part 1** offers messages and resources for people who have never heard of or have limited understanding of prediabetes. This could include people who hear you speaking on the radio or on TV, people who see your flyer for the first time, and people who meet you for the first time at an event.
- **Part 2** includes promotional materials for people who have prediabetes and are thinking about or ready to make a change. This could include people who have gone to the doctor or taken the risk test and people who have stopped by or otherwise contacted your lifestyle change program.
- **Testimonials** from lifestyle change program participants [Corrine](#), [Suzi](#), and [Mike](#) are woven throughout the following materials to help you connect with your target audience. We encourage you to personalize the quoted participant testimonials by replacing them with testimonials from participants in your program.

## Part 1: “What’s Your Why” Promotional Messages to Raise Awareness and Promote Benefits

### Drop-in Article

*To use: Customize this article by filling in the highlighted portions with specific details about your program. Once you’ve filled in the article, you can post it to your organization’s website, publish it in your organization’s newsletter, and/or send it to a local newspaper or magazine.*

#### What’s Your Why for Living Well?

[Corrine]’s why is her family.

*“My passion is my family. I’ve learned that I have to take care of me so that I can be there for them and enjoy them.”*

[Replace with quote from one of your program participants on his/her why(s)]

There are many reasons to learn more about your health. To know where you stand. To be in control. To feel better. And it all starts with knowing if you’re at risk of developing type 2 diabetes. There’s an easy way to find out – by taking the quick and easy 1-minute, online prediabetes risk test: [www.cdc.gov/diabetes/risktest](http://www.cdc.gov/diabetes/risktest).

**Why learn your risk?** An estimated 96 million American adults – more than 1 in 3 – have prediabetes. Prediabetes means your blood sugar levels are higher than normal, but not high enough yet for a diabetes diagnosis. [Add custom stats about diabetes prevalence in your state or city].

You might be at risk of prediabetes if you:

- Have a parent, brother, or sister with type 2 diabetes
- Are 45 years or older
- Are overweight
- Are physically active 3 times or less a week
- Had gestational diabetes (diabetes during pregnancy) or gave birth to a baby that weighed more than 9 pounds

The good news is that prediabetes can often be reversed with lifestyle changes such as eating healthier, increasing physical activity, and learning how to manage stress. If your results show you’re at high risk for prediabetes, schedule an appointment with your doctor to learn how to lower your chances of getting type 2 diabetes.

You have important reasons to stay healthy – so you can continue to do the things you love with the people you love. **So what’s your why?** Learn more about preventing type 2 diabetes and the benefits of the lifestyle change program from [insert organization name and contact information].

### E-blast Copy

*To use: You can send this e-blast to individuals who have expressed interest in your lifestyle change program. Customize the e-blast by replacing the highlighted portions with specific details about your program. Feel free to add details about any event or introductory program sessions your organization has coming up.*

**Subject:** What’s Your Why for Living Well?

**Email Copy:**

[Corrine]’s why is her family. *“My passion is my family. I’ve learned that I have to take care of me so that I can be there for them and enjoy them.”* [Replace with quote from one of your program participants on his/her why(s)]

There are many reasons to learn more about your health. To know where you stand. To be in control. To feel better. And it all starts with knowing if you’re at risk of developing type 2 diabetes.

An estimated 96 million Americans – more than 1 in 3 – have prediabetes. [Add custom stats about diabetes prevalence in your state or city]. Prediabetes means your blood sugar levels are higher than normal, but not high enough yet for a type 2 diabetes diagnosis. It’s a serious condition, but there’s good news. Prediabetes can often be reversed with lifestyle changes, including eating healthier, increasing physical activity, and learning how to manage stress.

The first step is to find out if you’re at risk. Take the quick and easy 1-minute, online risk test at [www.cdc.gov/diabetes/risktest](http://www.cdc.gov/diabetes/risktest). By answering a few simple questions about your health, you can learn if you’re at risk in just 60 seconds. And it’s free!

If your results show you’re at increased risk for prediabetes, schedule an appointment with your doctor to learn more about what you can do. Your doctor might refer you to a program like [name of program], [part of the CDC’s National Diabetes Prevention Program OR a CDC-recognized lifestyle change program].

You have important reasons to stay healthy – so you can continue to do the things you love with the people you love. So *what’s your why?*

Learn more about preventing type 2 diabetes and the lifestyle change program from [insert organization name and contact information].

Social Media Info Cards and Copy

To use: You can post these info cards on Facebook, Twitter, and Instagram to promote awareness and benefits of your program. Customize the post copy by replacing the highlighted portions with specific details about your program. Sample copy and recommended images are available below. Feel free to include your recipient/affiliate links as needed. Additional info cards are available for download on the National DPP Customer Service Center.

| Post Copy                                                                                                                                                                                                                                                                                                                                                                                                     | Recommended Image |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| I think about all the reasons why I want to be healthy – for my family, my career, my hobbies. So, I’m taking the first step to prevent or delay type 2 diabetes – and you can too. Take the prediabetes risk test today: <a href="http://cdc.gov/diabetes/risktest">cdc.gov/diabetes/risktest</a> .                                                                                                          |                   |
| <b>Spanish</b><br>Pienso en todas las razones por las cuales quiero estar saludable, por mi familia, mi trabajo y mis pasatiempos favoritos. Por eso voy a tomar el primer paso para prevenir o retrasar la diabetes tipo 2. ¡Tú también puedes hacerlo! Hazte la evaluación de riesgo de prediabetes hoy: <a href="http://www.cdc.gov/diabetes/spanish/risktest/">www.cdc.gov/diabetes/spanish/risktest/</a> |                   |

So I can travel. So I know where I stand. So, I'm in control. So I feel better. What's your why to learn about your health? Take the prediabetes risk test today: [www.cdc.gov/diabetes/risktest](http://www.cdc.gov/diabetes/risktest)

### Spanish

Poder viajar. Saber que estoy bien. Estar en control. Sentirme mejor. ¿Qué te motiva a aprender sobre tu salud? Hazte la evaluación de riesgo de prediabetes hoy:

[www.cdc.gov/diabetes/spanish/risktest/](http://www.cdc.gov/diabetes/spanish/risktest/)



## Part 2: “What’s Your Why” Promotional Messages to Promote Taking Action

### Drop-in Article: Suzi

*To use: Customize this article by filling in the highlighted portions with specific details about your program. Once you’ve filled in the article, you can post it to your organization’s website or publish in your newsletters to people who have already expressed interest in the program.*

#### What’s Your Why for Better Health?

[Suzi]’s **why** is simple: “I prevent type 2 diabetes so I can keep traveling, taking pictures, and enjoying my family for the rest of my life.” [Replace with quote from one of your program participants on his/her why(s)]

**What’s your why?** Maybe it’s to keep up with your grandkids. To walk your dog farther. To be there for your family. To feel better. No matter what your why is, if you have prediabetes, it all starts with committing to making a change and taking steps to get healthy and prevent type 2 diabetes.

People with prediabetes are at higher risk for developing type 2 diabetes. It is important to know that prediabetes can lead to type 2 diabetes, as well as other serious health conditions like heart disease and stroke. If you have prediabetes, it’s time to **take action**. With healthy lifestyle changes, prediabetes can often be reversed, and preventing or delaying type 2 diabetes is possible.

**But where to start?** If you have prediabetes, your doctor might refer you to a program like [name of program], [part of the CDC’s National Diabetes Prevention Program OR another CDC-recognized lifestyle change program]. At [name of program], you can learn simple ways to lower your chances for getting type 2 diabetes, such as losing weight, eating healthier, and getting regular physical activity.

The best part of the program is that you won’t be alone on your journey to healthier habits. Lifestyle change program participants work with a trained lifestyle coach and share experiences with other participants who have the same goals and challenges. Your lifestyle coach and fellow participants are there to help you get started and keep you motivated as you learn new skills and face challenges. Together you’ll find the solutions that work for you and help you be successful.

[Suzi] knew **why** she wanted to get healthy, and she joined the program to help keep her motivated.

“I’m so much healthier now. I have so much more energy.” [Replace with quote from your program participant on his/her positive experience with the program]

Like [Suzi], you have important reasons to prevent type 2 diabetes. **So what’s your why?**

If you have prediabetes, take the first step to better health. Find out more about [name of program] and how to enroll at [insert organization name and contact information].

### E-blast Copy: Suzi

*To use: You can send this e-blast to individuals who have expressed interest in enrolling in your lifestyle change program. Customize the e-blast by replacing the highlighted portions with specific details about your program. Feel free to add details about any event or introductory program sessions your organization has coming up.*

**Subject:** What’s Your Why for Better Health?

## Email Copy:

[Suzi]'s *why* is simple: *"I prevent type 2 diabetes so I can keep traveling, taking pictures, and enjoying my family for the rest of my life."* [Replace with quote from one of your program participants on his/her why(s)]

What's your why? Maybe it's to keep up with your grandkids. To walk your dog farther. To be there for your family. To feel better. No matter what your why is, if you have prediabetes, it all starts with committing to making a change and taking steps to get healthy and prevent type 2 diabetes.

People with prediabetes are at higher risk for developing type 2 diabetes, as well as other serious health conditions like heart disease and stroke. If you have prediabetes, it's time to *take action*. With healthy lifestyle changes, prediabetes can often be reversed, and preventing or delaying type 2 diabetes is possible.

But where to start? If you have prediabetes, your doctor might refer you to a program like [name of program], [part of the CDC's National Diabetes Prevention Program OR a CDC-recognized lifestyle change program]. At [name of program], you can learn simple ways to lower your chances for getting type 2 diabetes, such as losing weight, eating healthier, and getting regular physical activity.

[Suzi] knew *why* she wanted to get healthy, and she joined the program to help keep her motivated.

*"I'm so much healthier now. I have so much more energy."* [Replace with quote from your program participant on his/her positive experience with the program]

Like [Suzi], you have important reasons to prevent type 2 diabetes. *So what's your why?*

If you have prediabetes, take the first step to better health. Find out more about [name of program] and how to enroll at [insert organization name and contact information].

## Drop-in Article: Mike

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### What's Your Why for Better Health?

Mike got healthier, and you can too.

"My motivation is to watch my children grow up and to be here for them."

Does this sound familiar? What's your why for committing to better health?

Mike Jones is a retired NYPD police officer who was used to eating on the go, which meant fast food and junk food from vending machines. He knew his parents had diabetes but never thought it would affect him. "I never thought about it," he says. "I just thought, I'm young. I thought I was healthy."

Then one day a call from his doctor changed everything – Mike was told he had prediabetes. This is a condition that affects more than 1 in 3 American adults and means a person's blood sugar is higher than normal but not yet high enough for a type 2 diabetes diagnosis. Mike didn't want to be like his parents and have to take insulin every day, so he signed up for a CDC-led National Diabetes Prevention Program (National DPP) lifestyle change program.

At a lifestyle change program like [insert program name], he worked with a trained lifestyle coach to learn how to eat healthy without giving up all the foods he loves, how to add physical activity to his life even when he thinks there isn't time, how to deal with stress, and how to maintain positive changes.

"They showed me the right things to eat," says Mike. "Now I cook my own food, like baked chicken, boiled potatoes, and steamed broccoli. I make smoothies with lots of fruits and vegetables. You can use what's around you – I work out right in my living room or go outside and run around the park. We meet once a week, and we talk about what we do in our lives and the changes we've made. It gives you a sense of camaraderie. You learn something new every time."

After completing the program, Mike's doctor told him his A1C levels, which determine whether you have prediabetes, were closer to the normal range.

"It starts with taking care of myself and my body," he says. "I'm proud to see how far I've come. I feel better, I feel stronger. I have a whole new life ahead. I plan to live life to the fullest."

You can hear more about Mike's story in his [video](#). You can have this kind of success too – what's your why? Learn more today at [insert program website or phone number].

### E-blast Copy: Mike

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**Subject:** What's Your Why for Better Health?

**Email Copy:**

Mike got healthier, and you can too.

"My motivation is to watch my children grow up and to be here for them."

Does this sound familiar? What's your why for committing to better health?

Mike Jones is a retired NYPD police officer who was used to eating on the go, which meant fast food and junk food from vending machines. He knew his parents had diabetes but never thought it would affect him.

Then one day a call from his doctor changed everything – Mike was told he had prediabetes. This is a condition that affects more than 1 in 3 American adults and means a person's blood sugar is higher than normal but not yet high enough for a type 2 diabetes diagnosis. Mike didn't want to be like his parents and have to take insulin every day, so he signed up for a CDC-led National Diabetes Prevention Program (National DPP) lifestyle change program.

At a lifestyle change program like [insert program name], he worked with a trained lifestyle coach to learn how to eat healthy without giving up all the foods he loves, how to add physical activity to his life even when he thinks there isn't time, how to deal with stress, and how to maintain positive changes.

"We meet once a week and we talk about what we do in our lives and the changes we've made," says Mike. "It gives you a sense of camaraderie. I'm proud to see how far I've come. I have a whole new life ahead."



You can have this kind of success too – what’s your why? Learn more today at [insert program website or phone number].

## Social Media Info Cards and Copy

To use: You can post these info cards on Facebook, Twitter, and Instagram to promote enrollment in your program. Customize the post copy by replacing the highlighted portions with specific details about your program. Sample copy and recommended images are available below. Feel free to include your grantee/affiliate links as needed. Additional images are available for download on the National DPP Customer Service Center.

| Post Copy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Recommended Image                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <p>To see my daughter get married. To walk my dog farther. To take care of my loved ones. That’s why I’m committed to making healthy lifestyle changes through the [name of program]. What’s your why for better health? [program URL]</p> <p><b>Spanish</b><br/> Poder ver a mi hija casarse. Caminar más con mi perro. Cuidar a mis seres queridos. Por eso me comprometo a realizar cambios de estilo de vida saludables con el [nombre del programa]. ¿Qué te motiva a estar saludable? [Enlace del programa]</p>                                                                                                           |   |
| <p>I’m on the road to a healthier me – I’m working to prevent type 2 diabetes. I’m doing it for myself, so I can be around for my family and have fun with them. That’s why I’m committed to the [name of program]. What’s your why to take care of your health? [program URL]</p> <p><b>Spanish</b><br/> Voy en camino a ser una persona más saludable. Estoy luchando para prevenir la diabetes tipo 2. Lo estoy haciendo por mí mismo, para poder compartir con mi familia y disfrutar de tiempo juntos. Por eso estoy participando en el [nombre del programa]. ¿Qué te motiva a estar saludable? [Enlace del programa]</p> |  |



## Poster/Print Ad

*To use: You can download this poster and send it to a local newspaper as a full-page ad, make copies and give out as a flyer, print and post it on bulletin boards, make it a poster, and/or make it a self-stand foam board for a counter. You can even make these materials available at lifestyle change program sessions so participants can take them home to their friends and family.*



### WHAT'S YOUR WHY?



To keep up with your grandkids.



To walk your dog farther.



To be there for your family.



To feel better.

There are many reasons to get and stay healthy. Start making a change today to prevent or delay type 2 diabetes. To learn more, visit [cdc.gov/diabetes/prevent-type-2](https://cdc.gov/diabetes/prevent-type-2)



LEARN MORE AT

|              |
|--------------|
| Grantee URL  |
| Phone Number |