

# DIABETES PREVENTION PROGRAM



## SOCIAL MEDIA TOOLKIT

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The National Diabetes Prevention Program—or National DPP—was created in 2010 to address the increasing burden of prediabetes and type 2 diabetes in the United States. This national effort created partnerships between public and private organizations to offer evidence-based, cost-effective interventions that help prevent type 2 diabetes in communities across the United States. Because of this evidence, the National DPP is recognized and promoted by the Centers for Disease and Control and Prevention (CDC). Programs that follow the CDC curriculum track participants' progress and are eligible to apply for and obtain recognition by the CDC. Programs that have achieved pending, preliminary, or full CDC recognition will be listed on the CDC National DPP online registry and, potentially in the future, receive reimbursement from payers.

This Social Media Toolkit is to be used in conjunction with the Implementation Guide to help new programs get started. It can also be used on it's own to help current programs market their program and create more interest.

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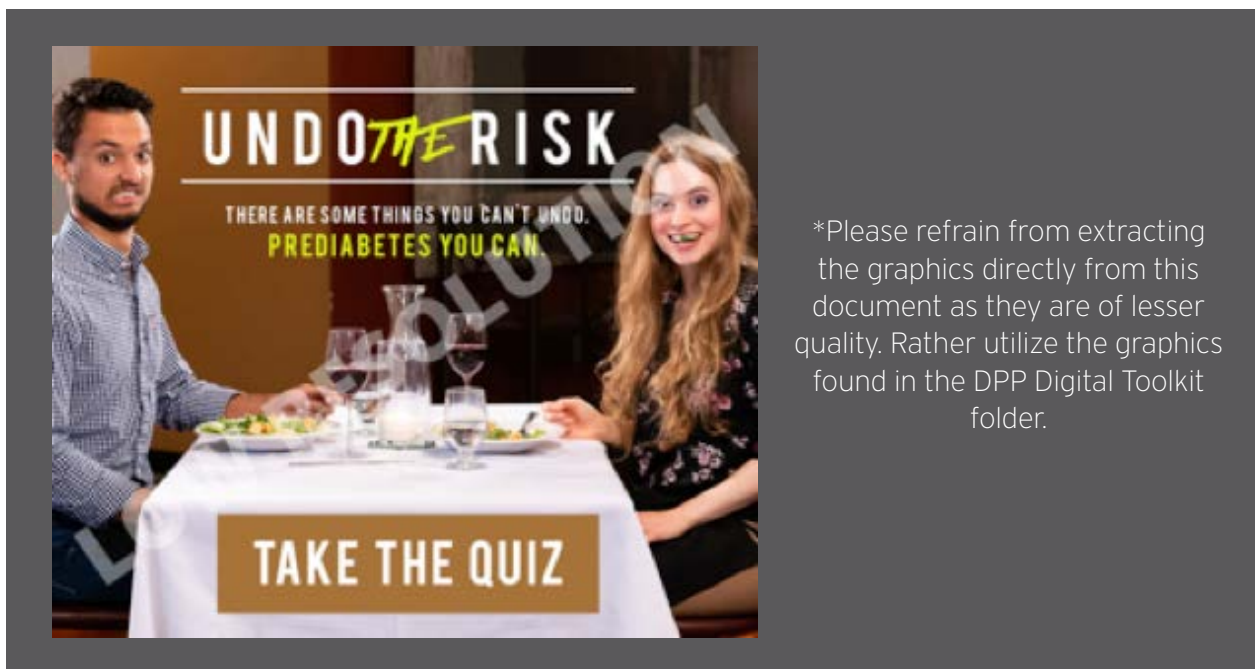
## WEEK 1: PREDIABETES AWARENESS

### *Undo the Risk #1*

**COPY:** There are some things you can't undo like a first impression, a misspelled tattoo, an accidental reply-all, or being busted by your kid, but prediabetes you can. Take the quiz at [www.undotherisk.com](http://www.undotherisk.com).

**HASHTAGS:** #SDDiabetesPrevention #UndoTheRisk #DiabetesAwareness

**GRAPHIC:** (W 1 - Undo The Risk #1)



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**LINK:** [www.undotherisk.com](http://www.undotherisk.com)

### *Undo the Risk #2*

**COPY:** It's important to know where you stand, because with early diagnosis, prediabetes can often be reversed.

So, how do you undo the risk? By joining a CDC-led National Diabetes Prevention Program. Take the risk test to know where you stand: [www.undotherisk.com](http://www.undotherisk.com).

**HASHTAGS:** #SDDiabetesPrevention #UndoTheRisk #DiabetesAwareness

**GRAPHIC:** (W 1 - Undo The Risk #2)



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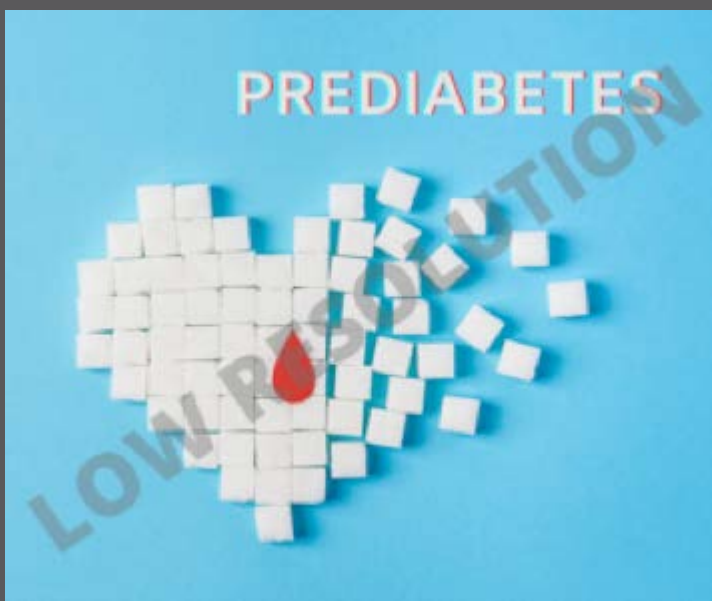
**LINK:** [www.undotherisk.com](http://www.undotherisk.com)

### *Undo the Risk #3*

**COPY:** Prediabetes means a person's blood glucose (sugar) level is higher than normal, but not high enough yet for a diagnosis of type 2 diabetes. If left untreated, prediabetes can progress into type 2 diabetes. Learn how you can undo your risk by visiting [www.undotherisk.com](http://www.undotherisk.com).

**HASHTAGS:** #SDDiabetesPrevention #UndoTheRisk #DiabetesAwareness

**GRAPHIC:** (W 1 - Undo The Risk #3)



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### *SIMPLE TEST #1*

**COPY:** The numbers don't lie—2 out of 3 American adults are overweight; that's 70% of adults in the U.S. Being overweight or obese can lead to a number of chronic disease ailments like diabetes, heart disease, and cardiovascular issues.

It's important to pay attention to your body and seek professional care when necessary to protect your health.

**HASHTAGS:** #SDDiabetesPrevention #KnowWhereYouStand #DiabetesAwareness

**GRAPHIC:** (W 1 - Simple Test #1)



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### *SIMPLE TEST #2*

**COPY:** Let's face it, there are millions of reasons why we don't find the time to make healthy life-style choices. Kids, jobs, cat videos on the Internet – we're busy. But whatever your reason, doesn't make health issues like prediabetes any less real.

When it comes to weight management, a little exercise and a change in diet can go a long way. Formulate a lifestyle plan with your health care provider.

**HASHTAGS:** #SDDiabetesPrevention #KnowWhereYouStand #DiabetesAwareness

**GRAPHIC:** (W 1 - Simple Test #2)



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*Unaware Adult #1*

**COPY:** The numbers don't lie—1 in 3 American adults has prediabetes, but many don't even know it. The CDC predicts only 10% of those classified with prediabetes are aware of it.

Know where you stand by taking a health screening assessment to check for prediabetes.

**HASHTAGS:** #SDDiabetesPrevention #KnowWhereYouStand #DiabetesAwareness

**GRAPHIC:** (W 1 - Unaware Adult #1)



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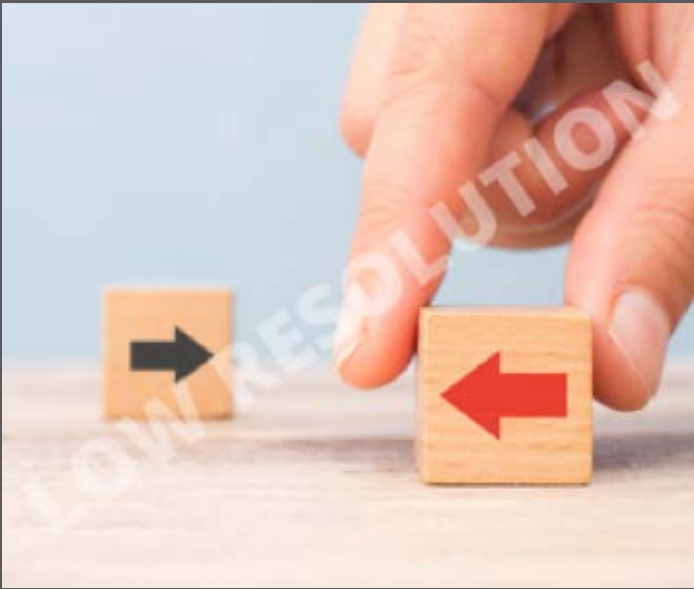
**LINK:** [www.undotherisk.com](http://www.undotherisk.com)

*Unaware Adult #2*

**COPY:** With a little exercise and a change in diet, prediabetes can often be reversed. Know where you stand by taking the prediabetes risk test now.

**HASHTAGS:** #SDDiabetesPrevention #KnowWhereYouStand #DiabetesAwareness

**GRAPHIC:** (W 1 - Unaware Adult #2)



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*People You Know #1*

**COPY:** 1 in 3 American adults has prediabetes. It could be you, your favorite sibling, or your other sibling. Or you, your barber, or your barber's barber. You get the picture.

It's time to take the risk test to know where you stand.

**HASHTAGS:** #SDDiabetesPrevention #UndoTheRisk #DiabetesAwareness

**GRAPHIC:** (W 1 - People You Know #1)



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*People You Know #2*

**COPY:** It's real. It's common. And most importantly, it's reversible. You CAN prevent or delay prediabetes from developing to type 2 diabetes with simple, proven lifestyle changes.

Talk to your doctor today about healthy lifestyle habits.

**HASHTAGS:** #SDDiabetesPrevention #UndoTheRisk #DiabetesAwareness

**GRAPHIC:** (W 1 - People You Know #2)



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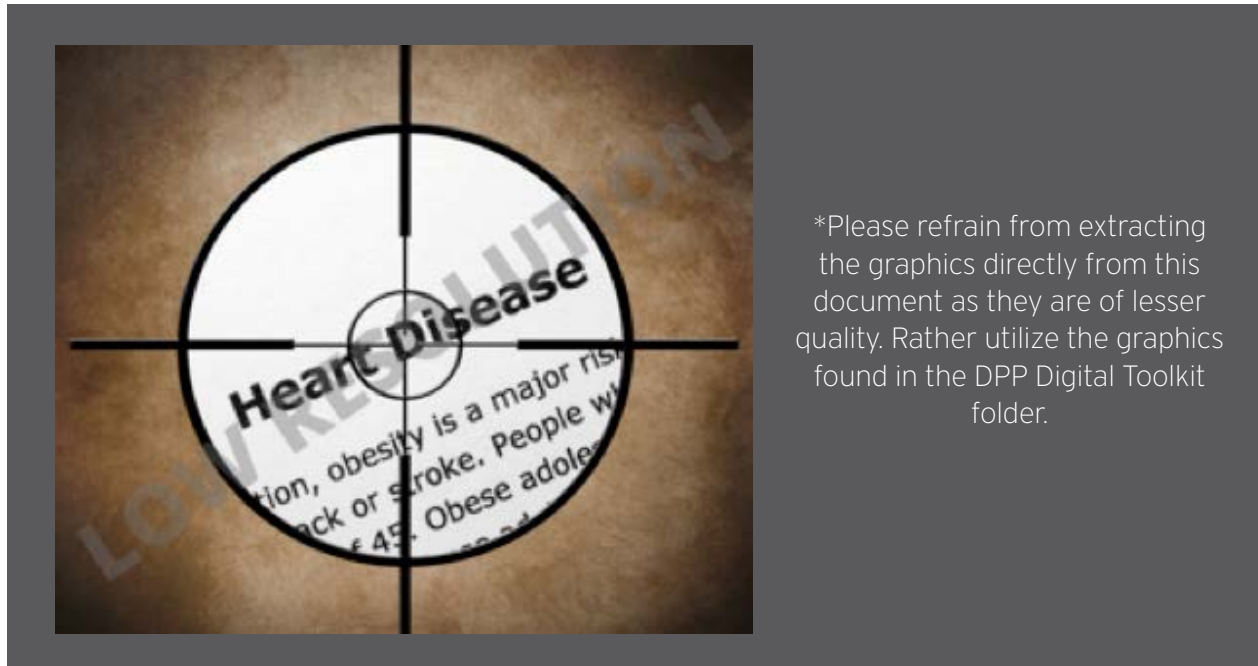
*People You Know #3*

**COPY:** Don't let the "pre" fool you - prediabetes is a serious health condition where blood sugar levels are higher than normal, but not high enough yet to be diagnosed as diabetes. Prediabetes puts you at increased risk for developing type 2 diabetes, heart disease, and stroke.

Take action today by starting the conversation with your doctor.

**HASHTAGS:** #SDDiabetesPrevention #UndoTheRisk #DiabetesAwareness

**GRAPHIC:** (W 1 - People You Know #3)



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## WEEK 2: LIVE YOUR BEST OPPORTUNITY

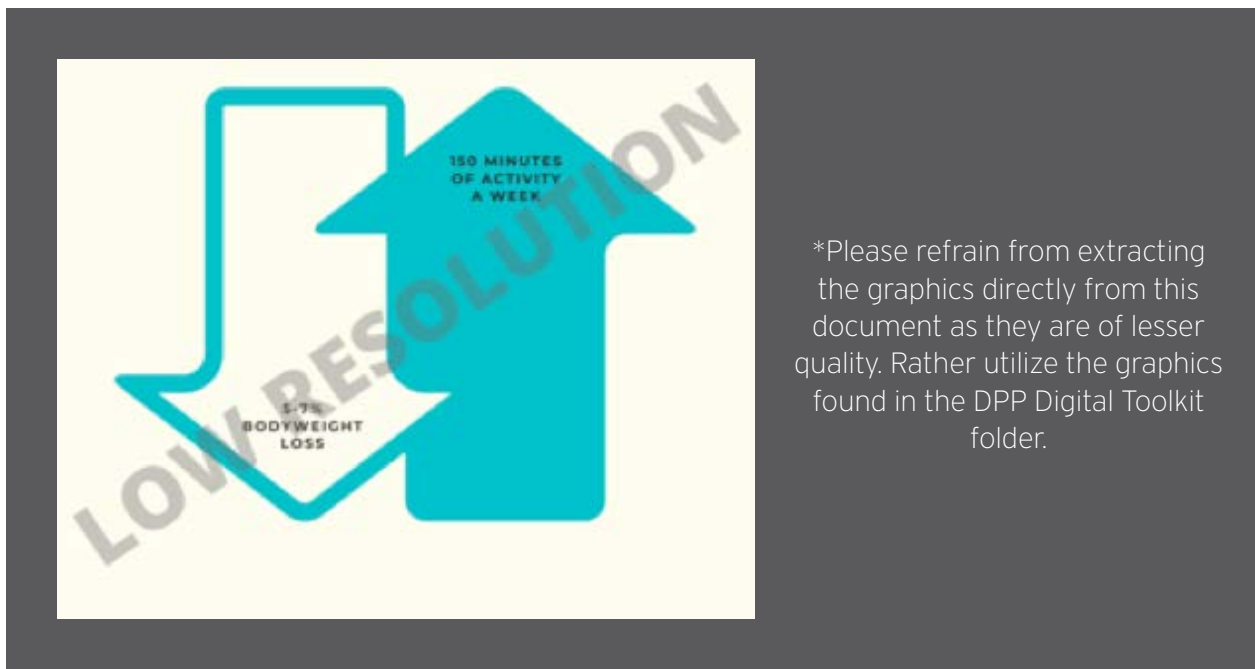
### *Live Your Best SD #1*

**COPY:** Our mission is to help those with prediabetes lower their risk of getting type 2 diabetes. Our program goals include at least a 5-7% bodyweight loss and 150 minutes of activity each week.

To make these goals attainable, we provide education, support and a simple, but engaging program called Live Your Best SD. For more information, visit [www.undotherisk.com](http://www.undotherisk.com).

**HASHTAGS:** #SDDiabetesPrevention #LiveYourBestSD #DiabetesAwareness

**GRAPHIC:** (W 2 - Live Your Best SD #1)



**LINK:** [www.undotherisk.com](http://www.undotherisk.com)

### *Live Your Best SD #2*

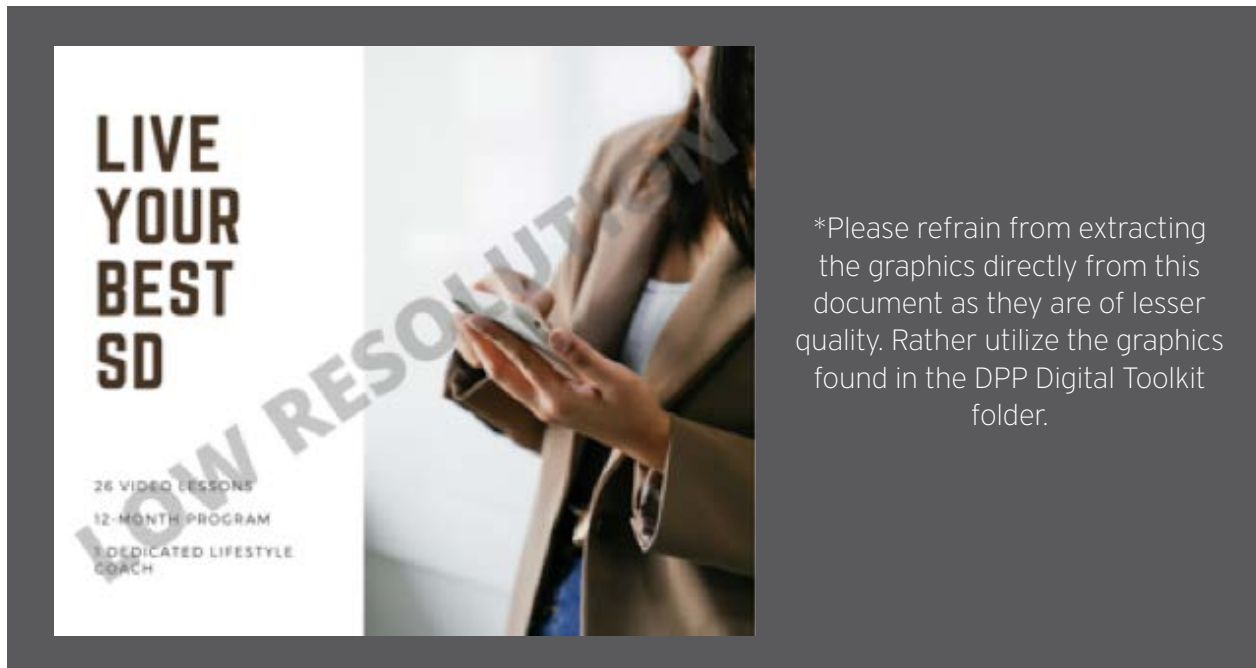
**COPY:** Live Your Best SD is a 12-month program designed to help those with prediabetes lower than risk of getting type 2 diabetes. It is accessible right from your mobile device or computer! It's private, secure, and takes about 30 minutes per lesson.

Other features of the program include meal photo-journaling, activity tracking, guidance from a lifestyle coach, and weekly video lessons. Stay tuned for more information on how you can benefit from this program!

In the meantime, assess your risk at [www.undotherisk.com](http://www.undotherisk.com).

**HASHTAGS:** #SDDiabetesPrevention #LiveYourBestSD #DiabetesAwareness

**GRAPHIC:** (W 2 - Live Your Best SD #2)



**LINK:** [www.undotherisk.com](http://www.undotherisk.com)

*Live Your Best SD #3*

**COPY:** Get the benefits of a dedicated lifestyle coach with the Live Your Best SD program. This 12-month program is designed for those with prediabetes to help lower their risk of getting type 2 diabetes.

With 26 video lessons, an online community, and loads of other features, the Live Your Best SD program is a strong defense against type 2 diabetes!

**HASHTAGS:** #SDDiabetesPrevention #LiveYourBestSD #DiabetesAwareness

**GRAPHIC:** (W 2 - Live Your Best SD #3)



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