

Prediabetes Campaign  
Extensions for Corporate Partners

**Get Social:**

- Promote the campaign to your followers: encourage them to take the prediabetes risk test and make lifestyle changes to help reverse the condition.
- **Example:** It takes less than one minute to find out if you have prediabetes. Visit [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org) to know where you stand.



- **Link:** Check out all of the social media resources here: [Prediabetes Social Toolkit](#).

**Digital Promotion:**

- Support the campaign's web banners on your online properties. PSAs can be accessed through [PSACentral.org](http://PSACentral.org).
- Show your support for the campaign by linking to [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org) on your webpage.
- Include a PSA web banner on your homepage.

**Engage Employees:**

- Include posters and risk test flyers in breakrooms, kitchens/cafeterias, or in other places where employees gather.
- Use email newsletters to encourage employees to take the risk test at the campaign website: [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org).
- Host an office hour where employees can stop by a conference room to learn more about the campaign and take the short risk assessment test on a computer or mobile device.

**Engage Customers (as applicable):**

- Promote the website at online checkout, or encourage employees to promote at in-person checkouts using collateral materials.
- Allow customers to take the risk test in store.
- Contact the Ad Council media team at <https://www.psacentral.org/contactus> to explore other opportunities for placing PSAs in retail or alternative locations. Alternative opportunities could include:
  - o Airing Radio PSAs over store loudspeakers or on hold music.
  - o Playing TV PSAs in store.
  - o Adapting outdoor/print materials for use in in-store donated media opportunities