



## **Prediabetes Campaign Frequently Asked Questions**

### **What is the campaign?**

The campaign is a national public service advertising (PSA) campaign created by the American Diabetes Association (ADA), the American Medical Association (AMA) and the Centers for Disease Control (CDC) in partnership with the Ad Council. The campaign raises awareness about prediabetes, a condition where people have high blood glucose (sugar) levels but not high enough yet to be type 2 diabetes. People with prediabetes have a higher risk of developing type 2 diabetes, heart attack, and stroke. The new PSAs were developed pro bono by ad agency Ogilvy New York and feature innovative communications techniques that encourage adults to take a simple online test to learn their risk of prediabetes and take steps to reverse the condition.

### **Who is the target audience?**

Adults ages 40-60 who have diagnosed or undiagnosed prediabetes.

- 90 percent of people with prediabetes don't know they have the condition.
- Taking the short online test allows them to learn their risk and know where they stand.
- They know they should be leading healthier lifestyles, and that making changes could improve their quality of life, but they don't know where to start.
- The diagnosis of prediabetes prompts people with prediabetes to make the lifestyle changes necessary to reverse the condition.

### **What are the media components of the campaign?**

The campaign includes the following assets, each available in English and Spanish and in multiple sizes where applicable:

- TV (:60, :30, :15, :10)
- Radio (:60, :30)
- Magazine and Newspaper
- Outdoor
- Web Banners

### **How do I get copies and access the public service announcements?**

PSAs are available on the PSAs tab of this toolkit, which also contains a link to [psacentral.adcouncil.org](https://psacentral.adcouncil.org), which is the one stop place for all media outlets to access broadcast/print-quality materials.

- Go to [psacentral.adcouncil.org](https://psacentral.adcouncil.org).
- Media can register for a free PSA Central account.
- Locate the campaign by selecting "Type 2 Diabetes Prevention" under the "Campaign" drop down menu.
- Please adhere to talent expiration dates as noted on PSA Central. Ad Council will update dates as needed over time.
- Please note that PSAs on PSA Central cannot be altered in any way, including addition of logos or local statistics.

**What is the Ad Council?**

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of public service campaigns addressing the most pressing social issues of the day, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns visit [adCouncil.org](http://adCouncil.org), like us on [Facebook](#), follow us on [Twitter](#) or view our PSAs on [YouTube](#).

**What are the campaign objectives?**

By encouraging people to learn their risk of prediabetes through a short online test and take steps to reverse the condition, the campaign aims to prevent or delay the onset of type 2 diabetes in communities across the United States.

**What is the main message?**

No one is excused from prediabetes. Prediabetes is real and you could have it; know where you stand.

**How and when was the campaign distributed?**

The Ad Council launched and distributed the PSA campaign materials in July 2017.

**How will the campaign be evaluated?**

Program evaluation is a critical component of every Ad Council campaign. In order to assess a campaign's effectiveness and impact, the Ad Council adheres to a rigorous framework of evaluation for each campaign. This framework establishes metrics early in the campaign process to ultimately measure each campaign's exposure, recognition, engagement and impact among identified target audiences.

Specific methodologies used to measure each of these evaluative components include: donated media support, press coverage, consumer response, consumer tracking studies and national trend studies. These methods continue to evolve based on the new media landscape and consumer behavior. Interactive metrics have become an important element in campaign evaluation including web analytics, website usability testing and social media tracking.

**How can I get involved with the campaign?**

There are many ways to get involved. The [Prediabetes Awareness Toolkit](#) includes helpful information and thought-starters on how to engage your community or organization in the effort to prevent or delay the onset of type 2 diabetes. Additionally, sharing messages and social media content about prediabetes on your channels is an easy and quick way to lend your support. For ideas on what to post, view our [Social Toolkit](#).

If you have more time, you can help promote the campaign with your local media. See the "How to Get PSAs Placed" document for thought-starters. Please contact your primary contact at ADA, AMA, or CDC for further assistance.

**Who do I email with questions?**

Please contact your primary contact at ADA, AMA, or CDC with questions. For questions related to specific media requests, you may also contact the Ad Council media team at <https://www.psacentral.org/contactus>.

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### **American Diabetes Association**

More than 30 million Americans have diabetes, and every 21 seconds another person is diagnosed with diabetes. The American Diabetes Association (Association) is the global authority on diabetes and since 1940 has been committed to its mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes. To tackle this global public health crisis, the Association drives discovery in research to treat, manage and prevent all types of diabetes, as well as to search for cures; raises voice to the urgency of the diabetes epidemic; and provides support and advocacy for people living with diabetes, those at risk of developing diabetes and the health care professionals who serve them. For more information, please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit [diabetes.org](http://diabetes.org). Information from both of these sources is available in [English](#) and [Spanish](#). Find us on Facebook ([American Diabetes Association](#)), Twitter ([@AmDiabetesAssn](#)) and Instagram ([@AmDiabetesAssn](#)).

### **American Medical Association**

The American Medical Association is the premier national organization providing timely, essential resources to empower physicians, residents and medical students to succeed at every phase of their medical lives. Physicians have entrusted the AMA to advance the art and science of medicine and the betterment of public health on behalf of patients for more than 170 years. For more information, visit [ama-assn.org](http://ama-assn.org).

### **Centers for Disease Control and Prevention**

[CDC works 24/7](#) saving lives and protecting people from health threats to have a more secure nation. Whether these threats are chronic or acute, manmade or natural, human error or deliberate attack, global or domestic, CDC is the U.S. health protection agency.