

Prediabetes Campaign Local Activation and Event Ideas

Community Activation Ideas

- Distribute materials (posters, risk test flyers and postcards) to healthcare providers, local conferences, community centers and at events.
- Encourage attendees to take the risk test right from their computer or mobile devices at DoIHavePrediabetes.org.

Event and On-Site Engagement:

- Incorporate campaign PSAs into event programs:
 - Host a viewing of the TV PSAs.
 - Feature posters and flyers as part of event collateral.
- Incorporate campaign messaging into speaking opportunities:
 - Include campaign talking points to spread the word about the campaign and PSAs.
 - Highlight stats about prediabetes and the urgency and importance at a local level.
 - Lead an in-person Q & A session about prediabetes and tips on how it can be reversed.
- Set up an on-site Risk Test Booth:
 - Administer the risk test onsite via DoIHavePrediabetes.org and answer any questions about diagnosis, treatment and lifestyle programs.
 - Print out the 8.5x11" paper prediabetes tests provided in this toolkit.

Online Engagement:

- Place campaign web banners on local websites or event promotion pages.

