



New Prediabetes Awareness Campaign Features Unexpected Animal Videos to Encourage Americans to Learn Their Risk

American Diabetes Association, American Medical Association, Centers for Disease Control and Prevention and the Ad Council launch new creative awareness effort aimed at reducing the incidence of type 2 diabetes

New York, NY, July 25, 2017: Building on a successful campaign that helped hundreds of thousands of Americans learn their risk of developing type 2 diabetes through campaign messaging and an online risk test, the first-of-its-kind initiative to raise national awareness of prediabetes returns with an entertaining new approach. The new campaign, launching today, encourages viewers to take a one-minute prediabetes risk test to know where they stand and discover how they can decrease their risk of developing type 2 diabetes — and it does so with some adorable helpers.

More than one in three American adults has prediabetes — a serious health condition that often leads to type 2 diabetes and other significant health conditions like blindness, heart attack or stroke. According to newly released CDC data, however, nearly 90 percent of the 84 million people with prediabetes don't know they have it and aren't aware of the long-term risks to their health. Currently, about 30 million Americans are living with diabetes.

The new campaign, once again developed *pro bono* by Ogilvy New York for the Ad Council campaign, features puppies, hedgehogs and baby goats. The new, lighthearted PSAs offer viewers a "perfect way to spend a minute" where they can learn where they stand by taking the one-minute prediabetes risk test while also doing something everyone loves — watching adorable animal videos. The campaign highlights that it's important to speak with a doctor and visit DoIHavePrediabetes.org to learn more about prediabetes.

The positive message behind the campaign is that prediabetes can often be reversed by making everyday lifestyle changes. Diagnosis is key, as research shows that people who are aware of their condition are more likely to make the necessary long-term lifestyle changes that can help delay or prevent the onset of type 2 diabetes. This includes losing weight and adopting new habits such as healthy eating and physical activity. Prediabetes can be a health wake-up call for many.

"The number of Americans estimated to be at risk for developing type 2 diabetes is staggering," said William T. Cefalu, M.D., Chief Scientific, Medical & Mission Officer of the American Diabetes Association. "By working together with these esteemed organizations, we hope to heighten awareness about prediabetes and help more Americans learn their risk so they can make the lifestyle changes necessary to reduce their risk and delay or prevent the onset of type 2 diabetes."

“Through this campaign, we want to not only ensure that more people learn whether they have prediabetes, but we also want to emphasize the importance of talking with their physician as soon as they discover they may be at risk for the condition,” said AMA President David O. Barbe, M.D. “After taking the risk test, we encourage anyone who learns they may be at risk for prediabetes to consult their doctor to confirm their diagnosis and learn about lifestyle changes that will help them prevent type 2 diabetes.”

“Research shows that for people with prediabetes, losing a small amount of weight through healthy eating if they’re overweight and increasing physical activity can lower their risk for developing type 2 diabetes,” said Ann Albright, PhD, RDN, Director of CDC’s Division of Diabetes Translation. “A lifestyle change program offered through the CDC-led National Diabetes Prevention Program, based on research led by the National Institutes of Health, can help people with prediabetes make those changes — and sets them up for long-lasting success. Through the program, people with prediabetes can lower their risk of developing type 2 diabetes by as much as 58%, and by 71% for people over age 60.”

The PSAs encourage people to take a short online test at [DoIHavePrediabetes.org](https://www.doihaveprediabetes.org) and learn their risk. The campaign website also features lifestyle tips and links to [CDC’s National Diabetes Prevention Program](https://www.cdc.gov/diabetes/prevention/), which connects visitors to a registry of CDC-recognized programs across the country. Per the Ad Council’s model, all media will run entirely in donated time and space.

“Last year’s work for our type 2 diabetes awareness campaign was such a hit with its combination of humor and the real-time prediabetes risk test. It led to a remarkable number of people learning where they stand with prediabetes,” said Lisa Sherman, President and CEO of the Ad Council. “This year’s concept builds on that work with its adorable and quirky animal stars, and we think it will be incredibly effective in continuing to build awareness around a condition that affects so many Americans.”

“With this year’s campaign, we hope to educate more people, in more places, about the seriousness of prediabetes and to inspire them to take action against an often reversible condition,” stated Michael Paterson, Executive Creative Director, Ogilvy. “Through a lighthearted and fun tone, we found more people were willing to take the test — and who doesn’t love to watch baby goats?”

The campaign will also include a special radio PSA featuring NBA player Julius Randle. Randle, whose mother has type 2 diabetes, discusses simple actionable steps to help reverse prediabetes and avoid the kind of scare he experienced when an unexpected diagnosis of type 2 diabetes impacted his family.

The ADA, AMA and CDC are also working with their local offices, affiliates and partners to promote and activate the campaign in their communities, with evidence-based materials to aid physicians and other health care providers to aid in the screening, diagnosis and treatment process.

###

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. 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.

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.

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, like us on [Facebook](#), follow us on [Twitter](#) or view our PSAs on [YouTube](#).

Ogilvy

Ogilvy is one of the largest marketing communications companies in the world. It was named the Cannes Lions Network of the Year for five consecutive years, 2012, 2013, 2014, 2015 and 2016; the EFFIEs World's Most Effective Agency Network in 2012, 2013 and 2016; and Adweek's Global Agency of the Year in 2016. The company is comprised of industry leading units in the

following disciplines: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; health care communications; direct, digital, promotion and relationship marketing; consulting, research and analytics; branded content and entertainment; and specialist communications. O&M services Fortune Global 500 companies as well as local businesses through its network of more than 500 offices in 126 countries. It is a WPP company (NASDAQ: WPPGY). For more information, visit <http://www.ogilvy.com/>, or follow Ogilvy on Twitter at [@Ogilvy](https://twitter.com/Ogilvy) and on [Facebook.com/Ogilvy](https://www.facebook.com/Ogilvy).

Media Contacts:

Ad Council

Shareeza Bhola
sbhola@adcouncil.org
(212) 984-1910

American Diabetes Association

Michelle Kirkwood
mkirkwood@diabetes.org
(703) 299-2053

American Medical Association

Kelly Jakubek
Kelly.Jakubek@ama-assn.org
(312) 464-4443

CDC Media Relations

(404) 639-3286
media@cdc.gov

Ogilvy

Tara Mullins
tara.mullins@ogilvy.com
(212) 880-5243