



Campaign Fact Sheet

Type 2 Diabetes Prevention

Campaign Sponsors:

American Medical Association (AMA)
Centers for Disease Control and Prevention (CDC)

Volunteer Advertising Agency:

Ogilvy

BACKGROUND:

84 million Americans (more than 1 in 3 adults) have prediabetes and are at high risk of developing type 2 diabetes. Of these individuals, 90% do not know they have prediabetes. Prediabetes means a person's blood glucose (sugar) is higher than normal but not high enough yet to be type 2 diabetes. People with prediabetes are also at higher risk of other serious health issues such as heart attack and stroke. However, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can be reversed.

CAMPAIGN OBJECTIVE:

Raise awareness of prediabetes to help prevent or delay type 2 diabetes.

CAMPAIGN DESCRIPTION:

The new PSAs aim to raise awareness that 1 in 3 American adults has prediabetes through humorous scenarios that show the viewer who in their own life may have it – “could be you, your boss, or your boss's boss”. Viewers are then encouraged to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.

TARGET AUDIENCE:

Adults age 40-60 who have prediabetes (diagnosed or undiagnosed).



DID YOU KNOW?

- One in three American adults has prediabetes.
- 90% of people with prediabetes don't know they have it.