

## 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](http://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](http://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.

