

# MEDIA OUTREACH LANGUAGE TEMPLATE

## TYPE 2 DIABETES PREVENTION CAMPAIGN

Dear **[NAME OF MEDIA CONTACT]**:

I'm writing to put the support of **[ORGANIZATION]** behind a new Ad Council PSA campaign that greatly impacts our local community.

In **[INSERT NAME OF STATE/CITY]**, **[INSERT %]** of adults have prediabetes -- and are at high risk of developing type 2 diabetes without changes to their lifestyle. In total, 84 million adults in America (more than 1 in 3) have prediabetes. Nearly 90 percent don't even know they have the condition. As you probably know, type 2 diabetes is a serious health condition that can lead to heart attack, and stroke. The good news is that prediabetes often can be reversed through weight loss, diet changes and increased physical activity. The key is for people to know where they stand and take action as soon as possible.

You've likely already received PSAs for the new Type 2 Diabetes Prevention campaign, which were distributed by the Ad Council via [PSA Central](#) and [Extreme Reach](#) on November 8, 2018. **[PLEASE ONLY INCLUDE THE FOLLOWING SENTENCE ABOUT EXTREME REACH FOR TV AND RADIO STATIONS] You should have traffic instructions and an Extreme Reach AD ID in house by now.** Developed in partnership with the American Medical Association and the Centers for Disease Control and Prevention, the groundbreaking PSAs are both highly effective and relatable. The PSAs feature humorous scenarios that highlight relationships in the viewers life and show how common the possibility of someone you know having prediabetes. Viewers are then encouraged to visit [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org), take a short online test, and learn how to reverse their risk.

By supporting these PSAs, you are helping adults in our local community make healthy lifestyle changes and prevent the development of type 2 diabetes – a serious and irreversible disease.

Thank you in advance for your support. Please direct questions to myself or the Ad Council media team at <https://www.psacentral.org/contactus>.

Sincerely,

**[YOUR NAME]**