

Do I Have Prediabetes 2018 Launch Talking Points

About The Issue:

- 1 in 3 American adults (84 million Americans) has prediabetes but 90% of them don't know they have it.
- With early diagnosis, prediabetes can be reversed – through healthy changes like weight loss, healthy eating habits, and increased physical activity.
- A person with prediabetes has higher than normal blood glucose levels, but not high enough to be diagnosed with type 2 diabetes.
- A person who has prediabetes is on the path to developing type 2 diabetes and is at increased risk for additional serious health problems such as stroke and heart attack.
- There are several risk factors that increase a person's risk of prediabetes, including:
 - Being overweight
 - Not being physically active
 - Having a parent, brother or sister with type 2 diabetes
 - Being over the age of 40
 - If you're a woman, having a history of gestational diabetes

November Launch Timing:

- This November is American Diabetes Month, and November 14 is World Diabetes Day.
- What better opportunity to raise awareness that 1 in 3 adults in America have prediabetes and are at high risk for type 2 diabetes.
- Knowledge is power – and it only takes 1 minute to know where you stand through the online risk test at DoIHavePrediabetes.org. With early diagnosis, prediabetes can be reversed.

About The Campaign:

- The new PSAs are an extension of a highly successful campaign that has helped more than 2 million people understand their risk for prediabetes since January 2016.
- The campaign is a unique partnership between leading health organizations (AMA, CDC, and Ad Council) to address one of the most pressing health issues in the United States.
- With early diagnosis, prediabetes can be reversed – which is why it's so important to help the 84 million Americans with prediabetes to know their risk and take action.
- The campaign website (DoIHavePrediabetes.org) shows how to sign up for the CDC's National Diabetes Prevention Program (DPP) – a scientifically proven program that helps people reverse prediabetes and avoid type 2 diabetes.
- It only takes 1 minute to take the online risk test at DoIHavePrediabetes.org.

About The New PSAs:

- The new PSAs feature humorous scenarios that show the “1 in 3” statistic and focus on the viewer and the people in their life who may have prediabetes – whether it's them, their boss, or their boss's boss – and conclude by driving them to DoIHavePrediabetes.org.

- Consumer testing found that the three-person scenarios in the PSAs help make the “1 in 3” statistic more relatable and urgent.
- By including a wide range of people, the PSAs emphasize the national scope of prediabetes and reflect the diverse population of American adults who are at risk.
- PSAs were developed *pro bono* by Ogilvy in New York.
- PSAs are available in both English and Spanish across all media types.

About the Creative Idea:

- While 90% of American adults with prediabetes don’t know they have it, receiving a prediabetes diagnosis is a key motivator for people to make impactful lifestyle changes and reduce their risk of type 2 diabetes.

The resources available:

- If you think you may be at risk of type 2 diabetes, go to DolHavePrediabetes.org to take a simple one-minute risk test to know where you stand.
- DolHavePrediabetes.org is the best place to find tips on reversing prediabetes through healthy eating and exercise. The site also lets users search for [CDC’s National Diabetes Prevention Program \(DPP\) near their zip code](#).

The Campaign’s Success To Date:

- More than 2 million people have visited the campaign site, DolHavePrediabetes.org, and now know their risk.
- An Ad Council continuous tracking survey of adults at high risk for prediabetes shows statistically significant increases among the campaign’s target audience in awareness of prediabetes, including adults seeking information about prediabetes and adults planning to talk to their doctors about prediabetes.
- The campaign videos have been viewed over 1.5 million times online.

Responses to Potential Questions

Is prediabetes a real disease?

- Prediabetes is a serious condition that can lead to type 2 diabetes. When someone has prediabetes, they’re on the path to developing type 2 diabetes, but prediabetes often can be reversed with healthy lifestyle changes.

Someone with prediabetes does not have diabetes. Isn’t this campaign merely inciting a health scare? OR: Isn’t this campaign helping pharmaceutical companies by making people think they have a disease they don’t yet have?

- Prediabetes itself is associated with an increased risk for heart disease and stroke, and it is a clear step on the path to developing type 2 diabetes. The primary intervention for treating prediabetes is lifestyle change—weight loss and increased physical activity, which is beneficial

for almost everyone. The campaign encourages people to know where they stand and ends on a positive note with a reminder that prediabetes often can be reversed.

- This campaign is designed to help people learn their risk for prediabetes so they can make informed decisions about their own health.

What were the costs involved?

[only if response needed]

- The campaign is a multi-year partnership between the AMA, CDC and the Ad Council and was created pro bono by Ogilvy New York. The PSAs will run and air in advertising time and space donated by the media.

Specifics on Risk Test

[only if response needed]

- The self-screening risk assessment test is evidence-based. The screener is adapted from a 2009 article by Bang et al published in the Annals of Internal Medicine. The authors used accepted modeling approaches to develop the risk screener based on population health data from CDC's NHANES study. The Risk Test has since been validated with more recent NHANES data and ARIC (Atherosclerosis Risk in Communities) data.
- Among those who score ≥ 5 on the risk screener, it is estimated that 51% can be expected to have either prediabetes or undiagnosed diabetes.

Why is ADA no longer in the partnership?

- Following the completion of the original 3-year campaign, the CDC, the AMA and the Ad Council have embarked on a new phase of the prediabetes-focused PSA campaign.
- ADA, like many nonprofits, has multiple initiatives and finite resources. After the completion of their 3-year commitment, they've chosen to focus on other ADA communications programs.
- Although the American Diabetes Association will not be a formal partner of the second phase of the campaign beginning October 2017, ADA remains aligned with the campaign's mission to raise national awareness about prediabetes.
- The American Diabetes Association will continue to power the online prediabetes risk test that's used on DoIHavePrediabetes.org. The risk test is an extension of the test used by ADA on its digital properties (such as Diabetes.org) and is grounded in thorough scientific vetting.