



Newest Prediabetes Awareness Campaign by Nation’s Medical Authorities Spreads the Word: 1 in 3 Americans Has Prediabetes, Learn Your Risk

On World Diabetes Day 2018, the American Medical Association (AMA), the Centers for Disease Control and Prevention (CDC) and the Ad Council continue the fight against type 2 diabetes

New York, NY, November 14, 2018: A successful initiative that has already helped more than two million Americans learn their risk of developing type 2 diabetes, the [“Do I Have Prediabetes”](#) campaign is back with motivational messages that underscore how common prediabetes is among American adults. Launching today on World Diabetes Day, the newly updated campaign uses humorous scenarios to show viewers the many people in their lives who may have prediabetes and urges them to take an easy online risk test to find out where they stand.

Prediabetes is a serious condition that often leads to type 2 diabetes and other significant health problems, such as heart disease and stroke. More than 1 in 3 Americans has prediabetes, and about 30 million Americans currently have diabetes – with the number of adults diagnosed with diabetes more than tripling in the past 20 years. Despite the prevalence of prediabetes, nearly 90 percent of people with the condition don’t know they have it.

Raising awareness and early diagnosis are critical. Research shows that people who are aware of their condition are more likely to make the necessary long-term lifestyle changes that can help prevent or delay the onset of type 2 diabetes.

“Prediabetes can often be reversed, and type 2 diabetes prevented, by losing weight, eating healthier, and being more physically active,” said Ann Albright, PhD, RD, director of CDC’s Division of Diabetes Translation. “Men and women with prediabetes can cut their risk when they participate in a CDC-recognized [National Diabetes Prevention Program](#), scientifically proven programs to help prevent or delay type 2 diabetes.”

The public service advertising (PSA) campaign which aims to raise awareness that 1 in 3 Americans has prediabetes was developed with *pro bono support* by Ogilvy in New York for the Ad Council. Humorous scenarios show the viewer and the people in their life who may have prediabetes – “it could be you, your boss, or your boss’ boss.” Viewers are then encouraged to visit [DoIHavePrediabetes.org](#) where they can take a one-minute risk test to know where they stand. If someone receives a high score, the campaign directs them to speak with their doctor to first confirm a diagnosis of prediabetes, then enroll in a [CDC’s National Diabetes Prevention Program](#) to help prevent or delay type 2 diabetes.

“Our goal with this campaign is to help more of the 84 million Americans living with prediabetes find out whether they have prediabetes and urge them to talk with their physician as soon as they find out they may be at risk,” said AMA President Barbara L. McAneny, M.D. “We encourage anyone who learns through the test that they may be at risk for prediabetes to consult their doctor to confirm a prediabetes diagnosis and find out how lifestyle changes can help them prevent type 2 diabetes.”

The campaign website DoIHavePrediabetes.org also features lifestyle tips and links to [CDC’s National Diabetes Prevention Program](#), which connects visitors to a registry of more than 1,700 in-person and online CDC-recognized programs across the country. Consistent with the Ad Council’s model, all media will run entirely in donated time and space.

"To visualize the statistic that 1 in 3 American adults has prediabetes, each scene features you and two other people in your life. If it isn't you who has prediabetes, it might be one of them. The only way to know and try to reverse it is to get tested," said Mike Hahn, Executive Creative Director at Ogilvy. "We enlisted the director duo Terri Timely and photographer Chris Buck to bring these relationships to life, and to make each group of three progressively more surprising."

“Every phase of our type 2 diabetes awareness work has been an innovative combination of humor and information, and this latest round is no different,” said Lisa Sherman, President and CEO of the Ad Council. “This year’s ‘1 in 3’ concept is instantly relatable, and we think it will drive even more Americans to take the risk test and learn where they stand.”

The 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 in the screening, diagnosis and treatment process. Since its launch in January 2016, the award-winning campaign has led to a 30 percent increase in national awareness of prediabetes, and more than 2.2 million people have learned their risk for prediabetes through the online risk assessment and risk test videos.

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American Medical Association

The American Medical Association is the powerful ally and unifying voice for America’s physicians, the patients they serve, and the promise of a healthier nation. The AMA attacks the dysfunction in health care by removing obstacles and burdens that interfere with patient care. It reimagines medical education, training, and lifelong learning for the digital age to help physicians grow at every stage of their careers, and it improves the health of the nation by confronting the increasing chronic disease burden. 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

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Media Contacts:

Ad Council

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

American Medical Association

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

CDC Media Relations

(404) 639-3286
media@cdc.gov

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