



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:

88 million Americans (more than 1 in 3 adults) have prediabetes and are at high risk of developing type 2 diabetes. Of these individuals, more than 80% 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:

PSAs aim to raise awareness for prediabetes by encouraging viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. This campaign also encourages people with prediabetes to join a Diabetes Prevention Program to help make healthy lifestyle changes.

TARGET AUDIENCE:

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



DID YOU KNOW?

- One in three American adults has prediabetes.
- More than 80% of people with prediabetes don't know they have it.