**During National Diabetes Month, [*Name of your organization*] Supports National Effort to Raise Awareness of Prediabetes**

*New PSAs Emphasize Prevention of Type 2 Diabetes*

*[can include local statistics here too]*

[*City and state of your organization; 11/XX*] – Leading health organizations are partnering this World Diabetes Day to raise awareness that more than 1 in 3 American adults has prediabetes, a serious condition that increases their risk of developing type 2 diabetes, heart attack, and stroke. Despite its prevalence, nearly 90% of people with prediabetes don’t know they have it, and awareness is crucial since prediabetes can be reversed through lifestyle changes such as healthy eating and increased physical activity. In [*insert state name*], more than XX% people have [*prediabetes/diabetes*]. November is National Diabetes Month, which means now is a better time than ever to consult a doctor, a local office, or a [CDC-led National Diabetes Prevention Program](http://www.cdc.gov/diabetes/prevention/index.htm) about how to reverse prediabetes.

The American Medical Association (AMA), and Centers for Disease Control and Prevention (CDC), along with the Ad Council, have released new PSAs that build on the successful awareness campaign that has helped millions of Americans learn their risk for developing type 2 diabetes. The new, lighthearted PSAs run through humorous scenarios that highlight how the viewer and those close to them — whether it’s them, their boss, or their boss’s boss — are at risk of type 2 diabetes. [*insert name of organization*] is proud to lend its support to the campaign, which raises the alarm about prediabetes and emphasizes the positive message that prediabetes can often be reversed through everyday lifestyle changes. The campaign encourages people to take a short online risk test at [DoIHavePrediabetes.org](http://www.doihaveprediabetes.org/) and speak with their doctor to confirm their diagnosis. The website features lifestyle tips and connects visitors to the [National Diabetes Prevention Program](http://www.cdc.gov/diabetes/prevention/index.htm).

“[*Statement from local spokesperson regarding your organization supporting the campaign’s call for action and the urgency of addressing prediabetes*],” said [*insert your organization director or local health official*].

Prediabetes can often be reversed through weight loss by healthy eating and increased physical activity. Diagnosis is critical, as research shows that people are much more likely to make the necessary lifestyle changes once they are aware of their condition. A rise in incidence of type 2 diabetes presents a significant threat to [*insert name of city/state*], potentially [i*nclude consequences such as increasing healthcare costs, crowding doctors’ offices*]. In an effort to reverse this trend, [*insert name of organization*] is supporting the national effort and working to make an impact in the community through [*insert of examples of local initiatives*].

Additional information on the campaign is available online at [DoIHavePrediabetes.org](http://www.doihaveprediabetes.org/) and information about [*insert name of organization*] is available at [*insert organization web site*].

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Media Contacts:

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