

Prediabetes Campaign Blog Post Template

Change the Outcome: 1 in 3 American adults has prediabetes. But in a world where much feels out of our control, prediabetes can be reversed.

Prediabetes affects 88 million Americans, but it can be reversed. Learning your risk is the first step to a healthier future.

While many people know that type 2 diabetes is a serious health concern, far fewer people know about prediabetes. Prediabetes is a serious but reversible condition that affects more than 1 in 3 American adults. Without healthy lifestyle changes, prediabetes can lead to type 2 diabetes.

People with prediabetes have higher than normal blood glucose (sugar) levels but not high enough yet to be considered type 2 diabetes. Prediabetes puts you at increased risk of developing type 2 diabetes, heart attack, and stroke. More than 80 percent of people with prediabetes don't even know they have it.

With the right steps, prediabetes can be reversed, and you can change the outcome. The key is to find out whether you're at risk. That's why the American Medical Association (AMA) and the Centers for Disease Control and Prevention (CDC) have partnered with the Ad Council since 2016 to raise awareness of prediabetes and help people take steps to prevent or delay developing type 2 diabetes.

Mostly recently, the campaign released new public service announcements (PSAs) under the theme of "Change the Outcome." The ads remind viewers that while many things in life can't be reversed, prediabetes doesn't have to be one of them. Through healthy lifestyle changes like eating better, losing weight, and getting at least 150 minutes of moderate activity each week, a person can prevent or delay developing type 2 diabetes.

Not sure if you're at risk for prediabetes? It only takes a minute to find out! Know where you stand by visiting DoIHavePrediabetes.org— PodriaTenerPrediabetes.org in Spanish—and taking a short online test to learn your risk and how to take action for a healthier you today. Why wait?