

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

Newest Prediabetes Awareness Campaign Speaks to the 88 Million Americans with Prediabetes  
*[can include local statistics here too]*

*[City and state of your organization; 11/XX]*— With the COVID-19 pandemic spotlighting the dangers of preexisting health conditions, leading health organizations are partnering this National Diabetes Month 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](#). According to the CDC, type 2 diabetes is one of the top underlying health conditions associated with COVID-19 severity and deaths.<sup>1</sup> 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](#) 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 PSAs raise awareness that prediabetes is a serious health condition, but importantly, it can be reversed. To do so, a brand-new TV spot depicts a man visiting an aquarium. An unexpected turn of events follows, putting everyone in danger. Just as suddenly, the action sequence rewinds, everyone is safe, and a voiceover reminds audiences that while many things in life can't be reversed, prediabetes doesn't have to be one of them.

*[insert name of organization]* is proud to lend its support to the campaign, which raises the alarm about prediabetes and emphasizes that prediabetes can often be reversed through everyday lifestyle changes. The campaign encourages people to take a short online risk test at [DoIHavePrediabetes.org](#)— [PodriaTenerPrediabetes.org](#) in Spanish— and speak with their doctor to confirm their diagnosis. The website features lifestyle tips and connects visitors to CDC's National Diabetes Prevention Program.

*"[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]*.

Research shows that once people receive a prediabetes diagnosis, they are more likely to make the necessary long-term lifestyle changes, such as eating healthier, managing weight, and being active, that can help prevent or delay the onset of type 2 diabetes. A rise in incidence of type 2 diabetes presents a significant threat to *[insert name of city/state]*, potentially *[include 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](#) and information about *[insert name of organization]* is available at *[insert organization website]*.

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<sup>1</sup> Diabetes Care: COVID-19 Severity Is Tripled in the Diabetes Community: A Prospective Analysis of the Pandemic's Impact in Type 1 and Type 2 Diabetes. Available at: <https://doi.org/10.2337/dc20-2260>

[your organization boilerplate information]

Media Contacts:

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