

## **Do I Have Prediabetes “Change the Outcome” Talking Points**

### **Key Messages:**

- More than 1 in 3 American adults—88 million people—has prediabetes. However, over 80% of people don't know they have it.<sup>1</sup>
- Type 2 diabetes is one of the chronic health conditions that poses a significant risk for complications to those who contract COVID-19. It is one of the top comorbidities associated with COVID-19 severity and deaths.<sup>2</sup> That's why now is an incredibly important time to raise awareness of the prevalence and risk of prediabetes.
- Prediabetes can be reversed through healthy lifestyle changes like managing weight, healthy eating habits, and increased physical activity.
- That's where “Do I Have Prediabetes?” comes in. The national communications campaign is proud to launch a brand-new suite of public service advertisements (PSAs) under the theme of “Change the Outcome.” The campaign is designed to reach Americans 40+ across the country who may be at risk for prediabetes and empowers them to know their risk and take action.
- Head to [DoIHavePrediabetes.org](https://www.doi.gov/prediabetes)—[PodriatenerPrediabetes.org](https://www.podriatenerprediabetes.org) in Spanish—to take a 1-minute risk test to know where you stand.

### **About The Issue:**

- 1 in 3 American adults (88 million people) has prediabetes but over 80% of them don't know they have it.<sup>3</sup>
- Prediabetes can be reversed – through healthy changes such as eating healthier, managing weight, and being active.
- A person with prediabetes has higher than normal blood glucose levels, but not high enough to be diagnosed with type 2 diabetes.
- A person who has prediabetes is on the path to developing type 2 diabetes and is at increased risk for additional serious health problems such as type 2 diabetes, heart attack, and stroke.

### **November Launch Timing:**

- Type 2 diabetes is one of the chronic health conditions that poses a significant risk for complications to those who contract COVID-19. It is one of the top comorbidities associated with COVID-19 severity and deaths.<sup>4</sup>
- November is National Diabetes Month and November 14 is World Diabetes Day.

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<sup>1</sup> Prediabetes - Your Chance to Prevent Type 2 Diabetes. Available at:

<https://www.cdc.gov/diabetes/basics/prediabetes.html>

<sup>2</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>

<sup>3</sup> Prediabetes - Your Chance to Prevent Type 2 Diabetes. Available at:

<https://www.cdc.gov/diabetes/basics/prediabetes.html>

<sup>4</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>

- What better opportunity to raise awareness that 1 in 3 adults in America has prediabetes and are at risk for type 2 diabetes.
- Knowledge is power – and it only takes 1 minute to know where you stand through the online risk test at [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org)—[PodriaTenerPrediabetes.org](http://PodriaTenerPrediabetes.org) in Spanish.

#### **About The Campaign:**

- The new PSAs are an extension of a highly successful campaign that has helped millions of Americans understand their risk for prediabetes since January 2016.
- The campaign is a unique partnership between leading health organizations (AMA, CDC, and Ad Council) to address one of the most pressing health issues in the United States.
- prediabetes can be reversed – which is why it’s so important to help the 88 million Americans with prediabetes to know their risk and take action.
- The campaign website ([DoIHavePrediabetes.org](http://DoIHavePrediabetes.org)) shows how to sign up for the CDC’s National Diabetes Prevention Program (National DPP) – a scientifically proven program that helps people reverse prediabetes and prevent or delay type 2 diabetes.
- It only takes 1 minute to take the online risk test at [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org).

#### **About The New PSAs:**

- Through a variety of scenarios, the new “Change the Outcome” PSAs highlight that many things in life are unknown or irreversible, but prediabetes does not have to be one of them.
- This is demonstrated by comparing highly unlikely scenarios—being attacked by a shark, getting struck by lightning—to the risk of prediabetes (1 in 3 U.S. adults has prediabetes).
- The PSAs are available in both English and Spanish across all media types and were developed by Grey New York. Wordsworth+Booth also developed radio PSAs. They conclude by driving audiences to [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org).

#### **About the Creative Idea:**

- While more than 80% of American adults with prediabetes don’t know they have it, receiving a prediabetes diagnosis is a key motivator for people to make impactful lifestyle changes and reduce their risk of type 2 diabetes.

#### **The resources available:**

- Go to [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org) to take a simple 1-minute risk test to know where you stand.
- [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org) is the best place to find tips on reversing prediabetes through healthy lifestyle changes. The site also lets users search for CDC’s National Diabetes Prevention Program (National DPP) near their zip code.

#### **The Campaign’s Success To Date:**

- Since the award-winning campaign launched in January 2016, 3.7 million people have learned their risk for prediabetes through the online risk assessment and risk test videos.

#### *Responses to Potential Questions*

#### **Is prediabetes a real disease?**

- Prediabetes is a serious condition that can lead to type 2 diabetes. When someone has prediabetes, they're on the path to developing type 2 diabetes, as well as heart attack and stroke, but prediabetes often can be reversed with healthy lifestyle changes.