



## **Prediabetes Campaign Frequently Asked Questions**

### **What is the campaign?**

The campaign is a national public service advertising (PSA) campaign created by the American Medical Association (AMA) and the Centers for Disease Control and Prevention (CDC) in partnership with the Ad Council. The campaign raises awareness about prediabetes, a condition where people have high blood glucose (sugar) levels but not high enough yet to be type 2 diabetes. People with prediabetes have a higher risk of developing type 2 diabetes, heart attack, and stroke.

The “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 in New York. Wordsworth+Booth also developed radio PSAs. The PSAs conclude by driving audiences to [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org).

### **Who is the target audience?**

Adults ages 40-60 who have diagnosed or undiagnosed prediabetes.

- 84 percent of people with prediabetes don't know they have it.
- Taking the 1-minute online test allows them to learn their risk and know where they stand.
- Making healthier lifestyle changes could improve their quality of life.
- Research shows that once people are made aware of their condition, 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.

### **What are the media components of the campaign?**

The campaign includes the following assets, each available in English and Spanish and in multiple sizes where applicable:

- TV (:60, :30, :15)
- Radio (:60, :30, :15)
- Magazine and Newspaper
- Outdoor signage (billboard, bus shelters, etc.)
- Web Banners
- Social media

### **How do I get copies and access the public service announcements?**

PSAs are available on the PSAs tab of this toolkit, which also contains a link to [adcouncil.org](http://adcouncil.org), the one stop for all media outlets to access broadcast/print-quality materials.

- Go to [adcouncil.org](http://adcouncil.org).
- Media can register for a free account.

- Locate the campaign by selecting “Type 2 Diabetes Prevention” under the “Campaign” drop down menu.
- Please adhere to talent expiration dates as noted on [adCouncil.org](http://adCouncil.org). Ad Council will update dates as needed over time.
- Please note that PSAs cannot be altered in any way, including addition of logos or local statistics.

### **What is the Ad Council?**

The Ad Council is where creativity and causes converge. The non-profit organization brings together the most creative minds in advertising, media, technology, and marketing to address many of the nation's most important causes. The Ad Council has created many of the most iconic campaigns in advertising history. The organization’s innovative social good campaigns raise awareness, inspire action, and save lives.

To learn more, visit [AdCouncil.org](http://AdCouncil.org), follow the Ad Council's communities on [Facebook](https://www.facebook.com/adCouncil) and [Twitter](https://twitter.com/adCouncil) and view the creative on [YouTube](https://www.youtube.com/watch?v=...).

### **What are the campaign objectives?**

By encouraging people to learn their risk of prediabetes through a short online test and take steps to reverse the condition, the campaign aims to prevent or delay the onset of type 2 diabetes in communities across the United States.

### **What is the main message?**

Life doesn’t always give you time to change the outcome. Prediabetes does. By knowing your risk for prediabetes and taking actions to speak with your doctor, prediabetes can be reversed.

### **How and when was the campaign distributed?**

The Ad Council launched and distributed the PSA campaign materials in October 2021.

### **How will the campaign be evaluated?**

Program evaluation is a critical component of every Ad Council campaign. In order to assess a campaign’s effectiveness and impact, the Ad Council adheres to a rigorous framework of evaluation for each campaign. This framework establishes metrics early in the campaign process to ultimately measure each campaign’s exposure, recognition, engagement, and impact among identified target audiences.

Specific methodologies used to measure each of these evaluative components include: donated media support, press coverage, consumer response, risk test completions, and site traffic.

### **How can I get involved with the campaign?**

There are many ways to get involved. The [Prediabetes Awareness Toolkit](#) includes helpful information and thought-starters on how to engage your community or organization in the effort to prevent or delay the onset of type 2 diabetes. Additionally, sharing messages and social media content about prediabetes on your channels is an easy and quick way to lend your support. For ideas on what to post, view our [Social Toolkit](#).

If you have more time, you can help promote the campaign with your local media. See the “How to Get PSAs Placed” document for thought-starters. Please contact your primary contact at AMA, or CDC for further assistance.

**Who do I email with questions?**

Please contact your primary contact at AMA or CDC with questions. For questions related to specific media requests, you may also contact the Ad Council media team at <https://www.adcouncil.org/contact-us>.

**American Medical Association**

The American Medical Association is the physicians' powerful ally in patient care. As the only medical association that convenes 190+ state and specialty medical societies and other critical stakeholders, the AMA represents physicians with a unified voice to all key players in health care. The AMA leverages its strength by removing the obstacles that interfere with patient care, leading the charge to prevent chronic disease and confront public health crises, and driving the future of medicine to tackle the biggest challenges in health care. For more information, visit [ama-assn.org](http://ama-assn.org).

**Centers for Disease Control and Prevention**

[CDC works 24/7](#) saving lives and protecting people from health threats to have a more secure nation.

Whether these threats are chronic or acute, manmade or natural, human error or deliberate attack, global or domestic, CDC is the U.S. health protection agency.