Prediabetes Campaign
Local Activation and Event Ideas

Community Activation Ideas
● Distribute materials (posters, risk test flyers and postcards) to healthcare providers, local conferences, community centers and at events.
● Encourage attendees to take the risk test right from their computer or mobile devices at DoIHavePrediabetes.org.

Event and On-Site Engagement:
● Incorporate campaign PSAs into event programs:
  ○ Host a viewing of the TV PSAs.
  ○ Feature posters and flyers as part of event collateral.
● Incorporate campaign messaging into speaking opportunities:
  ○ Include campaign talking points to spread the word about the campaign and PSAs.
  ○ Highlight stats about prediabetes and the urgency and importance at a local level.
  ○ Lead an in-person Q & A session about prediabetes and tips on how it can be reversed.
● Set up an on-site Risk Test Booth:
  ○ Administer the risk test onsite via DoIHavePrediabetes.org and answer any questions about diagnosis, treatment and lifestyle programs.
  ○ Print out the 8.5x11” paper prediabetes tests provided in this toolkit.

Online Engagement:
● Place campaign web banners on local websites or event promotion pages.

RISK OF SHARK ATTACK: 1 IN 11.5 MILLION

RISK OF PREDIABETES: 1 IN 3 ADULTS
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