



## Campaign Fact Sheet Type 2 Diabetes Prevention

### Campaign Sponsors:

American Medical Association (AMA)  
Centers for Disease Control and Prevention (CDC)

### Volunteer Advertising Agency:

Grey New York

### BACKGROUND:

96 million Americans (more than 1 in 3 adults) have prediabetes and are at high risk of developing type 2 diabetes. Of these individuals, more than 84% of them don't know they have prediabetes. Prediabetes means a person's blood sugar is higher than normal and puts them at increased risk of developing type 2 diabetes.

In recent months, COVID-19 has brought heightened focus to the danger of chronic conditions such as type 2 diabetes. According to the CDC, type 2 diabetes is one of the top underlying health conditions associated with COVID-19 severity and deaths. Having prediabetes also puts you at higher risk for serious health issues like heart attack and stroke. But the good news is that by knowing your risk of prediabetes and making healthy changes, you can prevent or delay it from progressing to type 2 diabetes. By losing weight, eating a little differently, and getting more physical activity, prediabetes can often be reversed.

### CAMPAIGN OBJECTIVE:

Raise awareness of prediabetes to help people prevent or delay type 2 diabetes.

### CAMPAIGN DESCRIPTION:

PSAs aim to raise awareness that more than 1 in 3 American adults has prediabetes. Viewers are encouraged to visit the campaign website where they can take a 1-minute risk test to know where they stand. The campaign highlights the importance of understanding your risk, speaking with your doctor, and visiting [DolHavePrediabetes.org](https://DolHavePrediabetes.org) ([PodriaTenerPrediabetes.org](https://PodriaTenerPrediabetes.org) in Spanish) to learn more about prediabetes.

### TARGET AUDIENCE:

Adults age 40+ who have prediabetes or are at increased risk of diabetes, with a focus on African American, Hispanic, and male segments

**TAKE THE RISK TEST**

Question 1/7

**HOW OLD ARE YOU?**

Younger than 40

40-49 Years

50-59 Years

60+ Years

NEXT

### DID YOU KNOW?

- 96 million American adults (more than 1 in 3 adults) have prediabetes.
- More than 84% of people with prediabetes don't know they have it.