

Prediabetes Campaign Talking Points

What is prediabetes?

- People with prediabetes have higher than normal blood glucose levels, but not high enough yet to be diagnosed with type 2 diabetes.
- 86 million Americans have prediabetes, and nearly 90 percent of them don't know they have it.
- When a person has prediabetes, they're on the path to developing type 2 diabetes, and are also at increased risk for serious health problems such as stroke and heart attack.
- The good news is that prediabetes can be reversed. The sooner a person is diagnosed and takes action, the more likely they'll be able to reverse it and prevent or delay the onset of type 2 diabetes.

Who is at risk?

- Prediabetes is a serious and growing problem in the United States. 86 million Americans (more than 1 in 3 adults) are estimated to have the condition. And that number continues to rise.
- Nearly 90 percent of people with prediabetes don't know they have it – and therefore don't know they're also at increased risk for serious, long-term health issues like type 2 diabetes, heart attack and stroke.
- There are several risk factors that increase a person's risk of prediabetes, including :
 - Being overweight
 - Not being physically active.
 - Having a parent, brother or sister with type 2 diabetes.
 - Being over the age of 40.
 - Being a man.
 - If you're a woman, having a history of gestational diabetes.
- *Can also provide state-level data for this question:*
 - *[# of adults with prediabetes in state] in [name of state] have prediabetes.*
 - *[% of adults with prediabetes in state] in [name of state] have prediabetes.*
 - *Note: Ad Council will have state-level data handy at SMT/RMT*

Tell me about the public service advertising (PSA) campaign and what you're hoping to accomplish.

- The American Diabetes Association (ADA), American Medical Association (AMA) and Centers for Disease Control and Prevention (CDC) have partnered with the Ad Council to launch the first national public service campaign to raise awareness about prediabetes.
- Our goal is to raise national awareness about this serious health condition and encourage people to know where they stand and take steps to reverse their condition.

- This first-of-its-kind campaign brings together the three leading national health organizations in this field with the ultimate goal of reducing the incidence of type 2 diabetes, one of the biggest public health issues facing our country.
- The campaign has a simple but strong message: **No one is excused from prediabetes.**
- Through humorous doctor/patient interactions, the English and Spanish PSAs encourage people to see if they may have prediabetes by taking a short online test – either in real-time through interactive TV and radio PSAs or through the campaign website at DoIHavePrediabetes.org.
- The campaign also includes a comprehensive texting program which allows people to take the prediabetes risk test via text message and receive ongoing support and lifestyle tips to help them meet their goals.
- The target audience is adults ages 40-60 years old who have prediabetes. Some are aware they have prediabetes, but the vast majority do not know they have prediabetes and are at risk of type 2 diabetes.

How can you find out if you have prediabetes?

- You can find out if you are at-risk for prediabetes by taking the online risk test at DoIHavePrediabetes.org. But only a blood test from your doctor can tell you for sure.
- If you're concerned you might have prediabetes or type 2 diabetes, you should set up an appointment with your doctor right away. Your doctor will do a blood test to check blood glucose (sugar) levels. If those levels are too high, but not yet high enough to be type 2 diabetes, it means you have prediabetes.

What are the benefits of diagnosis?

- Diagnosis is key. If you know where you stand, you can take steps immediately to reduce your risk.
- Current trends estimate that without increased physical activity and weight loss, 15-30 percent of people with prediabetes could develop type 2 diabetes within 5 years.
- The sooner people make healthy changes, the better their chance of reversing prediabetes.

What steps can people with prediabetes take to reverse the condition and prevent or delay Type 2 Diabetes?

- The important thing to remember here is that, for most people, there's still time to turn things around.
- The CDC-led National Diabetes Prevention Program helps people with prediabetes prevent or delay developing type 2 diabetes.
 - It is a scientifically proven program designed to teach people with prediabetes practical, real-life changes.

- By participating in one of the CDC-recognized programs, people can cut their risk of developing type 2 diabetes by 58 percent.
- There are hundreds of programs in local communities across the country that people can attend in-person or even virtually.
- People can find local programs through the campaign website: DoIHavePrediabetes.org
- Immediate lifestyle changes that can help prevent or delay the onset of type 2 diabetes include:
 - **Manage your weight** – Studies show that losing 5-7 percent of your body weight can reverse prediabetes. For a person who weighs 200 pounds, that’s about 10-15 pounds.
 - **Get active** – Get at least 2.5 hours (150 minutes) of light aerobic activity every week. This could be as simple as going for a brisk 30-minute walk 5 days per week. Even 10 minutes at a time adds up. Small steps can lead to big changes.
 - **Eat healthier** – Stock up on vegetables, low-fat alternatives and remember to read food labels – the more you know about what goes into your food, the better decisions you’ll be able to make.
 - **Quit smoking** – Smoking increases the risk of serious health problems associated with diabetes. Talk with your doctor about treatments or programs that can help you quit.

What resources are available for prediabetes prevention, diagnosis and treatment?

- You can learn your risk of prediabetes by taking a short online test through the campaign website: DoIHavePrediabetes.org.
- The website also features information on type 2 diabetes and prediabetes, as well as CDC-recognized lifestyle change programs and tips to help those with prediabetes reverse their risk.
- And remember, you are not alone. There are hundreds of programs in local communities that can help people with prediabetes make lifestyle changes to prevent or delay type 2 diabetes.