



**DO I HAVE  
PREDIABETES?**

## **Prediabetes Awareness Campaign Frequently Asked Questions**

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

The campaign is a national public service advertising (PSA) campaign created by 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 to be type 2 diabetes. People with prediabetes have a higher risk of developing type 2 diabetes, heart attack, and stroke.

The “Be Your Own Hero” PSAs encourage viewers to take the 1-minute prediabetes risk test to know where they stand. Viewers can learn how to take steps to reverse prediabetes and prevent or delay the onset of type 2 diabetes. Since the award-winning campaign first launched in January 2016, there have been more than 12.5 million online and video risk test completions where people have learned their risk for prediabetes. The PSAs are available in both English and Spanish across all media types. The most recent suite of creative, which launched in November 2023, was developed by Subject Matter+Kivvit. The PSAs drive audiences to the campaign website [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org).

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

Adults ages 40-65 who have diagnosed or undiagnosed prediabetes.

### **Why Is this campaign important?**

- 81 percent of people with prediabetes don’t know they have it.
- Taking the 1-minute online prediabetes risk test allows people 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 reverse prediabetes and 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/OLV (:60, :30, :15, :06)
- Radio (:60, :30, :15)
- Magazine and Newspaper
- Outdoor signage (billboards, bus shelters, etc.)
- Web Banners
- Social media

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

PSAs are available on the campaign page at [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 convenes creative storytellers to educate, unite and uplift audiences by opening hearts, inspiring action and accelerating change around the most pressing issues in America. Since the non-profit’s founding, the organization and its partners in advertising, media, marketing, and tech have been behind some of the country’s most iconic social impact campaigns – Smokey Bear, A Mind Is a Terrible Thing to Waste, Love Has No Labels, Tear the Paper Ceiling and many more.

With a current focus on mental health, gun safety, the opioid epidemic, skill-based hiring and other critical issues, the Ad Council’s national campaigns encompass advertising and media content, ground game and community efforts, trusted messenger and influencer engagement, and employer programs, among other innovative strategies to move the needle on the most important issues of the day.

To learn more or get involved, visit [AdCouncil.org](http://AdCouncil.org), join the Ad Council's communities on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#), and view campaign creative on [YouTube](#).

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

By encouraging people to learn their risk of prediabetes through a 1-minute 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?**

Be your own hero against prediabetes. You have the power to escape prediabetes. By knowing your risk for prediabetes and taking actions like speaking with your doctor, prediabetes can be reversed.

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

The *Do I Have Prediabetes?* campaign first launched in 2016. Since then, there have been multiple phases of creative, all with the same call-to-action, encouraging people to take the 1-minute prediabetes risk test to learn where they stand. The most recent launch of new creative was in November 2023. The PSAs will appear nationwide across broadcast, print, radio, out-of-home, digital banners and social media in English and Spanish. Consistent with the Ad Council’s model, the campaign will run in time and space donated by the media.

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

Program evaluation is a critical component of every Ad Council campaign. 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 reverse prediabetes and 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 CDC or submit your inquiry here [Contact CDC-INFO](#), for further assistance.

### **Where can I learn more? Can you tell us about the tools available on the website?**

[DoIHavePrediabetes.org](#) offers a 1-minute online prediabetes risk test to help people determine where they stand.

If you receive a high score on the risk test (5 or more), it encourages you to speak to a doctor to confirm a diagnosis of prediabetes via a simple blood test. You can also enroll in [CDC's National Diabetes Prevention Program Lifestyle Change Program](#), a scientifically proven lifestyle change program with a registry of more than 1,700 in-person and online CDC-recognized programs across the country.

[DoIHavePrediabetes.org](#) is a great resource for learning more about prediabetes. There, individuals can access helpful lifestyle tips around eating a little differently, getting more physical activity, and other information that can help reverse prediabetes and prevent or delay the onset of type 2 diabetes.

### **Who do I email with questions?**

Please contact your primary contact at CDC with questions or submit your inquiry here [Contact CDC-INFO](#). For questions related to specific media requests, you may also contact the Ad Council media team at <https://www.adcouncil.org/contact-us>.

### **Centers for Disease Control and Prevention**

The Centers for Disease Control and Prevention (CDC) works 24/7 to protect America’s health, safety and security. Whether diseases start at home or abroad, are curable or preventable, chronic or acute, or from human activity or deliberate attack, CDC responds to America’s most pressing health threats.