

MEDIA OUTREACH LANGUAGE TEMPLATE

PREDIABETES AWARENESS CAMPAIGN

Dear **[NAME OF MEDIA CONTACT]**:

I'm writing to put the support of **[ORGANIZATION]** behind an Ad Council PSA campaign that greatly impacts our local community.

In **[INSERT NAME OF STATE/CITY]**, **[INSERT %]** of adults has prediabetes -- which puts them at high risk of developing type 2 diabetes unless they make lifestyle changes. Nearly 98 million American adults has prediabetes, that's 1 in 3 US Adults. Further, 81 percent of those with prediabetes don't know they have the condition. Type 2 diabetes is a serious health condition that can lead to other health conditions like heart attack and stroke. The good news is that prediabetes can often be reversed. A combination of more physical activity, healthier foods, and weight management can help reverse prediabetes. The key is for people to know where they stand and take action as soon as possible.

You've likely already received PSAs for the Prediabetes Awareness campaign, which were distributed by the Ad Council via AdCouncil.org and Extreme Reach in November (for TV and radio), 2023... **[PLEASE ONLY INCLUDE THE FOLLOWING SENTENCE ABOUT EXTREME REACH FOR TV AND RADIO STATIONS]** **You should have traffic instructions and an Extreme Reach AD ID in-house by now.** Developed in partnership with the Centers for Disease Control and Prevention, the PSAs empower viewers to be their own hero and understand their risk for prediabetes by visiting DoIHavePrediabetes.org, or PodriaTenerPrediabetes.org in Spanish, to take the 1-minute prediabetes risk test to know where they stand.

By supporting these PSAs, you are helping adults in our local community make healthy lifestyle changes to reverse prediabetes and prevent or delay the onset of type 2 diabetes – a serious and irreversible disease. <http://prediabetes.adcouncil.org/>

Thank you in advance for your support. Please direct questions to myself or the Ad Council media team at <https://www.adcouncil.org/contact-us>.

Sincerely,

[YOUR NAME]