



Do I Have Prediabetes “Be Your Own Hero” Talking Points

Key Messages

- More than 1 in 3 adults in the U.S.—approximately 98 million people—have prediabetes. Of those with prediabetes, 81% don’t know they have it. ([Source](#))
- CDC is working with the Ad Council to continue the national “*Do I Have Prediabetes?*” campaign, with new “Be Your Own Hero” PSAs that encourage viewers to take charge of their health by taking the one-minute prediabetes risk test, so they can take steps to delay or prevent type 2 diabetes.
- Learning if you have prediabetes can be a wake-up call, because you can reverse it before it becomes type 2 diabetes – through simple healthy lifestyle changes like managing weight, healthy eating habits, and increased physical activity.
- First launched in 2016, the national communications campaign is designed to reach people across the country who are at increased risk for prediabetes, urging them to know their risk and learn how they can take action now.
- Head to DoIHavePrediabetes.org or PodriaTenerPrediabetes.org to take a one-minute risk test to know your risk — in English or Spanish.
- Research on health disparities shows that many people have limited access to things that make it possible to reverse prediabetes – including healthcare providers, safe places to be physically active, and healthy foods.
 - At CDC, we’re focused on advancing health equity for all – this includes our work with partners to increase access to the National Diabetes Prevention Program.

About The Issue

- More than 1 in 3 American adults—98 million Americans—has prediabetes but 81% of them don’t know they have it.
- A person with prediabetes has higher than normal blood glucose levels, but not high enough yet to be diagnosed with type 2 diabetes.
- A person who has prediabetes is at increased risk for health problems such as 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
 - For women, having a history of gestational diabetes
- Prediabetes may be reversed through healthy changes like weight loss, healthy eating habits, and increased physical activity.

November Launch Timing

- In the United States, approximately 98 million Americans—more than 1 in 3—are living with prediabetes, and 81% don’t even know they have it. That’s why it’s so crucial to share this message about the importance of understanding where you stand with prediabetes.
- Research shows that once people are made aware of their condition, they are more likely to make lifestyle changes, such as eating healthier, managing weight, quitting smoking and being active, which can help prevent or delay the onset of type 2 diabetes.
- November is National Diabetes Month, which is an important time to raise awareness about prediabetes and the benefits of knowing your prediabetes risk because it can be reversible.

About The Campaign

- The “*Do I Have Prediabetes?*” campaign is a joint effort between CDC and the Ad Council. First launched in January 2016, the nationwide campaign raises awareness about prediabetes to help people take steps to prevent or delay type 2 diabetes.
- DoIHavePrediabetes.org offers a 1-minute risk test to help people determine where they stand. The website is a great resource for learning more about prediabetes, including lifestyle tips to help prevent or delay type 2 diabetes.
- If you receive a high score on the risk test, it encourages you to speak to a doctor to confirm a diagnosis of prediabetes via a blood test, then enroll in [CDC’s National Diabetes Prevention Program](#).
 - The National DPP’s lifestyle change program helps participants take actions (like eating healthier and getting more physical activity) to prevent type 2 diabetes. And it’s proven by science – research shows that participants can cut their risk of developing type 2 diabetes by more than half.

About The “Be Your Own Hero” PSAs

- The newest PSAs, “Be Your Own Hero,” encourage viewers to take the 1-minute [prediabetes risk test](#) at [DoIHavePrediabetes.org](#) so they can know their risk and take control of their health.
 - The new public service announcements can be found nationwide across broadcast, print, radio, out-of-home, digital and social media. These PSAs will run at least through summer 2025.
- The goal of “Be Your Own Hero” is to reach American adults, especially those between the ages of 40 and 65 who have prediabetes – and don’t know they have it. We are placing an emphasis on reaching:
 - Black and Hispanic adults, who are at higher risk for developing prediabetes than White adults.
 - Men, who are more likely to have type 2 diabetes that isn’t diagnosed.

The Resources Available

- Go to [DoIHavePrediabetes.org](#) and take the one-minute risk test to know where you stand.
- [DoIHavePrediabetes.org](#) gives you tips on reversing prediabetes through healthy eating and being more physically active. The site also lets users search for [CDC’s National Diabetes Prevention Program](#) (National DPP) providers near their zip code.
 - The National DPP’s lifestyle change program helps participants take actions (like eating healthier and getting more physical activity) to prevent type 2 diabetes. And it’s proven by science – research shows that participants can cut their risk of developing type 2 diabetes by more than half.

The Campaign’s Success To Date

- Since the award-winning campaign launched, almost **12.7 million** people have learned their risk for prediabetes through the online risk assessment and risk test videos.

Responses to Potential Questions

Is prediabetes a real diagnosis?



- Yes. Prediabetes is a serious health condition that also puts people at risk of other serious conditions like type 2 diabetes, heart attack, and stroke.
- Prediabetes is when a person's blood sugar is higher than normal but not high enough for a diabetes diagnosis. It can only be diagnosed with a blood test.
 - An A1C between 5.7 and 6.4% indicates you have prediabetes.
 - If you have prediabetes, the cells in your body don't respond normally to insulin. Your pancreas makes more insulin to try to get cells to respond. Eventually your pancreas can't keep up, and your blood sugar rises, causing prediabetes (and type 2 diabetes if prediabetes is not reversed).