



Campaign Fact Sheet Prediabetes Awareness

Campaign Sponsors:

Centers for Disease Control and Prevention (CDC)

Volunteer Advertising Agency:

Subject Matter+Kivvit

BACKGROUND:

Nearly 98 million Americans (more than 1 in 3 adults) has prediabetes and are at high risk of developing type 2 diabetes. Of these individuals, more than 81% 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.

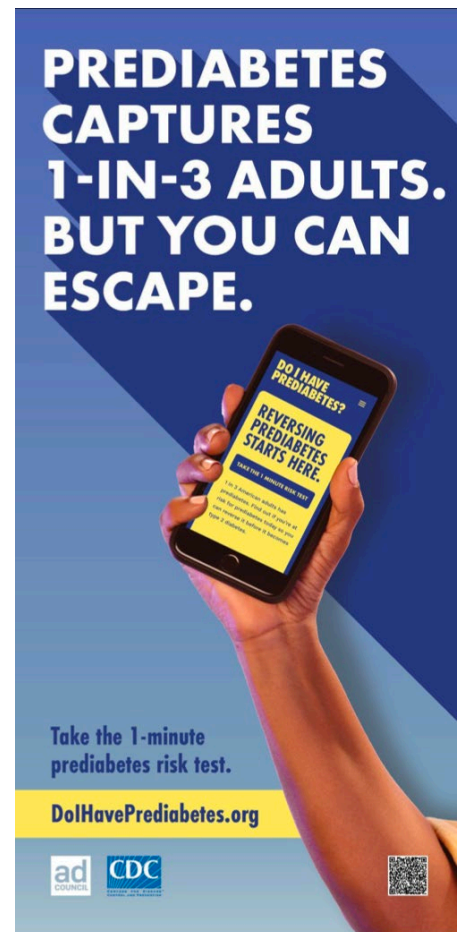
The COVID-19 pandemic heightened the relationship between chronic conditions such as type 2 diabetes, and infectious diseases. According to CDC, type 2 diabetes is one of the top underlying health conditions associated with COVID-19 severity and deaths. Having prediabetes also puts you at higher risk for serious health conditions like heart attack and stroke. But the good news is that by knowing your risk for prediabetes, you can take steps to reverse it and prevent or delay it from progressing to type 2 diabetes. Making healthy lifestyle changes like increasing physical activity, eating healthier foods, and managing weight can help reverse prediabetes.

CAMPAIGN OBJECTIVE:

Raise awareness of prediabetes to help people reverse prediabetes and prevent or delay the onset of type 2 diabetes; and encourage audiences to take the 1-minute prediabetes risk test at DoIHavePrediabetes.org (PodriaTenerPrediabetes.org in Spanish).

TARGET AUDIENCE:

Adults ages 40-65 who have prediabetes or are at increased risk of diabetes, with a focus on African American, Hispanic, and male segments.



DID YOU KNOW?

- More than 1 in 3 American adults has prediabetes.
- More than 81% of people with prediabetes don't know they have it.