Social Share Toolkit for Tribal Diabetes Prevention Programs










MAVEN COLLECTIVE

NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Strengthening Public Health Systems and Services Through National Partnerships to Improve and Protect the Nation's Health is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HHS, or the U.S. Government.

About the Toolkit

Who is the toolkit for?

The toolkit is intended for use by tribal diabetes prevention programs offering a CDC-recognized National Diabetes Prevention Program (National DPP) lifestyle change program or other community-led diabetes prevention programs in tribal communities.

What is included in the toolkit?

- Customizable social share graphics
- Customizable promotional flyers
- Instagram story images
- Additional marketing resources

Where can you share promotional materials?

Social share graphics can be shared through the following:

- Social media platforms (e.g., Facebook, Instagram)
- Newsletters
- Newspapers
- Other media outlets

Promotional flyers can be shared in the following:

- Waiting rooms (e.g., health clinic, hospital)
- Gathering places (e.g., community center, wellness center)
- Local venues (e.g., library, post office, convenience store)

How do you use the toolkit?

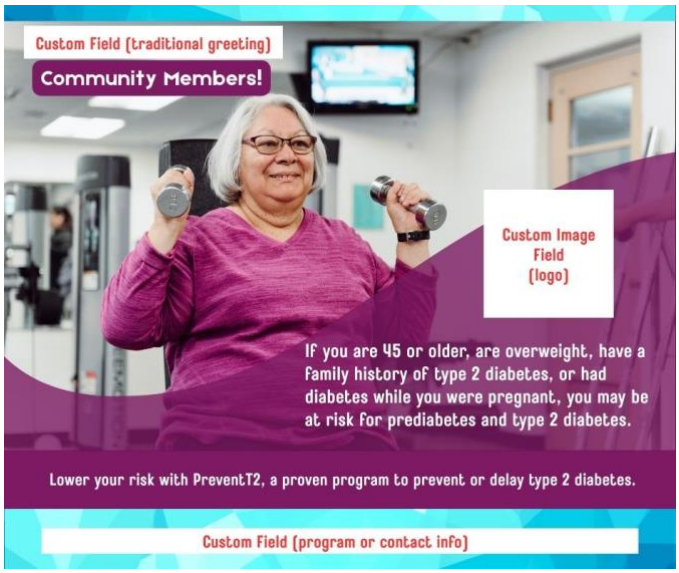
Programs are encouraged to share materials with their community by customizing social share graphics and flyers with their logo and contact information. Reference the ***preview*** pages of graphics below to select the material you'd like to download and follow the instructions depending on the material selected.

Who do I contact if I need assistance with this toolkit?

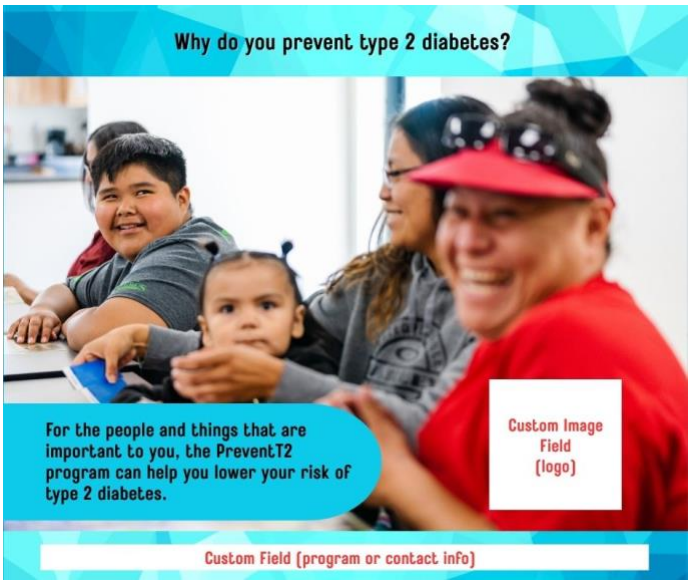
Please contact Maven Collective Consulting: TribalDPP@mavencollectiveconsulting.com.

Preview – Social Share Images (1–6)

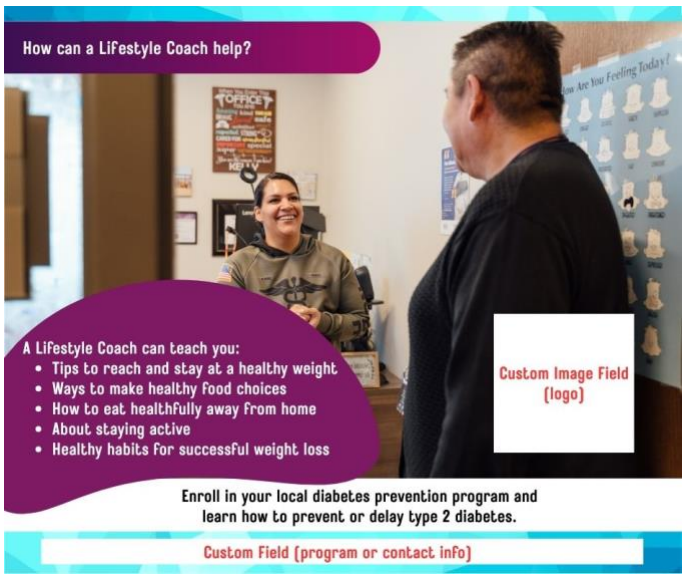
1. Download the graphic you'd like to customize.
2. Complete the fields on the graphic you'd like to tailor to your program, community, or event.
    a. Most graphics have an option to upload an image, like a logo or branding element specific to your program.
    b. When prompted in the fillable PDF, consider adding a personalized greeting that is local to your area or tribal community.
3. When you are done completing the fields, save the PDF as a JPEG file so that you can easily post it to your social media platform, or add it to a newsletter, email, document, etc.



Download Customizable Image (SS-01)



Download Customizable Image (SS-02)



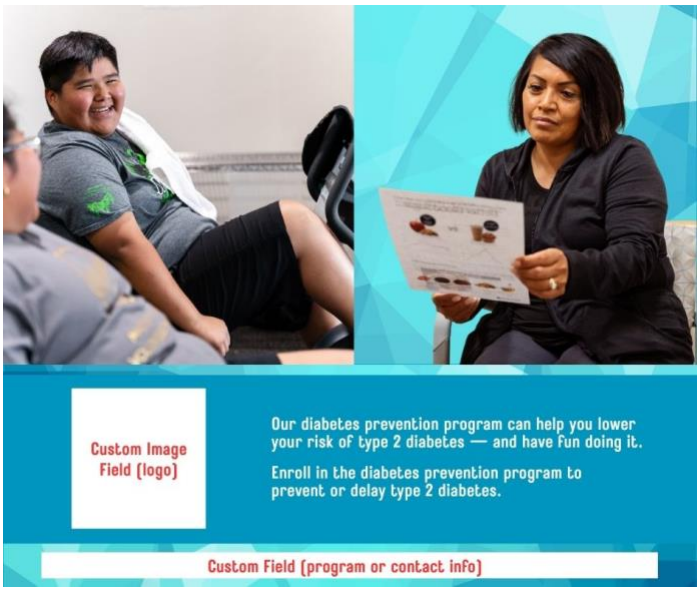
Download Customizable Image (SS-03)



Download Customizable Image (SS-04)

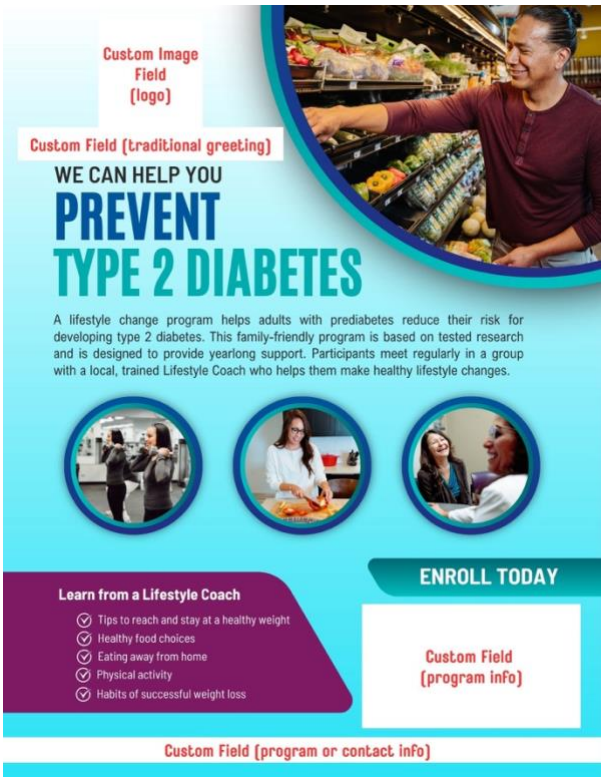


Download Customizable Image (SS-05)

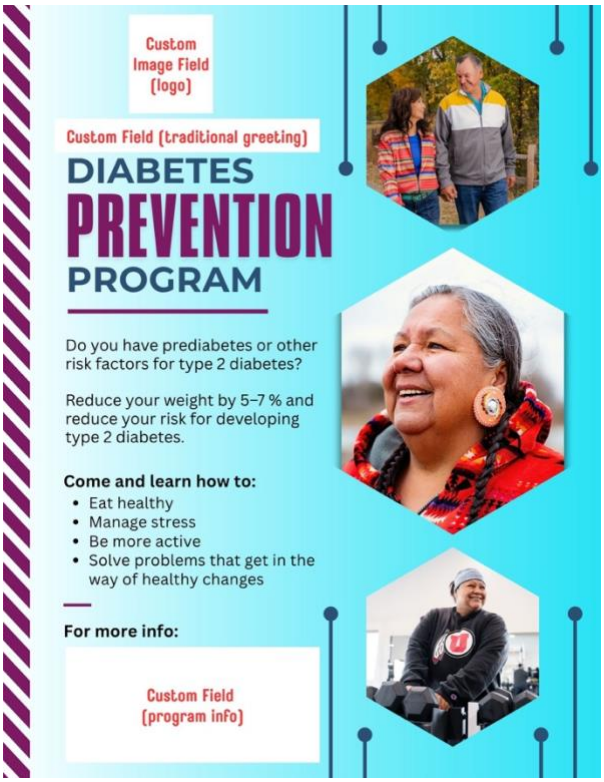


Download Customizable Image (SS-06)

Preview – Promotional Flyers (1–3)



[Download Customizable Flyer (Flyer - 01)]



[Download Customizable Flyer (Flyer - 02)]

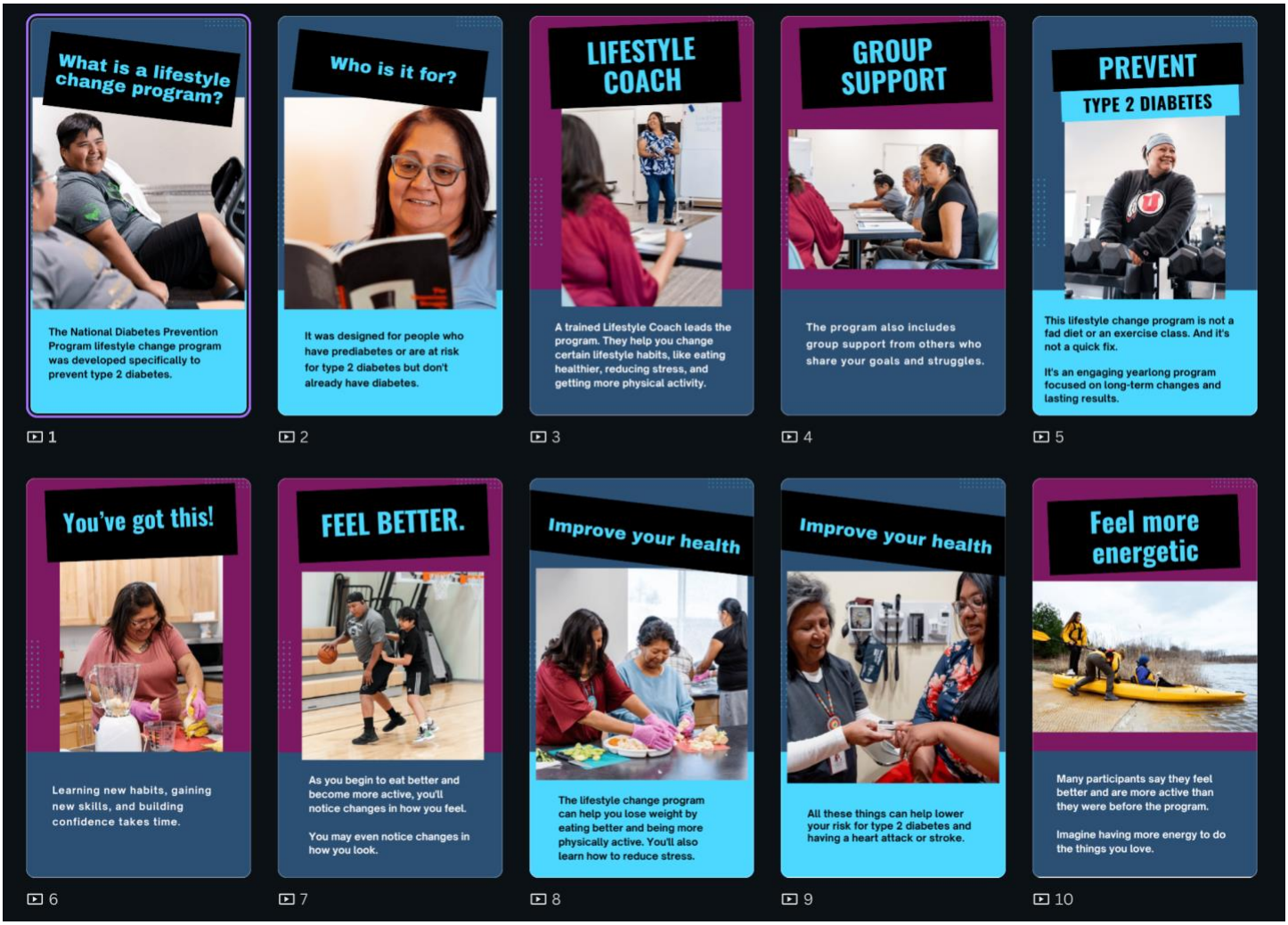


[Download Customizable Flyer (Flyer - 03)]

Preview – Instagram Story (10 images)

Download 10 Images (IG-01 thru IG-10)

Upload JPEG graphics to your Instagram story in sequential order, starting with IG-01 and ending with IG-10. These images are not customizable, but programs are encouraged to add an image with details about their program and contact information.



Additional Resources

Source: Centers for Disease Control and Prevention National Diabetes Prevention Program

American Indian and Alaska Native Audiences Promotional Materials

Resource Type	Resource Description	English
Sample Drop-In Article and E-Newsletter Copy	Provides written, tailorable content to promote your lifestyle change program to American Indian and Alaska Native communities. Drop-in articles may be used in newsletters, blogs, or websites. The e-newsletter copy may be appropriate for e-mail listservs and other digital placements.	• Job Aid
Posters	Features images of American Indian families and encourages healthy lifestyle changes to promote the lifestyle change program. These materials can be shared digitally or printed and displayed in community locations to market your program.	**Be in Balance Poster** • Be In Balance (Crops) • Be In Balance (No Crops) • Be In Balance (Fillable, Crops) • Be In Balance (Fillable, No Crops **Be Well Poster** • Be Well (Crops) • Be Well (No Crops) • Be Well (Fillable, Crops) • Be Well (Fillable, No Crops) **Be the Model Poster** • Be The Model (Crops) • Be The Model (No Crops) • Be The Model (Fillable, Crops) • Be The Model (Fillable, No Crops)

Resource Type	Resource Description	English
Social Media	These graphics can be used on a variety of social media platforms to engage American Indian and Alaska Native audiences in your community with diabetes prevention messaging and lifestyle change program promotion.	• Be Well • Be Well (Fillable) • Nurture Life • Nurture Life (Fillable) • Find Balance • Find Balance (Fillable) • Connect & Learn • Connect & Learn (Fillable) • Fuel Futures • Fuel Futures (Fillable) • Nourish & Thrive • Nourish & Thrive (Fillable) • Stretch Your Limits • Stretch Your Limits (Fillable) • Honor Your Strength • Honor Your Strength (Fillable) • Keep Moving • Keep Moving (Fillable) • Connecting Generations • Connecting Generations (Fillable) • Strength in Family • Strength in Family (Fillable) • Nourish Your Spirit • Nourish Your Spirit (Fillable)

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