

National Prediabetes Awareness Tools

The Ad Council®



NACDD partnered with the Centers for Disease Control and Prevention (CDC), the American Medical Association (AMA), and the American Diabetes Association (ADA) to create a groundbreaking series of humor-based broadcast messages addressing prediabetes. The result was a highly entertaining PSA series that featured a spoof on doctors and patients discussing prediabetes with both English and Spanish speaking actors. One of the videos leads the audience to count on their fingers to determine if they are at risk for prediabetes. The PSAs are still being broadcast nationally and are available to use. They send viewers to DoIHavePrediabetes.org to take the ADA's risk test questionnaire and to learn more about preventing obesity, prediabetes, and diabetes.

PSACentral.org

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Free to use. Cannot customize. Cannot pay for placement



CBS Health

100% customizable. 10 seconds of voiceover and ending with logo and VoiceOver message and your website address.

STEP 1

Reach out to media outlets and encourage them to donate time and space to promote these messages

STEP 2

Go with the media provider to PSACentral.org and search for the prediabetes campaign

STEP 3

Select the posters, billboards, and broadcast messages to share. States can pay for printing, but not for placement.

CBS: Your Health®

cdc.gov/diabetesTV

NACDD partnered with CDC and CBS Television to develop more than 40, 2 1/2-minute, mini-interview segments to run alongside the morning news across CBS' largest 13 markets for 13 weeks. These segments feature award winning journalist, Joan Lunden speaking with Dr. Ann Albright, director of CDC's Division of Diabetes Translation, as well as other CDC experts, DPP participants, medical



professionals, cooking chefs, DPP lifestyle coaches, and the president of the American Medical Association, among others. Joan Lunden also fronts nine, 30-second spots that are available to states and partners to run in doctors offices, on airport televisions, on mobile devices, on websites, and through email campaigns as well as on CBS broadcast stations. In addition, Dr. Albright has recorded three, 30-second CBS News® HealthWatch® segments that are also available. All of these tools are completely customizable by adding a state or organization's logo and 10-second audio message at the end of

each segment along with a custom website to drive viewers to visit. To utilize these CBS assets, please contact John Patton with NACDD at: jpatton@chronicdisease.org.