

The [National Diabetes Prevention Program](#)—or National DPP—was created in 2010 to address the increasing burden of prediabetes and type 2 diabetes in the United States. This national effort created partnerships between public and private organizations to offer evidence-based, cost-effective ways to help prevent type 2 diabetes. [Healm](#) is a free, online decision-support tool that guides employer benefit decision-makers as they make informed decisions about providing the National DPP lifestyle change program as a covered benefit for employees.

Use this Ambassador Toolkit for ways to share Healm with employers. This resource gives you ready-to-use social media posts, videos, downloadable resources, and content for newsletters and websites.

Welcome to the Ambassador Toolkit

A Healm Ambassador is an individual or an organization that believes in [Healm's](#) purpose and is interested in helping us reach more people. Ambassadors are well versed in the National DPP lifestyle change program and making the value proposition. They are comfortable talking about Healm, know its key features, and find ways to share and promote its use.

Whether you are a public health professional, business community member, or national partner, if you have found your way here, it is likely you would be a great Healm Ambassador!

Help Our Team Spread the Word About Healm!

We created Healm to prevent type 2 diabetes in the workforce by equipping employers with tools to implement the National Diabetes Prevention Program (National DPP) lifestyle change program. We need you to drive awareness, understanding, and adoption of the National DPP lifestyle change program as well as Healm with benefits and wellness professionals. As an Ambassador, you'll play a vital role in making Healm the go-to platform with benefits and wellness professionals, so they can make informed decisions on adding the National DPP lifestyle change program as a covered benefit for their employees.

Communication Guidelines and Marketing Materials

Below you'll find a summary of the available marketing materials to help you share Healm with other partners and ultimately, drive employer registrations. Please use our guidelines when sharing content.

Usage guidelines: All images, logos, and graphics must remain unaltered. The information has been researched and reviewed to ensure accuracy.

Social Media

There are two ways to participate:

1. Follow [Healm on LinkedIn](#) and reshare posts to your platform.
2. Use the posts below to create awareness of Healm on your personal and/or professional platforms (e.g., LinkedIn, Facebook). Don't forget to tag @Healm on LinkedIn so that we can "like" your posts as well!

Image and video files are available to download [here](#) under the heading "Share Healm With Employers" and we've included sample posts below to use. Be sure to include Alt Text for all of the images you select to promote accessibility.

Please contact us at nacdd.diabetes@chronicdisease.org with any questions or for additional resources.

Sample Posts

Video 1 – [Post video file or include [link to video](#)]

Post copy - Meet @Healm: the free, all-in-one tool for workplace type 2 diabetes prevention.

Register today for expert support and evidence-based resources, every step of the way. A healthier workforce starts here. HealmAtWork.org

#DiabetesPrevention #WorkplaceWellness #EmployeeHealth

Image Option 1 – [post image file]



Post copy: Diabetes prevention isn't one-size-fits-all. @Healm is a free all-in-one resource to guide you to the right lifestyle change program for your team.

Register today to get started!

HealmAtWork.org

#DiabetesPrevention #WorkplaceWellness
#EmployeeHealth

[Image alt text: A man holds a tablet in a hardware store while talking to two employees. Text reads: Let's put diabetes prevention to work.]

Image Option 2 – [post image file]



Post copy: Diabetes costs everyone. Healm is a free resource for choosing, implementing, and measuring the right type 2 diabetes prevention plan for your workforce.

Register at HealmAtWork.org to get started.

#DiabetesPrevention #WorkplaceWellness
#EmployeeHealth

[Image alt text: Two employees in a warehouse look at a tablet. Text reads: Protect your people – and your bottom line.]

Informational PDFs

Use these two informational resources to highlight the importance of type 2 diabetes prevention in the workplace and the benefits of Healm.

These can be shared via email or on LinkedIn.



Sample LinkedIn post copy: Download this free resource to find out how to build a healthier team and a healthier bottom line. @Healm is a free all-in-one tool for type 2 diabetes prevention in the workplace. Learn more about how Healm can support you in implementing and sustaining the National Diabetes Prevention Program for your workforce.

Register at HealmAtWork.org to get started.

#DiabetesPrevention #WorkplaceWellness #EmployeeHealth

[Post or attach Diabetes Prevention For Your Workforce PDF file]



Sample LinkedIn post copy: Did You Know? More than one in three American adults has prediabetes. Divide your total workforce by three. That's how many are likely currently at risk for prediabetes.

BUT you can help your employees prevent the progression of prediabetes to type 2 diabetes by offering the [National Diabetes Prevention Program \(National DPP\)](https://www.cdc.gov/diabetes/prevention/program) lifestyle change program as a covered benefit.

Don't know where to start? Register for free step-by-step support at HealmAtWork.org.

#DiabetesPrevention #WorkplaceWellness #EmployeeHealth

[Post or attach Healm One-Pager PDF file]

Additional Ways to Feature Healm

You can also help promote Healm by linking to HealmAtWork.org directly from your existing diabetes and type 2 diabetes prevention related website/page or newsletter.

Use this brief description and include the Healm logo. Feel free to provide additional details from the “What is Healm” section below if space allows.

[Healm](#) is free-to-use, all-in-one tool designed to help employers offer a program recognized by CDC to prevent or delay type 2 diabetes. The online platform includes proprietary decision-making software, a personalized dashboard, and tailored support. Healm will help you get approval from your organization’s leadership to implement the program successfully and offer it as a covered benefit.

Healm logo files can be found [here](#) under “Share Healm With Employers.”

What is Healm?

Healm is a free online platform developed with and for employers to help you make informed decisions about providing the National Diabetes Prevention Program (National DPP) lifestyle change program as a covered benefit to your employees. Healm helps you design a type 2 diabetes prevention strategy in your workforce—thus reducing diabetes-related costs and helping improve health and wellness for your employees.

Healm includes proprietary decision-making software, a personalized progress tracking and metrics dashboard, and tailored support. These tools can help you get approval for the program from your organization’s leadership and implement the program successfully as well as offer it as a covered benefit.

When you register and log in to Healm, you will have access to a wealth of information about the National DPP lifestyle change program. This information is presented in a variety of formats, including interactive learning modules and videos.

As you work through the content, you will be asked a series of questions about your organization, which will allow the system to customize your experience. Your answers will also populate a customizable dashboard that you can use to measure success after adopting the National DPP lifestyle change program. You can change this information as needed if you decide to cover the program for your workforce.

Questions and More Information

Want to learn more about how to incorporate Healm into your existing work such as exploring partnership opportunities, presentations, or other marketing channels? Want to become a trained Healm Guide? Need additional outreach materials?

Please contact us at nacdd.diabetes@chronicdisease.org for additional support.