

# Social Share Toolkit for Tribal Diabetes Prevention Programs



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 community-led or CDC-recognized National Diabetes Prevention Program (National DPP) lifestyle change program.

### 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
- Gathering places
- Local venues

### How do you use the toolkit?

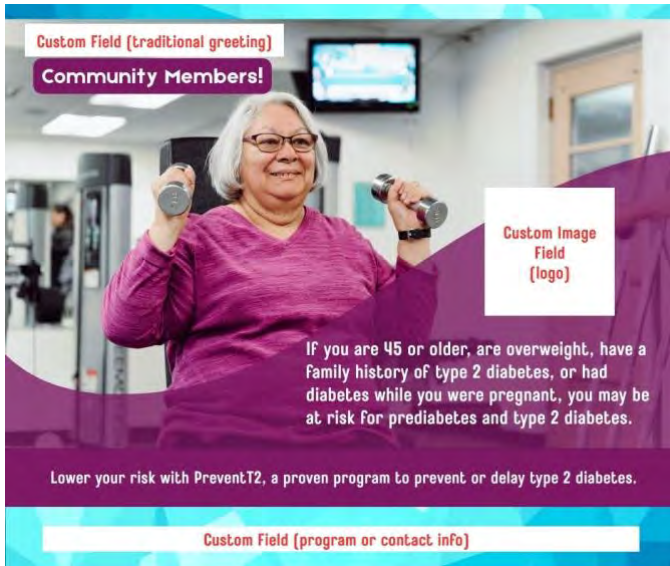
Programs are encouraged to share materials with their community by customizing social share graphics and flyers with their logo and contact information. Reference the **preview** pages of graphics below to select the material you'd like to download and follow the instructions depending on the material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

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

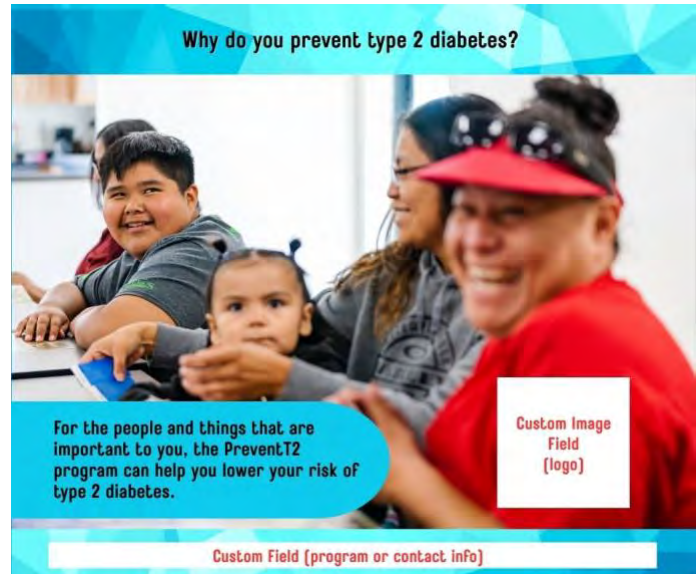
Please contact Maven Collective Consulting: [TribalDPP@mavencollectiveconsulting.com](mailto:TribalDPP@mavencollectiveconsulting.com).

## Preview – Social Share Images (1-6)

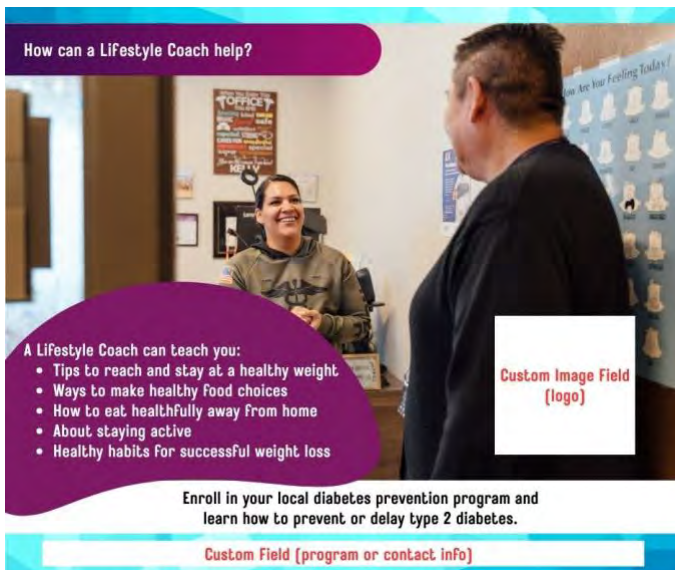
1. Download the graphic you'd like to customize.
2. Complete the fields on the graphic you'd like to tailor to your program, community, or event.
  - a. Most graphics have an option to upload an image, like a logo or branding element specific to your program.
  - b. When prompted in the fillable PDF, consider adding a personalized greeting that is local to your area or tribal community.
3. When you are done completing the customizable 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)



Enroll in your local diabetes prevention program to prevent or delay type 2 diabetes.

Custom Image Field (logo)

If you have prediabetes, making modest lifestyle changes now — like eating healthier, being more physically active, and reducing stress — can help you avoid the bigger changes that come with managing type 2 diabetes.

Custom Field (program or contact info)

[Download Customizable Image](#)  
[\(SS-05\)](#)



Custom Image Field (logo)

Our diabetes prevention program can help you lower your risk of type 2 diabetes — and have fun doing it. Enroll in the diabetes prevention program to prevent or delay type 2 diabetes.

Custom Field (program or contact info)

[Download Customizable Image](#)  
[\(SS-06\)](#)

Preview – Promotional Flyers (1-3)

Custom Image Field (logo)

Custom Field (traditional greeting)

## WE CAN HELP YOU PREVENT TYPE 2 DIABETES

A lifestyle change program helps adults with prediabetes reduce their risk for developing type 2 diabetes. This family-friendly program is based on tested research and is designed to provide year-long support. Participants meet regularly in a group with a local trained Lifestyle Coach who helps them make healthy lifestyle changes.

**ENROLL TODAY**

Learn from a Lifestyle Coach

- ✓ Tips to reach and stay at a healthy weight
- ✓ Healthy food choices
- ✓ Eating away from home
- ✓ Physical activity
- ✓ Habits of successful weight loss

Custom Field (program info)

Custom Field (program or contact info)

[Download Customizable Flyer \(Flyer - 01\)](#)

Custom Image Field (logo)

Custom Field (traditional greeting)

## DIABETES PREVENTION PROGRAM

Do you have prediabetes or other risk factors for type 2 diabetes?

Reduce your weight by 5-7% and reduce your risk for developing type 2 diabetes.

**Come and learn how to:**

- Eat healthy
- Manage stress
- Be more active
- Solve problems that get in the way of healthy changes

**For more info:**

Custom Field (program info)

Custom Field (program info)

[Download Customizable Flyer \(Flyer - 02\)](#)

## Take charge of your health to prevent or delay type 2 diabetes.

Making modest lifestyle changes now – like eating healthier, staying active, and managing stress – may help you avoid having to manage type 2 diabetes for the rest of your life.

**You don't have to do it alone.**  
You will have the support of a Lifestyle Coach and a group of people facing the same challenges and trying to make the same changes.

**CONTACT US TO LEARN MORE**


Custom Field (program info)


[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.


**1** **What is a lifestyle change program?**  
  
The National Diabetes Prevention Program lifestyle change program was developed specifically to prevent type 2 diabetes.


**2** **Who is it for?**  
  
It was designed for people who have prediabetes or are at risk for type 2 diabetes but don't already have diabetes.


**3** **LIFESTYLE COACH**  
  
A trained Lifestyle Coach leads the program. They help you change certain lifestyle habits, like eating healthier, reducing stress, and getting more physical activity.


**4** **GROUP SUPPORT**  
  
The program also includes group support from others who share your goals and struggles.


**5** **PREVENT TYPE 2 DIABETES**  
  
This lifestyle change program is not a fad diet or an exercise class. And it's not a quick fix.  
It's an engaging yearlong program focused on long-term changes and lasting results.

**6** **You've got this!**  
  
Learning new habits, gaining new skills, and building confidence takes time.

**7** **FEEL BETTER.**  
  
As you begin to eat better and become more active, you'll notice changes in how you feel.  
You may even notice changes in how you look.

**8** **Improve your health**  
  
The lifestyle change program can help you lose weight by eating better and being more physically active. You'll also learn how to reduce stress.

**9** **Improve your health**  
  
All these things can help lower your risk for type 2 diabetes and having a heart attack or stroke.

**10** **Feel more energetic**  
  
Many participants say they feel better and are more active than they were before the program.  
Imagine having more energy to do the things you love.

## 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.	<ul style="list-style-type: none"> <li>• <a href="#">Job Aid</a></li> </ul>
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.	<p>Be Balance Poster</p> <ul style="list-style-type: none"> <li>• <a href="#">Be In Balance (Crops)</a></li> <li>• <a href="#">Be In Balance (No Crops)</a></li> <li>• <a href="#">Be In Balance (Fillable, Crops)</a></li> <li>• <a href="#">Be In Balance (Fillable, No Crops)</a></li> </ul> <p>Be Well Poster</p> <ul style="list-style-type: none"> <li>• <a href="#">Be Well (Crops)</a></li> <li>• <a href="#">Be Well (No Crops)</a></li> <li>• <a href="#">Be Well (Fillable, Crops)</a></li> <li>• <a href="#">Be Well (Fillable, No Crops)</a></li> </ul> <p>Be Model Poster</p> <ul style="list-style-type: none"> <li>• <a href="#">Be The Model (Crops)</a></li> <li>• <a href="#">Be The Model (No Crops)</a></li> <li>• <a href="#">Be The Model (Fillable, Crops)</a></li> <li>• <a href="#">Be The Model (Fillable, No Crops)</a></li> </ul>

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.	<ul style="list-style-type: none"> <li>• <a href="#">Image 1</a></li> <li>• <a href="#">Image 1 (Fillable)</a></li> <li>• <a href="#">Image 2</a></li> <li>• <a href="#">Image 2 (Fillable)</a></li> <li>• <a href="#">Image 3</a></li> <li>• <a href="#">Image 3 (Fillable)</a></li> <li>• <a href="#">Image 4</a></li> <li>• <a href="#">Image 4 (Fillable)</a></li> <li>• <a href="#">Image 5</a></li> <li>• <a href="#">Image 5 (Fillable)</a></li> <li>• <a href="#">Image 6</a></li> <li>• <a href="#">Image 6 (Fillable)</a></li> <li>• <a href="#">Image 7</a></li> <li>• <a href="#">Image 7 (Fillable)</a></li> <li>• <a href="#">Image 8</a></li> <li>• <a href="#">Image 8 (Fillable)</a></li> <li>• <a href="#">Image 9</a></li> <li>• <a href="#">Image 9 (Fillable)</a></li> <li>• <a href="#">Image 10</a></li> <li>• <a href="#">Image 10 (Fillable)</a></li> <li>• <a href="#">Image 11</a></li> <li>• <a href="#">Image 11 (Fillable)</a></li> <li>• <a href="#">Image 12</a></li> <li>• <a href="#">Image 12 (Fillable)</a></li> </ul>

[Start the Journey to Health | Native Diabetes Wellness Program](#)

Short Videos	American Indian participants share how they started their journey to health and balance with their family and community. These nine videos show how the strong support of Lifestyle Coaches and other participants can help make healthy changes happen. Lifestyle change programs can air PSAs in their clinics, community centers, or play them at community and outreach events.	<ul style="list-style-type: none"> <li>• <a href="#">Regional public service announcements (3 videos)</a></li> <li>• <a href="#">Personal stories (3 videos)</a></li> <li>• <a href="#">A day in the life of a Lifestyle Coach (3 videos)</a></li> </ul>
--------------	---	--

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.





**M A V E N**  
C O L L E C T I V E



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