



Push For Your *Health*

CAMPAIGN TOOLKIT

Organizing Partners:

Lakeshore Foundation

National Center on Health, Physical Activity and Disability (NCHPAD)

National Association of Chronic Disease Directors (NACDD)

National Recreation and Parks Association (NRPA)

Foundation for Physical Medicine and Rehabilitation (FPM&R)

Toolkit Purpose

This toolkit is meant to make promoting and celebrating National Diabetes Awareness Month in your community a little easier! This kit is designed to help you generate messages to support an inclusive diabetes prevention awareness campaign to your audiences.

This kit includes a sample press release, key messages and social media posts. You can customize these materials to best meet your needs!

When using social media, please make sure you are using the hashtags **#ThisIsDiabetes** and **#Push4YourHealth**.

We hope this toolkit helps you generate great support for inclusive diabetes prevention!

Disability and Diabetes Facts

- According to the Centers for Disease Control and Prevention (CDC) the rate of diabetes cases in the United States has nearly tripled over the past twenty years, particularly as the population ages and more adults become overweight or obese. What is often not highlighted is the number of adults at the highest risk for having Type II Diabetes, a condition also known as pre-diabetes. Approximately 84 million Americans have pre-diabetes and most are not aware they have it.
- In the United States people with disability make up approximately 25% of the total population and according to CDC, adults with disabilities experience a rate of diabetes more than double that of adults without disability (16.3% vs. 7.2%). Adults with disability also experience higher rates of obesity, hypertension and physical inactivity.
- Healthcare providers play a critical role in providing patients with disability information and resources to prevent or delay Type II Diabetes. These resources must be provided or communicated to them in an accessible way and through an accessible environment. This includes having educational materials in alternative formats, understanding effective communication and outreach strategies and having appropriate diagnostic equipment such as wheelchair accessible scales.
- Adults living with disabilities are three times more likely to have a heart disease, stroke, diabetes, or cancer. For more on this data, access CDC's "[Disability Impacts All of Us](#)" report.
- Prevent T2 for All is an adaptation of "[Prevent T2](#)," the 12-month lifestyle change program to prevent or delay Type 2 Diabetes that is housed within the Centers for Disease Control and Prevention (CDC) Division of Diabetes Translation. This inclusive program is designed to promote modest weight loss, increased physical activity and other lifestyle changes in adults diagnosed with pre-diabetes. Follow this link for more on the [Prevent T2 for All](#) curriculum.

- You can learn more about the National Diabetes Month campaign – Push For Your Health - by visiting: www.committoinclusion.org/pushforyourhealth.
- Join the conversation on Facebook, Twitter and Instagram with the hashtag #Push4YourHealth.

Diabetes Prevention Awareness Campaign Key Messages

- 84 million Americans have prediabetes—it can be reversed. Push forward for your health and find out at doihaveprediabetes.org.
- Adults living with disabilities are at a higher risk for developing Type II Diabetes because of higher rates of obesity, hypertension, physical inactivity and other risk factors. Push back for your health!
- Disability and diabetes do not discriminate. Push down the barriers for your health!
- Physical activity is the closest thing we have to a wonder drug! People with disability should get regular physical activity to reduce the risk of prediabetes and to promote overall health and wellness.
- Diabetes Prevention Program (DPP) providers should be using inclusive strategies to recruit and accommodate people with physical and sensory disabilities. Commit to inclusion in your diabetes prevention program!
- Are you prepared to properly assess diabetes risk for people with disability? Start with materials in alternative formats and a wheelchair accessible scale. For more, check out [Prevent T2 for All](#).
- Healthcare providers can use the Screen Test Act Today Toolkit (STAT) to assess diabetes risk for people with physical, sensory and intellectual disabilities.
- Diabetes Prevention Programs are for everyone. Take a push for your health and learn more at doihaveprediabetes.org.

Multimedia and Additional Resources

- Do I Have Prediabetes? Education Materials - <https://doihaveprediabetes.org/prediabetes-education-materials/>

- Prevent T2 for All Video Series - <https://www.youtube.com/watch?v=d2ZcfTdAD28&list=PLwMObYmISHaO8tlu1eICLQPGZp3zCbGxx>
- Recruiting People with Disabilities (Video) – <https://www.youtube.com/watch?v=d2ZcfTdAD28>
- Inclusive Health Promotion Programs: Access 101 (Video) - <https://www.youtube.com/watch?v=Wzrk3jqz56w>
- How To: Choose a Fitness Center (Video) - <https://www.youtube.com/watch?v=a4lLrZm6xyk>
- Cooking with a Disability Video Series – <https://www.nchpad.org/1674/6770/Cooking~with~a~Disability~Video~Series>
- Dining with Type 2 Diabetes (Video) - <https://www.nchpad.org/1218/5867/Dining~with~Type~2~Diabetes>
- Exercising with Diabetes and Secondary Conditions - <https://www.nchpad.org/1539/6511/Exercising~with~Diabetes~and~Secondary~Condit ions>

Template Diabetes Prevention Awareness Campaign Press Release

[ORG LOGO/LETTERHEAD]

FOR IMMEDIATE RELEASE

Media Contact:

[Contact Name]

[Organization Name]

[Phone]

[Email]

This November, [Organization Name] Recognizes National Diabetes Awareness Month and the Role of Inclusion in Prevention

Month-long campaign highlights a critical need for disability inclusion in diabetes prevention.

[CITY, STATE ABRV] – [DATE] –

According to the Centers for Disease Control and Prevention (CDC) the rate of diabetes cases in the United States has nearly tripled over the past twenty years, particularly as the population ages and more adults become overweight or obese. What is often not highlighted is the number of adults at the highest risk for having Type II Diabetes, a condition also known as pre-diabetes. Approximately 84 million Americans or 1 in 3 have pre-diabetes and most are not aware they have it.

In the United States people with disability make up approximately 25% of the total population and according to CDC, adults with disabilities experience a rate of diabetes more than double that of adults without disability (16.3% vs. 7.2%). Adults with disability also experience higher rates of obesity, hypertension and physical inactivity.

To raise awareness about diabetes, disability and healthy living, [your organization] is proudly participating in National Diabetes Awareness Month.

[QUOTE from Organization leadership, discussing ways you impact your community through health and wellness, inclusion and tie to the Diabetes Prevention Awareness Month Campaign.]

Disability and diabetes do not discriminate. Spread the word and learn more at commitoinclusion.org/push4yourhealth and via social media #Push4YourHealth.

To learn more about prediabetes and diabetes prevention programs, visit <https://doihaveprediabetes.org/>.

[Organization boilerplate/ "about" information]

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Social Media Materials

Social Media Graphics

You can find social media graphics at <https://bit.ly/2SmJtrL>. We encourage you to share these on your social media pages in conjunction with the key messages and social media posts below!

Sample Social Media Posts

If you have social media platforms such as Facebook, Twitter and Instagram, here are some sample messages to generate awareness among your friends and followers. You can customize these posts and feel free to develop some more on your own!

Official Diabetes Prevention Awareness Campaign Hashtags

- #Push4YourHealth
- #ThisIsDiabetes

Sample posts for Facebook:

- November is National Diabetes Awareness Month and we're celebrating by highlighting the role of disability inclusion in diabetes prevention! #Push4YourHealth #ThisIsDiabetes <https://bit.ly/2Wt1F2T>
- 84 million Americans have prediabetes—it can be reversed. Push forward for your health and find out at doihaveprediabetes.org. #Push4YourHealth
- Disability and diabetes do not discriminate. Adults living with disabilities are at a higher risk for developing Type II Diabetes. Push back for your health! #Push4YourHealth <https://bit.ly/2Wt1F2T>
- Physical activity is the closest thing we have to a wonder drug! People with disability should get regular physical activity to reduce the risk of prediabetes and to promote overall health and wellness. Watch this video for tips on how to choose a fitness center - <https://www.youtube.com/watch?v=a4lLrZm6xyk>. #Push4YourHealth
- DPP providers should be using inclusive strategies to recruit and accommodate people with physical and sensory disabilities. Commit to inclusion in your diabetes prevention program! Watch this video to learn about recruiting people with disability in your program - <https://www.youtube.com/watch?v=d2ZcfTdAD28>. #Push4YourHealth
- Are you prepared to properly assess diabetes risk for people with disability? Start with materials in alternative formats and a wheelchair accessible scale. For more, check out Prevent T2 for All <https://bit.ly/2Wt1F2T>. #Push4YourHealth
- Healthcare providers can use the Screen Test Act Today Toolkit (STAT) to assess diabetes risk for people with physical, sensory and intellectual disabilities. <https://preventdiabetesstat.org/toolkit.html> #Push4YourHealth

Sample posts for Twitter:

- #Push4YourHealth with us as we recognize November as National Diabetes Prevention Awareness Month! <https://bit.ly/2Wt1F2T>
- 1 in 3 American adults has prediabetes. Do you? Take action today at doihaveprediabetes.org. #Push4YourHealth #ThisIsDiabetes
- #Disability and #Diabetes do not discriminate. Push back for your health! #Push4YourHealth <https://bit.ly/2Wt1F2T>
- Diabetes prevention programs are for everyone. #CommitToInclusion in your diabetes prevention program! <https://bit.ly/2Wt1F2T>

Sample posts for Instagram:

- November is National Diabetes Awareness Month and we're celebrating by highlighting the role of disability inclusion in diabetes prevention! #Push4YourHealth #ThisIsDiabetes
- Disability and diabetes do not discriminate. Adults living with disabilities are at a higher risk for developing Type II Diabetes. Push back for your health! #Push4YourHealth