



Campaign Fact Sheet Prediabetes Awareness

Campaign Sponsors:

American Diabetes Association (ADA)
American Medical Association (AMA)
Centers for Disease Control and Prevention (CDC)

Volunteer Advertising Agency:

Ogilvy New York

BACKGROUND:

84 million Americans (more than 1 in 3 adults) have prediabetes and are at high risk of developing type 2 diabetes. Of these individuals, 90% do not know they have prediabetes. Prediabetes means a person's blood glucose (sugar) is higher than normal but not high enough yet to be type 2 diabetes. People with prediabetes are also at higher risk of other serious health issues such as heart attack and stroke. However, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can be reversed.

CAMPAIGN OBJECTIVE:

Raise awareness of prediabetes to help prevent or delay type 2 diabetes.

CAMPAIGN DESCRIPTION:

The lighthearted PSAs feature puppies, hedgehogs and baby goats and offer viewers a "perfect way to spend a minute" where they can learn where they stand by taking the one-minute prediabetes risk test while also doing something everyone loves — watching adorable animal videos. The campaign highlights that it's important to speak with a doctor and visit DoIHavePrediabetes.org to learn more about prediabetes.

TARGET AUDIENCE:

Adults age 40-60 who have prediabetes (diagnosed or undiagnosed).



DID YOU KNOW?

- One in three American adults has prediabetes.
- 90% of people with prediabetes don't know they have it.