



NJPCA PUBLICITY TOOLKIT FOR CENTER COMMUNICATIONS STAFF

NJPCA contact: Toni Granato at tgranato@njpca.org.

American Diabetes Association® Alert Day®

Introduction to the Campaign and Toolkit

The New Jersey Primary Care Association is continuing our initiative to support American Diabetes Association® Alert Day®. The goal of this initiative is to increase type 2 diabetes awareness and treatment of Federally Qualified Health Center (FQHC) patients.

American Diabetes Association Alert Day is held on the fourth Tuesday of March each year. On March 26, 2019, healthcare providers can bring attention to the prevalence of type 2 diabetes by asking their patients to take the Type 2 Diabetes Risk Test. The free, anonymous risk test only takes a minute to complete. By answering questions such as “Do you have a family history of diabetes?” and “Are you physically active?” patients can learn if they are at risk for type 2 diabetes.

FQHCs can help spread the word about type 2 diabetes in two ways including:

- a. posting about the initiative on your Health Center’s social media pages.
- b. posting information about the initiative on your Health Center’s website and/or newsletter.

a. Images and content for your social media pages:

Sample Facebook Posts



Photo Credit: [Everyday Health.](#)

- Today is Diabetes Alert Day. Diabetes is the 7th leading cause of death in the U.S. and the prevalence of the disease grows every year. Today we are raising awareness about the prevalence of type 2 diabetes and encouraging our patients to take the [Type 2 Diabetes Risk Test](#). This free and anonymous test will only take a minute of your time and could assist you in identifying if you are at risk of developing type 2 diabetes.

Resources cited: [CDC](#).

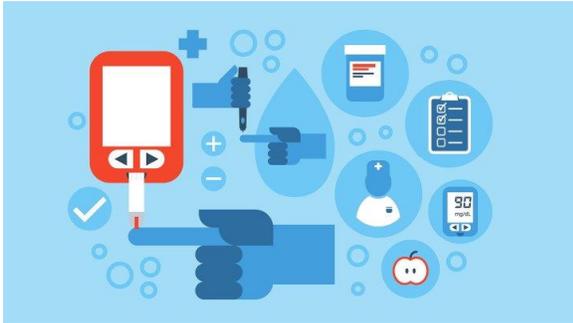


Photo Credit: [Everyday Health](#).

- People who are diagnosed with type 2 diabetes typically have prediabetes first. Prediabetes is when your blood glucose levels are too high, but not high enough to be called diabetes. More than 84 million adults in the U.S. have prediabetes. However, 90 percent of people who have prediabetes do not know it. [Take part in Diabetes Alert Day](#) to identify if you are at risk.

Resources cited: [CDC](#) and [Family Doctor](#).



Photo Credit: [Community Home Healthcare](#).

- An estimated 84 million American adults are at risk for developing type 2 diabetes. Type 2 diabetes is a serious disease that can lead to complications such as kidney failure, heart disease, stroke, blindness, and amputations. However, type 2 diabetes does not have to be permanent. It can be prevented or delayed by making healthy lifestyle choices.

Resources cited: [CDC](#).

Sample Tweets



Photo Credit: [Canva](#).

- According to the CDC, more than 30 million people in the U.S. have diabetes. However, one in four people are unaware that they have the disease. Identify if you are at risk by making an appointment today at [FQHC Name].



Photo Credit: [GoSanAngelo](#).

- By engaging in regular physical activity and maintaining a healthy weight and diet, you can reduce the likelihood of developing type 2 diabetes, according to the American Diabetes Association. Take [the type 2 diabetes test](#) today to understand your risk.



Photo Credit: [Pixbay](#).

- Did you know that people with diabetes are twice as likely to have heart disease or a stroke as people without diabetes? To help identify your risk for developing type 2 diabetes, [take the risk test](#) and speak with your doctor.

Resources cited: [NIH](#).

Sample website and newsletter content adapted from the American Diabetes Association:



Photo Credit: [American Diabetes Association](https://www.diabetes.org/).

What is Type 2 Diabetes?

Diabetes occurs when blood glucose (sugar) levels rise higher than normal. This is also called hyperglycemia. Type 2 diabetes is the most common form of diabetes.

Type 2 diabetes typically starts when muscle, liver, and fat cells do not use insulin well. This is called insulin resistance. As a result, the body requires additional insulin to help glucose enter cells. If you have type 2 diabetes, the pancreas makes extra insulin. However, with time the pancreas cannot make enough insulin, and blood glucose levels rise.

Why should I take the Type 2 Diabetes Risk Test?

An estimated 84 million American adults are at risk for developing type 2 diabetes. Type 2 diabetes is a serious disease that can lead to complications such as kidney failure, heart disease, stroke, blindness, and amputations. However, type 2 diabetes does not have to be permanent. It can be prevented or delayed by making healthy lifestyle choices.

On March 26th, we encourage you to take the one minute [Type 2 Diabetes Risk Test](https://www.diabetes.org/type-2-diabetes-risk-test). After you take the test, please share it with friends and family.

In the anonymous test, you will answer questions such as, “Do you have a family history of diabetes?” and “Are you physically active?” to learn your diabetes risk. The good news is you can manage your risk for type 2 diabetes by making healthy lifestyle choices.

What if I score higher than 5 on the test?

If you score a 5 or higher on the risk test, you are at an increased risk for having type 2 diabetes. However, only your doctor can make a diagnosis of diabetes or prediabetes. Talk to your doctor

to determine if you need additional testing.

Resources cited:

[American Diabetes Association- Type 2 Diabetes Basics](#)

[American Diabetes Association- American Diabetes Alert Day](#)

[NIH- Symptoms & Causes of Diabetes](#)