



NJPCA PUBLICITY TOOLKIT FOR CENTER COMMUNICATIONS STAFF

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American Diabetes Association® Alert Day®

Introduction to the Campaign and Toolkit

The New Jersey Primary Care Association is continuing our initiative to increase type 2 diabetes awareness and treatment of Federally Qualified Health Center (FQHC) patients. In recent years, the American Diabetes Association® (ADA) promoted the [Type 2 Diabetes Risk Test](#) during Diabetes Alert Day, which was held in March. However, the ADA has recently decided to promote diabetes awareness year-round instead of on one day. As such, we have updated this Toolkit for communicators and healthcare providers to bring attention to the prevalence of type 2 diabetes throughout the year.

A key component of the Toolkit is to ensure patients take the [Type 2 Diabetes Risk Test](#). The test is also available in various languages in the free ADA [DiabetesPro Library](#). 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 information on your Health Center’s social media pages.
- b. posting information on your Health Center’s website and/or newsletter.

a. Images and content for your social media pages:

Sample Social Media Posts



Photo Credit: [Pixabay](#).

- Diabetes impacts over 27 million people in the United States, including both children and adults. [FQHC Name] is 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: [Unsplash](#).

- Did you know people living with type 2 diabetes are more likely to have serious complications from COVID-19? According to the CDC, people who have type 1 diabetes or gestational diabetes might also be at an increased risk of severe illness from COVID-19. Identify if you are at risk by making an appointment today at [FQHC Name].

Resources cited: [CDC](#).



Photo Credit: [Pixabay](#).

- 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 losing weight or increasing physical activity. Talk to your doctor to learn more about how to lower your diabetes risk.

Resources cited: [CDC](#).



Photo Credit: [Pixabay](#).

- 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 Risk Test](#) today to understand your risk.

Resources cited: [American Diabetes Association](#).



Photo Credit: [Freepik](#).

- It is important to know your risk for diabetes because having diabetes increases your likelihood of heart disease and stroke. To help identify your risk for developing type 2 diabetes, [take the risk test](#) and speak with your doctor.

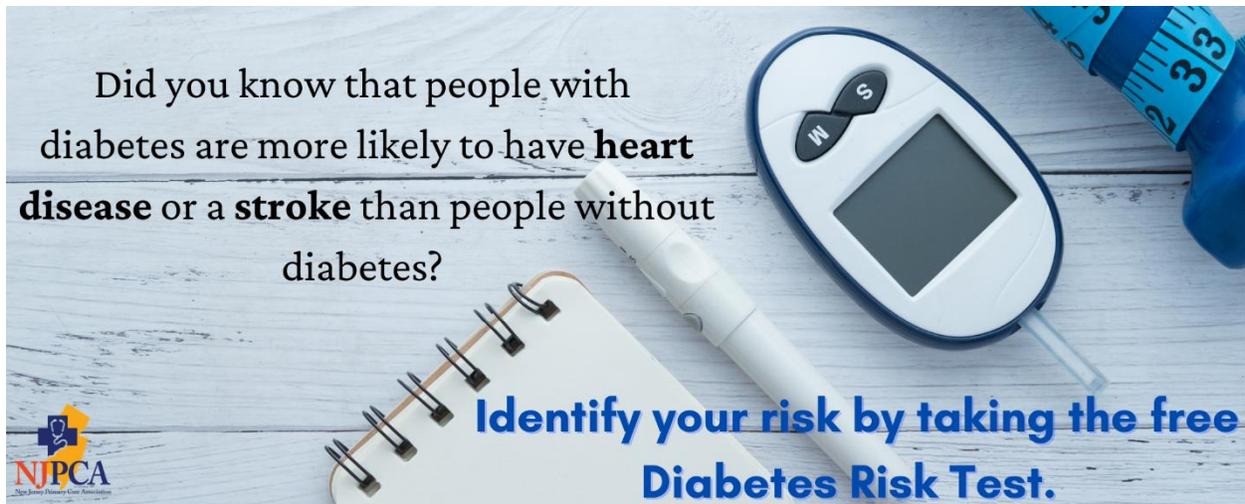
Resources cited: [NIH](#).

Trending Hashtags

The following are trending hashtags that can be used in your posts and tweets:

- #Diabetes
- #Type2diabetes

b. Graphics for your website and newsletter:



Sample website and newsletter content:



Photo Credit: [Pixbay](#).

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 condition is called insulin resistance. Therefore, 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 [88 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.

We encourage you to take the one-minute [Type 2 Diabetes Risk Test](#). After you take the test, please share the test 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 require additional testing.

Resources cited:

[National Diabetes Statistics Report, 2020](#)

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

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