

James L. Holly, M.D.

Karen Kmetik's announcement of the AMA, CDC and Ad Council's Pre-Diabetes Public Service Advertising Campaign

From: Karen Kmetik

Date: January 21, 2016 at 4:34:38 PM CST

To: James Holly

Subject: New ADA AMA CDC Prediabetes Public Awareness Campaign

I am pleased to share that today the AMA, the American Diabetes Association (ADA), the Centers for Disease Control and Prevention (CDC) and the Ad Council, are launching a long-term, first-of-its-kind national **prediabetes** public service advertising campaign. The campaign aims to increase public awareness of prediabetes and the steps people can take to prevent the onset of type 2 diabetes. In concert with the campaign, the AMA also will kick-off a series of robust communications efforts for physicians—encouraging them to prepare for conversations with their patients by accessing tools and resources developed jointly by the AMA and the CDC.

Utilizing a multi-faceted approach to reach millions of adults between the ages of 40 and 60 across the country, the campaign includes national media coverage, creative television and radio commercials, billboard and online advertisements, social media promotion, as well as a text messaging program (all translated in both English and Spanish). The dedicated bilingual website for the campaign, **DoIHavePrediabetes.org**, houses a variety of valuable assets including an easy-to-use interactive prediabetes risk test, healthy living tips and other important information.

You can view the [TV spots](#) from the web site or via this YouTube link:

<https://www.youtube.com/channel/UCFG5XgDdJHkz2aW7UJ2jn7A>.

This morning, *Good Morning America* highlighted the campaign exclusively during the show's 8:00 a.m. news hour. We anticipate seeing the campaign TV spots, radio spots and print materials appear in media and public outlets across the country in the weeks and months ahead.

We invite you to partner with us to raise awareness of prediabetes and this special Ad Council campaign. The partner toolkit below provides you with access to a variety of materials to help, including pre-packaged content and language that you can leverage via your existing channels or any new opportunities that may be a good fit.

PARTNERS TOOLKIT

prediabetes.adcouncil.org

UN: prediabetes

PW: pr3di@b3t3s

[YouTube English Page](#)

[YouTube Spanish Page](#)

[PSACentral](#)

Thank you in advance for your support as we collectively work to improve the health of our nation by ensuring more adults across the country know where they stand and the steps they can take to prevent type 2 diabetes.



Karen Kmetik, PhD

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[**Prevent Diabetes STAT: Screen, Test, Act–Today™**](#)