

# ALERT! DAY<sup>®</sup>

MARCH 27, 2018

## Talking Points

- American Diabetes Association Alert Day aims to sound the alarm about type 2 diabetes and encourage America to take the Type 2 Diabetes Risk Test. Partnering with Prince Hall Shriners is a key pillar of our campaign strategy in hopes of reaching thousands of at-risk constituents, specifically African Americans who are at higher risk of developing type 2 diabetes.
  - African Americans are nearly 2 times more likely to be diagnosed with diabetes than Caucasians
  - Over 30% of diabetes in African Americans is undiagnosed.
- With Prince Hall Shriner's help, **we viewed Alert Day on March 27<sup>th</sup>** as the kick-off to a year-long movement to achieve the following goals:
  - Raise awareness of prediabetes to prevent the onset of type two diabetes among high risk adults.
  - Create a sense of urgency among at-risk constituents about diabetes and motivate them to take the Type 2 Risk Test
  - Encourage people to connect with the American Diabetes Association and share the campaign messaging with family, friends and networks.
- The American Diabetes Association's Type 2 Diabetes Risk Test helps people determine their risk for developing prediabetes.
  - The test is simple and takes less than 60 seconds
  - Prediabetes is a precursor to type 2 diabetes, and means a person's blood glucose levels are higher than normal but not yet high enough to be diagnosed as diabetes. Prediabetes can lead to type 2 diabetes and its many serious complications.
  - Prediabetes can be reversed with lifestyle improvements.
- The Association will provide a suite of deliverables to Prince Hall Shriners, including campaign promotions (in-store signage, social media) and a FAQ.
  - These items will be provided later this month.
- To evaluate the success of this partnership activation, we propose the following items be measured.
  - Number of visits to the online risk test site from a unique vanity URL specifically provided to Prince Hall Shriners – **diabetes.org/type2test**
  - Number of promotional materials distributed (posters, FAQs, etc.)
  - Number of participating local businesses/organizations

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# 1 in 3 Americans is at risk for type 2 diabetes.

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Find out if you are one of them.  
Take the Type 2 Diabetes Risk Test at

[diabetes.org/type2test](https://diabetes.org/type2test)



A.E.A.O.N.M.S.