**Press Release**

*The press release provides a snapshot of how the program works, and highlights its benefits. It also includes data about prediabetes prevalence and notes risk factors for prediabetes and type 2 diabetes to increase awareness about these health conditions. Send the press release to local media outlets, including health reporters or editors at local newspapers and news directors at local radio and TV stations to support recruitment efforts.*

**For immediate release**

[Organization’s Contact Name]

[Contact Email]

[Contact Phone #]

**[Audience, e.g., New Yorkers] Preventing Type 2 Diabetes with Proven Program**

*Join Other [Organization] [Organization/Program Name] Participants in Learning How to Make Healthy Changes in [Community or Location]*

[Date, location] Community members are preventing type 2 diabetes together with the [Organization/Program Name] lifestyle change intervention offered by [Organization]. Guided by a trained lifestyle coach, groups of participants are learning the skills they need to make lasting changes such as losing a modest amount of weight, being more physically active, and managing stress.

People with prediabetes — higher-than-normal blood glucose (sugar) levels — are 5 to 15 times more likely to develop type 2 diabetes than those with normal blood glucose levels. In fact, many people with prediabetes will be develop type 2 diabetes within 3 years if they do not take steps to prevent it.

“One in three American adults has prediabetes, so the need for prevention has never been greater,” said [Organization leader or community spokesperson]. “The [Organization/Program Name] offers a proven approach to preventing or delaying the onset of type 2 diabetes through modest lifestyle changes made with the support of a coach and one’s peers.”

Participants learn how to eat healthy, add physical activity to their routine, manage stress, stay motivated, and solve problems that can get in the way of healthy changes. [Organization/ Program Name] groups meet once a week for 16 weeks, then once a month for 6 months to maintain healthy lifestyle changes. The program’s group setting provides a supportive environment with people who are facing similar challenges and trying to make the same changes. Together participants celebrate their successes and find ways to overcome obstacles.

[Organization/ Program Name] is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). The local program meets at [locations], on [days/times], and costs [$ amount]. [Number of local participants] have already signed up for [or completed] [Organization/Program Name], and [Organization] is working to [Enroll more or open new program sites, etc. as relevant to organization objectives].

**Press Release (continued)**

“I’ve tried so many things before, but without the program I would never have done this on my own,” said one program participant. [If possible, it is best to replace this example with a real quote from a program participant, identifying him or her as a community member.]

[Organization/Program Name] is based on research that showed that people with prediabetes who lost 5 to 7 percent of their body weight (10 to 14 pounds for a 200-pound person) by making modest changes reduced their risk of developing type 2 diabetes by 58 percent.

Nationwide implementation of the program could save the U.S. health care system $5.7 billion and prevent about 885,000 future cases of type 2 diabetes, a serious condition that can lead to health problems including heart attack; stroke; blindness; kidney failure; or loss of toes, feet, or legs.

“Small changes can add up to a big difference,” added [Organization leader or community spokesperson]. “Working with a trained lifestyle coach who provides guidance, [Organization/Program Name] participants are making lasting changes together.”

People are more likely to have prediabetes and type 2 diabetes if they:

* Are 45 years of age or older;
* Are overweight;
* Have a family history of type 2 diabetes;
* Are physically active fewer than three times per week; or
* Have been diagnosed with gestational diabetes during pregnancy or gave birth to a baby weighing more than 9 pounds.

To participate in the [Organization/Program Name] program, [Enrollment criteria].

To find local [Organization/Program Name] programs in [Location], go to [URL]. To learn more about the program, call [Name and phone number of contact person] or visit [Organization website and/or www.cdc.gov/diabetes/prevention]

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[Note: The three #’s mark the end of the press release. Please follow the press release with your Organization’s boilerplate and then the [Organization/Program Name] boilerplate]

[Organization boilerplate]

*[Organization/Program Name] is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It is proven to prevent or delay the onset of type 2 diabetes. Research shows that modest behavior changes, such as making better food choices and increasing physical activity, reduced the risk of developing type 2 diabetes by 58 percent in people at high-risk for developing this disease. The National Diabetes Prevention Program brings together federal agencies, community-based organizations, faith-based organizations, employers, insurers, health care professionals, academia, and other stakeholders to prevent or delay the onset of type 2 diabetes among people with prediabetes. www.cdc.gov/diabetes/prevention.*