# Environmental Scan of Existing Diabetes Campaigns and Programs

Compiled by the American Medical Group Foundation for its Chronic Care Roundtable

Please note: Information provided is based on online research from leading sources. This is a working document and does not reflect all campaigns in existence. Campaigns noted vary in timeframe and length.

Last updated: 9/24/2014

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<td>Ask.Screen.Know.</td>
<td>Novo Nordisk</td>
<td>Corporate campaign</td>
<td>Ask.Screen.Know. is a national education program that challenges Americans aged 45 or older to find out about their risk of type 2 diabetes and raise awareness for early screening.</td>
<td>*Know your diabetes risk factors. *Learn more about living a healthy life by eating better, exercising, and talking to your doctor.</td>
<td>*Americans at risk of diabetes</td>
<td>*National spokespersons: hip-hop legend Rev Run and his wife Justine Simmons *Website *Risk Factor Assessment *Videos</td>
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<tr>
<td>The DX (Diabetes Experience)</td>
<td>Sanofi</td>
<td>Corporate campaign</td>
<td>The DX serves as the Sanofi US Diabetes hub for online diabetes conversation. The goal of the site is to connect patients with prediabetes or diabetes with comprehensive, timely, and relevant news and information from the diabetes world.</td>
<td>*Get the information you need from sources you trust.</td>
<td>*Patients with prediabetes, type 1 diabetes, or type 2 diabetes</td>
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<td><em>Get Informed! Get Tested! Get Healthy!</em> (also included in Type 1 Diabetes Campaigns and Type 2 Diabetes Campaigns)</td>
<td>Mount Sinai Medical Center and the Hispanic Federation</td>
<td>Nonprofit campaign</td>
<td>Launched in 2011, Get Informed! Get Tested! Get Healthy! is a public education initiative targeting the Latino community on early detection, prevention, proper treatment and care of diabetes.</td>
<td>*Get Informed! Get Tested! Get Healthy! *Prevent and improve the lives of children and adults affected by diabetes. *We need a renewed level of commitment on the part of government, our health institutions, community agencies and our families to reverse this alarming trend of diabetes among Latinos.</td>
<td>*Latino children and adults in New York at risk of or with type 2 diabetes *Medical providers *Health advocates</td>
<td>*Public service announcements (radio and TV) *Editorials in key Spanish language newspapers *Dedicated microsite *Community forums *Roundtable discussions *Physician and health advocate trainings</td>
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<td>Improving Diabetes Prevention Campaign (also included in Type 2 Diabetes Campaigns)</td>
<td>New York State Health Foundation</td>
<td>Local government</td>
<td>To reverse the diabetes epidemic in New York State, NYSHealth Foundation supported the spread of effective community-based prevention programs (from CDC’s NDPP) that reach people where they live, work, and worship.</td>
<td>*Diabetes patients get half the care they need. We can do better. *Every doctor wants to provide excellent care. We can help. *When patients get recommended preventative care and treatment, complications can be prevented.</td>
<td>*New Yorkers with prediabetes or Type 2 diabetes (including those with low literacy, teens, and Spanish-language readers) *New York primary care physicians</td>
<td>*Community-based prevention programs *Public policy efforts *Tools for patients (fact sheets, posters, pocket guides) *Tools for providers (guidelines, worksheets, practicing speaking with patient slideshows, posters, flowsheets, pocket guides)</td>
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<td>Improving Health Outcomes: Prediabetes</td>
<td>American Medical Association &amp; YMCA</td>
<td>Nonprofit campaign</td>
<td>AMA and YMCA are working together to create clinical-community linkages around prediabetes with the CDC’s Diabetes Prevention Program. There are currently three pilot locations in Delaware, Indiana, and Minnesota.</td>
<td>*All practices can start screening for prediabetes right now. *Find out if your local YMCA offers the Diabetes Prevention Program and if you are eligible to participate.</td>
<td>*Patients with prediabetes *Healthcare providers with prediabetic patients</td>
<td>*Education and awareness programs *Physician referrals *Feedback loops *Evidence-based lifestyle programs</td>
</tr>
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<td>Let’s Outsmart Diabetes</td>
<td>Prevention magazine</td>
<td>Media campaign</td>
<td>Prevention dedicated 2013 to raising diabetes awareness across the country and providing cutting-edge news to readers. *Much of the time, this disease is preventable and in some cases (such as with its precursor, prediabetes) even reversible—if you know how to outsmart it. *Provides one tip per month about how readers can reduce risk for diabetes.</td>
<td>*Readers of Prevention magazine *Those at risk of type 2 diabetes</td>
<td>*News and tips in Prevention magazine on monthly basis</td>
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| National Diabetes Education Program           | A partnership of the NIH, CDC, and more than 200 public and private organizations | Government program | Established in 1997, the NDEP is a federally-funded program sponsored by HHS’ NIH and CDC and includes over 200 partners at the federal, state, and local levels, working together to improve the treatment and outcomes for people with diabetes, promote early diagnosis, and prevent or delay the onset of type 2 diabetes. | *Improved control of blood glucose levels can make a big difference in reducing complications associated with diabetes.  
*Type 2 diabetes can be prevented or delayed through modest weight loss and regular physical activity.  
*All Americans with prediabetes or type 2 diabetes  
*Healthcare community  
*Schools  
*Businesses  
*NDEP Partnership Network  
*Diabetes Alert Day (March)  
*National Diabetes Month (November)  
*Practice Transformation website for healthcare professionals | *Americans at risk of prediabetes and type 2 diabetes  
*Healthcare providers  
*Employers and insurers  
*Classes led by trained lifestyle coaches in the community  
*Partnerships (inaugural partners are the YMCA and UnitedHealth Group)  
*Grantees (totaling $6.75 million in 2012) include American Association for Diabetes Educators, Black Women's Health Imperative, National Association of Chronic Disease Directors, OptumHealth Care Solutions, YMCA of the USA  
*Diabetes Prevention Recognition Program |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                         |
| National Diabetes Prevention Program          | CDC                                             | Government program | The National Diabetes Prevention Program (NDPP) is an evidence-based lifestyle change program for preventing type 2 diabetes. NDPP encourages collaboration among federal agencies, community-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 in the United States. | *Adopt the healthy habits needed to prevent type 2 diabetes.  
*Improve food choices, increase physical activity, and learn coping skills to maintain weight loss and healthy lifestyle changes.  
*Americans at risk of prediabetes and type 2 diabetes  
*Healthcare providers  
*Employers and insurers  
*Online version of NOT ME Diabetes Prevention Program  
*Video-on-demand programming | *You can prevent type 2 diabetes.  
*Make today the day you start telling diabetes, "NOT ME."  
*Americans at risk of prediabetes and type 2 diabetes |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                         |
| NOT ME Diabetes Prevention Program            | OptumHealth Care Solutions                       | Corporate campaign | The NOT ME program expands the reach of the National Diabetes Prevention Program lifestyle-change program to millions of Americans. | *Healthy Exercise and Physical Activity  
*Diabetes runs in families. Get tested today.  
*You can have diabetes and not even know it.  
*Your risk might be higher than you think.  
*1 in 3 Hispanics in Texas may develop diabetes.  
*Patients at risk of prediabetes or type 2 diabetes  
*Website  
*Council meetings | *You can prevent type 2 diabetes.  
*Make today the day you start telling diabetes, "NOT ME.”  
*Americans at risk of prediabetes and type 2 diabetes |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                         |
| Prevent Type 2 Diabetes                       | Texas Diabetes Council                           | Local campaign | Prevent Type 2 Diabetes features a website to educate Texans about type 2 diabetes and how they can lower their risk factors for the disease. | *Diabetes runs in families. Get tested today.  
*You can have diabetes and not even know it.  
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| Small Steps. Big Rewards. Prevent type 2 Diabetes, Campaign | National Diabetes Education Program (NIH & CDC) | Government campaign | The National Diabetes Education Program (NDEP) created the Small Steps, Big Rewards, Prevent type 2 Diabetes campaign to help those at risk understand that type 2 diabetes can be prevented or delayed. | *Diabetes can be prevented or delayed.  
*Small steps lead to big rewards (for instance, losing weight by being physically active or eating healthy can lead to weight loss, which can help prevent or delay type 2 diabetes. The reward can mean a healthier and longer life without serious complications from the disease such as heart disease, stroke, blindness, kidney failure, and amputations).  
*Americans with prediabetes (including those at high risk for type 2 diabetes: African Americans, Hispanic and Latino Americans, Native Americans and Alaska Natives, Asian Americans and Pacific Islanders, women with a history of gestational diabetes and older adults)  
*Healthcare professionals  
*Businesses  
*Tailsored materials and messages including education materials; fact sheets; sample diabetes articles; PSAs for radio, print, and television | *Americans with prediabetes or at high risk for type 2 diabetes  
*Healthcare professionals  
*Businesses  
*Tailsored materials and messages including education materials; fact sheets; sample diabetes articles; PSAs for radio, print, and television | *Healthy Exercise and Physical Activity  
*Diabetes runs in families. Get tested today.  
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| Strides: Lions for Diabetes Awareness          | Lions Clubs International                        | Nonprofit campaign | Strides promotes diabetes awareness and the importance of healthy exercise for people with diabetes or those at risk for the disease. | *Engage and empower your community in the fight against diabetes.  
*Show your support for those living with diabetes and their families.  
*Raise funds for diabetes projects in your club or district.  
*Patients with diabetes or at risk for the disease  
*Community members  
*Strides events - including: walking, dancing, cycling, running, dog walking, or other physical activities that promote healthy exercise | *Healthy Exercise and Physical Activity  
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| VSP Eye on Diabetes Campaign | VSP | Corporate campaign | Since 2009, the VSP Eye on Diabetes campaign has provided low-income, uninsured, and underinsured residents across America with free health services, including comprehensive eye exams and health risk assessments for diabetes and high blood pressure. | *Diabetes can be detected through a comprehensive eye exam.*  
*Eye health plays a critical role in your overall health.* | *Low-income, uninsured and underinsured Americans at risk of prediabetes and type 2 diabetes*  
*Opticians* | *Free health services, including comprehensive eye exams and health risk assessments for diabetes and hypertension*  
*Continuing education course for licensed opticians*  
*Promotional videos* |
| **Type 1 Diabetes Campaigns** | | | | | | |
| "A Day in the Life of Diabetes" Initiative  
(Also included in Type 2 Diabetes Campaigns) | American Diabetes Association | Nonprofit campaign | "A Day in the Life of Diabetes" socially-focused initiative demonstrates the impact diabetes has on our families and communities across the country. The ADA asks people to submit a personal image representing what "A Day in the Life of Diabetes" means to them. | *Diabetes doesn't stop. It is 24/7, 365 days a year.*  
*It takes extraordinary effort to live a day with the disease.* | *All Americans, including those with type 1 or type 2 diabetes and their loved ones* | *Social media campaign*  
*Celebrity endorsement by NASCAR driver Ryan Reed (his race car was wrapped in photos from the mosaic and featured during American Diabetes Month in 2013)*  
*Sponsorship by CVS ($1 up to $25,000 for every picture uploaded)* |
| Control Your Diabetes, For Life.  
(Also included in Type 2 Diabetes Campaigns) | National Diabetes Education Program (NIH & CDC) | Government campaign | Control Your Diabetes. For Life. aims to increase awareness about the importance and benefits of diabetes control. | *Diabetes can be controlled by eating healthy foods in the right amounts, getting regular physical activity, taking diabetes medications as prescribed, and testing your blood glucose (blood sugar) on a regular basis.*  
*Know the ABCs of diabetes.* | *Americans with type 1 or type 2 diabetes and their families (including Whites, African-Americans, American Indians/Alaska Natives, Asian Americans/Pacific Islanders, and Hispanics/Latinos)*  
*Healthcare professionals* | *Tailored materials and messages including education materials; fact sheets; sample diabetes articles; PSAs for radio, print, and television* |
| The DX (Diabetes Experience)  
(Also included in Prediabetes Campaigns and Type 2 Diabetes Campaigns) | Sanofi | Corporate campaign | The DX serves as the Sanofi US Diabetes hub for online diabetes conversation. The goal of the site is to connect patients with prediabetes or diabetes with comprehensive, timely, and relevant news and information from the diabetes world. | *Get the information you need from sources you trust.* | *Patients with prediabetes, type 1 diabetes, or type 2 diabetes* | *Website*  
*Social media channels*  
*Patient/celebrity stories* |
| Inspired by Diabetes Campaign  
(Also included in Type 2 Diabetes Campaigns) | Eli Lilly and Company | Corporate campaign | Inspired by Diabetes is a unique philanthropic initiative that uses art to provide diabetes summer camp scholarships for kids in the United States. Globally, the program contributes to a program that provides care for children with diabetes in developing countries. | *Enter the Inspired by Diabetes global contest and help someone else in the process.* | *Patients with type 1 or type 2 diabetes and their loved ones*  
*Healthcare providers* | *Website*  
*National spokesperson: Jay Cutler*  
*Donations*  
*Summer camps* |
| JDRF: We Test Ourselves | Juvenile Diabetes Research Foundation | Nonprofit campaign | For 11 years, JDRF has launched an annual PSA campaign to raise awareness of and finding a cure for type 1 diabetes. The 2012 campaign launched a national PSA campaign in 2012 that showcased the organization's refreshed branding and new tagline: "JDRF: Improving lives. Curing type 1 diabetes." | *Raise awareness of JDRF's work to improve the lives of all people with T1D, at all ages and at all stages of the disease.*  
*By increasing awareness, support, and research, JDRF is leading the way toward preventions, better treatments, and a cure for T1D and its complications.* | *Patients with type 1 diabetes and their loved ones*  
*Potential donors* | *Public service announcements (radio, TV, out-of-home) featuring celebrities with type 1 diabetes (Mary Tyler Moore, Nick Jonas, Crystal Bowersox, Bret Michaels)* |
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| Stop Diabetes campaign                        | American Diabetes         | Nonprofit campaign          | Stop Diabetes is the ADA’s movement to end the devastating toll that diabetes takes on the lives of millions of individuals and families across our nation. Threefold goal: (1) educate general public about the devastating physical, emotional and financial toll diabetes wreaks every hour, every day, every year on tens of millions of American children and adults, (2) ignite a sense of urgency about diabetes and its deadly consequences, and (3) inspire individuals, families, communities, corporations and health care providers to get involved and help to change the future of diabetes. | *Together, we can stop diabetes.*  
*Orastic action is needed, and a new hope is required.*  
*All Americans, including those with type 1 or type 2 diabetes, recently diagnosed, and parents of the diagnosed.* | *Patients with diabetes or at risk for the disease.*  
*Community members.*  
*Strides events - including: walking, dancing, cycling, running, dog walking, or other physical activities that promote healthy exercise.* | *Educational materials (including risk test, stats, myths/facts, PSA videos)*  
*Online community (patients with type 1 diabetes or type 2 diabetes, recently diagnosed, parents) and blog*  
*Funding for research, advocacy, awareness and education programs*  
*Advocacy efforts.*                                                                                                                                                                                                                                          |
| Strides: Lions for Diabetes Awareness          | Lions Clubs International | Nonprofit campaign          | Strides promotes diabetes awareness and the importance of healthy exercise for people with diabetes or those at risk for the disease.                                                                                                                                                                                                                                                                 | *Engage and empower your community in the fight against diabetes.*  
*Show your support for those living with diabetes and their families.*  
*Raise funds for diabetes projects in your club or district.* | *Diabetes stakeholders.*  
*People with diabetes and their loved ones.*  
*Activities promoting diabetes awareness, improvement of lives, healthy lifestyle choices, and risk reduction.*  
*IDF open letter to UN Secretary General.* | *Prove that the diabetes community stands united to improve the lives of people affected by diabetes.*  
*Encourage the broader health community and influencers to keep the global commitments on diabetes made during the 2011 United Nations High Level Meeting on NCDs on the global health agenda.*  
*Engage and empower your community in the fight against diabetes.*  
*Show your support for those living with diabetes and their families.*  
*Raise funds for diabetes projects in your club or district.*  
*Funding for research, advocacy, awareness and education programs.*  
*Advocacy efforts.*                                                                                                                                                                                                                                           |
| Take a Step for Diabetes Campaign              | International Diabetes    | Nonprofit campaign          | The World Diabetes Day 2013 campaign encouraged everyone to Take a Step for Diabetes, engaging people in the diabetes cause by encouraging them to make a symbolic donation of steps (any activity that helps promote diabetes awareness, improve the lives of people with diabetes, promote healthy lifestyles or reduce one’s individual risk of developing diabetes). | *Prove that the diabetes community stands united to improve the lives of people affected by diabetes.*  
*Encourage the broader health community and influencers to keep the global commitments on diabetes made during the 2011 United Nations High Level Meeting on NCDs on the global health agenda.* | *Patients with diabetes and their loved ones.*  
*Diabetes stakeholders.*  
*Local and national events*  
*Newspaper and magazine articles*  
*Radio and television promotions*  
*Free screenings for diabetes and its complications*  
*Public information meetings*  
*Poster and leaflet campaigns*  
*Diabetes workshops and exhibitions.* | *Together, we can stop diabetes.*  
*World Diabetes Day unites the global diabetes community to produce a powerful voice for diabetes awareness.*  
*Theme: healthy living.* |                                                                                                                                                                                                                                                                     |
| World Diabetes Day                             | International Diabetes    | Nonprofit campaign          | World Diabetes Day was introduced by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in 1991, in response to concern over the escalating incidence of diabetes around the world. Since then, the event has grown in popularity every year.                                                                 | *World Diabetes Day unites the global diabetes community to produce a powerful voice for diabetes awareness.*  
*Theme: healthy living.* | *Patients with diabetes and their loved ones.*  
*Diabetes stakeholders.*  
*Celebrities and athletes.* | *Drastic action is needed, and a new hope is required.*  
*Together, we can stop diabetes.*  
*World Diabetes Day unites the global diabetes community to produce a powerful voice for diabetes awareness.*  
*Theme: healthy living.*  
*All Americans, including those with type 1 or type 2 diabetes and their loved ones.*  
*Social media campaign.*  
*Celebrity endorsement by NASCAR driver Ryan Reed (his race car was wrapped in photos from the mosaic and featured during American Diabetes Month in 2013).*  
*Sponsorship by CVS ($1 up to $25,000 for every picture uploaded).* |                                                                                                                                                                                                                                                                     |
| **Type 2 Diabetes Campaigns**                 |                           |                             |                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                             |                                                                                                                                                                                                           |                                                                                                                                                                                                         |
| "A Day in the Life of Diabetes" Initiative    | American Diabetes         | Nonprofit campaign          | "A Day in the Life of Diabetes" socially-focused initiative demonstrates the impact diabetes has on our families and communities across the country. The ADA asks people to submit a personal image representing what "A Day in the Life of Diabetes" means to them. | *Diabetes doesn’t stop. It is 24/7, 365 days a year.*  
*It takes extraordinary effort to live a day with the disease.* | *All Americans, including those with type 1 or type 2 diabetes and their loved ones.*  
*Sponsorship by CVS ($1 up to $25,000 for every picture uploaded).* | *Celebrities and athletes.*  
*Online community (patients with type 1 diabetes or type 2 diabetes, recently diagnosed, parents).*  
*Funding for research, advocacy, awareness and education programs.*  
*Advocacy efforts.*  
*Educational materials (including risk test, stats, myths/facts, PSA videos).*  
*Online community (patients with type 1 diabetes or type 2 diabetes, recently diagnosed, parents and blog).*  
*Funding for research, advocacy, awareness and education programs.*  
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<td>Control Your Diabetes. For Life.</td>
<td>National Diabetes Education Program (NIH &amp; CDC)</td>
<td>Government campaign</td>
<td>Control Your Diabetes. For Life. aims to increase awareness about the importance and benefits of diabetes control.</td>
<td><em>Diabetes can be controlled by eating healthy foods in the right amounts, getting regular physical activity, taking diabetes medications as prescribed, and testing your blood glucose (blood sugar) on a regular basis.</em></td>
<td><em>Americans with type 1 or type 2 diabetes and their families (including Whites, African-Americans, American Indians/Alaska Natives, Asian Americans/Pacific Islanders, and Hispanics/Latinos)</em></td>
<td><em>Tailored materials and messages including education materials; fact sheets; sample diabetes articles; PSAs for radio, print, and television</em></td>
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<td><em>Get the information you need from sources you trust.</em></td>
<td><em>Patients with prediabetes, type 1 diabetes, or type 2 diabetes</em></td>
<td><em>Website</em> <em>Social media channels</em> <em>Patient/celebrity stories</em></td>
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<td>Fearless African-Americans Connected and Empowered (F.A.C.E.) Diabetes Campaign</td>
<td>Eli Lilly and Company</td>
<td>Corporate campaign</td>
<td>The Fearless African-Americans Connected and Empowered (F.A.C.E.) Diabetes campaign is a grassroots movement for African-Americans in the United States to help people achieve greater success in managing type 2 diabetes.</td>
<td><em>Provide practical information and advice to help people change their attitudes, behavior and lifestyle, particularly as it relates to nutrition/cooking, physical activity, health, and overall well-being.</em></td>
<td><em>African American adults with type 2 diabetes</em></td>
<td><em>Community-based events</em> <em>National spokespersons: Angie Stone, Anthony Anderson</em></td>
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<td>&quot;Get Informed! Get Tested! Get Healthy!&quot;</td>
<td>Mount Sinai Medical Center and the Hispanic Federation</td>
<td>Nonprofit campaign</td>
<td>Launched in 2011, Get Informed! Get Tested! Get Healthy! is a public education initiative targeting the Latino community on early detection, prevention, proper treatment and care of diabetes.</td>
<td><em>Get Informed! Get Tested! Get Healthy! The goal is to increase awareness about the importance of diabetes control.</em></td>
<td><em>Latino children and adults in New York at risk of or with type 2 diabetes</em> <em>Medical providers</em> <em>Health advocates</em></td>
<td><em>Public service announcements (radio and TV)</em> <em>Editorials in key Spanish language newspapers</em> <em>Dedicated microsite</em> <em>Community forums</em> <em>Roundtable discussions</em> <em>Physician and health advocate trainings</em></td>
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<td>Local government</td>
<td>To reverse the diabetes epidemic in New York State, NYSHealth Foundation supported the spread of effective community-based prevention programs (from CDC’s NDPP) that reach people where they live, work, and worship.</td>
<td><em>Diabetes patients get half the care they need. We can do better.</em> <em>Every doctor wants to provide excellent care. We can help.</em></td>
<td><em>New Yorkers with prediabetes or Type 2 diabetes (including those with low literacy, teens, and Spanish-language readers)</em></td>
<td><em>Community-based prevention programs</em> <em>Public policy efforts</em> <em>Tools for providers (guidelines, worksheets, practicing speaking with patient flowsheets, posters, pocket guides)</em></td>
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<td>Inspired by Diabetes Campaign</td>
<td>Eli Lilly and Company</td>
<td>Corporate campaign</td>
<td>Inspired by Diabetes is a unique philanthropic initiative that uses art to provide diabetes summer camp scholarships for kids in the United States. Globally, the program contributes to a program that provides care for children with diabetes in developing countries.</td>
<td><em>Enter the Inspired by Diabetes global art contest and help someone else in the process.</em></td>
<td><em>Patients with type 1 or type 2 diabetes and their loved ones</em></td>
<td><em>Website</em> <em>National spokesperson: Jay Cutler</em> <em>Donations</em> <em>Summer camps</em></td>
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<td>Campaign</td>
<td>Lead Entity</td>
<td>Type</td>
<td>Overview</td>
<td>Key Messages</td>
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<td>Journey for Control / Taking Diabetes to Heart</td>
<td>Merck</td>
<td>Corporate campaign</td>
<td>Taking Diabetes to Heart is a program by Merck to help people better manage their type 2 diabetes through information, tips, recipes, and more.</td>
<td>*Take your diabetes to heart by eating healthier, exercising, and working with your doctor to develop a treatment plan that's right for you.</td>
<td>*Patients with type 2 diabetes providers</td>
<td>*Website&lt;br&gt;*Daily Diabetes Management Diary&lt;br&gt;*Living With Type 2 Diabetes: Taking an Active Role booklet&lt;br&gt;*Conversation Map tools&lt;br&gt;*Trackers&lt;br&gt;*Discussion guides&lt;br&gt;*Quizzes&lt;br&gt;*Patient education materials for provider use and distribution&lt;br&gt;*National spokesperson: Randy Jackson, Art Smith</td>
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<td>National Diabetes Education Program (also included in Prediabetes Campaigns)</td>
<td>A partnership of the NIH, CDC, and more than 200 public and private organizations</td>
<td>Government program</td>
<td>Established in 1997, the NDEP is a federally-funded program sponsored by HHS' NIH and CDC and includes over 200 partners at the federal, state and local levels, working together to improve the treatment and outcomes for people with diabetes, promote early diagnosis, and prevent or delay the onset of type 2 diabetes.</td>
<td>*Improved control of blood glucose levels can make a big difference in reducing complications associated with diabetes. *Type 2 diabetes can be prevented or delayed through modest weight loss and regular physical activity.</td>
<td>*All Americans with prediabetes or type 2 diabetes healthcare community *Schools *Businesses</td>
<td>*NDEP Partnership Network&lt;br&gt;*Diabetes Alert Day (March)&lt;br&gt;*National Diabetes Month (November)&lt;br&gt;*Practice Transformation website for healthcare professionals</td>
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<td>SGLT Education Campaign</td>
<td>Boehringer Ingelheim Pharmaceuticals, Inc. and Eli Lilly and Company</td>
<td>Corporate campaign</td>
<td>This is an educational campaign designed to provide healthcare professionals with a greater understanding of the role sodium glucose co-transporters (SGLTs) play in maintaining blood sugar balance, or glucose homeostasis.</td>
<td>*Provides education on how glucose is reabsorbed by the kidneys.</td>
<td>*Healthcare providers treating patients with type 2 diabetes</td>
<td>*Microsite&lt;br&gt;*Educational video, Glucose Perspectives</td>
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<td>Stop Diabetes campaign (also included in Type 1 Diabetes Campaigns)</td>
<td>American Diabetes Association</td>
<td>Nonprofit campaign</td>
<td>Stop Diabetes is the ADA's movement to end the devastating toll that diabetes takes on the lives of millions of individuals and families across our nation. Threefold goal: (1) educate general public about the devastating physical, emotional and financial toll diabetes wreaks every hour, every day, every year on tens of millions of American children and adults, (2) ignite a sense of urgency about diabetes and its deadly consequences, and (3) inspire individuals, families, communities, corporations and health care providers to get involved and help to change the future of diabetes.</td>
<td>*Together, we can stop diabetes. *Drastic action is needed, and a new hope is required.</td>
<td>*All Americans, including those with type 1 or type 2 diabetes, recently diagnosed, and parents of the diagnosed</td>
<td>*Educational materials (including risk test, stats, myths/facts, PSA videos)&lt;br&gt;*Online community (patients with type 1 diabetes or type 2 diabetes, recently diagnosed, parents) and blog&lt;br&gt;*Funding for research, advocacy, awareness and education programs&lt;br&gt;*Advocacy efforts</td>
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<td>Strides: Lions for Diabetes Awareness (also included in Prediabetes Campaigns and Type 1 Diabetes Campaigns)</td>
<td>Lions Clubs International</td>
<td>Nonprofit campaign</td>
<td>Strides promotes diabetes awareness and the importance of healthy exercise for people with diabetes or those at risk for the disease.</td>
<td>*Engage and empower your community in the fight against diabetes. *Show your support for those living with diabetes and their families. *Raise funds for diabetes projects in your club or district.</td>
<td>*Patients with diabetes or at risk for the disease community members</td>
<td>*Strides events - including: walking, dancing, cycling, running, dog walking, or other physical activities that promote healthy exercise</td>
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<td><strong>Type 2 Diabetes Campaigns</strong></td>
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<td>Take a Step for Diabetes Campaign</td>
<td>International Diabetes Federation</td>
<td>Nonprofit campaign</td>
<td>The World Diabetes Day 2013 campaign encouraged everyone to Take a Step for Diabetes, engaging people in the diabetes cause by encouraging them to make a symbolic donation of steps (any activity that helps promote diabetes awareness, improve the lives of people with diabetes, promote healthy lifestyles or reduce one’s individual risk of developing diabetes).</td>
<td>*Prove that the diabetes community stands united to improve the lives of people affected by diabetes.   *Encourage the broader health community and influencers to keep the global commitments on diabetes made during the 2011 United Nations High Level Meeting on NCDs on the global health agenda.</td>
<td><em>People with diabetes and their loved ones</em></td>
<td><em>Activities promoting diabetes awareness, improvement of lives, healthy lifestyle choices, and risk reduction</em></td>
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<td>World Diabetes Day</td>
<td>International Diabetes Federation</td>
<td>Nonprofit campaign</td>
<td>World Diabetes Day was introduced by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in 1991, in response to concern over the escalating incidence of diabetes around the world. Since then, the event has grown in popularity every year.</td>
<td>*World Diabetes Day unites the global diabetes community to produce a powerful voice for diabetes awareness. *Theme: healthy living.</td>
<td><em>Patients with diabetes and their loved ones</em></td>
<td><em>Local and national events</em></td>
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<td><em>Newspaper and magazine articles</em></td>
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<td><em>Radio and television promotions</em></td>
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<td><em>Free screenings for diabetes and its complications</em></td>
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<td><em>Public information meetings</em></td>
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<td><em>Poster and leaflet campaigns</em></td>
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<td><em>Diabetes workshops and exhibitions</em></td>
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<td><strong>Gestational Diabetes Campaigns</strong></td>
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<td>It’s Never Too Early…to Prevent diabetes Campaign</td>
<td>National Diabetes Education Program (NIH &amp; CDC)</td>
<td>Government campaign</td>
<td>The National Diabetes Education Program (NDEP) created the It’s Never Too Early…to Prevent diabetes campaign to encourage women who had gestational diabetes to get tested for diabetes after pregnancy and take actions to help the whole family stay healthy.</td>
<td>*Even if the gestational diabetes goes away, you still have a greater chance of getting diabetes later in life. Your child may also have a greater chance of being obese and getting type 2 diabetes later in life. *Get tested for diabetes 6 to 12 weeks after your baby is born.</td>
<td><em>American women who had gestational diabetes while pregnant</em></td>
<td><em>Tipsheets (including Spanish-language)</em></td>
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<td>Small Steps. Big Rewards. Prevent type 2 Diabetes. Campaign</td>
<td>National Diabetes Education Program (NIH &amp; CDC)</td>
<td>Government campaign</td>
<td>The National Diabetes Education Program (NDEP) created the Small Steps. Big Rewards. Prevent type 2 Diabetes campaign to help those at risk understand that type 2 diabetes can be prevented or delayed.</td>
<td><em>Diabetes can be prevented or delayed.</em> Small steps lead to big rewards (for instance, losing weight by being physically active or eating healthy can lead to weight loss, which can help prevent or delay type 2 diabetes. The reward can mean a healthier and longer life without serious complications from the disease such as heart disease, stroke, blindness, kidney failure, and amputations).</td>
<td><em>Americans with prediabetes (including those at high risk for type 2 diabetes: African-Americans, Hispanic and Latino Americans, Native Americans and Alaska Natives, Asian Americans and Pacific Islanders, women with a history of gestational diabetes and older adults)</em></td>
<td><em>Tailored materials and messages including education materials; fact sheets; sample diabetes articles; PSAs for radio, print, and television</em></td>
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