

# **[COMMUNITY] Lifestyle Change Program**

## **2021 Prediabetes Awareness & Lifestyle Change Program Toolkit**



### **Help improve Wisconsin's health and your bottom line**

Today, around 1 in every 10 Wisconsin residents has diabetes. It's a chronic disease that shortens lives and strains our health care system and economy. Luckily, prediabetes and type 2 diabetes are preventable. It only takes a few small lifestyle changes to reverse high blood sugar, preventing lasting damage and increased health care costs.

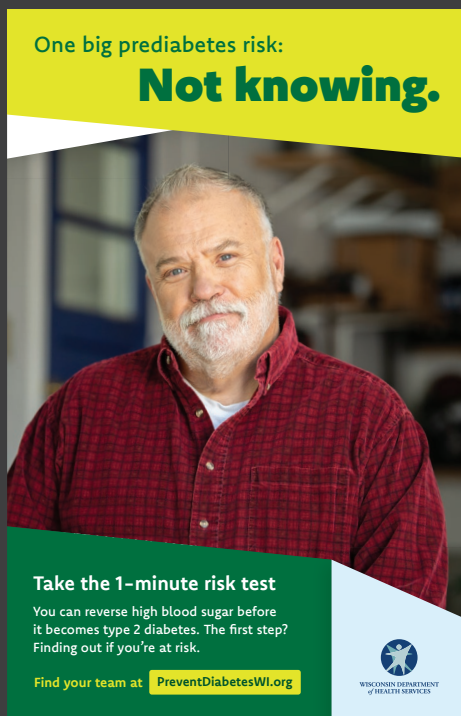
How can community leaders like you help? Across our state, employers play a pivotal role in helping Wisconsin's workforce and communities live healthier lives. Employers can help every Wisconsin worker understand their prediabetes risk. Plus, you can help employees access proven National Diabetes Prevention Program lifestyle change tools, coaching, and support.

Ready to lower health care costs, protect your productivity, and boost employee morale? Use the materials in this toolkit to educate your employees about the dangers of high blood sugar. Together, we can help Wisconsin take the next step towards better health.



# What's in this toolkit

We know every community is different. That's why our Prediabetes Awareness & Program Participation Toolkit offers employers a wide variety of helpful promotional materials. Simply select or customize the toolkit materials below to start a conversation in the owned, earned, or paid media channels your organization uses frequently.



Test & Join Posters to display wherever your employees gather

# Awareness materials

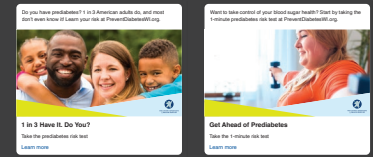
To educate employees about high blood sugar, assess their risk, and prevent prediabetes and type 2 diabetes.



Test & Join Tabletop Displays to place throughout your organization's facilities



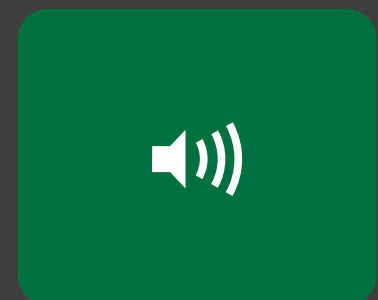
Test & Join Banner Ads to place on local websites or your company Intranet



Test & Join Social Ads for your community on Facebook and other social media channels



Test & Join Testimonial Videos to use in presentations or on your staff web portal



Test & Join Radio Spots for Facebook and other social media channels



# Want to learn more?

## Explore our resources

Download or order prints from our full library of promotional and prevention materials—including customizable palm cards, posters, banner ads, brochures, and more—at [dhs.wisconsin.gov/prediabetes/promotional-resources.htm](https://dhs.wisconsin.gov/prediabetes/promotional-resources.htm).

## Stay updated

For the latest prediabetes and type 2 diabetes information, online resources, and more, visit [PreventDiabetesWI.org](https://PreventDiabetesWI.org).

## Questions or feedback?

We'd love to hear from you. Contact the Wisconsin DHS Chronic Disease Prevention Program at [DHSChronicDiseasePrevention@dhs.wisconsin.gov](mailto:DHSChronicDiseasePrevention@dhs.wisconsin.gov) to learn more about our latest public information efforts and materials.

[PreventDiabetesWI.org](https://PreventDiabetesWI.org)

## [Program Name]

(XXX) XXX-XXXX/Email

XX Street St.

Town, Wisconsin XXXXX

# Participation materials

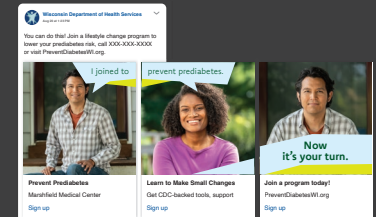
To encourage employees to join the lifestyle change program near them and prevent or improve high blood sugar.



**Program Posters** to display throughout your company's office spaces



**Program Flyers** to add in staff mailings or distribute during presentations



**Program Social Ads** to drive employee participation via your organization's social feed



**Program Newspaper Ads** to place in organization publications or on your Intranet



**Program Palm Cards** to share with employees in your offices or at company-wide events