**Sample Press Release Designed Using the Clear Communication Index**

This sample shows CDC staff how to create a press release that meets the CDC Clear Communication Index criteria. The Office of the Associate Director for Communication (OADC) asks staff to follow this example when writing new press releases or revising or updating existing ones.

If you have questions about the Index, please ask your CIOs’ Health Literacy Council member or your OADC press contact.

Directions for using the Index

Before you begin writing or revising a press release, answer the 4 open-ended questions. You can use the first three answers below, or revise them if necessary. The main message statement will be unique to each release.

* Primary audience: journalists and bloggers
* Health literacy skills: average – depends on background and prior experience and training with health news and federal agencies
* Communication objective: provide new, interesting information that journalists and bloggers want to use in their stories
* Main message statement (specific to the topic): More Americans have diabetes and may develop diabetes than previously reported. Prevention and treatment can combat serious health risks for 115 million Americans.

Always use Part A Index items #1-11 when writing the press release. Choose Parts B, C, and D Index items #11-20 when relevant.

Example: This example uses Parts A, C, and D (Index items #1-11, #15-18, and #20). Unless there is a health behavior specifically for journalists and bloggers, you don’t need Part B (Index items #12-14) or item #19.

**More Americans have diabetes and may develop diabetes than previously reported**

Prevention and treatment can combat serious health risks and costs for 115 million Americans

Release date: XXX

Of the more than 29 million people in the United States who have diabetes – up from the 2010 estimate of 26 million – one in four doesn’t know he or she has the life-threatening disease.

Another 86 million adults – more than one in three U.S. adults – have prediabetes. This means their blood sugar levels are too high, but not high enough for a diabetes diagnosis. If they don’t lose weight and get at least a moderate amount of exercise, 15 to 30 percent of people with prediabetes will develop type 2 diabetes within five years.

The new findings are in a report released today by the Centers for Disease Control and Prevention.

[Add graphic, for example of proportions of the population with diabetes and prediabetes]

**Diabetes is costly in human and economic terms**

“These new numbers are alarming and underscore the need for an increased focus on reducing the burden of diabetes in our country,” said Ann Albright, Ph.D., R.D., director of CDC’s Division of Diabetes Translation. “Diabetes is costly in both human and economic terms. It’s urgent that we take swift action to effectively treat and prevent this serious disease.”

In 2012, diabetes and its related complications accounted for $245 billion in total medical costs and lost work and wages. This figure is up from $174 billion in 2007.

**New Findings About Who Has Diabetes and Could Develop Diabetes**

Key findings from the National Diabetes Statistics Report, 2014 (based on health data from 2012), include:

* 29 million people in the United States (9.3 percent) have diabetes.
* 1.7 million people aged 20 years or older were newly diagnosed with diabetes in 2012.
* Non-Hispanic black, Hispanic, and American Indian/Alaska Native adults are about twice as likely to have diagnosed diabetes as non-Hispanic white adults.
* 208,000 people younger than 20 years have been diagnosed with diabetes (type 1 or type 2).
* 86 million adults aged 20 years and older have prediabetes.
* The percentage of U.S. adults with prediabetes is similar for non-Hispanic whites (35 percent), non-Hispanic blacks (39 percent), and Hispanics (38 percent).

Being overweight, obese, or inactive; having a family history of diabetes; or having high blood pressure or high cholesterol make it more likely a person will develop diabetes.

**Diabetes: How To Prevent It, Why Early Treatment Is Best**

Diabetes is a serious disease with many possible complications. People can lose their sight, hands, or feet. They may also develop heart disease, have a stroke, or die early. None of these results is inevitable, though, and the sooner people with diabetes take charge of their condition, the better. People with diabetes can [manage their disease](http://www.cdc.gov/diabetes/pdfs/library/takechargeofyourdiabetes.pdf) by:

* Getting regular moderate exercise, such as walking 30 minutes each day
* Making healthy eating choices, like eating foods with less fat, sugar, and salt
* Taking prescribed diabetes medicines
* Tracking blood sugar levels
* Quitting smoking

All these actions also help prevent people who are more likely to develop diabetes from developing the disease.

**Where to Find More Information**

For more information about diabetes and CDC’s diabetes prevention efforts, including evidence-based and cost-effective interventions, such as CDC’s National Diabetes Prevention Program, visit [www.cdc.gov/diabetes](http://www.cdc.gov/diabetes).