



PRESS RELEASE

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] PreventT2 Participants in Learning How to Make Healthy Changes in [Community or Location]

[Date, location] Community members are preventing type 2 diabetes together with the PreventT2 lifestyle change program 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 can be diagnosed with type 2 diabetes within 5 years.

“One in three American adults has prediabetes, so the need for prevention has never been greater,” said [Organization leader or community spokesperson]. “The PreventT2 program 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. PreventT2 groups meet for a year — weekly for the first 6 months, then once or twice a month for the second 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.

PreventT2 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] PreventT2, 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.]

PreventT2 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 greatly reduce 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, PreventT2 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 PreventT2 program, [Enrollment criteria].

To find local PreventT2 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/PreventT2].

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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 PreventT2 boilerplate]

[Organization boilerplate]

PreventT2 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/PreventT2