

# WELCOME, HEALTH CHAMPION!

THIS TOOLKIT IS YOUR SOURCE FOR VALUABLE TIPS AND INFORMATION YOU CAN USE TO INFORM YOUR COMMUNITY ABOUT TYPE 2 DIABETES.

## TYPE 2 DIABETES COMMUNICATION TOOLKIT



— NATIONAL —  
**MINORITY QUALITY**  
— FORUM —

Center for  
**Sustainable Health Care**  
Quality and Equity



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All education pages can be printed to use as posters or handouts.

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# What is Diabetes?

## Type 2 diabetes

Type 2 diabetes is when you have too much sugar in your blood. Normally, insulin from our pancreas helps use that sugar for energy, but with type 2 diabetes, that process doesn't work so well.

But don't worry, there are ways to prevent or manage it!

Read on for tips and information that you can share with your friends, family and community members.



## About type 2 diabetes

Did you know?



**1 in 5 people  
don't know they  
have diabetes**

**37.3 million individuals in the U.S. have diabetes, which is 11.3% of the U.S. population, yet more than 20% have not been diagnosed.**



**Type 2 diabetes most often develops in people over age 45, but more and more children, teens, and young adults are also developing it.**

Did you know?

**More than 37 million Americans have diabetes (about 1 in 10), and approximately 90-95% of them have type 2 diabetes.**



## Type 2 diabetes symptoms

**If you have any of the following diabetes symptoms, see your doctor about getting your blood sugar tested:**

- Urinate (pee) a lot, often at night
- Are very thirsty
- Lose weight without trying
- Are very hungry
- Have blurry vision
- Have numb or tingling hands or feet
- Feel very tired
- Have very dry skin
- Have sores that heal slowly
- Have more infections than usual



**Type 2 diabetes symptoms often take several years to develop.** Some people don't notice any symptoms at all. Type 2 diabetes usually starts when you're an adult, though more and more children and teens are developing it.

## Preventing type 2 diabetes

A simple blood test will let you know if you have diabetes. If you've gotten your blood sugar tested at a health fair or pharmacy, follow up at a clinic or doctor's office to make sure the results are accurate.



**Types of blood tests to determine:**  
A1C Test, Fasting Blood Sugar Test,  
Glucose Tolerance Test, or Random Blood Test

## Understanding diabetes, comorbidities, and complications



**In 2019, diabetes was the seventh leading cause of death in the United States. This finding is based on 87,647 death certificates in which diabetes was listed as the underlying cause of death (crude rate, 26.7 per 100,000 persons).**

# Key Messaging for General Public

***Use these talking points with friends, family and community.***

- Type 2 diabetes is the most common type of diabetes.
- About 1 in 10 people in the U.S. has diabetes, yet 1 in 5 people don't know they have it.
- Many cases of type 2 diabetes can be either prevented or managed with lifestyle changes.
- Type 2 diabetes can cause several complications such as hospitalizations, kidney disease, vision changes and/or death. There are ways to prevent or delay these complications and improve your overall health.
- Some people might not notice any symptoms because type 2 diabetes can take years to develop. A simple blood test can help determine whether you have the disease.
- Diabetes can be manageable with proper care including blood sugar monitoring, and lifestyle changes. Managing diabetes can also help with preventing or delaying other serious health complications.
- Talk with your healthcare provider about the options that are available to help you prevent or manage diabetes.

# Key Messaging for Faith Leaders

***Use these talking points for discussion with your parishioners.***

- We all know somebody who is living with diabetes. In fact, for every 10 members in this congregation, there is likely one of us who has diabetes.
- Food is an important part of our lives, but we must all try to make healthier decisions to help prevent or manage diabetes. Too many people that we know are suffering from the long term complications of diabetes.
- Normally insulin from our pancreas helps use extra sugar for energy, but that process doesn't work as well if you have type 2 diabetes. The good news is that it can be prevented or managed with healthy lifestyle changes. We must work together and help our community to live a healthy life.
- Some people might not notice symptoms of type 2 diabetes. If you or someone you know is experiencing frequent urination, increased thirst and hunger, weight loss, or numb hands or feet, talk to your healthcare provider about getting a simple blood test to check for type 2 diabetes.
- While it is important to pray for health and strength, we must also do our part to make healthy decisions and look to our healthcare providers for support in preventing and managing diabetes.



# Key Messaging for Barbers / Stylists

***Use these talking points for discussion with your clients..***

- We all know somebody who is living with diabetes. I work with several clients who have it. Diabetes is more prevalent in Black and Hispanic people.
- 1 in 5 people don't know they have type 2 diabetes, but a simple blood test will tell you if you have the disease. If you're at risk, I encourage you to talk with your healthcare provider about type 2 diabetes testing.
- Sometimes people don't have symptoms in early stages of type 2 diabetes. If you notice any possible symptoms like increased thirst and hunger, fatigue, frequent urination or slow healing sores, consider talking to your healthcare provider. If you are diagnosed early, you can begin treatment sooner and become a healthier you.
- I know that food is an important part of our lives and of course we love to eat good. But we must all try to make healthier decisions to help prevent or manage diabetes. Too many people that we know are suffering from the long-term complications of diabetes.

# Social Media Best Practices

The following illustrated graphics and their accompanying messages were designed with the health of the community in mind.

They can be posted on any social media platform, as all social platforms work well with square media sizes.

To effectively communicate your message, we encourage you to optimize your posting power. Each social media platform has a different set of expectations to reach the largest audience and generate the most engagement.



# Post Strategy

## Facebook

Facebook is a great place to share community-based messages and reach your audience. To generate the most reach and engagement, post on Tuesday through Friday between 9 a.m. and 1 p.m. local time. It's recommended to post no more than two times per day on Facebook. Hashtags are a great way to link your messages to other social media content. It is recommended that you use no more than two hashtags per post for best reach.

## X (formerly Twitter)

With more than 368 million active accounts, X is a powerful social media platform to share compact, curated content. It is the only social media platform that has a low character limit for users that do not pay for its Blue verification. Posts on X can be up to 280 characters in length, including spaces. A carefully crafted post with the right message can easily reach thousands of people. Posting once or twice a day is sufficient. Tweets with no more than two hashtags perform the best. It's important to be as efficient as possible with hashtags and the character limit.

## Instagram

Instagram is perfect for sharing eye-catching and emotionally-driven content. Post in the middle of the week between 10 a.m. and 1 p.m. for best results. Posting once a day is sufficient. Instagram allows up to 30 hashtags per post. However, Instagram performs best with approximately 10 hashtags. It's helpful to keep an evergreen list of relevant hashtags to use in your posts.

## WhatsApp

WhatsApp is the name of a mobile messaging app for Android, iPhone, Windows Phone or for Mac or Windows PCs. With this tool, you can rapidly spread information and critical messages among members, encourage members to share and "forward" information to relatives and friends, and share broadcast messages to up to 256 phone contacts at a time.

# Social Media Strategy

In this toolkit, you will find a set of expertly curated messages about type 2 diabetes.

Feel free to pair any graphic with any message. It's perfectly fine to mix and match graphics and messaging to your organization's needs. All of the graphics for all of the posts are stored in this folder.

To create a social media post, save the image by clicking on the graphic link and copy and paste the messaging into your selected social media scheduling platform.



# Social Media Graphics

[Download here](#)

Did you know?

1 in 5 people don't know they have type 2 diabetes.



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Did you know?

With type 2 diabetes the insulin in the pancreas does not work so well.



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Do you know if you're at risk for developing diabetes?

Ask your healthcare provider about checking your fasting blood sugar.



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# Social Media Messaging

- Did you know? 1 in 5 people don't know they have type 2 diabetes. A simple blood test can help determine whether you have the disease. Learn more about diabetes at [www.healthequitychampions.org](http://www.healthequitychampions.org)
- Some people might not notice any symptoms because type 2 diabetes can take years to develop. It's important to talk to your healthcare provider to get your blood sugar tested if you're at risk. [www.healthequitychampions.org](http://www.healthequitychampions.org)
- Normally, insulin from our pancreas helps use sugar for energy, but with type 2 diabetes that process doesn't work so well. Learn more about diabetes to share with your community. [www.healthequitychampions.org](http://www.healthequitychampions.org)
- Type 2 diabetes is normally diagnosed in adults over age 45, but more children and youth are developing it. Parents should talk to their child's healthcare provider about being tested for type 2 diabetes. [www.healthequitychampions.org](http://www.healthequitychampions.org).
- Type 2 diabetes accounts for approximately 90% to 95% of all diagnosed cases of diabetes. Most of these cases can be either prevented or managed with lifestyle changes. Let's encourage our communities to live a healthy lifestyle. [healthequitychampions.org](http://healthequitychampions.org)
- Over time, having high blood sugar from type 2 diabetes can cause health complications, such as kidney disease and vision changes. Keeping your blood sugar in your target range can prevent or delay these conditions. Learn more at [healthequitychampions.org](http://healthequitychampions.org)

# Social Media Messaging and Graphics

## Faith Health Alliance

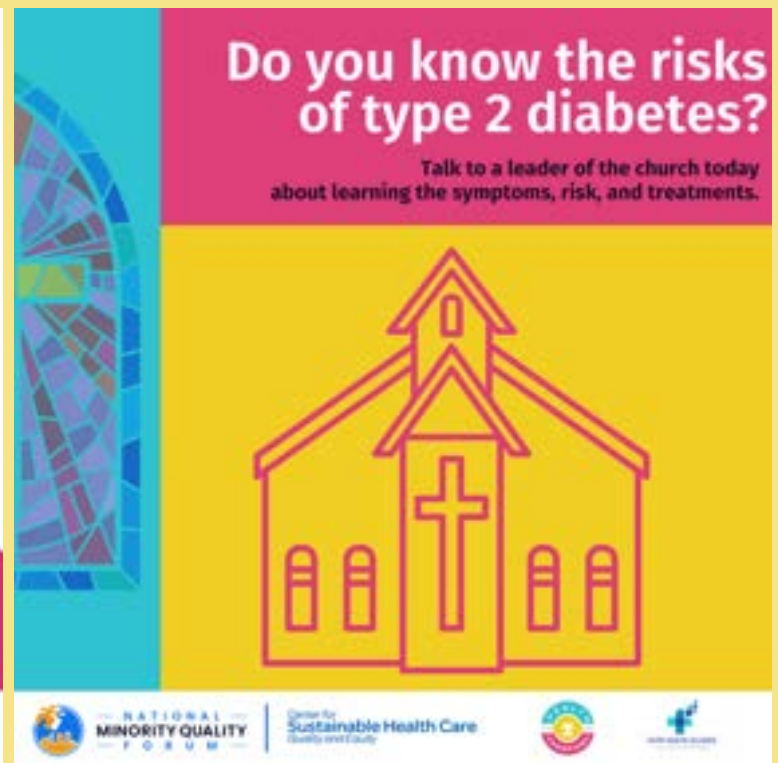
Faith Health Alliance members: Here are your expertly curated messages about type 2 diabetes. Please feel free to pair any graphic with any message.



Let's keep our church informed on type 2 diabetes.

Talk to a leader of the church today about learning the symptoms, risk, and treatments.

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Do you know the risks of type 2 diabetes?

Talk to a leader of the church today about learning the symptoms, risk, and treatments.

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[Download here](#)

# Social Media Messaging and Graphics

## Wellness Warriors

Hello, Wellness Warrior! Here are your expertly curated messages about type 2 diabetes. Please feel free to pair any graphic with any message.



[Download here](#)

# Additional Resources

**Here are some type 2 diabetes resources for your friends, family and community:**

- [Type 2 Diabetes | CDC](#)
- [Living With Diabetes | CDC](#)
- [Awareness Campaigns | CDC](#)
- [Managing Diabetes - NIDDK \(nih.gov\)](#)
- [Type 2 Diabetes - Symptoms, Causes, Treatment | ADA](#)
- [Free Tools and Resources to Help Patients Manage Their Diabetes | diabeteseducator.org](#)
- [DiabetesSisters](#)
- [Diabetes Education Library | Joslin Diabetes Center](#)

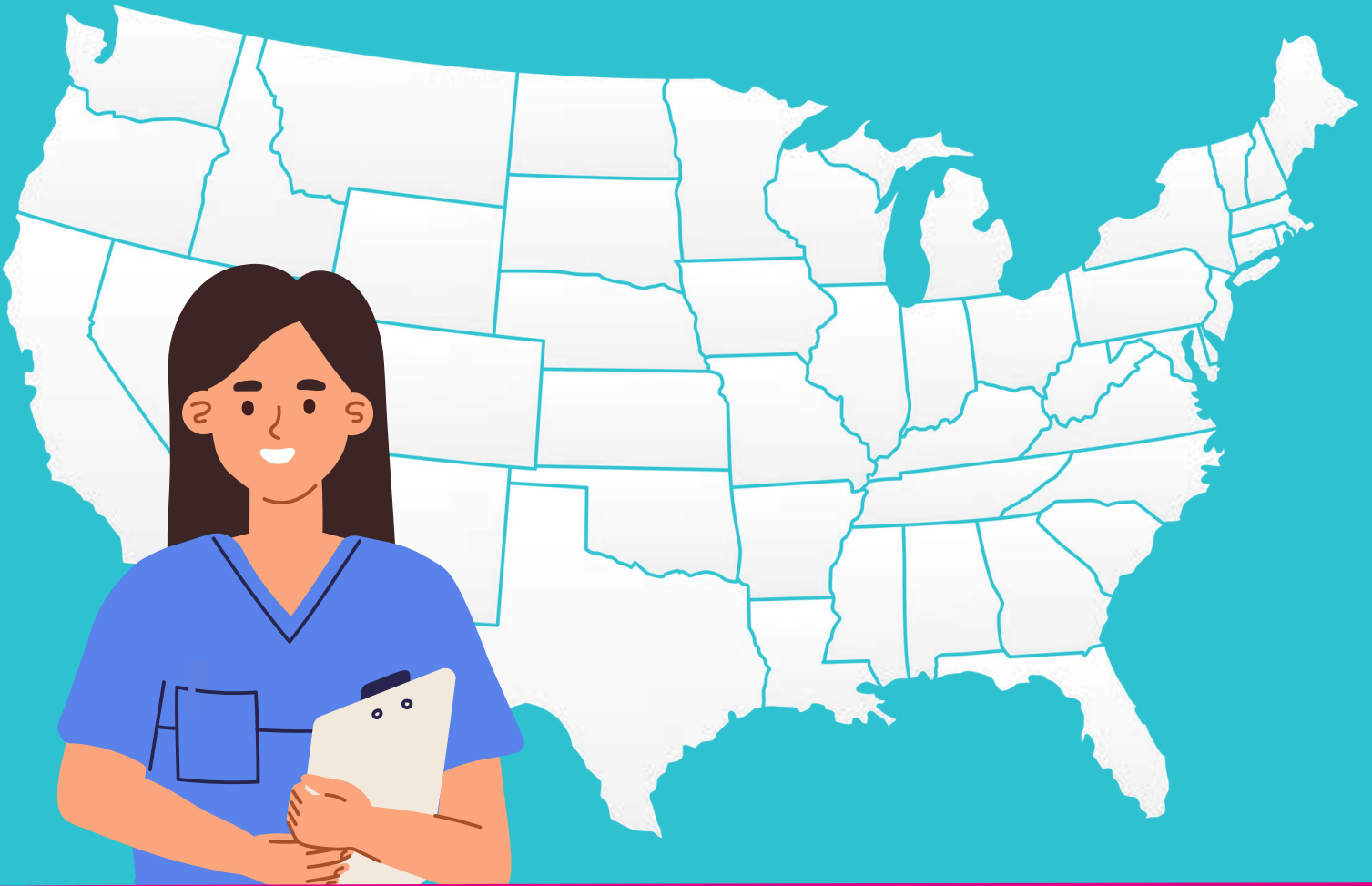
# Additional Resources

- [Diabetes Topics | diatribe.org](https://diatribe.org)
- [Diabetes – What To Know – Diabetes Information Made Simple | diabeteswhattoknow.com](https://diabeteswhattoknow.com)
- [Road to Health | CDC](https://www.cdc.gov/roadtohealth)
- [New Beginnings | CDC](https://www.cdc.gov/newbeginnings)
- [Diabetes Language Guidance | ADCES](https://www.adces.org/diabetes-language-guidance)
- [Diabetes Resources in Spanish | ADCES](https://www.adces.org/diabetes-resources-spanish)



# THANK YOU

FOR MAKING A DIFFERENCE IN YOUR COMMUNITY!



TELL US WHERE YOU ARE + LETS PUT YOU ON THE MAP!

[CLICK HERE TO SHARE!](#)

Together, we  
can help our  
communities.



*Want more free tips and information for your community?*  
**Sign up to be a Health Champion today!**



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