

# Diabetes can be prevented. Text2Prevent can help.



## Program Overview

Because prediabetes can be reversed, we developed our SMS program in conjunction with the National Association of Chronic Disease Directors.

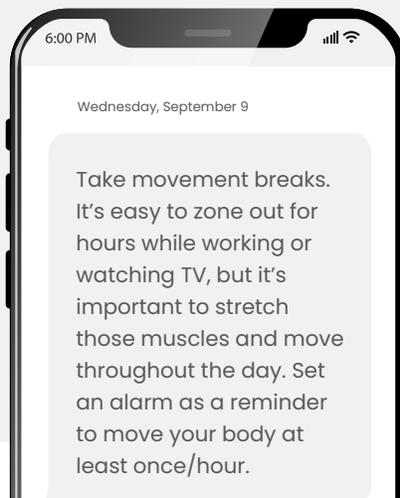
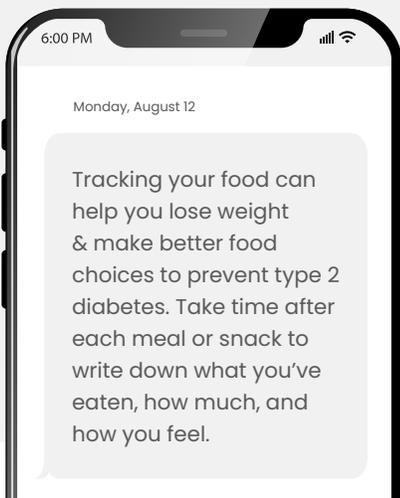
Messages are based on CDC-approved curriculum from the National Diabetes Prevention Program and include content and support on:

- Diabetes Education
- Physical Activity
- Healthy Eating
- Stress Management
- Sleep Hygiene
- Motivation

Participants receive 2-3 messages a week for 52 weeks, with interactive assessment modules, tips, opt-in challenges, and tracking options & reminders.

## Sample messages

Messages can be customized to promote the programs you already have in place and drive to your website



# Facts About Diabetes<sup>1</sup>

- Diabetes is **widespread**: 37.3 million Americans, or 11.3% of the population has diabetes. Nearly 1.9 million Americans have type 1 diabetes, including about 244,000 children and adolescents<sup>2</sup>
- Diabetes is **often undiagnosed**: Of the 37.3 million adults with diabetes, 28.7 million are diagnosed, and 8.5 million are undiagnosed.
- Diabetes is **more prevalent in seniors**: 29.2% of Americans aged 65 and older, or 15.9 million seniors have prediabetes.
- **New cases** are being diagnosed: 1.4 million Americans are diagnosed with diabetes every year.
- **Many more people** are on track to become diabetic: 96 million Americans aged 18 and older have prediabetes.
- Diabetes is **Deadly**: Diabetes was the seventh leading cause of death in the United States<sup>3</sup>
- Diabetes is **Costly**: \$327 billion total cost of diagnosed diabetes in the United States<sup>4</sup>

2.3X

higher medical expenses  
than those without diabetes.<sup>5</sup>



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#### TCPA compliance

All messages are TCPA compliant to include Stop/help messaging in all messages that are not a "response" message. (second message based on a user's response.)

**Sources:** 1. Source American Diabetes Association - Statistics About Diabetes | ADA accessed 9-3-22 2. Based on numbers from 2019. 3. Based on the 87,647 death certificates in which diabetes was listed as the underlying cause of death in 2019. Diabetes was mentioned as a cause of death in a total of 282,801 certificates. 4. In 2017, direct medical costs were \$237 billion and there was \$90 billion in reduced productivity.

5. After adjusting for population age and sex differences, average medical expenditures among people with diagnosed diabetes were 2.3 times higher than what expenditures would be in the absence of diabetes.