

COLORECTAL CANCER COMMUNICATION TOOLKIT

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.

Learn more about Type 2 Diabetes and how to treat, prevent and manage it.



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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.



Key Resources

Resources for your patients and community

Type 2 Diabetes | CDC

- <https://www.cdc.gov/diabetes/basics/type2.html>

Living With Diabetes | CDC

- <https://www.cdc.gov/diabetes/managing/index.html>

Awareness Campaigns | CDC

- <https://www.cdc.gov/diabetes/campaigns/index.html>

Managing Diabetes – NIDDK (nih.gov)

- <https://www.niddk.nih.gov/health-information/diabetes/overview/managing-diabetes#ABCS>

Type 2 Diabetes – Symptoms, Causes, Treatment | ADA

- <https://diabetes.org/diabetes/type-2>

Free Tools and Resources to Help Patients Manage Their Diabetes (diabeteseducator.org)

- <https://www.diabeteseducator.org/living-with-diabetes>

DiabetesSisters

- <https://diabetessisters.org/diabetessisters-educational-library>

Diabetes Education Library | Joslin Diabetes Center

- <https://www.joslin.org/patient-care/diabetes-education-library>

Key Resources

Resources for your patients and community

Diabetes Topics (diatribe.org)

- https://diatribe.org/topics?msclkid=ec722935fa411e4b7b494dbd4973f0ba&utm_source=bing&utm_medium=cpc&utm_campaign=1.3-%20Topics&utm_term=about%20diabetes%20disease&utm_content=Diabetes%20Topics%20-%20The%20Basics

Diabetes – What To Know – Diabetes Information Made Simple (diabeteswhattoknow.com)

- <https://diabeteswhattoknow.com/>

Road to Health | CDC

- <https://www.cdc.gov/diabetes/professional-info/toolkits/road-to-health/>

New Beginnings | CDC

- <https://www.niddk.nih.gov/health-information/diabetes/overview/managing-diabetes#ABCS>

ADCES: Diabetes Language Guidance

- <https://www.diabeteseducator.org/practice/practice-tools/app-resources/diabetes-language-paper>

Diabetes Resources in Spanish | ADCES:

- <https://www.diabeteseducator.org/living-with-diabetes/spanish-resources>

Key Messaging for Faith Leaders

Use these talking points for discussion with your parishioners.

- 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, I encourage you to talk to your healthcare provider about getting a simple blood test to check for Type 2 Diabetes.

Key Messaging for Stylists/Barbers

Use these talking points for discussion with your clients.

- 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.



Key Messaging for General Public

Use these talking points with friends, family and community.

- About 1 in 10 people in the U.S. has Diabetes, yet 1 in 5 people don't know they have it.
- Most 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.

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

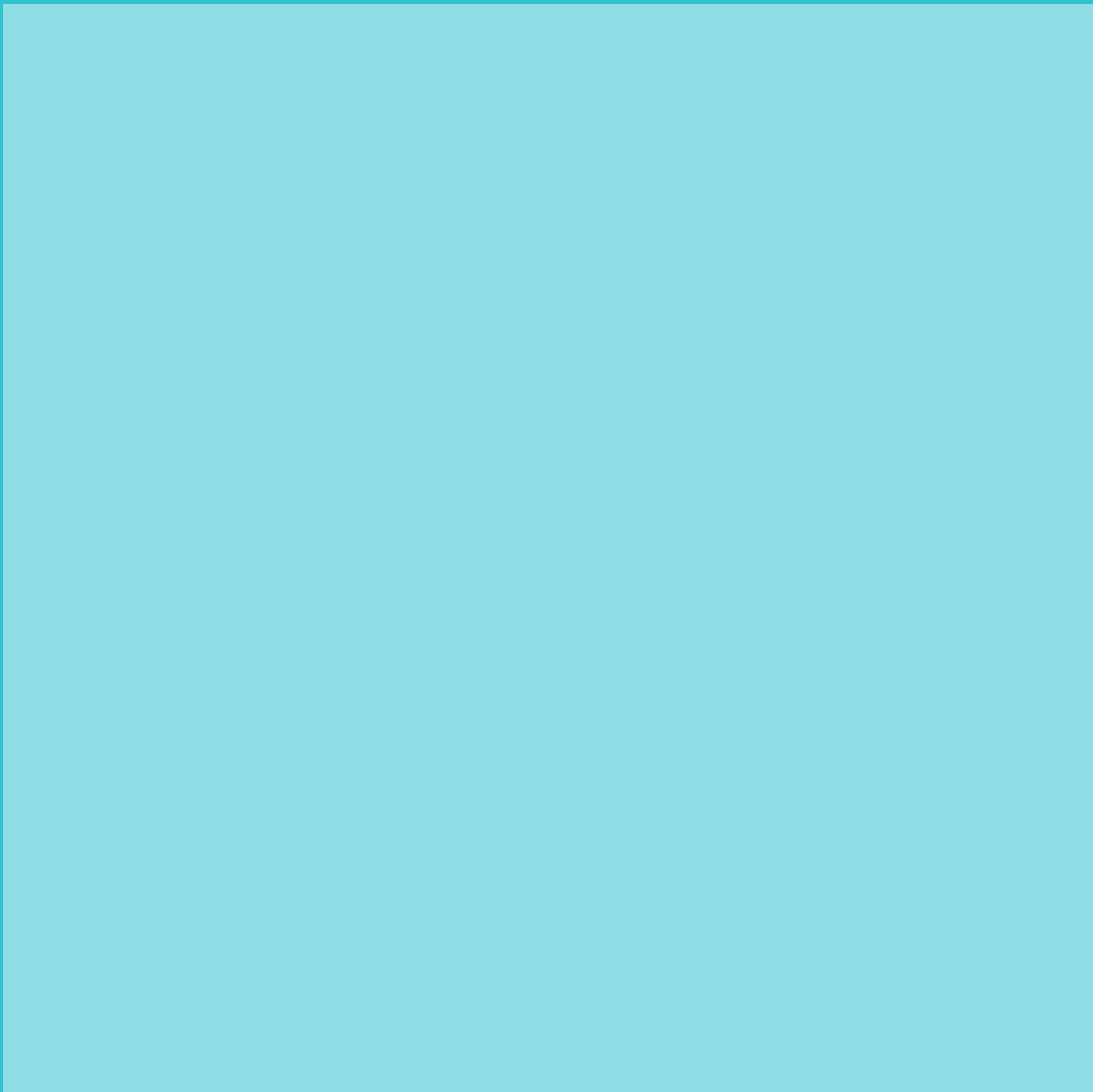
In this toolkit, you will find a set of expertly curated messages about Type 2 Diabetes.

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 Messaging and Graphics



Social Media Messaging and Graphics

Social Media Messaging and Graphic: Faith Health Alliance



Social Media Messaging and Graphics: WW



**Together, we
can help our
communities.**



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