

COUNT ME IN

2019
American Diabetes Month®



Proud Sponsors



About this campaign

Count Me In

Of the 30.3 million Americans living with diabetes, 7.2 million are undiagnosed. 90% of the 84 million Americans that have prediabetes do not know it. What if we told you that numbers make all the difference when it comes to stopping this disease? From the number of advocates' voices fighting for those living with diabetes to the number of research breakthroughs towards a cure. From the number of people who know their risk, to the number on your blood glucose meter. Numbers like these can change everything.

But these numbers allow us to face the threat head on. Let go of the “what ifs” and plant our feet firmly in the reality of what’s next. Because unlike some numbers, these are numbers you can change.

So thank you for joining us this November for American Diabetes Month® (ADM). This year there is a way for everyone to get involved. We are encouraging those who are unaware of their risk for diabetes to take the Type 2 Diabetes Risk Test and learn their risk. We want to empower those who currently live with the disease or already know their risk by encouraging them to talk to their doctor, learn more about the resources available to help manage diabetes and commit to a healthy lifestyle change. Finally, we are asking everyone impacted by diabetes to get involved in the fight by raising their voices as advocates, volunteering, donating and sharing their involvement with others.

This diabetes epidemic will continue to grow unless we act—you can count on it.



Can we count you in?

This toolkit contains all the materials you will need for a successful activation of this year’s ADM campaign.

- How to Participate
- How to Activate on Social Media
- Resources and Available Assets

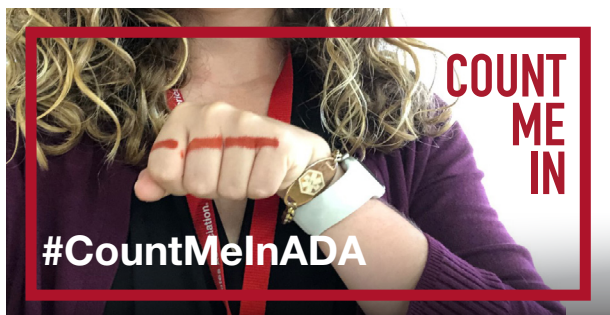
Implementation

How to Participate

There is a way for everyone to count themselves in for this year's campaign. We want everyone to educate themselves on diabetes and their risk and take action by committing to a healthy lifestyle change, donation, volunteering or advocating on our behalf. We also want everyone to share how they got involved.

Show Your Solidarity

On November 1st, to kick off American Diabetes Month, show your solidarity, whether you have diabetes, you're supporting someone who has it, or you're a caregiver, health care provider, or friend. Raise your voice, mark your fist and share your image on social media using **#CountMeInADA** and show the world that we are united.



Know Your Numbers

Awareness is the first step in managing the diabetes epidemic. Take the Risk Test and learn your numbers. Take a blood sugar test or an A1C test. Encourage everyone in your network to do the same so that everyone is aware of their individual risk.

Commit to a Healthy Lifestyle Change

If you are at high-risk, reach out to your doctor about getting tested for diabetes. Once you have learned your risk, take action by committing to a healthy lifestyle change. This can be as simple as adding physical activity to your day (aim for 30 minutes most days of the week) or making a positive change in your diet. Share your pledge on social media and use the hashtag **#CountMeInADA** and encourage others to join you in making a change.

Become an Advocate or Volunteer

Count yourself in by raising your voice and supporting all those living with diabetes. Get involved as a local advocate or give your time as an ADA volunteer.

Donate or Fundraise

The American Diabetes Association leads the charge against diabetes by funding research for prevention, cure and management, offering services and programs for those living with the disease and providing a voice for all who are impacted by diabetes. Support our mission by donating today or starting a do-it-yourself fundraiser.

Share Your Involvement

After making a commitment or taking an action, spread the word via social media channels and ask others if we can count them in, too. The social media image generator at **diabetes.org/CountMeInADA** makes it easy to create an image and share.

Implementation

Calls to Action and Activations

Count Me In is not just an awareness campaign; it is a call to action for all of us. It is all-inclusive: whether you have diabetes, you're supporting someone who has it, if you're a caregiver, health care provider, or friend, there are steps everyone can take that impacts us all. Because together, we can change the numbers that matter most when it comes to diabetes.

Below are actions that will be found at diabetes.org/CountMeInADA for American Diabetes Month.

CALLS TO ACTIONS (CTAS)	ACTIVATIONS
Know Your Number	<ul style="list-style-type: none">Take the risk testGet an A1C testDownload Questions to AskGet a health screeningGet your blood sugar tested
Make a Healthy Change	<ul style="list-style-type: none">Try water instead of sugary drinksCook a healthy recipeGet moving
Join the fight	<ul style="list-style-type: none">Become a volunteerBecome an advocateJoin the online communityShare/Post/Like on social media
Donate	<ul style="list-style-type: none">DonateStart a DIY fundraiser

Promotion

How to Activate on Social Media

Count yourself in the conversation by using the **#CountMeInADA** on all social media platforms:

 [facebook.com/AmericanDiabetes Association](https://facebook.com/AmericanDiabetesAssociation)

 twitter.com/AmDiabetesAssn

 instagram.com/AmDiabetesAssn

 linkedin.com/company/american-diabetes-association

Social media thought starters are below.

Possible Thought Starters:

- The numbers do not lie. Nearly half of American adults have diabetes or prediabetes. And diabetes will keep affecting us all unless we do something about it. You can count on it.
So join us this November as we celebrate American Diabetes Month by challenging everyone to learn their risk for diabetes and help change these numbers. Can we count you in? **#CountMeInADA**
- Step up and say “Count Me In” this American Diabetes Month and help change the numbers of the diabetes epidemic. Everyone has a part to play this November—can we count you in? **#CountMeInADA**



Proud Sponsors



- Nearly 1 out of 2 of us is living with diabetes or prediabetes. Take 60 seconds to learn your risk, sign up to become an advocate for those living with diabetes or spread awareness by marking your fist in solidarity. There’s something you can do. It starts with you. Can we count you in? **#CountMeInADA**
- This month we challenge you to change the numbers. If you’re unaware of your risk for diabetes, take the first step. Get your blood glucose tested and have the conversation with your doctor. And if you’re living with diabetes, help us change the numbers that will make a difference. Can we count you in? **#CountMeInADA**

Promotion

Resources and Available Assets

Website

Our microsite, diabetes.org/CountMeInADA, will act as a central hub for the actions users can take. The landing page will provide users with the resources to count themselves in by engaging with the campaign throughout the month. Encourage your network to visit the site every week during November for new content and ways to join the campaign. Once they have taken an action, ask them to use the social media image generator to share their actions with their friends and family with the hashtag **#CountMeInADA**.

Visit diabetes.org/CountMeInADA to answer the call.

Banners

Use digital banners to promote the campaign on your website, e-newsletters and other online channels. Be sure to link banners to diabetes.org/CountMeInADA.

Sizes—728x90px and 300x250px

PSA Scripts

Use scripts for local radio promotion opportunities.

Posters

Publicize your participation by placing posters in areas with high foot traffic such as lobbies, lunch rooms or elevators.

Sizes—8.5"x11" and 11"x17"

American Diabetes Association
Connected for Life

Proud Sponsors
Colgate **Folicare** **CVS pharmacy**

COUNT ME IN

Let's show the world that we are united.

To kick off American Diabetes Month, show your solidarity, whether you have diabetes, you're supporting someone who has it, or you're a caregiver, health care provider, or friend. **Raise your voice, mark your fist, and share your image** on social media using **#CountMeInADA** and show the world that we are united. Can we count you in?

#CountMeInADA

Go to diabetes.org/CountMeInADA

Questions

If you have any questions or need guidance on how to participate in American Diabetes Month, please contact Josh Fernandez, jfernandez@diabetes.org.

We look forward to seeing your participation. Thank you for doing your part!



diabetes.org/CountMeInADA | [#CountMeInADA](https://twitter.com/CountMeInADA)