

Prevent T2 Consumer Program & Recruitment Materials Creative Brief

1. What is the purpose?

These materials are designed to persuade audience members to take steps toward enrolling in Prevent T2 (actual enrollment will require further action on the part of grantees; these materials are designed to “lead them to water”)

2. Who is the target audience?

- Adults who know they are at risk for prediabetes (risk factors: 45 or older; overweight; family history; African American, Hispanic/Latino, American Indian, Asian American, Pacific Islander; gestational diabetes or gave birth to a baby that weighed more than 9 pounds; or physically active less than 3 times per week)
- Adults who have been diagnosed with prediabetes

3. What is the tone?

- Motivating/emotionally compelling
- Positive
- Inclusive
- Believable
- Practical/accessible
- Achievable

4. What is the key message/takeaway?

Prevent T2 can help me make the changes I need in my life to prevent type 2 diabetes

5. What is the audience’s level of awareness?

- High awareness of weight, family history, and sedentary lifestyle as risk factors; lower awareness of gestational diabetes
- Seriousness of type 2 diabetes generally understood

6. What audience-perceived barriers exist?

- Concern about scope of lifestyle change required
- Skepticism about success of prevention and control of type 2 diabetes
- Confusion over terminology, e.g., prediabetes, borderline diabetes, sugar, types of diabetes
- Lack of immediate sense of type 2 diabetes risk (belief that it won’t happen soon)
- Resistance to giving up favorite foods
- Cost (for some)

7. What are audience perceptions of the program?

- Evidence-base and CDC support are seen as positive attributes (note that some participants recognized the acronym, CDC, but did not equate it with the name Centers for Disease Control and Prevention)
- The idea of a trained lifestyle coach and peer support is appealing (though some participants said they would be less likely to participate in a group program)
- Audience appreciates the availability of the program within the community
- They want to know what the program costs
- They prefer the time commitment be described as 16 weekly sessions followed by six monthly follow-up sessions than as a year-long program (though some still perceived this as too long)
- The idea of cutting risk by half is compelling (but some wanted proof)
- Idea of making modest changes is appealing
- Concept of losing 5 percent to 7 percent of body weight (when explained) seemed achievable and overall idea of weight loss was compelling

8. Are there any specific words or phrases that must be included?

Body copy will include approved Prevent T2 messages, refined to fit within the piece's overall emotional/persuasive theme

9. What types of materials are being developed?

- Newspaper ads
- Radio ads (live announcer)
- Postcard
- Web and social media content, including web banners
- Articles
- Brochure
- Poster
- Flyer