

MAKE A CHOICE CAMPAIGN

This statewide, multi-tiered, marketing campaign directly targets Pennsylvanians diagnosed with type 2 diabetes, prediabetes and obesity. *Make A Choice* achieves the following objectives:

- increase participation in DSME and DPP programs;
- promote healthy living, physical activity and weight management; and
- support the CDC and Ad Council Pre-Diabetes Awareness Campaign at a state level.

Make A Choice drives target audiences to MakeAChoice.org, which serves as an online campaign portal to educate Pennsylvanians about prediabetes, diabetes, and obesity, and what they can do to prevent or mitigate these issues through lifestyle change programs, such as DSME and DPP. The website also guides Pennsylvanians to resources available through DOH, CDC and HPC that help them fight type 2 diabetes, prediabetes, and live a healthier lifestyle.

In addition to the website, *Make A Choice* utilizes TV, radio and print advertisements, digital marketing, public relations, special events and social media strategies to increase awareness of diabetes and its related risk factors.

A complimentary parallel campaign, using materials from the CDC and Ad Council, utilizes PSA spots on radio and televisions to promote the national prediabetes campaign at the state level.

In an effort to maximize exposure for the overall message of the campaign, fitness celebrity Shaun T will engage Pennsylvanians with diabetes, prediabetes or obesity as well as stakeholders at special events in Philadelphia, Harrisburg and Pittsburgh.

The Health Promotion Council (HPC), in partnership with the Pennsylvania Department of Health, and funding from the Centers for Disease Control and Prevention, has created the Pennsylvania Community-Clinical Integration Initiative (PA CCI) to improve capacity building and infrastructure to support those with or at risk for developing chronic diseases and the multitude of risk factors associated with these conditions.

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