



National prediabetes awareness campaign reaching even more at-risk Americans  
Kevin W. Williams

I'm honored to be a member of the Southeastern Delegation serving on the AMA Board of Trustees, and I am proud to be part of the work that the AMA is doing to improve the health of the nation, particularly efforts to prevent type 2 diabetes—one of the nation's most debilitating chronic diseases.

As the AMA's public member, I have had the opportunity to learn more about the challenges that Americans living with chronic diseases, such as type 2 diabetes, are facing today; the physical and financial toll on patients and their families is astounding.

As a Tennessee resident, I was saddened to learn that our state has the fifth-highest rate of diabetes in the U.S. with more than 817,000 adults living with the disease. I was also shocked to learn that Tennesseans make up 1.7 million of the more than 84 million Americans living with prediabetes—the precursor to type 2 diabetes—and nearly 90 percent of them neither know they have it nor are aware of the long-term risks to their health. Moreover, in terms of sheer numbers, diabetes and prediabetes cost Tennessee \$6.6 billion each year.

After the initial shock, I was relieved to learn that there is a silver lining. While prediabetes has serious health implications, people who are at risk can take steps to reverse the condition and prevent or delay type 2 diabetes through lifestyle changes like weight loss, healthy eating, and increased physical activity.

That is why the AMA's work to increase awareness of prediabetes is more important now than ever. In July, the AMA partnered with the Ad Council, Centers for Disease Control and Prevention and American Diabetes Association to launch the second phase of its joint national prediabetes awareness campaign. Through a new series of PSAs, the campaign again encourages viewers to take a one-minute prediabetes risk test at [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org) to know where they stand and discover how they can decrease their risk of developing type 2 diabetes. If they may be at risk, we are urging patients to consult you – their physicians – to confirm their diagnosis and learn which lifestyle changes will help them prevent serious chronic disease.

What I enjoy about the new campaign is that the PSAs are lighthearted and the risk test is easy and quick to take. We are all busy in our everyday lives, so the campaign is designed to reach people doing what they like to do in their few moments of down time, even dubbing it “the perfect way to spend a minute.” People can assess their prediabetes risk by taking the short test in real-time while having some fun watching videos of hedgehogs at a pool party, baby goats in pajamas at a barn disco party, and puppies at play.

The PSAs, along with additional resources and information on prediabetes, can be found at [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org). The campaign website also features lifestyle tips and links to [CDC's National Diabetes Prevention Program](#), which connects visitors to a registry of CDC-recognized programs across the country.

Stay tuned to your local television stations to get a glimpse of the new campaign and be ready for patients like me who will soon be taking the test and possibly scheduling an appointment with you to confirm their diagnosis and change their lives – and their health – for the better.

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