

## News Article #1 – Living Healthy with Diabetes

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FOR IMMEDIATE RELEASE: [DATE]

### Workshops Help [CITY/COUNTY] Residents with Diabetes Live Better *Sessions help people reduce stress, prevent complications, increase energy, and be in control of their health*

[CITY], NC—For people with Type 2 Diabetes, good medical care is just half of the equation. Equally important is the ability to make healthy decisions, follow doctor’s recommendations, and take care of the condition.

*Living Healthy with Diabetes*, a workshop offered in [CITY/COUNTY], teaches people with Type 2 diabetes and pre-diabetes to do just that. Participants have less stress, fewer complications, more energy and fewer hospitalizations. It is for adults of all ages who have diabetes. The workshop is offered at [LOCATION] and begins [DATE].

The Centers for Disease Control and Prevention calls Diabetes the most common, costly and preventable of all U.S. health problems. Diabetes is also the leading cause of death and disability, responsible for seven out of ten deaths each year.

“The good news,” says [local instructor, partner or program administrator], “is that people who know how to take care of their diabetes can live successfully with their disease. The *Living Healthy with Diabetes* workshops complement medical care--equipping people to live well outside of the doctor’s office so they can make the most of their treatment and live the lives they want.”

*Living Healthy with Diabetes* workshops are delivered in six two-and-a-half-hour weekly sessions. They are taught by two certified leaders; either one or both are non-health professionals who have diabetes themselves and will lead the workshop from their own experience.

[Insert a quote from a local leader that explains why they got involved and the benefits they see the workshops offer participants. For example: “It is amazing to see the change that occurs after people go through the workshop,” says [local leader]. “People are more confident, energetic and have a new support system in place, all of which helps them lead a healthier life.”]

During the six-week session, participants receive support from trained leaders and other workshop participants, learn practical ways to manage their stress and fatigue, learn about healthy eating and exercise options, foot care, relaxation techniques, learn better ways to

communicate about their diabetes condition with doctors and family members, problem-solving and goal-setting.

[Insert a quote from a participant about the positive benefits they have experienced from taking the workshop].

For information on workshops in your area, visit [healthyagingnc.com](http://healthyagingnc.com) or call [phone number].

### Sample PSA for Living Healthy with Diabetes

#### *Sample PSA Script (30 seconds)*

Do you have type 2 diabetes, pre-diabetes or live with someone who does? Put life back in your life! Consider a *Living Healthy with Diabetes Workshop*, now available in [COUNTY/CITY], beginning [DATE] and meeting once a week for six weeks. Workshops provide tips on reducing stress, reading nutrition labels, planning low-fat meals, preventing low blood sugar, making exercise fun, choosing footwear, talking with your health care provider, and more. For details visit [www.healthyagingnc.com](http://www.healthyagingnc.com) or call [PHONE NUMBER]. That's [REPEAT NUMBER]. *Living Healthy with Diabetes* — your path to healthy living with diabetes, more energy, and living the life you want. A message from [AGENCY] and [RADIO STATION].