



Maximizing the State of Diabetes Digital Toolkit: A Step by Step Guide

To activate and use the State of Diabetes Digital Toolkit, here's a checklist and step-by-step guide for how you can utilize the digital assets with your employees.

How to Activate and Use the State of Diabetes Digital Toolkit

1. Access Online Resources

Begin by exploring the online toolkit, which is exclusively available for State of Diabetes attendees. The toolkit provides valuable healthy living content, tools, and educational resources that can be shared with your employees and the community to promote wellness.

2. Create a Promotional Plan

Develop a strategy to announce and distribute the resources to your employees and community. Use sample messaging found in the toolkit to spread the word via email, your company's social media channels, or internal platforms like (e)-newsletters or intranets. Make sure your promotional plan aligns with your organization's health initiatives.

3. Share Education Resources

Educate and motivate your workforce by sharing the toolkit's resources, such as:

- Articles on healthy eating habits and physical activity
- Budget-friendly recipes that are easy to prepare and promote healthier lifestyles
- Downloadable content that can be included in company (e)-newsletters, social media, or intranet pages

4. Distribute the Type 2 Diabetes Risk Test

Help create awareness about diabetes within your organization by promoting the Type 2 Diabetes Risk Test. Nearly 98 million American adults are at risk for type 2 diabetes or may already have it without knowing. Encourage your employees to take this quick online risk assessment and share it with their families and communities.

5. Engage Employees through Team-Building Activities

Partner with your local American Diabetes Association® (ADA) staff member(s) to learn more about team-building opportunities like participating in the ADA's premier fundraising events, Step Out Walk to Stop Diabetes® and/or Tour de Cure®. Forming a team of employees for these events can not only reinforce physical activity messages, but also create a sense of unity while raising funds to support diabetes research and education.

6. Support Advocacy Initiatives

Inspire your employees to participate in advocacy efforts through the ADA's Raise Your Voice platform, enabling them to take action on issues like insulin affordability and access to obesity care. Promote this through your internal communications to engage your employees in meaningful change.

7. Make Diabetes Prevention a Priority

Use the National Diabetes Prevention Program (National DPP) resources to create or enhance a diabetes prevention plan in your company. Consider sharing the National DPP Covered Benefits sample letter with your HR department or health benefits manager to explore options for including the National DPP in your organization's health offerings.

By following this activation plan, you and the community can leverage the full scope of the State of Diabetes Digital Toolkit, helping to improve employee health, create a supportive environment, and drive engagement in the fight to end diabetes.

