

From: 1815 Communications (CDC)
Subject: [EXT] 1) Now Available: Promotional Bundle on Staying Healthy Indoors; 2) Promoting the Lifestyle Change Program to Medicare Beneficiaries, Employers, and Insurers: New Resources Now Available!
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1. Now Available: Promotional Bundle on Staying Healthy Indoors

Greetings, DP18-1815 Recipients!

We hope you are staying healthy and safe. We are reaching out today to let you know about two new bundles of promotional materials that are now available on AMP for you to use to keep your National DPP lifestyle change program messaging going during this time of social distancing and staying inside. The first bundle provides [tips for how to keep up with healthy habits indoors](#). We hope this bundle will be useful in your current promotions as well as during other times of the year when people are staying inside, such as in the winter when there is inclement weather. The second bundle explores [how to reset your health goals](#) and can be used when folks begin returning to their normal routines. However, both bundles are evergreen and can be used as you deem appropriate.

Each promotional bundle includes:

- **Drop-in articles** that you can post to your organization's website, publish in your organization's newsletter, and/or send to a local newspaper or magazine.
- **Sample e-newsletter copy** that you can use in email blasts or place in a community newsletter.
- **Social media copy and images** that you can use on Facebook, Instagram, and Twitter.

You can access the Staying Healthy Indoors Promotional Bundle [here](#) and the Restarting Health Goals Promotional Bundle [here](#).

Promotional bundles are also available on AMP for [Minority Health Month](#) (April), [Mother's Day](#) (May) and [Men's Health Month](#) (June). Please feel free to use these in your promotions as well.

If you have any suggestions for the type of content you'd like to see in these promotional bundles moving forward, please share them with your Project Officer.

2. Promoting the Lifestyle Change Program to Medicare Beneficiaries, Employers, and Insurers: New Resources Now Available!

Greetings, DP18-1815 Recipients!

We are excited to announce two new suites of materials to help your organization better promote the lifestyle change program to key audiences. These materials are simple, easy-to-use templates that you can customize with your program's information. For each suite, you can choose a combination of materials that works best for your organization.

The [Medicare DPP Promotional Materials for Part B Beneficiaries](#) contain resources specific to promoting the Medicare DPP to Medicare Part B beneficiaries and their health care providers. These materials include:

- A **Medicare DPP fact sheet and brochure** with Medicare DPP program details, benefits of the program, and participant testimonials.
- **Talking points** to help health care providers talk with their patients about the Medicare DPP.
- A **program overview flipbook** for health care providers to use as a teaching tool for patients during office visits.
- And more!

The [Promotional Materials for Employers and Insurers](#) are designed to encourage employers and insurers to cover the program as a health benefit if they are not already, offer the program at the worksite, or promote the program to their employees at a community site. These materials include:

- **Business case talking points** with information to use in communicating with employers or insurers about the business case for covering or offering a lifestyle change program.
- **PowerPoint templates and fact sheets** to provide information to employers and insurers on why prediabetes is a growing issue affecting the workplace, how a lifestyle change program can help, and what they can do.
- A **fact sheet for the workplace** to help employees know who's at risk for prediabetes, why it matters, and what they can do about it.
- And more!

We hope you find these new resources to be useful in your important efforts to promote the Medicare DPP and to engage with employers and insurers.