**\*\*EMBARGOED: Until March 12, 2015\*\***

**Sample Press Release: [*Name of your organization/practice/company/community/entity]* joins AMA, CDC Initiative to “Prevent Diabetes STAT”**

**IMMEDIATE RELEASE: date**

Contact: Project Spokesperson:

Contact Phone:

Contact Email:

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**[*Name of your organization/practice/company/communities/entity]* joins AMA, CDC Initiative to “Prevent Diabetes STAT”**

*AMA and CDC launch urgent nationwide effort to reduce the incidence of type 2 diabetes, one of nation’s most debilitating chronic diseases*

***[City and state of your organization] -*** With more than 86 million Americans living with prediabetes and nearly 90 percent of them unaware of it, the American Medical Association (AMA) and the Centers for Disease Control and Prevention (CDC) today announced that they have joined forces to take urgent action to [*Prevent Diabetes STAT*](http://www.preventdiabetesstat.org/)*:* ***S****creen,* ***T****est,* ***A****ct -* ***T****oday*™, and *[Name of your entity]* joins these national leaders in health in this critical effort.

Through *Prevent Diabetes STAT*, the AMA and CDC are sounding an alarm and shining a light on prediabetes as a serious medical condition.  [Name of organization] echoes the call for action and underscores the magnitude of this national issue with local and regional implications. People with prediabetes have higher than normal blood glucose levels but not high enough yet to be considered type 2 diabetes. Research shows that 15-30 percent of overweight people with prediabetes will develop type 2 diabetes within five years unless they lose weight through healthy eating and increased physical activity.

“Statement from identified spokesperson . . .regarding your organization joining CDC and AMA’s call for action and the importance of your organization in this critical effort,” said *[insert your organization director or local health official].*

As an immediate result of their partnership, the AMA and CDC co-developed a [toolkit](http://www.ama-assn.org/sub/prevent-diabetes-stat/toolkit.html) to serve as a guide for physicians and other health care providers on the best methods to screen and refer high-risk patients to CDC-recognized diabetes prevention programs in their communities. [insert information about how your organization is taking action immediately in support of the initiative]  Additional information on *Prevent Diabetes STAT* is available online at [www.PreventDiabetesSTAT.org](http://www.PreventDiabetesSTAT.org) and information about [organization’s work] is available at [insert organization Web site here].  There is also an online screening tool for [patients](http://www.ama-assn.org/sub/prevent-diabetes-stat/for-the-public.html) to help them determine their risk for having prediabetes.

“Statement from identified spokesperson . . .regarding the urgency of addressing the 86 million people with prediabetes and that we now have the tools to help them prevent or delay developing type 2 diabetes,” said *[insert your organization director or local health official].*

Over the past two years, both the CDC and the AMA have been laying the groundwork for this national effort. In 2012, the CDC launched its [National Diabetes Prevention Program](http://www.cdc.gov/diabetes/prevention) (National DPP) based on [research](http://www.nejm.org/doi/full/10.1056/NEJMoa012512) led by the National Institutes of Health, which showed that high-risk individuals who participated in lifestyle change programs, like those recognized by the CDC, saw a significant reduction in the incidence of type 2 diabetes. Today, there are more than 530 of these programs across the country, including online options.  [insert information regarding your organization’s work and highlighting successful milestones/outcomes]

The AMA launched its [Improving Health Outcomes initiative](http://www.ama-assn.org/ama/pub/about-ama/strategic-focus/improving-health-outcomes.page) in 2013 aimed at preventing both type 2 diabetes and heart disease. This effort included 11 physician practice pilot sites in four states, where care teams helped to inform the development of the AMA and CDC’s toolkit. In the coming months, the AMA will be identifying states in which to strengthen the linkages between the clinical care setting and communities to reduce the incidence of diabetes.

[“Statement from identified spokesperson . . .regarding the organization echoing the call from AMA/CDC for the nation to take urgent action,” said *(insert your organization director or local health official).*]

*Prevent Diabetes STAT* is a demonstration of a national, collective effort to prevent new cases of type 2 diabetes and get a handle on this public health epidemic. [*Name of organization*] is committed to this critical effort which will serve as a catalyst to bring our nation together.  Everyone can Prevent Diabetes…STAT!

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**Media Contacts:**