



National Alliance for Hispanic Health

1501 Sixteenth Street, N.W. • Washington, D.C. 20036-1401 • (202) 387-5000 • www.healthyamericas.org

September 25, 2020

Re: Diabetes Prevention Radio PSA in Spanish and English

Dear Public Service Director:

Please help us improve the health and well-being of your local community by airing our **30-second PSA on Preventing type 2 diabetes through a free, safe online program** created by the Centers for Disease Control and Prevention's (CDC) National Diabetes Prevention Program (National DPP).

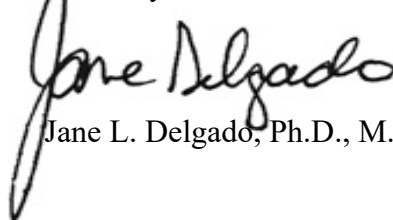
While COVID-19 has everyone concerned, we still need to encourage our communities to prevent other serious conditions, like type 2 diabetes. This PSA shares the importance of preventing diabetes and promotes a safe, free, online Lifestyle Change Program offered through a local community-based organization in your area. This program teaches people how to eat healthier, exercise more, reduce stress and lose weight to help reduce the risk of type 2 diabetes.

The PSA call-to-action directs your audience to contact the community-based organization directly to enroll in their Lifestyle Change Program, which is currently being delivered through remote, or distance, learning. Participants are coached by *promotoras* and community health workers who are familiar with and committed to delivering health education in uniquely meaningful and motivational ways.

The National Alliance for Hispanic Health (the Alliance) is the premier science-based and community-driven organization dedicated to improving the health of Hispanic communities and working with others to secure the best health for all. The Alliance is a 501(c)(3) nonprofit organization that recently celebrated its 47th anniversary.

Thank you for your help in disseminating this important information. If you have any questions, or need additional information, please contact Paul M. Baker, Senior Director for Programs, at (202) 797-4337 or pbaker@healthyamericas.org.

Sincerely,



Jane L. Delgado, Ph.D., M.S.

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