

DIABETES

The **SILENT EPIDEMIC**
that is **3** times as deadly as
COVID



CHECKYOURRISK.ORG





November 2021-2024

- ONE MILLION PEOPLE
- ONE MINUTE SURVEY
- ONE MONTH CHALLENGE

Our goal is to encourage one million people to take a 60-second survey to gauge their risk of developing type 2 diabetes through a celebrity-driven campaign. [Click](#) to view Check Your Risk videos we are running via Facebook and Instagram: <https://www.checkyourrisk.org/cyr-video>.

"More than **34 million** people in the United States have diabetes, and **1 in 5** of them don't know they have it. More than 88 million US adults—over a third—have prediabetes, and more than 84% of them don't know they have it."-CDC

THE SILENT KILLER

Diabetes is the 7th leading cause of death in the United States (and possibly underreported.) Every **8 seconds** someone dies from diabetes complications.

Diabetes continues to represent a substantial individual and societal burden for those having an increased risk for developing the disease and are affected by the disease and its complications in the United States, and especially for racial/ethnic minorities (African Americans, Latinos, Native Americans, Asian Americans and Pacific Islanders), the socioeconomically disadvantaged, and the underinsured.



WHO WE ARE

November is National Diabetes Month and California-based nonprofit, The Eight is collaborating with, Harlem-based, Preventive Lifestyle Assistance Network (PLAN) to launch the “Check Your Risk” Diabetes Awareness Challenge (CYR) with a wide array of partners and “social influencers” - like YOU!

Our goal is to have 1,000,000 Americans determine their risk for developing type 2 diabetes using a one-minute survey. We are encouraging influencers to join our campaign “to save limbs and lives” by leveraging your social media platform(s) and email lists to bring diabetes awareness and prevention strategies to the people of this country.

So why is the “Check Your Risk” Challenge Relevant and Important?

THE PROBLEM

Approximately, 88 million American adults—more than 1 in 3—have prediabetes, according to the Centers for Disease Control and Prevention (CDC). Of those with prediabetes, more than 84% don't know they have it. Pre-diabetes puts Americans at increased risk for developing type 2 diabetes, heart disease, and stroke. Without lifestyle changes, 15-30% of people with diagnosed borderline diabetes will develop type 2 diabetes within 3-5 years. Few people are aware of this, and fewer know where they are on the diabetes spectrum—particularly those of African and Hispanic descent.

THE SOLUTION

Our mission is to increase diabetes awareness, especially in marginalized communities that are disproportionately affected by this preventable disease. Our purpose is to identify solutions – online education and support for those who recognize their risk and want to do something about it. To accomplish this, we bring awareness to the problem and provide a simple survey for your followers to quickly assess their risk and conveniently access evidence-based, online programs conducted by certified professionals who are helping people reverse this potentially devastating condition. Quite often, these programs have state and federal support, so no one is left behind.

No one should have to suffer from this terrible disease, live with time-sapping, inconvenience of dialysis, struggle with blindness, or die from complications brought about by diabetes. Pre-diabetes and type 2 diabetes are reversible with simple, lifestyle changes to diet and exercise routine, and adoption of stress management. For maximum effectiveness, diabetes education must be coupled with techniques that minimize the challenge we often have to change lifestyle habits that are detrimental to our health and wellness.



YOUR ROLE

- We would like you to record a quick video on your cellphone asking the community to: "CHECK YOUR RISK!" (*Please see additional instructions below.*)
- Use your social media platform(s) to invite your "followers" to check their risk of developing type 2 diabetes by taking a one-minute, eight-question survey.
- We also welcome strategies and ideas you may have for effectively engaging those within your circle of influence (and the general public) to participate in the "Check Your Risk" diabetes awareness and prevention challenge.



Additional Instructions:

- Please send your Check Your Risk video in MP4 or MOV format to **cyr@theeight.org**. (We have provided several written scripts to reference.)
- Or if you have your own testimony to share feel free to do so, we just ask that you be sure to include "**CHECK YOUR RISK!**" at the end of the video.
- The video will be edited to include licensed background music and CYR facts and website information and will be posted on the CheckYourRisk.Org/cyr-video page and other CheckYourRisk.Org social media platforms and promotions. You will receive the final copy.
- We ask that you post the final edited Check Your Risk video on your social media platforms.

Become an Official Check Your Risk Partner

We Invite You To Help Us Save Limbs & Save Lives. Donate today! Your tax-deductible is appreciated and will help bring awareness that Type 2 diabetes is preventable and reversible.

The Eight earned a 2021 Platinum Seal of Transparency! You can see our strategy, metrics, and achievements. Check out our updated [#NonprofitProfile on Candid](#).

Our Role

We suggest that those whose survey results determine they are at risk of developing type 2 diabetes consult with their primary care doctor about these results and schedule an exam with blood work to verify their status.

We also invite those who are at risk of developing type 2 diabetes (or already diagnosed with type 2 diabetes) to a webinar that will educate them and direct them to online prevention programs and other resources they can utilize to reverse these conditions and maintain their health and wellness for years to come.

Next Steps

Please contact us to schedule a Zoom meeting to discuss campaign details and to coordinate our efforts.

You will receive a Check Your Risk toolkit and per your request, a customized link to the risk test used to identify respondents generated through your media platform(s). With their permission, we can provide you with their names and email addresses you can use for future outreach to them.

Thank you in advance for helping to make this limb and life-saving challenge a mega success for National Diabetes Month in November and beyond.

CONTACT:

Alicia Hollins/The Eight
CYR@theeight.org
Message: 760-618-1528

The Eight Website

<https://TheEight501c3.org>



CONTACT:

Marci Kenon/PLAN
JoinPlanGlobal.com
Cell: 646-389-0063

PLAN Website

<https://JoinPlanGlobal.com>

Check Your Risk Websites

<https://CheckYourRisk.org/cyr-video>

<https://CheckYourRisk.org/cyr-pr>

<https://CheckYourRisk.org/survey>

[Check Your Risk Fundraiser](#)



Script #1

"CHECK YOUR RISK!"

GO TO CheckYourRisk.ORG (website address optional)

Script #2

"Every 8 Seconds, someone dies from diabetes. CHECK YOUR RISK!"

GO TO CheckYourRisk.ORG (website address optional)

Script #3

More than 34 million people in the United States have diabetes 1 in 5 of them don't know they have it. CHECK YOUR RISK!

GO TO CheckYourRisk.ORG (website address optional)

Script #4

Did you know, African Americans, Latino, and Native Americans are at the highest risk of diabetes? Knowing your risk factors for diabetes is a crucial step toward an early diagnosis. CHECK YOUR RISK!

GO TO CheckYourRisk.ORG (website address optional)

Script #5

No one has to die of complications related to type 2 diabetes. Did you know prediabetes and type 2 diabetes is Preventable and Reversible? Few people seem to know this and fewer people know the status-especially African-Americans, Hispanics, and Native Americans. CHECK YOUR RISK!

GO TO CheckYourRisk.ORG (website address optional)

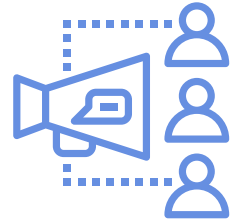


CHECKYOURRISK.ORG

PRESS RELEASE



Partial List



Visit <https://CheckYourRisk.org/cyr-pr> to CYR view Press Release

(all other links below are not activated and are for informational purposes only)



Send2Press Newswire (California, USA)
50,000 page views/day
[View Release](#) (Permalink)



Associated Press (AP) (New York, NY)
50,000 visitors/day
[APnews.com Index](#)



Associated Press (AP)
Custom AP Headline Search in Google
[AP News Google Search](#)



Google News
Custom Headline Search in Google News
[Google News Search](#)



Yahoo! Search
Custom Headline Search in Yahoo!
[Yahoo! Search](#)



Apple News
Send2Press Channel with Full Text News
[S2P Apple News Index](#)



TippNews Daily (Tipp City, OH)
1,000 visitors/day
[View Release](#)

MarketScreener (Annecy, France)
25,000 visitors/day
[Headline \(Google Search\)](#)



eNewsChannels™
3,000 visitors/day (*time delay 2-10 hours)
[Company Name](#) | [Twitter](#)



New York Netwire™
3,000 visitors/day
[Headline](#) | [Company Name](#)



Free News Articles™
2,000 visitors/day
[Headline](#) | [Company Name](#)



CitizenWire™
2,000 visitors/day
[Headline](#) | [Company Name](#)



Mass Media Content™
1,000 visitors/day
[Headline](#) | [Company Name](#)



ScoopCloud™ [BETA]
1,000 visitors/day
[Headline](#) | [Company Name](#)



Rome News-Tribune (Rome, GA)
75,000 visitors/day [AP]
[Site Search \(Headline\)](#)



NBC WAND-TV (Decatur, IL)
75,000 visitors/day [AP]
[Site Search \(Headline\)](#)

Argus Press (Owosso, MI)
75,000 visitors/day [AP]



CHECKYOURRISK.ORG

PRESS RELEASE -continued

JAZZMYNE PUBLIC RELATIONS



[Site Search \(Headline\)](#)



Daily Journal (Tupelo, MS)
75,000 visitors/day [AP]
[Site Search \(Headline\)](#)



FOX 5 KVVU-TV (Las Vegas, NV)
75,000 visitors/day [AP]
[Site Search \(Headline\)](#)



Hometown Stations TV (Lima, OH)
75,000 visitors/day [AP]
[Site Search \(Headline\)](#)



Odessa American (Odessa, TX)
75,000 visitors/day [AP]
[Site Search \(Headline\)](#)



NBC 6 KHQ-TV (Spokane, WA)
75,000 visitors/day [AP]
[Site Search \(Headline\)](#)



ChineseWire (Los Angeles, CA)
20,000 visitors/day [GMN]
[View Release](#)



Magnolia State Live (Mississippi)
20,000 visitors/day [GMN]
[View Release](#)



(WN) World News Inc. (U.S. / Hong Kong)
10,000 visitors/day (*story excerpts only)
[Recent S2P News \(Index\)](#)



HTDS Content / HTMedia (Gurgaon, India)
5,000 visitors/day (*may skip stories)
[Recent S2P News \(Index\)](#)



California Newswire®
10,000 visitors/day
[Company Name](#) | [Headline](#)



Florida Newswire™
7,000 visitors/day
[Company Name](#) | [Headline](#)



Massachusetts Newswire™
3,000 visitors/day (*48 hour time delay)
[Company Name](#) | [Headline](#) | [Twitter](#)



eNewsChannels™
3,000 visitors/day (*time delay 2-10 hours)
[Company Name](#) | [Twitter](#)



New York Netwire™
3,000 visitors/day
[Headline](#) | [Company Name](#)



Free News Articles™
2,000 visitors/day
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