

Some things you  
can't UNDO...  
Prediabetes you  
CAN







EXPECTATION



REALITY

boredpanda.com



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# UNDO ~~THE~~ RISK

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*Prediabet*

A close-up photograph of a hand holding a white eraser, erasing the word "Prediabet" written in black cursive script on a white surface. The eraser is positioned over the end of the word, and a cloud of fine white dust is visible where the eraser is making contact.

A close-up photograph of a person's feet standing on a glass-topped scale. The feet are positioned on the right side of the frame, with the right foot slightly ahead of the left. The scale's surface is dark and reflective. The background is a blurred indoor setting.

**1** in **3**

American adults  
has prediabetes.









SOUTH DAKOTA  
DIABETES  
PROGRAM

TAKE THE  
QUIZ!

UNDO *THE* RISK

THERE ARE SOME THINGS YOU CAN'T UNDO.  
*PREDIABETES YOU CAN.*

# **NATIONAL DIABETES PREVENTION PROGRAM**

## **WORKING TOGETHER TO PREVENT TYPE 2 DIABETES**



**Group support**



**CDC-approved  
curriculum**



**Specially trained  
lifestyle coach**



**16 weekly sessions,  
followed by monthly  
maintenance sessions**

<https://www.undotherisk.com/find-a-program>



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# UNDO *THE* RISK

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Currently, 1 in 3 people have prediabetes and most don't know it, and most don't know it can be reversed with proper diet and exercise. If left untreated prediabetes can progress into Type 2 diabetes. That said, it was important that we educate South Dakotans about prediabetes and provide a tool to determine if they're at risk. The tool we developed was a simple online quiz where a score  $>5$  indicates you're at risk for prediabetes. To-date the quiz has been taken 4,711 times with 43% of South Dakotans ranking  $>5$ .

Through a statewide media campaign, we presented humorous scenarios that can't be undone in comparison to prediabetes, which can be undone. Campaign components included TV, print, digital and social media driving the audience to take the quiz at **<https://www.undotherrisk.com/take-the-quiz>**

The second phase of the campaign added Spanish messaging with a third phase currently in production targeting the American Indian population. The second phase will also include one-click access to support those who score  $>5$  on the quiz.

# UNDO *THE* RISK



## WEB

<https://www.undotherisk.com>

All campaign creative included a call to action directing consumers to take the quiz located on the microsite which also includes lifestyle tips and a special section for Providers.



# UNDO *THE* RISK



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# UNDO *THE* RISK

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## DIGITAL

<https://www.undotherisk.com/campaigns>

Preroll and display ads were created and strategically targeted to the desired audience throughout South Dakota with a click through to the quiz.



# UNDO *THE* RISK



## PRINT

<https://www.undotherisk.com/campaigns>

Print ads were created and scheduled in SD Nurse and SD Medicine publications with a reminder message for Providers to visit with patients about the risk of prediabetes.

# UNDO *THE* RISK





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# UNDO *THE* RISK

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TOME-EL-CUESTIONARIO



# UNDO *THE* RISK



Sneak peak of the  
American Indian Ad



# UNDO THE RISK

**CAMPAIGN:** Prediabetes "Undo The Risk"

**MEDIA GOAL:** Drive people to take assessment quiz online

**MEDIUMS USED:** We used a media mix of video (which gave us the ability to creatively showcase this message) in combination with digital tactics, including display banner ads, social media marketing, streaming video and remarketing. The digital ads included a direct call-to-action to take the quiz, and complemented the awareness-generating TV and cable advertising.

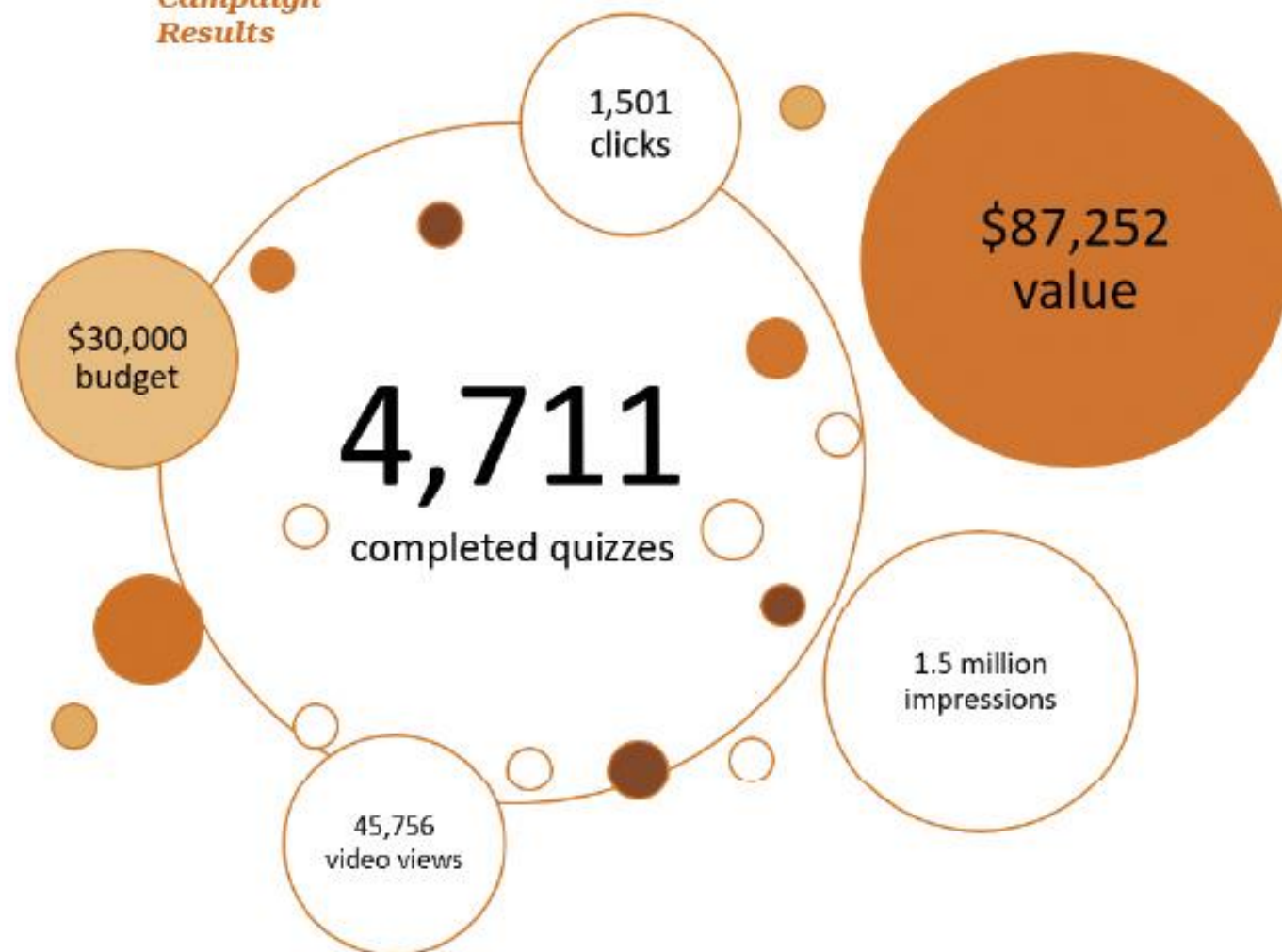
## SD Diabetes Program: UNDO THE RISK

2020	Goal: complete quiz online	November				December					January				
		28	4	11	18	25	2	9	16	23	28	4	11	18	23
TV	Sioux Falls & Rapid City DMAs														
	Targeted Banner Ads+Remarketing (desktop + mobile)														
	Facebook-Video + Banners														
	Cable														

Target: A35-64 +  
pre-diabetes or at-risk  
individuals

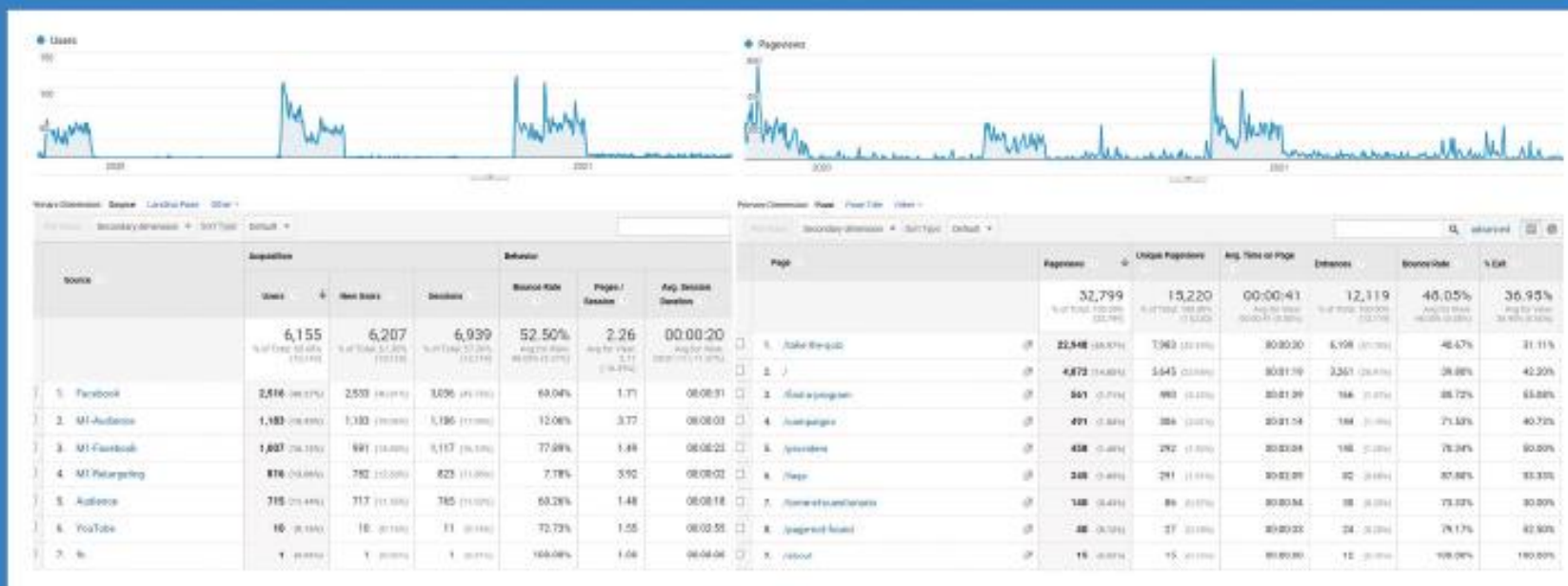
# UNDO *THE* RISK

## *Campaign Results*



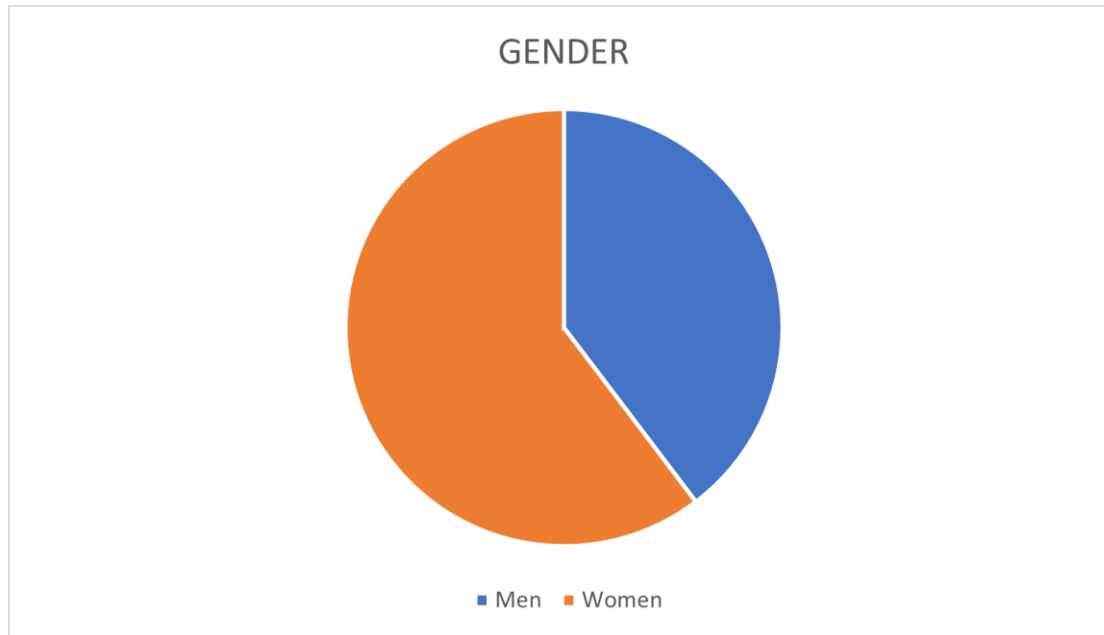
# UNDO THE RISK

## Google Analytics

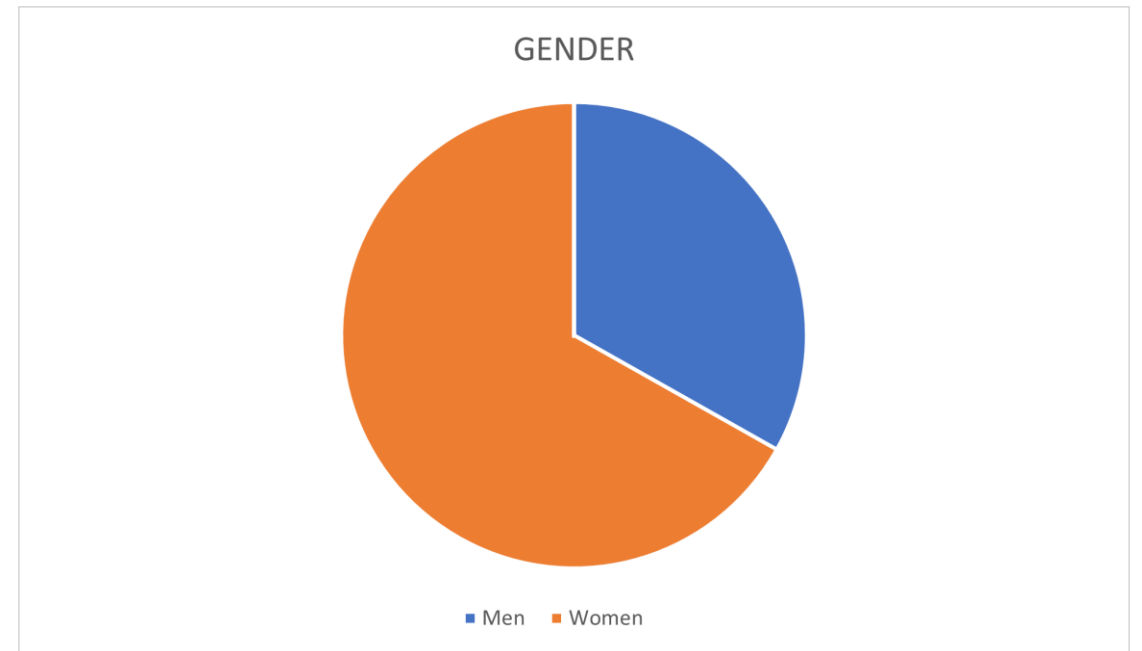




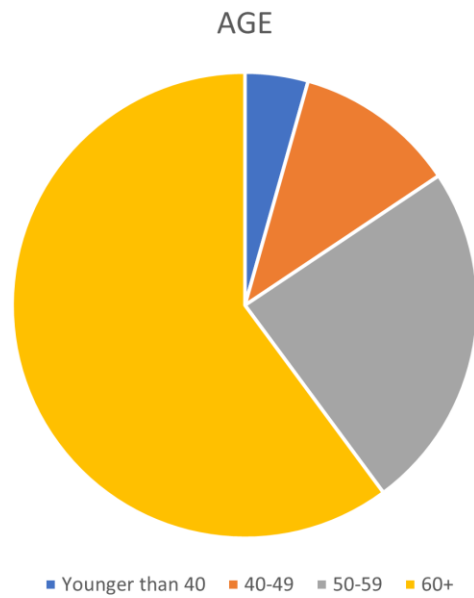
Total Quizzes Taken



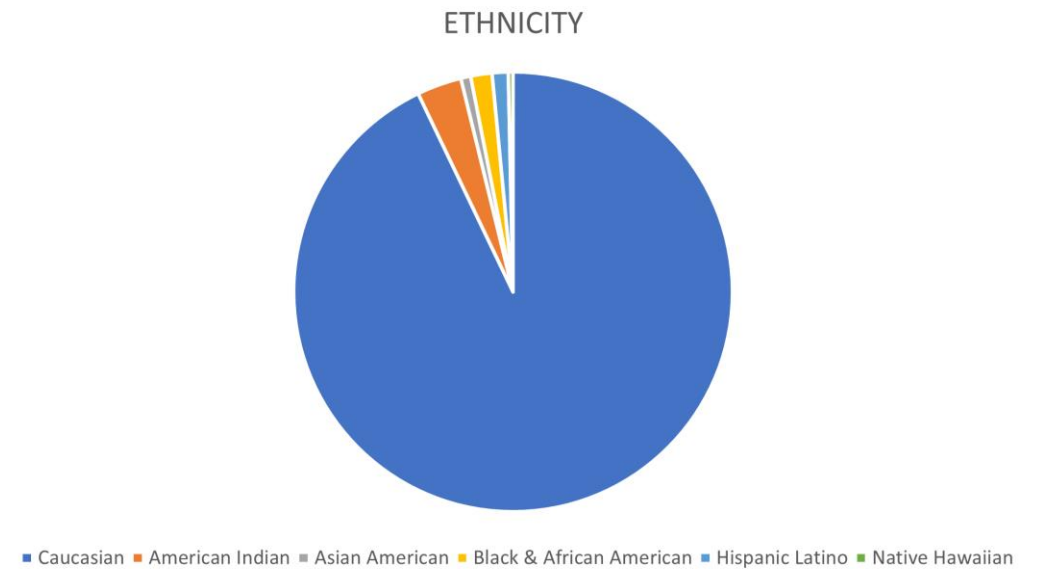
Scored 5 and Over



## Age: 5 and Over



## Ethnicity: 5 and Over





Equality



Equity





# PROMOTE the Campaign

Online Catalog: <https://apps.sd.gov/ph18publications/secure/puborder.aspx>