Applying **Social Marketing**
Principles and Methods to
**Preventing Type 2 Diabetes**

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May 16, 2017
Presentation Objectives

• Social marketing applied to national program
• Lessons learned
86 million American adults—more than 1 out of 3—have prediabetes.

9 out of 10 people with prediabetes do not know they have it.
DPP Study

• 58% reduction in risk
• Metformin = 31%
• LCP = Twice as effective
• Physician led
• Expensive

Research shows structured lifestyle interventions can cut the risk of type 2 diabetes in half.
NATIONAL DIABETES PREVENTION PROGRAM
Meet Cynthia
Get more people at risk into programs
How do we get there?
Increasing Supply

• Increasing the number of programs
  • In-person/virtual
  • Funding
  • Support
  • Competition

• Ensuring quality
  • Recognition program
  • Evaluation
  • Training and TA
Increasing Demand

**Benefit**
- Social and fun classes
- Look and feel better
- More energy
- Weight loss
- Sense of accomplishment
- Prevent or delay Type 2

**Cost**
- Time (year-long program)
- Money (cost of program, transportation, childcare)
- Effort to be physically active
- Change eating habits
- Social costs - norms
- Fear of failure
Behavior Change

- Exchange
- Stages of change
- Persuasion models
Healthcare Provider Referrals
Behavioral Objectives

1) Increase # programs

2) Increase referrals

3) Increase coverage
Product and Price
Place

- Availability
- Reimbursement
- Quality and attractiveness
- “Find a program”
- Competition
• Mostly at organizational level
• Support promotion efforts of organizations
• Direct promotion to employers, insurers, healthcare providers, organizations
Lessons Learned

• Social marketing = useful framework
• Takes time
• If you build it...
Next Steps

• Enrollment and retention
• Making it easy for healthcare providers
• Narrower segmentation
Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.