

Take control of diabetes: Eat, move and monitor

A toolkit designed to help employees better understand and manage diabetes



Help educate employees on the impact of diabetes

In November of 2021, the American Diabetes Association held its first virtual Cost of Care Summit. They reported that people with diabetes account for \$1 of every \$4 spent on healthcare in the U.S.¹

Diabetes can be a difficult disease to understand. It can go undiagnosed for years and can lead to numerous complications, including heart attack, stroke, kidney failure, lower limb amputations, nerve damage and blindness. It can even worsen the effects of other diseases and can lead to premature death.

The majority of people with diabetes are affected by type 2 diabetes, which is largely preventable with lifestyle changes, awareness of risk factors and regular checkups. Even if an employee has type 2 diabetes, it is a manageable disease, meaning your employees can avoid, delay or minimize the complications associated with diabetes.² Education can help everyone, even people without diabetes, better understand the disease.

What's in the toolkit?

In this toolkit, you'll find all the information needed to deliver a successful campaign:

- Campaign objectives
- Suggested campaign timeline
- Campaign kick-off event ideas
- Employee evaluation
- Campaign content

Suggested campaign timeline

The total campaign is designed to last three weeks but can be shortened or extended if desired. See the suggested timeline for distribution of articles, flyers, emails and additional campaign documents below.

Articles and flyers

Two types of educational information are provided for use during the campaign. Articles are intended to provide information about diabetes. The flyers are generally more interactive and provide opportunities for employees to apply information about diabetes in their everyday lives – at home and at work. In addition to articles and flyers, we also provide a campaign evaluation form to distribute at the end of the wellness campaign, as outlined in the email schedule on the next page.

	Articles	Flyers
Week 1: Understanding diabetes	What to look for at a glance	What is diabetes? How can I know for sure if I have it?
Week 2: Reducing the risk of developing diabetes	Risk factors for type 2 diabetes	Exercising, eating and staying positive
Week 3: Living with diabetes	Common myths about type 2 diabetes	Living happily and healthily with diabetes

Campaign objectives

- Educate employees on the causes and risk factors for diabetes
- Encourage employees to adopt lifestyle changes that can prevent type 2 diabetes
- Provide employees with information on how to manage their diabetes more effectively in order to avoid complications
- Create greater awareness of the global impact of diabetes

Email campaign

The email campaign, included in this toolkit, is conveniently provided to you in the form of a Word document, making it easy to simply copy and paste the provided subject line and email body to a message to your employees.

Pre-launch email – Deploy this email the week before the campaign launch date.

Week 1 kick-off email – Deploy this email on Monday morning of Week 1. This will be the official campaign launch date. In this email, attach the Week 1 article and flyer noted in the table above.

Week 2 email – Deploy this email on Monday morning of Week 2. In this email, attach the Week 2 article and flyer noted in the table above.

Week 3 email – Deploy this email on Monday morning of Week 3. In this email, attach the Week 3 article and flyer noted in the table above.

Follow-up email – Deploy this email on the Monday morning following the last week (Week 3) of the campaign. In this email, attach the employee evaluation form.

Campaign kick-off event

We strongly recommend an onsite or virtual event to kick off the campaign. The event can be as big or small as you want, but it's an important opportunity to introduce the campaign theme to employees and to encourage them to participate in the challenge.

If you are unable to arrange a formal kick-off event, we recommend setting up a table in a common area, such as the entrance to the employee cafeteria, for the distribution of materials. Keep materials restocked for the duration of the campaign. Making the campaign materials available online is another option.

Employee evaluation

A brief evaluation survey is available to collect feedback, ideas and information from employees who participated in the campaign. Participant feedback will be valuable for planning future campaigns.

Campaign content

1. Understanding allergies

What to look for at a glance

- Complications of diabetes
- Staying vigilant

What is diabetes? How can I know for sure if I have it?

- What is diabetes?
- Types of diabetes
- Know the basics

2. Reducing the risk of developing diabetes

Risk factors for type 2 diabetes

- Know your risk
- Weight and diabetes

Exercising, eating and staying positive

- It's your move
- Benefits of regular physical activity
- Exercises to consider
- Managing your lifestyle with diabetes

3. Living with diabetes

Common myths about type 2 diabetes

- Know your facts about diabetes

Living happily and healthily with diabetes

- Eat, move, monitor
- Diabetes Plate Method

4. Employee evaluation

Sources:

1. American Diabetes Association. Making Sense of Rising Diabetes Costs, November 2021. Available from www.diabetes.org.
2. American Diabetes Association. Standards of Medical Care in Diabetes - 2022, Diabetes Care, January 2022. Available from www.diabetes.org.

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