

# We Invite You To Help Us Save Limbs & Save Lives



NOVEMBER  
2021

PREVENTIVE LIFESTYLE ASSISTANCE NETWORK, LLC  
IN COLLABORATION WITH THE EIGHT, INC. 501 (C)(3) NONPROFIT ORGANIZATION

[CheckYourRisk.org](http://CheckYourRisk.org)  
[TheEight.org](http://TheEight.org)



# YOUR RISK

## CheckYourRisk.org

### Who We Are

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

**Goal**  
**1 Million**

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 of 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 evidenced-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 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.



## 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. On October 26th, we're issuing a press release, nationally, so reach out to us no later than October 19th so we can include you in the release and coordinate future media opportunities.

You will receive 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:

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Check Your Risk  
[Https://CheckYourRisk.org](https://CheckYourRisk.org)

The Eight  
[Https://TheEight501c3.org](https://TheEight501c3.org)