

Tune Into Success



How to Create Key Radio Messaging for your CDC-recognized Diabetes Prevention Program

Radio is a great way to reach large audiences and share valuable health information. Once you have identified the right station to partner with, it's time to craft a clear and compelling message to air on the radio. This tip sheet will guide you in creating your own radio messaging to promote your CDC-recognized Diabetes Prevention Program (DPP).

Focus on what makes your program successful and engaging. Participant stories help listeners feel understood and make your program relatable.

The Radio Script

Broadcasts vary in length depending on the type and can range, anywhere from 15-60 seconds for a short ad or public service announcement (PSA) to 60 minutes for an interview/podcast. The most important part in creating radio messages is developing the script.

When preparing your script, ask yourself the following general questions:

1. Who is your intended audience?
2. What is the purpose of the radio broadcast and what would you like to achieve?
3. What are you offering the audience or what is the key benefit?
4. How long will the radio broadcast be?
5. Does the radio broadcast require speakers?



The 3Cs of effective messages:

- **Clear:** avoid jargon
- **Concise:** say what you want to say, then stop
- **Compelling:** relate with stories, facts

Radio Message Tips

You have a set amount of time to clearly get your message across and fully keep the listeners engaged. To do this:

- Keep your message simple, using clear, concise, and compelling language.
- Explain any acronyms used and avoid jargon that listeners may not understand, especially when using [language](#) related to prediabetes and diabetes.
- Ensure that the message and speaker(s) are both culturally relevant and identify with the listener.
- Highlight how the information you are providing or service you are promoting will help the listener.
- Provide contact information or ways for them to connect with you.

Incorporate Key Points of the National DPP Lifestyle Change Program

When presenting your key messages, don't forget to tell your story! Remember to share information about the National DPP lifestyle change program, the importance of lifestyle change behaviors, and what listeners can do to improve their own health.

Here are some key points you can use when talking about the National DPP lifestyle change program:

- Prediabetes means that a person's blood sugar levels are higher than normal, but not high enough for a diagnosis of type 2 diabetes.
- An estimated 32% of Hispanics/Latinos have prediabetes. Only 1 in 4 know they have it.
- Type 2 diabetes can often be prevented with lifestyle changes, and we are here to help!
- Our local lifestyle change program offers personalized information to meet individual needs and is scientifically based, designed in a fun and encouraging environment.
- Eating healthy, losing weight, and being active can cut your risk of type two diabetes in half.
- Find out if you are at risk – take a 60 second risk test today!

Listeners are more likely to recall information when they connect with the message because they share the same experience or it offers some hope and support, not just lists the facts.

Example radio message

(:30 seconds):

“You have many important reasons to stay healthy both for you and your family! If you have pre-diabetes or feel you are at risk, you can make healthy lifestyle changes to prevent type 2 diabetes. In [Organization's] lifestyle change program, a trained lifestyle coach will help you learn how to maintain a healthy weight, add more physical activity to your daily life, and motivate you to put you and your health first! It works! Find out more at [add programs webpage or phone #].”



Remember the Call to Action

Be sure to include what you want listeners to do and clearly tell them what their next step is. Examples of call-to-action items may include:

- Visit your website
- Connect on social media channels
- Call or visit your site or location to make an appointment
- Enroll in a National DPP lifestyle change program
- Access health education resources
- Attend community events/activities

Use this [Key Points for Radio Message template](#) to help you develop your own radio message!

As you create your own radio messaging, keep these tips in mind to successfully convey your message and connect with your audience. Be focused, clear, and passionate so that listeners not just hear your message but feel called to take action!

