



## Kentucky NEEDS

- With an alarming 13.8% of Kentucky adults with diabetes and another 12% of Kentuckians estimated to have prediabetes, this campaign aimed to increase awareness and utilization of diabetes prevention and health promotion programs across the state while broadening KDN's reach to establish new health and community partnerships.

## Social Media IMPACTS

Online resources were developed by campaign members and their organizations to promote health actions aimed at Kentucky families to reduce the risk of type 2 diabetes.

**Monthly spotlights included:**

- Story Telling
- Garden to Family Gatherings
- Longest Day of Play
- Healthy Picnic Ideas
- Healthy School snacks
- Healthy Families Start with You
- Eating Healthy for the Holidays

## Partner Organization IMPACTS

**409**

- Promotional Emails sent to **99** like-minded coalitions
- Presented 2024 campaign to **210** people on Teleconference Call for local health departments
- **100** people attended diabetes day at the capital
- Flyers - Distributed for organizations and educational for communities (multi-language)

**5,114**

Views and engagement from March - November across Instagram, Facebook, and KDN website

**600**

T-Shirt Campaign IMPACTS

T-shirts distributed to 24 organizations throughout Kentucky

Video created by Clay County HOSA Students for kNOw MORE Campaign



[HTTPS://WWW.KYDIABETES.NET](https://www.kydiabetes.net)