

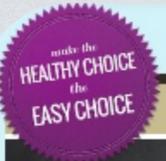


Healthy Living Through Environment
Policy and Improved Clinical Care (EPICC)

EPICC Pre Diabetes Campaign Media Summary 2017







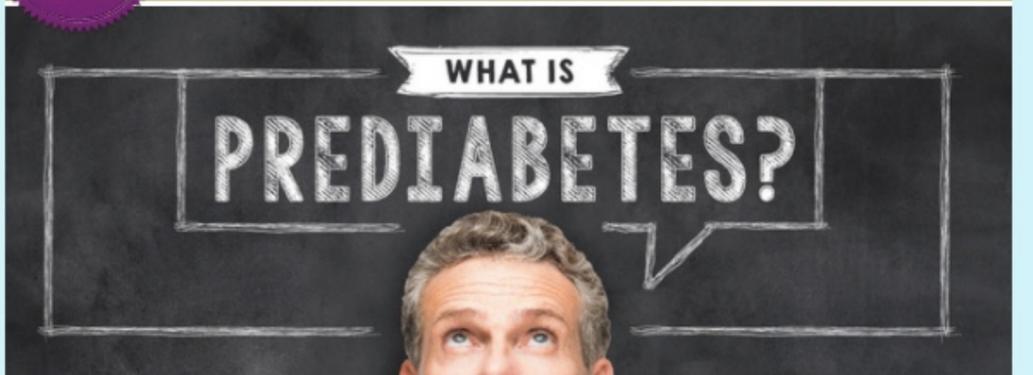
EPICC PROGRAM

Healthy Living through
Environment, Policy & Improved Clinical Care



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HEALTHCARE
PRE-K-12
WORKSITES
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Home » Your Health » Health Conditions » Diabetes » Pre-Diabetes

What is Prediabetes?

A person with prediabetes has a blood sugar level higher than normal, but not high enough for a diagnosis of Type 2 [diabetes](#). He or she is at higher risk for developing Type 2 diabetes and other serious health problems, including heart disease, and stroke. Without [lifestyle changes](#) to improve their health, 15% to 30% of people with prediabetes will develop Type 2 diabetes within five years.

- 84 million American adults - more than one in three - have prediabetes.
- Nine out of ten people with prediabetes do not know they have it.
- When a person has prediabetes, they're on the path to developing Type 2 diabetes, and are also at increased risk for serious health problems such as stroke and heart attack.

The good news is that prediabetes can be reversed. Take action now to prevent or delay the onset of Type 2 diabetes and visit www.livingwell.utah.gov to search for the National Diabetes Prevention Program's lifestyle change class near you.

Risk Factors

- Being [overweight](#)
- Are 45 years of age or older
- Not getting enough [physical activity](#)
- Family history of [Type 2 diabetes](#)
- Race and ethnicity
- Polycystic ovarian syndrome
- Sleeping too much or too little
- Having metabolic syndrome ([high blood pressure](#), high blood sugar and high cholesterol) or having even one of these symptoms
- Having a history of gestational diabetes or delivering a

Preventing Type 2 Diabetes

Research shows that you can lower your risk for [Type 2 diabetes](#) by 58% by:

- Losing 5-7% of your [body weight](#) (10 pounds if you weigh 200 pounds)
- [Exercising moderately](#) (such as brisk walking) 30 minutes a day, five days a week
- [Eating healthy](#)

Don't worry if you can't get to your ideal body weight. Losing even 10 to 15 pounds can make a difference. Interested in learning more about improving self-management skills? Check

Flight Dates:
July 17th through September 25th

Facebook

Facebook Delivery

Dates: 7/15 – 9/25/17

149,119 People Reached

4,550 est. ad recall

9.76% ad recall rate (8-11% benchmark)

3,802 People Taking Action

233 Post Reactions

42 comments

105 Post Shares

3,935 link clicks

1,417 content views

Women were 67% of the audience and 60% of the results for view content

UDOH EPICC Sponsored ·

Did you know? A person with prediabetes has a blood sugar level higher than normal, but not high enough for a diagnosis of Type 2 diabetes.

1 in 3 AMERICAN ADULTS HAS PREDIABETES

What is Prediabetes?
Take action now to prevent or del...
choosehealth.utah.gov/prediabetes **Learn More**

155 50 Comments 94 Shares

Like Comment Share

UDOH EPICC Sponsored ·

15% to 30% of people with prediabetes will develop Type 2 diabetes within five years. The good news is that prediabetes can be reversed.

MOST AT RISK FOR PREDIABETES
HIGH BLOOD PRESSURE

What is Prediabetes?
Take action now to prevent or del...
choosehealth.utah.gov/prediabetes **Learn More**

1

Like Comment Share



Native Content

Native Delivery

Dates: 7/15 – 9/25/17

17,629 link clicks

3,816,798 impressions

1m39s (Avg. LP)

Benchmark: 55s-1m5s

LEAST
1 Honolulu
2 Boston
3 Seattle

LEAST
1 Honolulu
2 Portland
3 Seattle

Aggression is defined by how hard people accelerate, brake, and change speed overall. Speeding is not considered.

Prediabetes Risk Factors

86 million American adults - more than one in three - have prediabetes. The good news is prediabetes can be reversed.

Advertisement by EPICC Program

Contact: Dennis Romero Follow: @dennisjromero L.A. Weekly L.A. Weekly

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IN CASE YOU MISSED IT	UPCOMING EVENTS	POPULAR STORIES
<ul style="list-style-type: none">If There's Any Good News About L.A.'s Housing Crisis, It's Home ValueNeighborhood Integrity Initiative Opponents Confident the Measure...For Undocumented College Students, Visiting Mexico is Worth the Risk	<ul style="list-style-type: none">UCLA Bruins Double Header: M Soc... TICKETSCSUN Womens Soccer TICKETSUCLA Bruins Men's Soccer vs. Unive... TICKETS	<ul style="list-style-type: none">Huge Prostitution Crackdown in the Valley Leads to the Arrest...Can Lucha Underground Make Mexican Wrestling a...How a South Gate Salon Flaunts Cartel Style With El Chapo Nails

Supporting Marie Claire's TheLight campaign

It's time to get excited for New York Fashion Week SS17

14 celebrity dads and their heart-melting fatherhood quotes

...And today in celebrity social media

Surprising celebrity side businesses you probably didn't know about

Off-duty celebrity style: Casual looks we love

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social

Top 10 Tips for Preventing Type 2 Diabetes

Ad by EPICC Program

Ume Davis

GQ men of the year awards 2016: Red Carpet

Winter Coats: The Marie Claire edit



Google Search

Dates: 7/15 – 9/25/17

37,822 impressions

1,371 Clicks

3.62% Click-thru Rate

Google Analytics

28,663 sessions

Searches Sort by: Clicks

SEARCH TERMS WORDS

glycemic index pre diabetes diet pre diabetic meal plan

pre diabetic diet how to prevent diabetes

how to lower blood sugar type 2 diabetes diet

do i have prediabetes diabetic diet diet for diabetics

Ad group: diet to prevent diabetes

Do you have prediabetes? - Learn more about prediabetes.

Ad choosehealth.utah.gov

The good news is that prediabetes can be reversed.

Impressions: 15,186 Clicks: 499 CTR: 3.29%

EPICC Website All Web Site Data

Channels: All Users 100.00% Sessions

Explorer Summary

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28,663 (100.00%) (28,663)	60.99% Avg for View: 60.98% (0.02%)	17,482 % of Total: 100.00% (17,479)	80.05% Avg for View: 80.06% (0.00%)	1.44 Avg for View: 1.44 (0.00%)	00:01:13 Avg for View: 00:01:13 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Direct	18,327 (63.94%)	48.44%	8,878 (50.76%)	81.22%	1.40	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (Other)	4,053 (14.14%)	86.50%	3,506 (20.05%)	89.19%	1.20	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Referral	3,114 (10.86%)	91.78%	2,858 (16.35%)	76.59%	1.42	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Organic Search	3,098 (10.81%)	70.34%	2,179 (12.46%)	64.72%	2.06	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Social	71 (0.25%)	85.92%	61 (0.35%)	87.32%	1.37	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 5 of 5



2017 Earned Media

TV – 4 Stories

Radio – 2 Stories

Newspaper – 2 stories

Online – 2 Stories

[KSL TV National DPP Story](#)

