



Teladoc[™]
HEALTH



Diabetes Awareness Month Member Engagement Toolkit

We're here for Diabetes Awareness Month

Teladoc Health Member Engagement
is supporting Diabetes Awareness
Month and World Diabetes Day
(November 14th)

- Organic Social Media
- Video Content
- Email Communications
- Plan Sponsor Resources

**463 million adults (1-in-11) were living with
diabetes in 2019 The number of people
living with diabetes is expected rise to
578 million by 2030.¹**

1. <https://worlddiabetesday.org/about/facts-figures/>



Using organic social media to promote awareness

Throughout the month of November, we will be posting informational graphics and tips from our members around managing their diabetes.

Follow us on social to re-share the posts!

[Livongo Facebook](#)
[Livongo Instagram](#)

TYPE 1
(less common)

- The body **does not produce insulin** at all
- Must be managed with **insulin**

TYPE 2
(more common)

- The body produces insulin but **does not use it** properly
- **Lifestyle changes** and/or **medication** may be required

The infographic is divided into four quadrants. The top-left quadrant is titled 'TYPE 1 (less common)' and features an icon of an insulin syringe. It lists two bullet points: 'The body does not produce insulin at all' and 'Must be managed with insulin'. The top-right quadrant is titled 'TYPE 2 (more common)' and features an icon of a foot. It lists two bullet points: 'The body produces insulin but does not use it properly' and 'Lifestyle changes and/or medication may be required'. The bottom-left quadrant shows a loaf of bread, an apple, and a star, with arrows pointing to a cluster of small squares representing blood sugar. The bottom-right quadrant shows a red prohibition sign over a cluster of small squares, with an equals sign to its right, indicating that insulin is not present or effective.

Family and friends support me by making sure that when I visit, **everything they offer me to eat is nutritious**, and it won't spike my sugar levels.

Beverly R.

Do your research on diabetes, and help your loved one by sharing what you have found out. **Operative word is 'share'**—do not dictate or tell them this is what you must do.

Jim P.

Keep us in mind when planning family dinners, **especially with the holidays coming up**. Promote a short walk or something that will get people moving around after dinner!

Faye M.

I felt supported having a wife who is **aware of my condition** and knows foods that I should either avoid or eat less of. She constantly warns me if I am about to eat a lot of carbohydrates.

Raymond V.

World Diabetes Month Video Playlist Available on YouTube

A collection of videos that answer common questions among those living with or recently diagnosed with diabetes.

Examples of content

- Intermittent fasting & diabetes
- Keto diet and diabetes
- The impact of gestational diabetes after pregnancy
- Difference between Type 1 & Type 2 Diabetes
- Difference between blood sugar and A1C
- The connection between diabetes and whole person health

Check out the [YouTube Playlist](#)



In this example, Dr. Kompala explains how people with diabetes can still eat sweets.

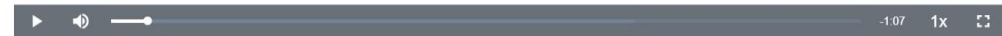
Diabetes Management Program Video

A quick 1+ minute video to give an overview of the Livongo program

Check out the video here:

[Diabetes Management Explainer Video](#)

WELCOME TO
LIVONGO
FOR DIABETES



CCM Member Newsletters Feature Diabetes Awareness Month

- Weekly Newsletter
 - Meter stats and content sent to our members with diabetes every Monday
 - Recommended content articles feature Diabetes Awareness Month
- November Monthly Newsletter
 - Seasonal content sent to our members with diabetes every month
 - Features participant stories and tips from diabetes experts on social media

Hi Name | [Sign in](#)

Livongo Member Monthly
November 2021

Hear from people like you
We'll be sharing participant stories and helpful tips from diabetes experts to celebrate Diabetes Awareness Month. Check our social media pages for opportunities to learn and share with your community.

[f](#) [@](#)

Thanksgiving
Thanksgiving
es that are
icious.

Say goodbye to painful finger sticks
Routine finger sticks are uncomfortable,
out these
ful poking.

Is your blood sugar reading accurate?
Learn seven reasons you may be getting an incorrect reading—and what to do about it.
[Check correctly](#)

Poll: What is the biggest challenge for you around the holidays?

Healthy Eating Staying Active Feeling Supported

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World Diabetes Month Plan Sponsor Resources

Livongo
Pumpkin recipes

Flavoring everything from coffee to soups, pumpkins are also rich in vitamins and antioxidants. They can help boost your immune system, lower your blood pressure, and improve your beta-carotene, a carotenoid that helps protect your eyes.

Read label information carefully. Here are three delicious pumpkin recipes:

Pumpkin muffins (or bread)

Preparation: Preheat the oven to 350°F. In a large bowl, whisk together the flour, baking powder, baking soda, salt, and sugar. In another bowl, whisk together the eggs, oil, and pumpkin puree. Pour the wet ingredients into the dry ingredients and mix until just combined. Scoop the batter into a muffin tin and bake for 15-20 minutes. Let cool for 5 minutes before serving.

Nutrition per serving (1 muffin):

Calories	Total fat
168	6g

Livongo
7 myths about diabetes

Livongo
30-Day Less Sugar Challenge

A little sweet here and there can be a real treat! But sugary drinks, snacks, and desserts tend to be low in nutrients and high in calories. All of that can really add up. So let's satisfy that sweet tooth with better-for-you options that fuel your body—the natural way.

When you're ready to start your challenge, your mission is simple: Aim to **choose a lower-sugar option** each day for 30 days in a row. You could swap out a sugary treat for a low-sugar alternative, or you might just choose no-sugar-added foods and drinks throughout the day. It's okay if you miss a day here and there, just do your best to try out this new habit.

Get ready for a sweet experiment!

Check off all the days when you chose a lower-sugar food or drink option. Click the squares on the left side of each day, or print this out and fill them in by hand.

Livongo
Tips for Keeping Your Blood Sugar in Range

- Exercise**
Aim for 30 minutes of moderate activity at least 5 days a week.
- Manage Stress**
Deep breathing, meditation, or just spending time with friends can help you relax.
- Take Meds as Prescribed**
If you're not taking medication and your blood sugar is often out of range, talk with your doctor.
- Monitor Your Blood Sugar**
Checking your blood sugar regularly will help you identify when it's out of range so you can make immediate changes to your daily routine.
- Eat Healthy**
Eat a variety of vegetables, fruit, lean proteins, healthy fats, and whole grains.
- Drink Water**
Swap sugary drink choices with zero-calorie drinks like water, tea, and seltzers.

As always, you should speak with your doctor about your personal diabetes management goals.

Livongo
10 Fun, Low-Carb Swaps for Winter Holidays

Not a Livongo Member? Livongo offers support for diabetes, blood pressure, weight, behavioral health, and more. See if you're eligible at enjoy.livongo.com/new.

PHOTO: GETTY IMAGES / LIVONGO. ALL RIGHTS RESERVED.

As the holidays approach, we can all look forward to the gratitude and kindness that the season brings. November is Diabetes Awareness Month, which brings an opportunity to learn more about this condition that affects 10% of the U.S. population. To help, here are some resources to share with your members:

- [Pumpkin Recipes](#)
- [7 myths about diabetes](#)
- [A 30-day less-sugar challenge](#)
- [Low Carb Eating Plan](#)
- [Tips for Keeping your blood sugar in range](#)
- [Video 10 Healthy, Low Carb Swaps for the Winter Holidays](#)

A whole-person look at Diabetes infographic

What is diabetes, how it impacts the body, and management

Infographic that breaks down diabetes and how it affects the rest of the body.

Share this infographic with your population to for a high-level understanding of Diabetes.

Download Infographic: [Here](#)

Available for Chronic Condition Management Clients later in November 2021.

The infographic is titled "A whole-person look at diabetes" and is presented in a purple and white color scheme. It is divided into several sections: "What is diabetes?", "What parts of the body does diabetes affect?", and "How do you manage diabetes?".

What is diabetes?
Diabetes is a condition that affects how the body processes sugar in the blood. The infographic shows a flow: "The human body breaks down the carbohydrates in food into blood sugar." → "Blood sugar is then carried from the bloodstream to the cells using a hormone called insulin." → "When insulin is not present or not effective to help the body remove blood sugar, it causes health complications." Below this, it defines two types: **TYPE 1 (less common)**: "The body does not produce insulin at all. Must be managed with insulin." and **TYPE 2 (more common)**: "The body produces insulin but does not use it properly. Lifestyle changes and/or medication may be required."

What parts of the body does diabetes affect?
Because sugar runs in the bloodstream, diabetes can affect multiple organs. The infographic shows icons for: Heart, Eyes (vision), Hands and feet, Mental health, and Kidneys.

How do you manage diabetes?
The infographic lists six management strategies: "Get 150 minutes of activity weekly", "Follow balanced plate guidelines for meals", "Drink 3 liters (12 cups) of water per day", "Manage stress", "Monitor blood sugar", and "Take meds as prescribed".

At the bottom, it provides contact information: "Call 1-800-Teladoc (835-2362) | Visit Teladoc.com | Download the app" and a small copyright notice: "© Teladoc Health, Inc. All rights reserved."

Digital Displays / Organic Content to Post

We've created a library of images to post online to generate awareness around Diabetes Awareness Month. You can download the assets to share by clicking on the links below the graphics.



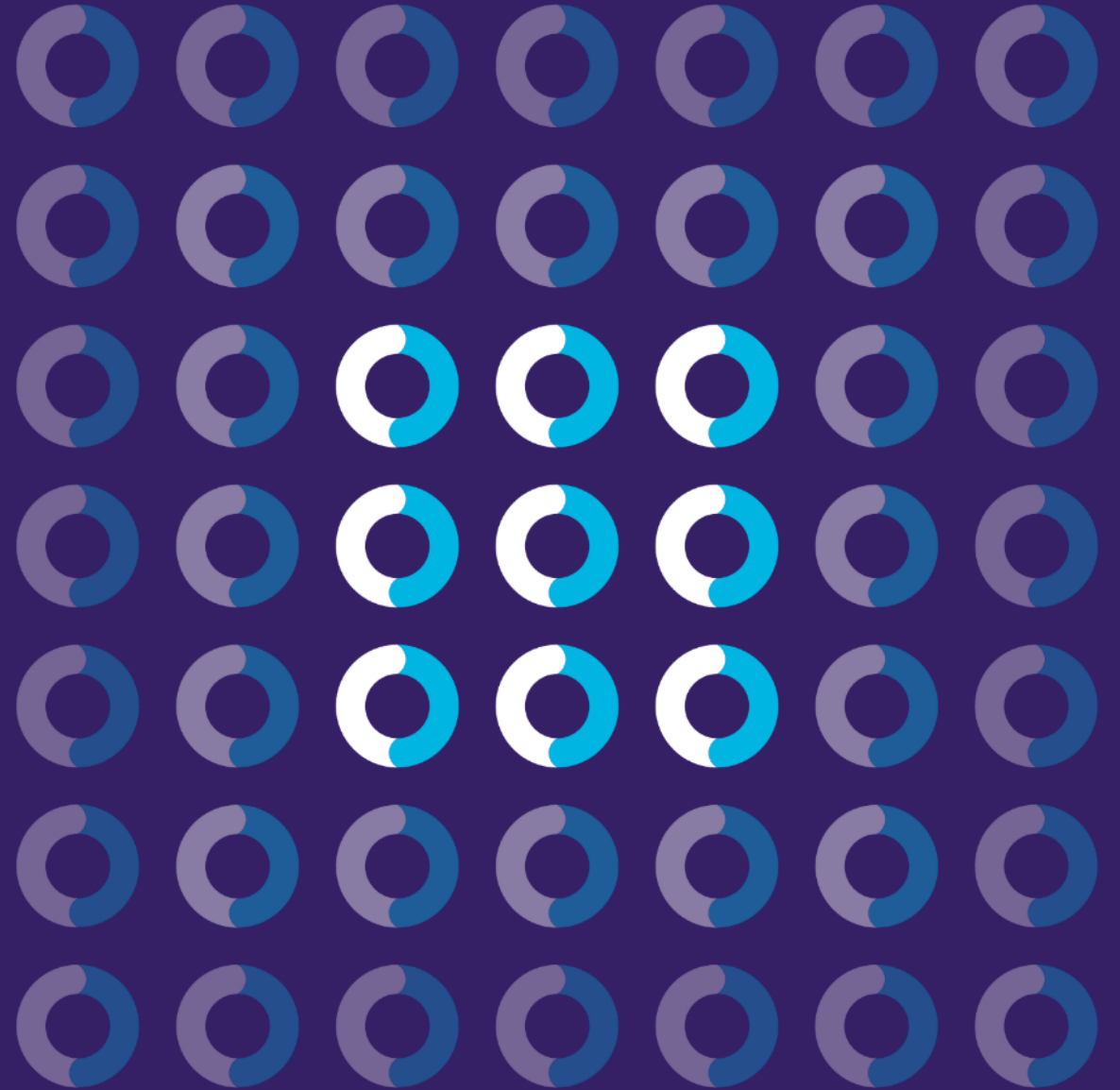
Members share insights



Food portion sizes



Tests to expect when managing diabetes



Thank You

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