

Do I Have Prediabetes? – Type 2 Diabetes Prevention Campaign

Over the past decade, the *Do I Have Prediabetes?* campaign has resulted in significant action taken by millions of Americans to improve their health.



33M+

Online and Video Prediabetes Risk Test Completions¹

\$321+

Donated Media Support²

24:1

Return on Investment³

MEASURING IMPACT

9.09M+

Total Unique Website Visits
(January 2016 – March 2026)



KEY OUTCOMES

► Risk Education

More than **33.7 million** online and video risk tests were completed, helping millions of Americans learn their prediabetes risk. Nearly **half** of the online test completions had a high-risk result. ¹

Nearly **9.1 million** Americans visited the site, accessing additional prediabetes and diabetes information. ¹

► Prevention Engagement

Individuals exposed to the campaign are **three times** as likely to enroll in the National Diabetes Prevention Program (National DPP) or indicate they plan to enroll, compared to those who were not exposed to the campaign. ⁴

The National DPP link on the campaign website was clicked more than **329,000** times. ¹

► Media Exposure

More than **\$321 million** in media support was donated, with campaign PSAs being shown more than **14.4 billion** times (impressions). ^{1 2*}

*Impressions reflect opportunities to be seen (including repeat exposures). For print, this is measured as circulation (copies distributed with PSA placement).

► Raising Awareness

Awareness of prediabetes increased nearly **20%** among American adults. ⁴

¹All results are from January 2016 to March 2026, unless otherwise noted.

²Donated media value is estimated using commercial advertising rates and industry-standard media monitoring and valuation services.

³Return on investment analysis is based on investment and media data from December 2014 through September 2025. Paid media is excluded.

⁴This measure is based on data from a campaign-specific continuous tracking study funded by the American Medical Association that began in 2015 and concluded in 2022.

⁵Cost per impact is based on total risk test completions. Website visits and online risk test completions are based on Universal Analytics and Google Analytics 4 data for DoIHavePrediabetes.org (U.S. only). Video risk test completions are based on media platform reporting.

COST EFFICIENCY

\$321M+

Donated Media Support²

24:1

Return on Investment³

\$0.17

Cost per Impact⁵

(Impact = total online + video risk test completions)

Return on Investment is more than double Ad Council's norm.

WHY IT MATTERS

More than **2 in 5 American adults** (115.2 million) have prediabetes, yet the vast majority (80%) are unaware of their condition. Prediabetes can lead to type 2 diabetes and long-term health risks like heart attack and stroke, but it can be prevented or reversed with early action. This fully integrated PSA campaign directly addresses that gap by raising awareness of prediabetes and driving audiences to take the 1-minute risk test at [DoIHavePrediabetes.org](https://doihaveprediabetes.org) to know where they stand.

While this campaign has educated and impacted millions, prediabetes remains a serious public health issue as prevalence rates continue to rise. Research shows that a diagnosis of prediabetes acts as a wake-up call for people to take action, so there remains a need for spreading the word so people can undo prediabetes.

About the Campaign Launched in 2016 by the Centers for Disease Control and Prevention (CDC) in collaboration with the Ad Council and other public health experts, the *Do I Have Prediabetes?* campaign is the nation's first PSA campaign created to raise awareness of prediabetes as a serious health condition and empower American adults to learn their risk so they can take action to prevent or delay type 2 diabetes.