



Entry for Paso del Norte Health Foundation

Entry provided by CultureSpan Marketing

**Advertising / Marketing
Ads**

1c. Advertising Campaign

**diabetes 
NOW WHAT?**

September 12, 2024

The Paso del Norte Health Foundation, in conjunction with the **El Paso Center for Diabetes**, has been steadfastly combating diabetes in our region for the past few years. Their efforts involve providing valuable diabetes resources to the community and educating individuals that diabetes is a manageable condition, not a life sentence. However, they identified a crucial challenge – a significant number of El Pasoans have diabetes but are completely unaware of their condition. This campaign was developed to help raise awareness of this silent epidemic.

diabetes 
NOW WHAT?

The initial step in the campaign was to gather relevant information about the community's perception of diabetes and their attitudes toward discussing health issues. To achieve this, man-on-the-street interviews were conducted, providing valuable insights that informed our creative process. One of the main findings was that the Hispanic community tends to be guarded when discussing health matters, even within their own families.

Next, two distinct concepts were developed and message tested with local focus groups for their feedback. Concept A introduced a character named “Spot,” a friendly and non-threatening representation of diabetes. Spot was designed to engage the audience and encourage them to pay attention to warning signs associated with diabetes. When individuals are on top of diabetes, Spot remains small, but when diabetes is left unchecked, he becomes much larger and harder to ignore. The character symbolized a transformation in experiences with diabetes, leading individuals from avoidance to acceptance and positive change.



As a contrast, Concept B took a more descriptive approach, focusing on identifying common and easily misinterpreted early signs of diabetes. While this concept had some success on social media platforms, it did not resonate as readily with audiences as our Spot character.

Ultimately, Concept A, with the inclusion of some elements from Concept B, was chosen as the primary creative direction. As such, Spot became the central figure in video ads that were approachable and engaging, sparking curiosity rather than fear. This approach successfully enticed viewers to learn more about diabetes and the associated risks. Below are television spots featuring Spot:



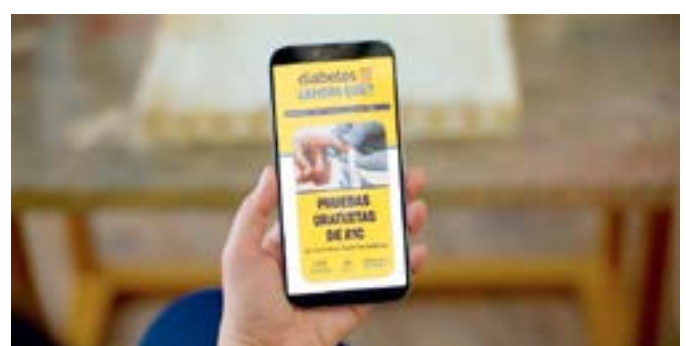
[Click to view RISK FACTORS in English >](#)



[Click to view SIGNS & SYMPTOMS in English >](#)



[Click to view RISK FACTORS in Spanish >](#)



[Click to view SIGNS & SYMPTOMS in Spanish >](#)

The core objective of the campaign was to encourage the community to take an online Diabetes Risk Test on the [Diabetes “Now What?”](#) website. The test, developed in collaboration with the Paso del Norte Health Foundation, CDC guidelines, and local doctors, assessed participants’ risk of developing diabetes based on various factors such as ethnicity, weight, height, BMI, and reported symptoms. After completing the test, participants received a personalized risk number and actionable steps for their next course of action, such as visiting a doctor or seeking assistance from the El Paso Center for Diabetes.



The campaign was tremendously effective as it has garnered millions of impressions and resulted in 3,970 completed tests to date. We also recently received national recognition for our efforts from the Centers for Disease Control and Prevention (CDC).

Spot, the friendly character, played a vital role in captivating both children and adults, initiating conversations about diabetes risks and management within the community. By addressing the community’s concerns and sensitivities, the campaign effectively encouraged individuals to take the Diabetes Risk Test, promoting early detection and management of diabetes in the El Paso region. Currently, we are working to expand our campaign to communities outside of El Paso who have large or growing Hispanic populations at risk of diabetes.

Additional campaign assets on following pages.

Diabetes Now What? Website (English/Spanish)



EL PASO, WE HAVE A CHALLENGE FOR YOU!

Risk Test
Print Ad
for
El Paso Inc.

The **El Paso Center for Diabetes** and the **Diabetes Alliance** have partnered with community leaders to challenge **El Paso** to help raise diabetes awareness by taking a **free, online diabetes risk test**.

November is **Diabetes Awareness Month**, together we can raise diabetes awareness and improve the health of our region by doing our part to reach our goal of **5,000 completed risk tests**.

Take the diabetes risk test today!



HELP YOURSELF OR A LOVED ONE.

- ✓ Take the risk test at **DiabetesNowWhat.org** or by scanning the QR code above.
- ✓ Share that you've taken the risk test on social media and use the hashtag **#TakeTheDiabetesRiskTestEP** to help challenge three others to do the same.
- ✓ Contact the El Paso Center for Diabetes at **915-532-6289** to schedule a **free A1C test**.
- ✓ Take your risk test results to your doctor.



Seasonal Digital Banner Ads (English/Spanish)

2024 GOAL:
SPOT DIABETES EARLY!

Click to take a FREE Diabetes Risk Test!







META DE 2024:
¡DETECTAR A TIEMPO LA DIABETES!

¡Hazte una prueba de riesgo GRATIS aquí!







2024 GOAL:
SPOT DIABETES EARLY!

Click to take a FREE Diabetes Risk Test!







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META DE 2024: ¡DETECTAR A TIEMPO LA DIABETES!

¡Hazte una prueba de riesgo GRATIS aquí!

Seasonal Digital Banner Ads (English/Spanish)

SUMMER CHECKLIST

- Sunscreen
- Floatie
- Take the **FREE** diabetes risk test!

[Click Here](#)

CHECKLIST DE VERANO

- Bloqueador solar
- Flotador
- ¡Haz la prueba de riesgo de diabetes gratis!

[Haz clic aquí](#)

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diabetes  **NOW WHAT?**

DIABETES ALERT DAY IS MARCH 26!

Spring Newsletter

As we welcome the vibrant season of spring, we are excited to bring your attention to some upcoming events and resources aimed at raising awareness and supporting those living with diabetes.

DIABETES ALERT DAY!

This March 26, we urge you to mark your calendars for Diabetes Alert Day, an important opportunity to increase diabetes awareness and education. Take our **FREE online diabetes risk test** to evaluate you or your loved one's risk for type 2 diabetes. Scores of five or higher indicate a higher risk. We recommend that you speak with a healthcare professional or visit the El Paso Center for Diabetes for a free screening.



LA FERIA: EXPO FAMILIA - SATURDAY, MARCH 23

Join us at EXPO Familia on Saturday, March 23 at The Shoppes at Salsara from 10 a.m. to 3 p.m. Visit the El Paso Center for Diabetes booth for free glucose testing to the first 250 attendees. Our experts will be on-site to answer questions and provide essential information about diabetes symptoms, management, and prevention tips. Plus, the first 50 attendees that present this newsletter will receive a free water bottle!



EXPO FAMILIA

CHEF RULIS COOKS! - SPECIAL LENT RECIPE FROM CHEF RULIS

Discover a special Lent recipe from Chef Rulis of Rulis International Kitchen. **Click here** to watch his episode of Chef Rulis Cooks! and **download the recipe** to enjoy a delicious meal that's both flavorful and nutritionally balanced.



DIABETES Q&A TELETHON ON MARCH 28 - CHANNEL 26

Don't miss our Diabetes Q&A Telethon on Channel 26, March 28th, from 4 to 6 p.m. During this event, experts in the field of diabetes will be available and ready to answer your diabetes questions. Stay up to date by following us on Facebook!

Disclaimer: Information provided is not diagnostic. Always seek advice from your physician.



PASO DEL NORTE HEALTH FOUNDATION **EL PASO CENTER FOR DIABETES** **diabetes ALLIANCE**

FOLLOW US:  

diabetes  **NOW WHAT?**

Quarterly Digital Newsletter


Promotional Posters (English/Spanish)

diabetes  **NOW WHAT?**


DO YOU KNOW THE SIGNS AND SYMPTOMS?



DO YOU KNOW THE RISK FACTORS?



SCAN HERE FOR HEALTH TIPS, RECIPES, AND EDUCATIONAL VIDEOS!



DiabetesNowWhat.org

PASO DEL NORTE HEALTH FOUNDATION **EL PASO CENTER FOR DIABETES** **diabetes ALLIANCE**

diabetes  **¿AHORA QUE?**

¿CONOCES LOS SÍNTOMAS DE LA DIABETES?



¿CONOCES LOS FACTORES DE RIESGO?



¡ESCANEA AQUÍ PARA OBTENER CONSEJOS DE SALUD, RECETAS, Y VIDEOS EDUCATIVOS!



DiabetesNowWhat.org

PASO DEL NORTE HEALTH FOUNDATION **EL PASO CENTER FOR DIABETES** **diabetes ALLIANCE**

Promotional Health Fair 6ft. Cutouts (English/Spanish)

