

**NDEP Hispanic/Latino Campaign  
Sample Letter to Newspaper Public Service Director**



Dear Public Service Director:

***Thunder and Lightning*** will be one of the most important public service announcements you run this year, because it will alert your readers to the *diabetes epidemic* present in the Hispanic/Latino community. Designed exclusively for Hispanics/Latinos by the National Diabetes Education Program (NDEP) and the NDEP Hispanic/Latino Subcommittee, the PSA aims to increase awareness that diabetes is a serious, common and costly disease that can be controlled.

Already, diabetes is the 6th leading cause of death among Hispanics/Latinos. The figure is staggering when you consider that there are 27 million Hispanics/Latinos in the United States.

But there is good news. Research has shown that people with diabetes can successfully keep their disease under control by monitoring their blood sugar levels and, in doing so, help prevent life-threatening complications such as stroke, heart and kidney disease, and blindness. How? By eating healthy foods, being physically active, and taking their medications as prescribed. There is hope for a healthy life with diabetes.

You can help reach Hispanics/Latinos with this important message. Please run the enclosed PSA as often as possible to encourage your readers to learn to take control of their diabetes. This PSA is part of the NDEP, a joint initiative on diabetes sponsored by the Centers for Disease Control and Prevention and the National Institutes of Health.

Help us stop this epidemic! Your support and assistance are important and appreciated.

Sincerely,



Sponsored by the National Diabetes Education Program  
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention  
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

**NDEP Hispanic/Latino Campaign  
Sample Letter to Radio Public Service Director**



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**NDEP Hispanic/Latino Campaign  
Sample Letter to Television Public Service Director**



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