

As a Lifesprk partner working in senior care, you're keenly aware of the prevalence of diabetes among the population—a **whopping one in four adults (26.8%) age 65 and older has type 2 diabetes (CDC)**—and that having a chronic condition puts seniors at even greater risk of becoming severely ill from COVID-19.

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## Message of Empowerment

At the heart of our Diabetes Awareness Campaign is a message of empowerment:

***Diabetes does not need to define you or limit your life. By making small, sustainable lifestyle changes, you can live a sparked life while living with diabetes.***

We've woven this message into every campaign touchpoint: landing page, webinar, blogs, videos, tools, and resources.

Visit [diabetes.lifesprk.com](https://diabetes.lifesprk.com) to learn more about the campaign and to register for the webinar.

## Campaign as a Platform

We encourage you to capitalize on this opportunity to differentiate your organization in the marketplace. You can use the campaign as a platform to:

- *Create ongoing engagement with current customers*
- *Generate interest and attention from prospective customers*
- *Promote your knowledge and expertise*
- *Strengthen website authority through embedded "backlinks" in your blogs and posts*

***See back for creative ways you can get involved »***

Here are some ideas for how you can get involved—and be sure to keep Lifesprk in the loop so we can promote what you're up to!

**Blogs:** Write a blog on the topic of diabetes with backlinks to Lifesprk's campaign page or share with us and we can post on our blogs – Change On for professionals and Seek On for consumers

**Social media:** Raise awareness of your expertise and activities using the campaign hashtags on social posts, blogs and videos: #NoSugarMoreSpark #DiabetesAwareness – make sure to tag @Lifesprk whenever you post and we will share on our channels, too!

**Cooking video:** Create a fun cooking lesson video starring one of your chefs or dietitians, post it on your website, promote it on social media using the campaign hashtags

**Music video:** Make your MTV-style music video featuring staff and residents. Our marketing team had a little fun with the song 'No Sugar Tonight' adding in our own 'spark' in support of diabetes awareness. Show us what you've got by singing the lyrics below to a karaoke track (use Zoom or Facetime to record and share the video on your website and social channels) and share with us! Either post and tag us or send us your MP4 and we will post for you. Email SparkOn@Lifesprk.com.

## **No Sugar Tonight! (the sparked version)**

### VERSE

Read the labels, sugar hides  
Extra dog walks, fewer fries  
Smaller meals but, more times a day  
And remember, make time to play

### CHORUS

No sugar tonight in my coffee  
No sugar tonight in my tea  
The better I am to my body  
The sweeter my life will be  
Not gettin' me  
Da-un-da-da-da-DOWN  
Love and laughter are sugar-free  
Got control o' my da-un-di-a-betes  
It ain't controllin' me