



A Guide for Identifying Employers With Priority Populations for Outreach About Diabetes Prevention

About this Guide

Use this guide to identify potential employers to talk to about the National Diabetes Prevention Program (National DPP) and the Healm platform. It will help you compile a list of employers in your area who are likely to have a high proportion of employees at increased risk of developing type 2 diabetes.

This guide will also help you rank employers so you can prioritize those who are more likely to be interested in offering the National DPP as a covered benefit. It provides an employer scoring worksheet and three appendices to help you create your list.

Step 1. Create a List of Employers

Identify the types of employers and employee populations you want to reach. Use your organization's priorities and your program goals to create a list of employers with a high proportion of employees from the populations you want to prioritize.

Consider the prevalence of type 2 diabetes in different populations. Use this information to help you identify the priority populations you want to reach. [See Appendix A for information on diabetes prevalence.](#)

Start with a list of about 20 employers. You can add more later. Use the following characteristics to create your initial list.

- **Geography:** Look for employers located in areas with a high proportion of people in your priority populations.
- **Industry Type:** Look for employers in industries with a high proportion of people in your priority populations.
- **Diversity, Equity, and Inclusion Efforts (DEI):** Look for employers with evidence of a DEI focus.
- **Priority Population Focus:** Look for employers that have been recognized for focusing on a specific population.

See [Appendix B](#) for sources and methods to help you find employers with a high proportion of employees in specific populations.

Step 2. Assess, Score, and Rank Your Employer List

Once you have a list of potential employers, consider which ones may be most interested in providing the National DPP lifestyle change program as a covered benefit. Table 1 provides metrics and criteria to help you assess each employer.

Table 1. Employer Metric and Scoring Criteria

EMPLOYER METRIC	RATIONALE FOR METRIC	SCORE AND CRITERIA 1	SCORE AND CRITERIA 0
Size	Employers that are self-insured are responsible for the healthcare costs of their employees. They will be more motivated to prevent costly conditions such as type 2 diabetes. Employers with 500 or more employees are more likely to be self-insured.	Employer has 500 or more employees.	Employer has fewer than 500 employees.
Employee Retention	Employers with low turnover rates are more likely to benefit from their efforts to prevent type 2 diabetes because the return on investment of the National DPP lifestyle change program takes 3 to 5 years.	Employer is in an industry* known to have low turnover: <ul style="list-style-type: none"> • State and local government • Construction • Real estate • Transportation • Manufacturing Or employer has other evidence of high employee retention (e.g., employer reports).	Employer is in an industry not listed in the previous column, or it lacks evidence of high employee retention.
Wellness Offerings	Employers with a history of wellness investments are more likely to be committed to prevention and interested in offering the National DPP lifestyle change program as a covered benefit.	Employer has a wellness program listed as an employee benefit on its website or in other materials. Program appears to be comprehensive, includes lifestyle change programs, or both.	Employer has no evidence of an employee wellness program on its website or in other materials.
Existing Relationship	Employers with an existing relationship with their state or local health department or your organization may be easier to approach to discuss type 2 diabetes prevention coverage.	Employer has a relationship with its state or local health department or your organization.	Employer has no existing relationship with its state or local health department or your organization.
Employee-Focused Culture	Employers that invest in an employee-focused culture may be more interested in providing the National DPP lifestyle change program to their workforce.	Employer listed as a “best” place to work or has other evidence of a strong employee-focused culture.	Employee has no evidence of having an employee-focused culture.

* Source: Greg Lewis, [Industries with the Highest \(and Lowest\) Turnover Rates](#), August 11, 2022.

Use Table 2 to score each employer on your list based on the metrics in Table 1. Assign a score of 1 or 0 for each metric. Your scores should be based on information you find online, as well as your existing knowledge. For example, you may know that an employer has a strong wellness offering, even though it isn't mentioned on the employer's website. In this case, you would give the employer a score of 1, not 0, for the wellness offerings metric.

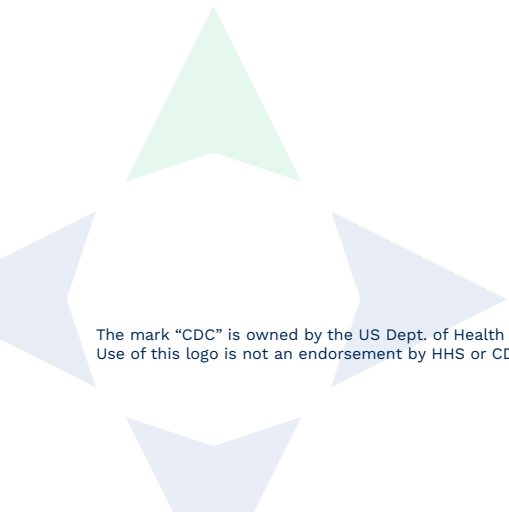
See [Appendix C](#) for methods and sources for finding employer information online.

Table 2. Employer Scoring Worksheet

[View a downloadable version](#) of this worksheet.

EMPLOYER	SIZE	EMPLOYEE RETENTION	WELLNESS OFFERINGS	EXISTING RELATIONSHIP	EMPLOYEE-FOCUSED CULTURE	FINAL SCORE	RANK
Example Employer	1	0	1	1	0	3	1

Once you've given each employer a score, rank them from highest to lowest. Prioritize outreach to employers with the highest scores. Consider limiting outreach to employers with a final score of 1 or 0, unless you know of other factors that make them a promising candidate. Repeat the scoring process for any additional employers you add to your list.



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Appendix A: Risk of Type 2 Diabetes for Different Populations

Members of certain populations are at a higher risk of developing type 2 diabetes. Employers with a high proportion of employees from one or more of these populations may be particularly interested in providing the National DPP lifestyle change program as a covered benefit.

Prevalence and incidence of diagnosed diabetes among U.S. adults, 2019–2021, by demographic group:^{a–b}

- **Age**

- » The estimated incidence of newly diagnosed cases of diabetes in 2021 is higher among U.S. adults aged 45 to 64 than among those aged 18 to 44.

- **Race and Ethnicity**

- » American Indian or Alaska Native and non-Hispanic Black populations have the highest prevalence of diagnosed diabetes among U.S. adults aged 18 or older compared to other racial and ethnic groups.

- **Education**

Prevalence of diagnosed diabetes is higher among people with less education:

- » Less than high school: 13.1%
- » High school: 9.1%
- » More than high school: 6.9%

- **Income**

Prevalence of diagnosed diabetes is higher among people with less income:

- » Less than 100% federal poverty level (FPL): 13.1%
- » 100%–299% FPL: 10.3%
- » 300%–499% FPL: 7.7%
- » 500% FPL or more: 5.1%

- **Disability**

Prevalence of diagnosed diabetes is higher among people with disabilities (2020):

- » People with disabilities: 16.2%
- » People without disabilities: 7.5%

^a Centers for Disease Control and Prevention. (2024, May 15). [National Diabetes Statistics Report](https://www.cdc.gov/diabetes/php/data-research/?CDC_AAref_Val=https://www.cdc.gov/diabetes/data/statistics-report/index.html). https://www.cdc.gov/diabetes/php/data-research/?CDC_AAref_Val=https://www.cdc.gov/diabetes/data/statistics-report/index.html

^b Centers for Disease Control and Prevention. (2022, November 28). [Disability and diabetes prevention](https://www.cdc.gov/ncbddd/disabilityandhealth/features/disability-and-diabetes-prevention.html). <https://www.cdc.gov/ncbddd/disabilityandhealth/features/disability-and-diabetes-prevention.html>

Appendix B: How to Identify Employers With Your Priority Populations

Use the sources and methods in this appendix to identify employers you want to contact. Consider combining multiple sources to refine your search. For example, you can search for employers in a specific geographic region and in a specific industry.

Employers by Geographic Region

Use the information in Table B1 to identify regions (such as a county or city) with a high proportion of the priority populations you want to reach. Identify employers located in these regions. You can use search terms such as “largest employers in [county] or [city]” or “list of employers in [county] or [city].”

Table B1. Sources for Finding Employers by Geographic Region

PRIORITY POPULATION	SOURCE	HOW TO USE SOURCE
Workers by race and ethnicity	U.S. Census: Race and Ethnicity in the United States: 2010 Census and 2020 Census	<ol style="list-style-type: none"> 1. Under “Pick a Topic,” click “Race by Ethnicity.” 2. Select your state from the dropdown menu. 3. Under “Group,” select a population group from the dropdown menu. 4. Identify counties with a high proportion of people from your priority population.
Workers by income	National Institute on Minority Health and Health Disparities: HD Pulse: An Ecosystem of Health Disparities and Minority Health Resources	<ol style="list-style-type: none"> 1. Use the Data Options on the left side of the page to refine your search. 2. The system will generate a map based on your choices. 3. Identify counties with a high proportion of people who have low incomes.
Workers by education	National Institute on Minority Health and Health Disparities: HD Pulse: An Ecosystem of Health Disparities and Minority Health Resources	<ol style="list-style-type: none"> 1. Use the Data Options on the left side of the page to refine your search. 2. The system will generate a map based on your choices. 3. Identify counties with a high proportion of people who have low levels of education.

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Employers by Industry

Use the information in Table B2 to identify industry types that have high proportions of employees from the priority populations you want to reach.

Table B2. Sources for Finding Employers by Industry

PRIORITY POPULATION	SOURCE	INDUSTRY INFORMATION
Hispanic workers	U.S. Department of Labor: Hispanics in the Labor Force: 5 Facts	Industries with the highest proportion of Hispanic workers: <ul style="list-style-type: none"> • Farming, fishing, and forestry (43%) • Building and grounds cleaning and maintenance (37.9%) • Construction and extraction (35.7%) • Food preparation and serving (27.3%) • Transportation and material moving (23.9%)
Black workers	Pew Research Center: Occupations where Black workers make up 25% or more of the workforce	Industries with the highest proportion of Black workers: <ul style="list-style-type: none"> • Postal service clerks (40.4%) • Postal service mail sorters, processors, and processing machine operators (38.5%) • Bus drivers, transit and intercity (36.6%) • Nursing assistants (36%) • Security guards and gambling surveillance officers (34.5%)
Workers with low incomes	U.S. Bureau of Labor Statistics: Occupational Employment and Wage Statistics	How to find industries with the highest proportion of workers with low-incomes: <ul style="list-style-type: none"> • Search for occupations with the lowest median hourly wage or annual wage mean to identify occupations with workers with low-incomes. • Identify employers in your state with high proportion of employees in these occupations.

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Employers With a Diversity, Equity, and Inclusion (DEI) Focus

Use the information in Table B3 to identify employers with a DEI focus. These employers may have more employees from your priority populations. Search for employers with dedicated DEI staff, like a DEI officer or director, or that have won awards for their DEI work.

Table B3. Sources for Finding Employers With a DEI Focus

SOURCE	HOW TO USE SOURCE
Top 100 Diversity Officers	Search the list to identify any that work for employers in your state.
2023 Top 50 Companies for Diversity	Search the list to identify any in your state.
Internet	Search the Internet for employers in your state that have been recognized for DEI activities. Use search terms such as: <ul style="list-style-type: none"> • “Top DEI companies in [state]” • “Companies with DEI awards in [state]”
Forbes list of best employers for diversity	Search the list for any employers in your state.

Employers Recognized for Focusing on a Specific Population

Use the information in Table B4 to identify employers that have been recognized for hiring people from your priority populations. Examples include older adults or workers with disabilities.

Table B4. Sources for Finding Employers That Focus on Specific Populations

PRIORITY POPULATION	SOURCE	HOW TO USE SOURCE
Older workers	AARP Employer Pledge	<ul style="list-style-type: none"> • Scroll down the page to the list of employers that have signed the AARP pledge to promote equal opportunity for all workers, regardless of age. • Search the list by company, location, or industry.
Workers with disabilities	Local disability advocacy and resource organizations	Contact these organizations to ask which employers in your region hire people with disabilities.

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Appendix C: How to Conduct Research on Employers

Use the methods and sources described here to find information about employers that you identified in Step 1 of this guide.

Size

The size metric assesses which employers are likely to be self-funded and therefore financially at risk for the healthcare costs of their workforce. For more information on self-insured employers and their potential interest in the National DPP lifestyle change program, see the [Case for Coverage](#) page of the Coverage Toolkit.

Determine the approximate size (number of employees) for each employer on your list:

- Conduct a web search of “largest employers in [state, county, city]” to find lists of large employers. See if your employers are listed as large employers.
- Search for your employers on LinkedIn to get estimates of their size.
- Conduct general web searches using key words such as “number of employees at [employer].”

Employee Retention

The employee retention metric assesses employer turnover and retention rates by industry. Determine the industry of the employers on your list using their website or a web search of “what industry is [employer] in?”

Use results from the U.S. Bureau of Labor Statistics’ [Job Openings and Labor Turnover Survey](#) to identify turnover rates by industry. Conduct additional web searches to identify average turnover rates by industry. You can also try to assess specific retention rates by using search terms such as “employee retention at [employer].”

Wellness Offerings

The wellness offerings metric assesses an employer’s existing commitment to wellness. Determine an employer’s commitment to wellness by reviewing its website to see if it has information about wellness programs.

Search employers in your state to identify those that have comprehensive benefits, have won a wellness award, or have engaged in activities that support the surrounding community. For example, use search terms such as “employers with wellness reputation in [state],” “employers with strong wellness programs in [state],” or “employers with best benefits in [state].”

Existing Relationship

The existing relationship metric assesses if employers have relationships with their state or local health department or your organization. These relationships will make it easier to talk to them about type 2 diabetes prevention. Identify existing relationships by searching internal records and files for employer names. You can also ask colleagues in your organization and your external partners to introduce you to their employer partners.

Employee-Focused Culture

The employee-focused culture metric assesses the employer’s workplace culture. A strong company culture can indicate that the employer invests in the well-being of their employees. Search for employee-focused company culture with search terms such as “best employers in [state]” or “employers with best company culture in [state].”

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