**Women’s Health Newsletter Messages for Professionals**

**Newsletter #1**

**Headline:**Addressing Disparities and the Importance of Early Screening for GDM

**Copy:**Gestational diabetes (GDM) disproportionately affects communities of color. That’s why early screening for pregnant women at high risk is critical. Learn when to screen and other guidelines to improve maternal health outcomes for the people you see.

**Call-to-action:**Learn More

**URL:**professional.diabetes.org/WomensHealth

**Newsletter #2**

**Headline:**Enhance Your Knowledge of Gestational Diabetes (GDM)

**Copy:**The American Diabetes Association® offers a suite of tools and resources to support health care professionals like you to expand your knowledge of gestational diabetes (GDM), screening recommendations, and treatment and management guidelines. Explore CE courses, webinars, infographics, and more to stay informed.

**Call-to-action:**Explore Resources

**URL:**professional.diabetes.org/WomensHealth



Part of the Women’s Health Initiative from the American Diabetes Association®.

**Women’s Health Email Message for Professionals**

**Subject:**Early GDM screenings improve health outcomes

**Preheader:**Stay informed with resources on GDM screening, treatment,

and management.

**The Importance of Early GDM Screening**

Hi,

Gestational diabetes (GDM) disproportionately affects communities of color—Black and Hispanic women are up to two times more likely to be diagnosed with GDM than white women—making it critical to provide early screenings for women in these high-risk groups. Early screening, between 24–28 weeks, can reduce complications such as preeclampsia, stillbirth, emergency C-section, and more.

**Every year, up to 9% of pregnancies in the United States are affected by GDM. But the right treatments can help them have a healthy pregnancy and baby**.

The American Diabetes Association® (ADA) offers a suite of tools and resources to support health care professionals increase their knowledge of GDM, screening recommendations, and treatment and management guidelines.

Explore their infographics, continuing education (CE) courses, webinars, and more to stay informed and up to date on the latest guidelines and best practices to provide the best possible care for the people you see.

**Button Copy:** Explore Resources

**URL:** professional.diabetes.org/WomensHealth



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