



Better Choices for Life Program Branding Guidelines and Requirements 2022

Contents

Program Objectives	2
Overall Guidelines and Restrictions of Use	2
ADA Branding Guidelines	2
Describing the Program	2
Use of the Marks	2
Meets Nutrition Guidelines Mark Requirements	4
Proud Partner Mark Requirements	4
Meets Weight Management Guidelines Mark Requirements.....	4

Program Objectives

This program provides guidance to consumers regarding products (food or non-food) and their relationship to supporting healthy behaviors—both for those with diabetes and the 96 million Americans with prediabetes.

We recognize that the American Diabetes Association® (ADA) brand, name, logo, and heritage have significant value. We take the responsibility to protect the credibility provided by our name and mark seriously. These guidelines help govern the use of the mark by participating products in order to maintain the integrity of the program.

Program goals include:

1. Provide consumers a definitive way to identify products and services that are suitable for people with diabetes or at risk for diabetes.
2. Provide guidance to identify optimal food choices that support overall health goals and targets.
3. Bring the ADA's science and research to consumers to guide their split-second decision making via brand labeling and directional guidance.

Overall Guidelines and Restrictions of Use

The program provides visual representation of a product's alignment to specific criteria, as in the case of nutrition guidelines, or the product's role in diabetes management. The program evaluates science-related claims and evidence to assess if they meet the expectations of our scientific and health care experts. Note that the program is not certifying, confirming results, or endorsing a product. There is a 10-day review period for marketing materials as per contract terms.

ADA Branding Guidelines

In the absence of specific detail involving the Better Choices for Life marks, the ADA's overall brand guidelines serve to inform the use, tone, and other aspects of the mark. These guidelines are published at diabetes.org/brandguidelines, please refer to page 10 Brand guidelines are meant to provide brand standards. Please speak to your ADA representative for special circumstances.

Describing the Program

We encourage explaining what the program is and why it matters to your customers. One way to do that is to use the language we use for this program:

The Better Choices for Life program brings the scientific, evidence-based research guidelines from the American Diabetes Association® to help guide consumers to make better choices every day.

What the program is:

Food

The program outlines specific criteria for the nutritional make up of a food item. This includes the serving size, calories, ingredients, and macro nutrients, including those which have a direct relationship to managing blood glucose and overall diabetes health.

Better Choices for Life Branding Guidelines 2022

Criteria are defined by registered dietitians and take into consideration other nutrition-focused organizations and recommendations including the USDA and other NGOs. The ADA provides guidance where other organizations remain silent, notably in macro nutrients which are particularly important when considering diabetes.

Non-Food Products

The ADA's mark on non-food products indicates that the product is considered appropriate for use by someone with diabetes and claims made by the product have sufficient evidence to support the claim.

Better Choices for Life is a licensing program. Products evaluated which meet the review criteria may pay a fee to use the mark to communicate this to consumers.

What the program is not:

This is not a certification program. The criteria against which the products are evaluated are the existing recommendations in terms of the *Standards of Medical Care in Diabetes (Standards of Care)*, consensus statements and existing research and evidence provided to support a product's claims.

This is not an endorsement. This program is meant to communicate that the products and services bearing the mark have been evaluated against a set of criteria and/or have had their claims reviewed against published, credible research and scientific evidence.

It is not comprehensive or exhaustive. The program doesn't claim to include or review all available products. There is not an inherent meaning if a product doesn't have a mark. Rather, if a product does have the mark, it means it was evaluated and confirms it either meets explicit nutrition criteria or is appropriate for use by those with diabetes and its claims have scientific evidence to support those claims.

Use of the Marks

- All uses of the mark must be submitted and approved by the ADA prior to publication. This includes all marketing channels, advertisements, or package labeling.
- Only individual licensed products may use the mark.
- The mark may not be used on overall product family pages unless every product on the page is licensed.
- The mark must not be altered, modified, or changed in any way, including re-coloring.
- All sizing ratios must be kept consistent with the original mark. However, the mark may be reduced to fit the appropriate channel or use.
- The mark must be of a size to be legible to the reader in the format in which its presented (on package, online etc.).
- The mark may not be placed directly next to any other organization's mark in advertisements or other consumer facing materials. The mark may be placed with others when used for product spec sheets, sales brochures, or other non-consumer facing materials.
- The participating product marketing that uses the mark must adhere to overall brand guidelines, found at diabetes.org/brandguidelines.
- Marketing messaging should not categorize people as their disease—as in “diabetics.”

Better Choices for Life Branding Guidelines 2022

- Marketing messaging may use the term “diabetes-friendly” to indicate appropriateness for use by people with diabetes.
- The following statements and variants of them are recommended and approved regarding involvement with the program:
 - “Company” is proud to participate in the Better Choices for Life Program from the American Diabetes Association®.
 - Proud participant in Better Choices for Life offered by the American Diabetes Association®.
 - For food products or weight management: “Company/product” meets the guidelines from the American Diabetes Association®.
- Social posts, web campaigns, and other channels are held to same requirements for use of the mark
- Marketing messages should be clear as to why the mark applies to the product or diabetes to provide context the consumer
- Minimum size requirements for all BCFL logos are: .6393” w x .2987” h

Meets Nutrition Guidelines Mark Requirements

Use of the mark on a food product requires that the packaging, advertising, or other marketing is consistent with the ADA’s nutrition policy and positions. Specifically excluded statements or inferences include:

- Any inference that the product will treat or cure diabetes.
- The use of the concept of net carbs is prohibited for products bearing the ADA mark. The ADA does not use the term “net carbs” because it does not have a legal definition, is not used by the Food and Drug Administration (FDA) and is a less precise method of determining carbohydrate intake (since it does not consider the potential impact on blood glucose by fiber or sugar alcohols).
- Referencing the glycemic index (GI) or positioning something as “low GI” is prohibited with a product bearing the ADA mark. There is not enough scientific evidence to support the claims of the use of the GI and the relationship to blood glucose levels as explained in [Nutrition Therapy for Adults with Diabetes or Prediabetes: A Consensus Report](#), a report from *Diabetes Care*®.

Proud Partner Mark Requirements

Non-food products eligible for the program are those which make a claim regarding their use for those with diabetes or for overall health, and evidence is provided to support the claim. The ADA reserves the right to decide if a product is eligible for review based on its claims.

Products approved to use the mark may use the statements above.

The ADA reserves the right to refuse space to advertise or promote any device, product, service, or therapy that it believes has not been adequately proven to be safe and effective or which makes health claims that exceed what has been proven.

Meets Weight Management Guidelines Mark Requirements

Use of the mark on weight management programs requires alignment with ADA’s nutrition guiding principles for weight management. Specifics include:

- Energy deficit

Better Choices for Life Branding Guidelines 2022

- Coaching/behavior change component included
- Provides individualization
- Encourages physical activity of 150-300 minutes per week
- Support mechanisms/plans are established
- Minimum sustained weight loss of 3-5% after one year of program completion