

Social media copy

**Headline:** Walk away from Type 2 Diabetes

**Primary text:**

Option 1: Men over 40 are more at risk of developing Type 2 Diabetes. NHS Fife’s free health improvement programmes can help.

Option 2: NHS Fife offers a range of free health improvement programmes to help you reduce your risk of developing Type 2 Diabetes.

Option 3: Make lifestyle changes, reduce your risk of Type 2 Diabetes. Sign up for a free health improvement programme with NHS Fife.

Option 4: Follow in the footsteps of hundreds who have reduced their risk of Type 2 Diabetes with a free health improvement programme.

Option 5: Join hundreds of men who have reduced their risk of Type 2 Diabetes with NHS Fife’s free health improvement programmes.

**CTA:** Learn more

**Destination URL:** www.nhsfife.org/walkaway