

National Diabetes Education Program: A new partner for CCPH

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National Diabetes Education Program

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NATIONAL
DIABETES
EDUCATION
PROGRAM

A joint initiative of CDC & NIH



Mission

To promote health through partnerships between communities and higher educational institutions



Session Objectives

1. Provide an overview of the NDEP
2. Highlight resources available that can help support community-based diabetes education and prevention efforts -- and preview new resources under development
3. Explore ways to incorporate NDEP resources into partnerships for service-learning and community-based participatory research
4. Share opportunities for you to get involved in the NDEP
5. Respond to your questions during the Q&A period



NDEP structure

- **Joint initiative of the National Institutes of Health and the Centers for Disease Control and Prevention**
- **Partnership with over 200 others:**
 - **State Diabetes Control Programs**
 - **Public and private organizations**
 - **Traditional (e.g., American Diabetes Association) and non-traditional partners (e.g., National Urban League)**



Program Goal

To reduce the morbidity and mortality associated with diabetes and its complications by changing the way diabetes is treated



Program Objectives

- To improve understanding about diabetes and its control among people with diabetes and members of their social support systems
- To improve health care providers' understanding of comprehensive diabetes care and to promote an integrated approach to care
- To promote health care policies that improve the quality of, and access to, diabetes care

To increase awareness of the seriousness of diabetes, its risk factors, and prevention strategies



Major NDEP campaign messages

- **Diabetes is serious, common, costly, yet controllable.**
- **Control Your Diabetes. For Life.**
- **Be Smart About Your Heart. Control the ABCs of Diabetes: A1C, Blood Pressure, and Cholesterol**
- **Diabetes Prevention Program message
Small Steps, Big Rewards**



NDEP Workgroups

- Pharmacy, Podiatry, Optometry and Dentistry (PPOD)
- Health Care Provider
- Children and Adolescents
- Business and Managed Care
- Older Adults
- African American
- American Indian/ Alaska Native
- Hispanic/Latino
- Asian American/ Pacific Islander
- Evaluation



NDEP Target Audiences

- People with diabetes, with emphasis on groups with higher prevalence rates
- Members of the social support system of people with diabetes
- Health care providers
- Payers, purchasers, and policy makers
- People at high risk for diabetes





**Three
overarching
campaigns**



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5 Core Components of NDEP

**Awareness
Campaigns**

**Special
Populations**

**Partnership
Network**

**Community
Interventions**

**Health
Systems**

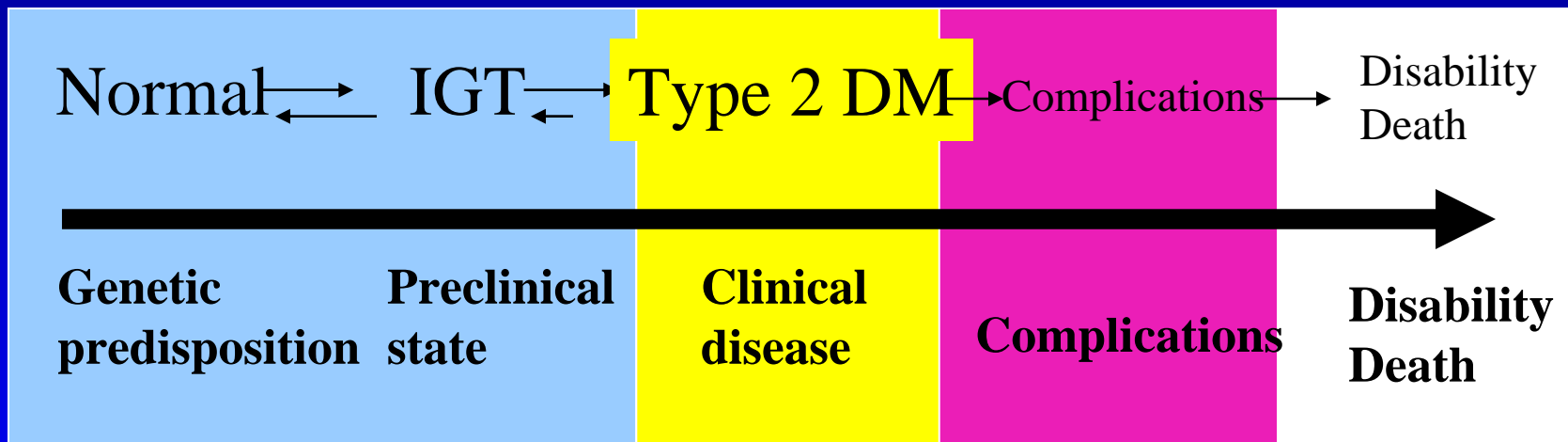
Is there a publications list?

- **Yes!! Materials for General public :**
- **Different ethnic background (African American, American Indian/Alaska Native, Hispanic/Latino, Asian American/Pacific Islander)**
- **Different ages (children, older adults)**
- **Many materials in English, Spanish and 15 Asian and Pacific Islander languages**

And there's more...

- **Materials for**
- **Health care providers**
- **Community-based organizations**
- **Media outreach**
- **Working with business and managed care**

Stages in the natural history of Type 2 diabetes



Primary prevention

Secondary prevention

Tertiary prevention



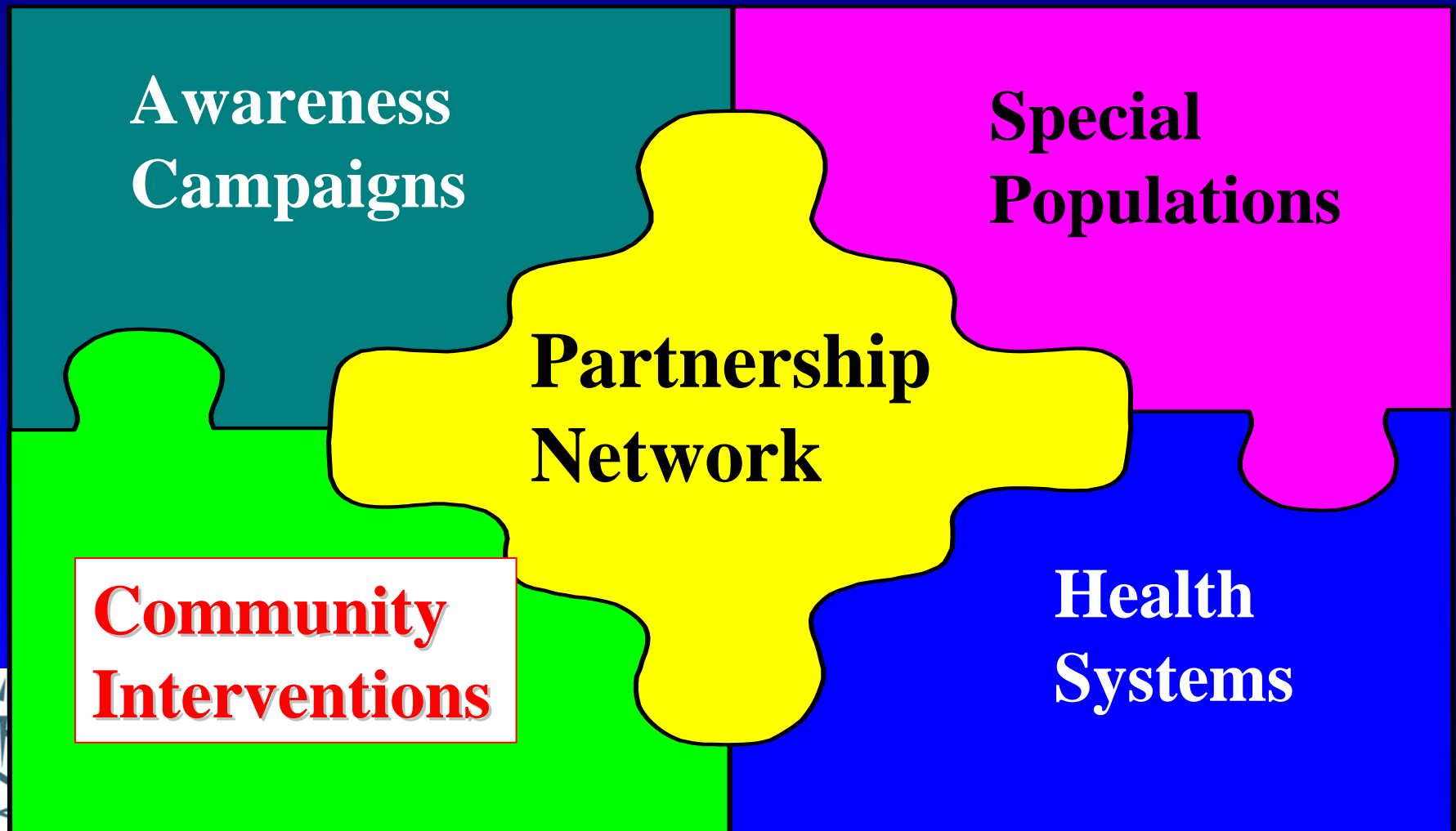
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For Health Care Providers: GAME PLAN Toolkit

Goals,
Accountability,
Monitoring, and
Effectiveness:
Prevention through a
Lifestyle of
Activity and
Nutrition



5 Core Components of NDEP



What's New From the NDEP?

- Revised *4 Steps to Controlling Your Diabetes*
- CME for reviewing the www.betterdiabetescare.nih.gov website
- Spanish PPOD poster (Pharmacy, Podiatry, Optometry and Dental professionals)
- *The Debilitator* film + *New Beginnings* discussion guide
- Tip sheets for kids in English and Spanish
- *Power to Control* in English and Spanish (Medicare information)

<http://ndep.nih.gov/new/new.htm>



Spanish PPOD poster

- Action steps asking people with diabetes to “team up” with their PPOD providers
- Positive first person tone
- “I will talk to my pharmacist. I will ask him if I may take home remedies and medicinal herbs together with the medications prescribed by my doctor.”
- Fiesta color border



http://ndep.nih.gov/diabetes/pubs/PPOD_spanish_poster.pdf

***The Debilitator* film**

- A privately-produced vignette of a man who experiences a “wake up” call about his diabetes
- Focuses on his experiences in a 30 minute docudrama
- Has been well-received not only by African American audiences but mixed race groups as well at screenings

For more information, visit:

<http://www.millenniumfilmworksinc.com/>

New Beginnings: a Guide to Living Well with Diabetes

- Interactive facilitator's guide
- NDEP product – public domain, free online and free hardcopies
- Focus on behavior, stages of change, emotions, family interactions, positive
- Twelve modules for general audience discussion, one for health care providers



Uses

- **Diabetes Prevention and Control Programs**
– coalition building, community interventions, public education
- **Educators** – support groups, patient education classes
- **Workplace “lunch and learn” sessions**
- **Faith-based wellness initiatives**
- **Health care system CEUs**
- **Community college Adult Enrichment courses**



What's Coming

- **Health and Fitness: It's a Family Affair**
- **Road to Health toolkit**
- **Spanish Community Guide**
- **Step by Step music CD**
- **Movimiento Por Su Vida music video**



What focus groups of African-American people at risk told us

- Fatalistic attitude common: belief that diabetes is inevitable
- Diabetes viewed as less serious than many other medical issues (e.g., cancer, HIV/AIDS)
- Many barriers to changing food choices
- Recommendation of 30 minutes moderate activity 5 days a week perceived a difficult to accomplish



What the focus groups recommended:

- Teach people *HOW* to lose weight/eat healthy
- Messages should be simple, clear, tied to consequence of having diabetes
- Not optimistic about being able to maintain healthy behaviors
- Need options: different things work for different people
- Importance of peer and family involvement/ support in behavior change



Suggestions/Ideas

African American Focus Groups

- “It helps when a person who is informing you about diabetes looks like you.”
- “Do group discussions, like this one, in communities and invite people to come.”
- “Put messages in the language that common people use. We say sugar, so use that or at least let people know that what you call diabetes, we often call sugar.”



Health and Fitness curriculum

- Twelve 60-90 minute modules for trained or untrained facilitators
- Use to guide small groups through learning, practicing and measuring behavior changes.
- First, 6 weekly modules to establish lifestyle changes
- Then 6 monthly sessions to maintain behaviors while learning more about diabetes and complication prevention.
- Behavioral approach based on the DPP

Uses existing NDEP materials (e.g. GAMEPLAN food and activity tracker)



Focus groups with Community Health Workers

- Conducted focus groups with CHWs from urban and rural African American and Hispanic/Latino communities
- Diabetes testing, management and prevention strategies
- Barriers, opportunities, perceptions
- Focus on primary prevention
- Tools needed



CHW focus groups

- Needed portable low tech tools they could bring into community
- Flipchart format appreciated
- Wanted extra pages on flipchart to customize
- Talk about facts but also HOW to change behavior

CHW focus groups

- **Culturally appropriate messages about food and physical activity**
- **Family approach, multigenerational materials**
- **Materials that deal with real-life issues:**
 - fast food
 - low literacy
 - environmental barriers to change
- **Learn from other CHWs: their experiences, share stories and tips**

The Road to Health/ El Camino Hacia La Buena Salud

CHW Primary prevention toolkit



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The Road to Health

- **Flipchart explaining Diabetes Prevention Program findings with storytelling approach**
- **User's Guide with learning objectives, description of all the components of the kit, lesson plans, basics of behavior change, interactive tools for working with families, groups and individuals**
- **Music video showing fun physical activity in everyday life**
- **“A Day in the Life of...” CHW diary: an opportunity to share experiences, tips, ideas**
- **Packaged with other NDEP tools**

If you are willing to participate in evaluation using New Beginnings or the Road to Health toolkit contact:

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jkelly@cdc.gov

Michelle Revels
Michelle.L.Revels@orcmacro.com

Kijua Sanders McMurtry
kijua.m.sanders-mcmurtry@orcmacro.com



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Business and Managed Care Partners

- www.diabetesatwork.org
- Assessment Tool for employers
- Key points in looking at a diabetes-friendly health plan
- Promising practices
- Lesson plans in English and Spanish
- Other resources



How Can You Access NDEP's Resources?

All NDEP Materials are Copyright-Free.

Visit the NDEP's Web sites:

www.ndep.nih.gov

www.cdc.gov/diabetes/ndep

www.diabetesatwork.org

www.betterdiabetescare.nih.gov

Call 1-800-438-5383





Control you Diabetes. For Life

- Conducted self-management workshops
- Disseminated materials to health care providers & consumers
- Created magnets with the Control Your Diabetes. For life message and distributed at health fairs and chronic disease conferences
- Distributed materials to people requesting information on diabetes through 800 number



- Distributed “ If you have Diabetes, Know your Blood Sugar Number” to state federally qualified health centers.
- Used Be Smart About your Heart Control The ABCs of Diabetes materials during workshops for doctors & nurses interested in establishing hospital-based programs for women with heart diseases.



- Implemented community–based campaign using the Be Smart About your Heart materials.
- Partner with the American Heart Association in February to conduct trainings and workshops for health educators on the link of diabetes and cardiovascular diseases.





- Partner with Wal-Mart to run a Small Steps. Big Rewards PSA in all of their California store each day for a 2 month period
- Exhibit campaigns materials during church luncheon that resulted in the information of a diabetes support group



Examples

- Connecticut DPCP kept a focus on NDEP during Diabetes month with “Get Real” newspaper ads and live read radio script on taking Small Steps for Big Rewards
- New York DPCP produced a live satellite broadcast “The Diabetes Epidemic: Preventing the Preventable” with Elizabeth Venditti. Part of the video focused on Small Steps, Big Rewards



Rhode Island

- Rhode Island promoted the Control Your Diabetes for Life, ABCs, Small Steps, the School Guide, and a multicultural campaign using NDEP materials.
- This DPCP encourages Diabetes Collaborative sites to use NDEP materials in communicating information to their patients and is promoting the NDEP School Guide on their website.



Michigan

- Adapted and printed “Diabetes Numbers at a Glance ” and provided them to businesses as payroll stuffers, gave them to libraries for use as bookmarks and supported grocery stores using them as “bag stuffers” during Diabetes Month.
- In addition to distributing the NDEP School Guide to school nurses in their region, in addition to promoting the ABCs at community events, and in addition to sharing diabetesatwork.org with Chambers of Commerce, this partner put the NDEP logo on t-shirts, “work” shirts and sweatshirts which are given to volunteers at various diabetes events,



Utah

- Aired the television “Get Real” PSA through the Department of Health ‘Check Your Health’ Program.



Florida

Re-format information into an educational tool and put NDEP message it into “packages that diabetes educators and health care providers could give patients to take home :

- Small Steps Brochure (ENG and SPN)
- Small Steps Poster (ENG and SPN)
- Small Steps Tear-Off (ENG)



I was at risk for getting **diabetes**, so I took some **small steps**...

1
exercise



that led to some **big rewards!**

...and you can do it too! Just take small steps every day. Start with 5 minutes of walking or light exercise. Gradually increase the time and intensity. You'll be surprised at how much you can achieve. For more information, visit www.floridahealth.gov/diabetes.

The key is: **small steps that add up to big rewards.**



2
healthy eating



FLORIDA **diabetes**
**PREVENTION &
CONTROL**
program



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Florida takes the next step...

Movimiento Music CD

MOVIMIENTO POR SU VIDA is a music CD created to help everyone incorporate more movement into their lives. It features six original songs with empowering messages and strong Latin rhythms. A fun reminder that diabetes can be controlled AND prevented by integrating MOVIMIENTO into your life.



Movimiento Music CD

Pilot test through the US- Mexico Border Diabetes Prevention and Control Project , Marfa Texas, 2003

Just 30 minutes of moderate physical activity most days of the week, can help to prevent –and control type 2 diabetes. There are many ways to incorporate more movement into your life, even if you start with 10 minutes at a time. There are also many ways to use this musical CD with community groups, individuals, at meetings, in diabetes education programs, and at home.



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Movimiento Music Video

Washington DC and El Paso- Juarez



A joint initiative of CDC & NIH



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CD Dissemination

Television

National:

Univision "Despierta America"
Univision Primer Impacto

Miami:

WJAN-TV AmericaTV
WSCV-TV Telemundo November 15
WSCV-TV Telemundo December 7

Houston:

KXLN-TV Univision
KXLN-TV Univision "Nuestra Vida"

Print

National:

Buen Hogar magazine - Article to run in April issue.

Miami:

El Nuevo Herald

Houston:

El Dia
La Prensa de Houston

Los Angeles

Excelsior
La Opinion
La Opinion.com
Mundo LA
Mundola.com

Other:

Al Dia.com

Radio

Miami:

La Nueva 1210 AM
WIRP-FM
Radio Caracol

Houston:

KLAT-AM Univision
KHCB-AM
KEYH and KQUE

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Dissemination

La Opinión
 25¢
 MIERVES 7 de noviembre de 2004, Los Angeles, California
 www.LaOpinion.com

Ejercicio físico bajo techo

Luzcano Amador
 Director de Vida y Salud

La temporada de invierno es ideal para ligar y conocer a los amigos de la familia, pero no se debe ser impudico para dejar de hacer ejercicio.

Aun bajo techo, los niños pueden continuar la rutina de ejercicios y evitar el sobrepeso, un problema que cada vez es más evidente en la sociedad.

"Queremos que los niños y toda la familia se mantengan activos ejerciendo en cualquier época del año, por lo menos una hora diaria", comentó Deborah Kuznetsov, portavoz del programa Niños Activos, Familia Saludable.

Puede lograr ese objetivo, esta campaña ha comenzado a distribuir de manera gratuita un disco compacto llamado "Manténse activo por su hijo, que incluye un video interactivo a través de la cual los niños y sus padres podrán ejercitarse en casa.

Kuznetsov señaló que lo que interesa con este CD es ayudar a las familias a comenzar una actividad física dentro del hogar y evitar que los jóvenes dediquen más tiempo a estar sentados frente al televisor, la computadora o cualquier otro aparato que los mantenga inactivos.

El programa Niños Activos, Familia Saludable es patrocinado por el Centro de Control de Enfermedades (CDC), Atlanta, en la coordinación de la campaña "Vida Activa" para los Niños.

La necesidad de este programa surgió debido al alto número de jóvenes con sobrepeso en el país, problema que se ha duplicado desde 1980.

Aproximadamente el 30% de los niños estadounidenses de entre 6 y 11 años de edad tienen sobrepeso y más del 20% son obesos.

EN DETALLE

Cómo conseguir el CD

Las personas interesadas en obtener de manera gratuita el CD "Manténse activo por su hijo" pueden visitar el siguiente sitio web: www.nia.nih.gov/activefamily/ o llamar al número 1-800-858-8247.

Entre los adolescentes de este mismo grupo étnico en edades de 12 a 19 años, el 28% está excedido de peso y el 23% es obeso, de acuerdo con datos del Centro Nacional de Estadísticas de Salud.

Los adolescentes hispanos no sólo en este país tienen el doble de probabilidad de tener sobrepeso que los jóvenes que nacieron en su nación, de origen y nacieron en Estados Unidos.

UN BAILARIN

Con ritmos que contagian a cualquiera, los niños hacen por lo menos 60 minutos de ejercicio diario.

El CDC asegura que los padres necesitan a sus hijos a caminar hasta la escuela en lugar de usar el automóvil.

Los maestros deben jugar afuera con sus estudiantes de un adulto y ayudar en las responsabilidades domésticas tales como limpiar el escritorio e incluso lavar la ropa del baño.

En cuanto a las deportistas, los padres deben enseñar qué es lo que a sus hijos les interesa.

Los padres deben que jugar con sus hijos, enseñarles reglas de seguridad y las herramientas adecuadas para participar de alguna actividad física y evitar que usen algún objeto.

Es importante que toda la familia participe en programas comunitarios.

MANTÉNSE ACTIVO A SU FAMILIA

El Centro de Control de Enfermedades (CDC) recomienda que los niños y jóvenes hagan por lo menos 60 minutos de ejercicio diario.

El CDC asegura que los padres necesitan a sus hijos a caminar hasta la escuela en lugar de usar el automóvil.

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La actividad es fundamental para niños en sobrepeso.

Prensa de HOUSTON
 25¢
 MIERVES 7 de noviembre de 2004, Houston, TX, No. 41, 18 de Houston y del CD
 www.Prensa.com

Especial

Niños Activos, Familias Saludables

No dejen que los días fríos de invierno les impidan realizar actividad física

Los niños pueden disfrutar numerosas actividades bajo techo

Los niños pueden disfrutar numerosas actividades bajo techo

Los niños pueden disfrutar numerosas actividades bajo techo

MUNDO LA
 25¢
 MIERVES 7 de noviembre de 2004, Houston, TX, No. 41, 18 de Houston y del CD
 www.Prensa.com

MUNDO FAMILIAR

NO DEJE QUE EL FRÍO LE IMPIDAN REALIZAR ACTIVIDADES FÍSICAS

QUE LOS FESTEJOS DE FIN DE AÑO NO AFECTEN SU SALUD

Los niños pueden disfrutar numerosas actividades bajo techo

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Los niños pueden disfrutar numerosas actividades bajo techo



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CD Dissemination along the US- Mexico Border

- US- Mexico Border Diabetes Prevention and Control Project
- Promotoras trainings (Diabetes la Comunidad en Acción, Su Corazon su Vida,
- Diabetes Education and Empowerment for Promotoras DEEP)
- Channel 5
- Diario de Juarez
- Radio (Zona Restringuida)
- El Paso Diabetes Association
- Schools, Universities
- Health Departments 10 border States (DCP's)
- EL Paso Community College (CASS Program)
- Border Clinics and Hospital
- Health Fairs
- Conferences
- Good Neighbor Pharmacies
- MSC Incorporated
- US Mexico Border Health Commission
- El Paso Diabetes Association
- Ciudad Juarez Diabetes Association
- Centro de Salud de ojinaga
- EP Fitness
- El Paso Obesity Task Force



CD Dissemination along the US- Mexico Border



Movimiento 20 minute low impact exercise video. SSA Mexico

http://www.todoensalud.org/Colesterol/jsp/movimiento.jsp - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.todoensalud.org/Colesterol/jsp/movimiento.jsp>

Todo en colesterol
www.todoensalud.org

Comunícate con nosotros
llama al:
01 800 26 53 783
COLESTEROL

SECRETARÍA DE SALUD
www.ssa.gob.mx

MOVIMIENTO POR SU VIDA

Movimiento por su vida (video)

1. Real Player 5 mb
2. Windows Media Video (dial-up) 5 Mb
3. Windows Media Video (alta velocidad) 19 Mb

Movimiento por su vida (audio)

1. [Movimiento. Ya lo siento](#) (3:40)
2. [Paso a paso](#) (4:00)
3. [Está en tus manos](#) (3:20)
4. [Andale. You and me](#) (3:40)
5. [Salud](#) (3:15)
6. [Por su vida](#) (3:15)

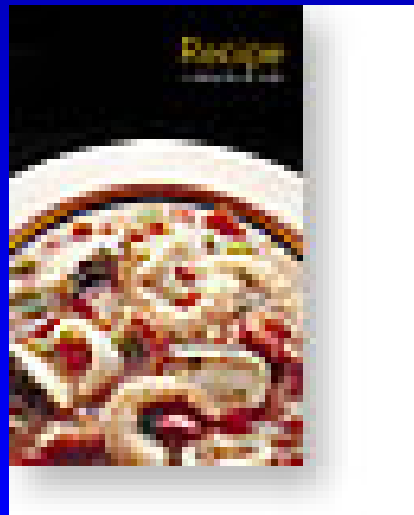
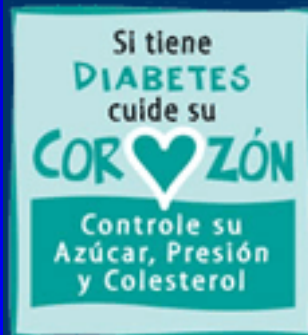
http://www.todoensalud.org/Colesterol/jsp/index.jsp

Internet 1:38 PM



US- Mexico Border Diabetes Prevention and Control Project

- Patients will be provided with NDEP materials



How can CCPH members become involved?

- Use NDEP materials
- Collaborate with your state Diabetes Prevention and Control Program (see <http://www.cdc.gov/diabetes/states/index.htm>)
- Collaborate with our other NDEP national partner organizations (see <http://www.cdc.gov/diabetes/ndep/national-organizations.htm>)
- Work with us on evaluation of community interventions (*Road to Health* toolkit, Spanish PPOD poster, *Health and Fitness* curriculum)



How can CCPH members become involved?

- Join an NDEP workgroup (see: <http://www.cdc.gov/diabetes/ndep/workgroups.htm>)
- CCPH 9th Conference - May 31-June 3, 2006, Minneapolis, MN – Registration open
- 9th Service-Learning Institute – July 21-24, 2006 in WA State – Applications due April 7
- Not yet a member? Join today www.ccph.info

