National Diabetes Education Program: A new partner for CCPH

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National Diabetes Education Program
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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
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

Normal → IGT ← Type 2 DM → Complications → Disability / Death

Genetic predisposition Preclinical state Clinical disease Complications Disability / Death

Primary prevention Secondary prevention Tertiary prevention

A joint initiative of CDC & NIH
For Health Care Providers: GAME PLAN Toolkit

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

## My Daily and Weekly Goals

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 1</td>
<td>Goal 2</td>
<td>Goal 3</td>
<td>Goal 4</td>
<td>Goal 5</td>
<td>Goal 6</td>
</tr>
</tbody>
</table>

## My Game Plan

### Food and Activity Tracker

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
<th>Duration</th>
<th>Calories</th>
</tr>
</thead>
</table>

## Daily Food and Drink Tracker

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Drink</th>
<th>Calories</th>
</tr>
</thead>
</table>

## Daily Physical Activity

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
<th>Duration</th>
<th>Calories</th>
</tr>
</thead>
</table>

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*Image of a Food and Activity Tracker sheet with columns for daily and weekly goals, a game plan, daily food and drink tracker, and daily physical activity.*
5 Core Components of NDEP

- Awareness Campaigns
- Special Populations
- Partnership Network
- Health Systems
- Community Interventions
What’s New From the NDEP?

- Revised *4 Steps to Controlling Your Diabetes*
- CME for reviewing the [www.betterdiabetescare.nih.gov](http://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)

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

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
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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Business and Managed Care Partners

- [www.diabetesatwork.org](http://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

A joint initiative of CDC & NIH
• 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)
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.
Movimiento Music Video

Washington DC and El Paso- Juarez

A joint initiative of CDC & NIH
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

Other:
Al Dia.com

Radio

Miami:
La Nueva 1210 AM
WIRP-FM
Radio Caracol

Houston:
KLAT-AM Univision
KHCB-AM
KEYH and KQUE

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

Houston:
El Dia
La Prensa de Houston

A joint initiative of CDC & NIH
Dissemination

Ejercicio físico bajo techo

La Opinión

Un estudio del CDC y NIH

La actividad es fundamental para niños y adultos.
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

A joint initiative of CDC & NIH
Movimiento 20 minute low impact exercise video. SSA Mexico
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