



Changing the Way Diabetes Is Treated

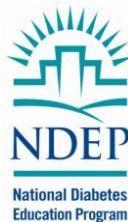
www.YourDiabetesInfo.org

www.diabetesinformacion.org

1-888-693-NDEP (6337)



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A joint program of NIH and CDC



Established in 1997

Federally-funded program sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention

200 partners at the federal, state and local levels working together to improve the treatment and outcomes for people with diabetes, promote early diagnosis, and prevent or delay the onset of type 2 diabetes.



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Together, NDEP and its partners promote the messages and materials of two national, multicultural public health campaigns

One targets people with diabetes and the other targeting people at risk of type 2 diabetes

Both campaigns also have material specifically for health care professionals



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Control Materials



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Prevention Materials



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Using an On-line Resource to Support Self-Management in Clinical Practice



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DAWN Study Findings

- Diabetes self management is less than optimal
- Self-management problems are due in large part to psychosocial problems. Psychological problems are common but rarely treated.
- 85% reported severe distress at diagnosis; 43% continued to experience these feelings (mean=15 years)
- Access to team care and communication between patients and health care professionals is associated with better outcomes
- Initiatives to address psychosocial needs must have a high priority to improve outcomes



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SHIELD Study Findings

- 63% advised to get more exercise
 - 26% exercised regularly
 - 21% exercised in the previous week
- >50% advised to change their diet
 - 70% “tried to lose weight”
 - 34% maintained desired weight



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Behavior Change

- Health care professionals are asking patients to make changes
- People believe making changes helps
- People are trying to make and sustain changes
- People are struggling with the demands of diabetes, diabetes-related distress and knowing how to do all that is needed



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The NDEP Challenge

How to effectively facilitate self-care and behavior change, and address psychosocial issues to assist:

- people with diabetes and their families
- people at risk and their families
- health care professionals
- community groups, organizations and businesses



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Support for Behavior Change

- Explore, identify, and evaluate resources that help with psychosocial issues and the “how to” of lifestyle and behavior change
- Compile recommended resources
- Communicate resources to public and professionals



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Inventory Summary

- **Research articles**
 - 78 articles reviewed; **37 recommended**
 - Characterized by target behaviors and behavior principles
- **Tools and programs**
 - 227 tools/programs reviewed; **103 recommended**
 - Characterized by target behaviors, medium, languages, age and audiences



Sharing knowledge and resources

- Building an online resource that is interactive, cross-referenced and query-based. It is kept current and updated periodically. It includes research articles for professionals and tools and programs from consumers and the people that care for them.
- NDEP does not rank materials or endorse materials.



A link to the **Support for Behavior Change Resource** can be found the NDEP home page



Support for Behavior Change Resource

The Support for Behavior Change Resource (SBCR) is a searchable database of research, tools and programs that address the "how-to" of psychosocial issues, lifestyle and behavior change. This resource was developed for people with diabetes, pre-diabetes and those who care about them, along with health care professionals, agencies and organizations. The database includes resources that help individuals or groups cope with diabetes and make lifestyle and behavior changes.

Search Research Articles by

Target Area
Behavioral Strategy

Search Tools & Programs by

Target Area
Audience

- About SBCR
- What is SBCR?
- What information does SBCR provide?
- Sample Process
- Search Subject Materials
- Contact
- External Links/Policy

About SBCR

In 2008, NDEP started the Support for Behavior Change initiative. The challenge was to determine how NDEP could better support people with diabetes and those at risk for the disease, and the health care professionals who counsel and care for them, with the daily self-management of diabetes. Enhancing patient success with coping, lifestyle and behavior changes will improve health outcomes. Many businesses and organizations are also interested in supporting behavior change with members, employees and their families.

What is SBCR?

The Support for Behavior Change Resource (SBCR) is a searchable online database of recommended research, tools and programs. All materials have been reviewed by independent reviewers who are experts in psychosocial issues and the behavior change process.

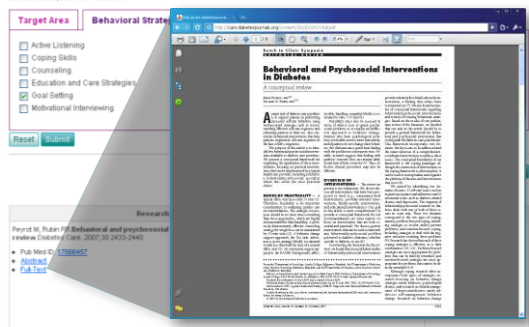


Support for Behavior Change Resource (SBCR)

Find All SBCR Articles

Search SBCR

Research articles can be searched by "Target Area" or by "Behavioral Strategy". Choose the tab that represents your preferred search, check options to filter results, then click "Submit".



SBCR Tools & Programs

Find All Tools & Programs

Search SBCR Tools & Programs

Tools & Programs articles can be searched by "Target Area" or by "Audience". Choose the tab that represents your preferred search, check options to filter results, then click "Submit".

Target Area Audience

☐ Appointment Keeping
☐ Coping, Stress and Emotions
☐ Healthy Eating, Nutrition and Meal Planning
☐ Lifestyle Modification and Making Changes
☐ Medication Taking
☐ Physical Activity

☐ Preventing Complications
☐ Risk Reduction-Pre-diabetes
☐ Self-monitoring of Blood Glucose
☐ Smoking Cessation
☐ Weight Management
☐ Other
☐ Select All

Reset Submit



Recently retired
and is bored
Interested in
losing some
weight and has
had some
success
Does not want
to join a group



- **Behavior:** Weight Management
- **Source:** VA National Center for Health Promotion and Disease Prevention, 2008

www.move.va.gov



Elderly
Alert and enjoys
her family
Not able to be
very active but
would like to be



- **Behavior:** Physical activity
- **Audience:** Older Adults/physically limited
- **Source:** Sit and Be Fit

<http://www.sitandbefit.org/>



Recently
diagnosed
Strong family
history of diabetes
and complications
Wants a different
outcome but is
frightened and
overwhelmed



- **Behaviors:** Coping, activity, nutrition, medication taking, and many more!
 - **Audience:** Adults with Type 2 Diabetes, Health Care Professionals
 - **Source:** Merck Sharp and Dohme Corp.
- http://journeyforcontrol.com/journey_for_control/journeyforcontrol/index.jsp



Wants to be more active
Has a hard time
"sticking with it"
Really doesn't like to exercise



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- **Behavior:** Physical activity
- **Audience:** Older adults
- **Source:** AARP



<http://aarp.getfitonroute66.com>



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Mother recently diagnosed with type 2
Concerned about her children's future health



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Eat Smart. Play Hard. Healthy Lifestyle



- **Behavior:** Healthy Eating and Physical Activity
- **Audience:** Parents and caregivers of children
- **Source:** USDA

www.fns.usda.gov/eatsmartplayhardhealthylifestyle/



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- **Behaviors:** Healthy Eating and Physical Activity
- **Audience:** Parents/caregivers of adolescents
- **Languages:** English and Spanish
- **Source:** Office on Woman's Health, 2009

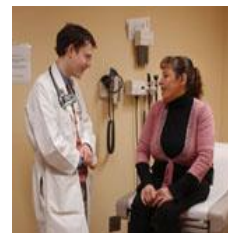
www.womenshealth.gov/bodyworks/



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Busy clinician
Wants to help patients be effective with self-management



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AIM to Change: Encouraging Fitness for All



- **Behavior:** Physical activity and weight management
- **Audience:** Health care professionals
- **Source:** AAFP

www.aafp.org/online/en/home/clinical/publichealth/aim/cmeaim/freeaimwebcast.html



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Your GAME PLAN to Prevent Type 2 Diabetes: Health Care Provider Toolkit



- **Behavior:** Weight Management and Physical Activity
- A toolkit for health care providers to counsel and motivate patients with or at risk of pre-diabetes. Includes patient materials.
- **Source:** NDEP, 2006
- **Languages:** English. Spanish coming soon



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GAME PLAN Materials



Updated! Patient Materials
In English and Spanish



Health Care Provider Toolkit
Currently being revised



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Next Steps

- Formative research with health care professionals on the Support for Behavior Change tool to enhance, develop and extent reach of tool
- Formative research with consumers
- 2010 new materials review cycle
- Incorporate SBC findings into existing components of NDEP
- Recruit more committee members!



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Transitions from Pediatric to Adult Health Care Tool



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Bilingual Tip Sheet Series



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National Diabetes Awareness Month

November 2010



2009 NDEP Control Campaign

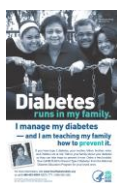
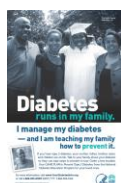
- **Message:**
 - Managing Diabetes. It's not easy, but it's worth it.
- **Call to action/self-efficacy message:**
 - I made a plan. It wasn't easy, but I did it. So can you.



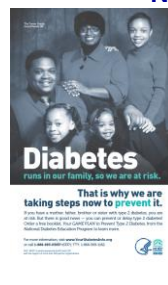
November Campaign

2009

2010



November Campaign



Promotions

- Outreach with NDEP partners
- Media outreach, including social media
- PSA and poster distribution
- Feature articles and e-news articles
- Podcasts to health websites/blogs



NDEP and Social Media



@NDEP is now on Facebook, Twitter, LinkedIn & YouTube.

10:34 AM Sept 20th 2009 from web



@NDEP is reaching out to #diabetes community through bloggers.

9:02 AM Aug 2nd 2009 from web



Overview of Materials for Partners

<http://www.ndep.nih.gov/resources/ResourceDetail.aspx?ResId=298>

- Ideas for campaign implementation
- Template news releases
- e-Newsletter copy/feature articles
- Web banner
- Print PSA/posters
- Live-read radio PSA scripts
- Talking points and media tips
- E-signature
- Facebook and Twitter – feel free to retweet/re-post NDEP messages!



Examples of NDEP Partner Activities Being Planned for Diabetes Month

Use of NDEP resources, messages and materials in:

- Diabetes education classes
- Media outreach to local radio stations and newspapers
- Organization listservs
- Radio interviews
- E-newsletters
- Web sites



Template News Release



- Customize with your organization's information
- Send to your local newspaper, radio and TV station

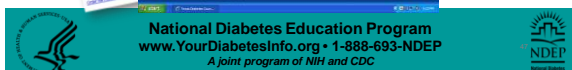
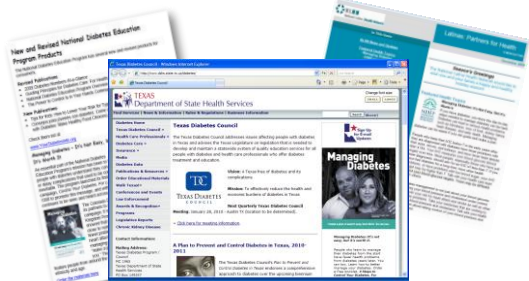


NDEP Partners at Work –

Examples from last year's Diabetes Month Activities



Partners at Work



Partners at Work:

Southern Jersey Family Medical Centers/ New Jersey Diabetes Prevention and Control Program



Partners at Work:

Pine Hill Health Center

- Pine Hill, NM
- NDEP radio PSA ran on local station, KTDB
- Included NDEP campaign materials in newsletter
- Distributed NDEP campaign materials at health fair



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Partners at Work:

Hall County Health Dept.

- Hall County Health Department in Gainesville, GA
- Displayed NDEP campaign materials throughout 13 health departments
- Distributed NDEP materials at diabetes screenings
- Placed article highlighting the NDEP campaign in the *Gainesville Times*



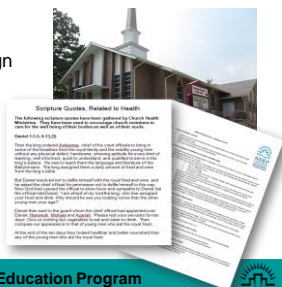
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Partners at Work:

Big Bend Rural Health Network

- Tallahassee, FL
- Promoted NDEP campaign at 15 local African American churches
- Posters
- Tear-off fliers
- Pastor's talking points



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www.YourDiabetesInfo.org

November Campaign Materials for Partners:

www.YourDiabetesInfo.org/partners-community-organization/campaigns/family-history/index.aspx

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CALL TO ACTION

What will you do?

Use one of the promotional items
Make one contact



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