

Make A Move
Diabetes Awareness Initiative



Make A Move Initiative Overview

Initiative Goals:

- Uniform diabetes message for all partners to use (primary)
- Help MI residents prevent and manage diabetes (secondary)

Make A Move Initiative Overview

- *Make A Move* is paired with a series of taglines centered on:

Diabetes management	Prevention
Physical activity	Nutrition
- Pilot tested within:
 - DPAC Communications Workgroup
 - 3 diabetes coalitions in Flint, Inkster, NW Detroit

Make A Move Initiative Overview

- Taglines will roll out one at a time, starting with “Know Your Diabetes **ABCs**”
A1C, Blood Pressure, and Cholesterol
- Initiative will last approximately one year (one tagline per quarter)
- Initiative will include logos and promotional products for partners to use
- Coordinated by DPAC

Logo

Make A Move

Know Your Diabetes ABCs



Make A Move Partner Promotion

- *Success of this Initiative Depends on DPAC partner use and promotion*

- *Make A Move* page on the DPAC Website

Dpacmi.org/MakeAMove

- Info on Diabetes ABCs and resources
- Media page: Toolkit with usage guide, sample newsletter article, PSAs, Twitter/Facebook posts, and logos

Internet Explorer browser window showing the URL <http://www.dpacmi.org/makeamovemedi.aspx>. The address bar includes navigation icons (back, forward, stop, refresh) and the Bing search engine logo. The menu bar contains View, Favorites, Tools, and Help. The toolbar shows open tabs for SnagIt, Convert, and Select. Below the toolbar are Suggested Sites and Web Slice Gallery. The page title is "Move Diabetes Awareness Initiative - Media". The status bar at the bottom shows icons for home, RSS, mail, print, page, safety, and tools, along with a zoom level of 100%.

Make A Move

Know Your Diabetes ABCs



***Make a Move* Diabetes Awareness Initiative Media**

The toolkit for the *Make a Move* Diabetes Awareness Initiative includes radio, print and social media materials to help individuals and organizations promote the initiative to people in Michigan with diabetes and those at risk.

In order to reach the largest number of people with diabetes, users are encouraged to utilize a variety of media and materials. Diabetes organizations and partners are encouraged to direct people to the DPAC website (dpacmi.org/makeamove) for more information on diabetes and the initiative.

Included as part of the toolkit are 1) logos, 2) a sample press release, 3) sample public service announcements and 4) tips for using social media, including Facebook and Twitter posts.

[Usage Guide](#)

[Sample Press Release](#)

[Sample Public Service Announcements](#)

[Social Media Tips: Twitter and Facebook](#)

Sample Bookmark (front and back)

Make A Move

Know Your Diabetes ABCs



dpacmi.org/MakeAMove

You Can Control Your Diabetes!

Diabetes ABCs

A is for A1C Test

B is for Blood Pressure

C is for Cholesterol

Make a move today to learn more about the Diabetes ABCs and what your numbers are.



dpacmi.org/MakeAMove

Promotional Efforts

- 30 second commercial on WMXD MIX 92.3 and WNIC fresh 100.3 from 9/10-9/23
- Presentation at Fall DPAC and DSME Meetings
- Products for partners to use/distribute including pens, notepads, bookmarks, and bags
- **Promotional efforts by DPAC partners in home communities**

Evaluation

- Indicator: Michigan public and providers identify our program by this message, as measured by:
 - Utilization of dpacmi.org/MakeaMove
 - Number of partners who use the message in promotional efforts

Methodology: Partner activity form to be administered quarterly; to be finalized by DPAC Communications Workgroup

Success Depends on DPAC Partner
Use and Promotion!

Make A Move

Know Your Diabetes ABCs

