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

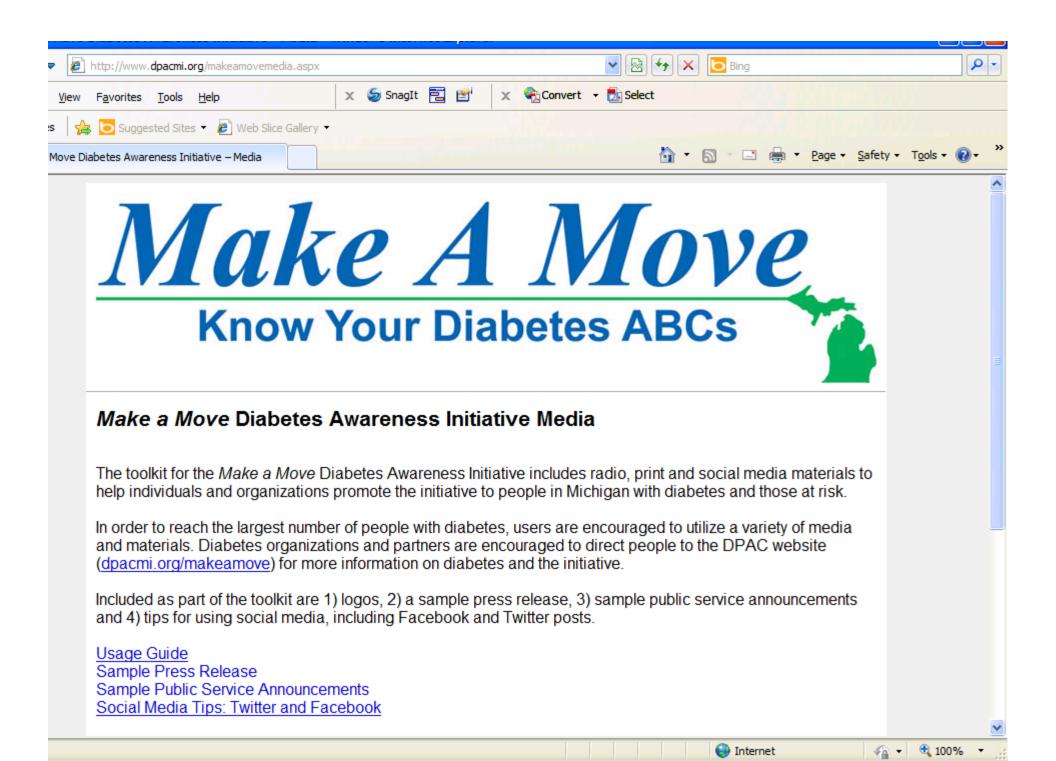
- Taglines will roll out one at a time, starting with "Know Your Diabetes ABCs"
 - A1C, Blood Pressure, and Cholesterol
- Initiative will last approximately one year (one tagline per quarter)
- Initiative will include logos and promotional products for partners to use
- Coordinated by DPAC

Logo



Make A Move 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



Sample Bookmark (front and back)



You Can Control Your Diabetes!

Diabetes ABCs

- A is for A1C Test
- B is for Blood Pressure
- 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!

