

# CHANGING THE WAY DIABETES IS TREATED



years

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# Letter from the NDEP Chairpersons

Dear NDEP Partners and Stakeholders:

Fifteen years ago, the federal government launched the National Diabetes Education Program (NDEP), a comprehensive public education program to address the emerging epidemic of diabetes. The National Institutes of Health and the Centers for Disease Control and Prevention joined forces and resources to create and sustain a partnership dedicated to reducing the devastating effects of diabetes. The NDEP has forged a partnership network that includes state and local health departments, professional societies representing the full gamut of health care disciplines, community-based organizations that serve populations most affected by diabetes, the business community, and key federal agencies concerned about diabetes.

Fifteen years later, it is clear that the NDEP has contributed to the great progress that has been made in changing the way diabetes is treated. Although the prevalence of diabetes has continued to rise due to the obesity epidemic, the aging of the U.S. population, and increasing numbers of people at high risk for diabetes, there are strong, encouraging indicators of progress in preventing and treating diabetes:

- ▶ Today, there is much greater awareness that diabetes is a serious disease, a critical first step in changing outcomes. In 1997, only 8 percent of Americans believed diabetes was serious. In 2011, 84 percent of Americans understood that it is a serious disease.
- ▶ Today, people with diabetes are achieving better control of the disease and, as a result, they have better health outcomes. Public education efforts, spearheaded by the NDEP through its “Control Your Diabetes. For Life.” campaign and supported by NDEP partners across the country, have increased awareness about the ABCs of diabetes (**A**1C, **B**lood pressure and **C**holesterol) and the importance of comprehensive diabetes care. Improvements in diabetes management are reflected in the decreasing incidence of diabetes-related complications, including lower limb amputations, vision impairment and end stage renal disease (ESRD). These complications are not only devastating for individuals with diabetes and their families, but they are extraordinarily costly. Preventing diabetes complications improves quality of life for millions of people and also saves billions of dollars.
- ▶ Today, many more Americans know that type 2 diabetes can be prevented and are aware of the high risk condition known as prediabetes. The NDEP spearheaded the federal government’s first national diabetes prevention campaign with its “Small Steps. Big Rewards. Prevent Type 2 Diabetes.” campaign. With the continued insight and support of NDEP partners, this effort continues to increase awareness that primary prevention of diabetes is proven, powerful and possible. In fact, prevention is the key to reversing the type 2 diabetes epidemic and reducing its burden on the nation and its health care system.



John Buse  
M.D., Ph.D.  
Chair, NDEP  
2012–2013



Martha Funnell  
M.S., R.N., C.D.E.  
Chair, NDEP  
2009–2011

As the NDEP takes stock of its accomplishments and the challenges ahead on this 15th anniversary of the program, NDEP leaders fully recognize that awareness alone does not change health outcomes. We need to persevere in awareness-building efforts, but at the same time, we must continue to develop and test new strategies and approaches to help people with diabetes and people at risk to make and sustain the lifestyle changes needed to manage or prevent diabetes.

Through interactive, Web-based tools such as the NDEP's Diabetes HealthSense and toolkits such as Road to Health for community health educators and promotores, the NDEP is focusing on providing support to help people make difficult and challenging lifestyle changes. In addition, the NDEP is making available new resources for health care professionals to help their patients with these changes and for businesses to help their employees and their communities. Our current strategic plan and our vision going forward are squarely focused on this challenge.

Two critical elements have been at the core of the NDEP's success:

1. Our robust partnership network has brought together federal, state and local agencies and a wide array of organizations that are actively addressing diabetes concerns. The federal government made a commitment to listening and acting on the advice of partners and, from 1997 forward, the NDEP has done just that. Partner organizations have provided leadership, counsel on strategic planning, scientific knowledge, cultural interpretation and diversity, access to a range of audiences, and substantial time and energy to the NDEP in the last 15 years.
2. The NDEP and its partners sustained their efforts over time. It took a decade to move the needle significantly on diabetes awareness and to build a platform for the NDEP to focus on behavior changes. It may well take another decade—or more—to employ communication and other social marketing strategies that contribute to motivating action and making a difference in the lives of the nearly 26 million Americans with diabetes and 79 million more with prediabetes. But with a sustained commitment from all of the partners now engaged, and from new partners, it can happen.

We are committed to the challenge. We thank the many partners who collaborated with us in the first 15 years, and we invite you to join us—or to renew your commitment—to be a part of the continued success of the National Diabetes Education Program.

Sincerely,



John Buse, M.D., Ph.D.  
Chair, NDEP 2012–2013



Martha Funnell, M.S., R.N., C.D.E.  
Immediate Past Chair, NDEP 2009–2011

# Introduction

*“Diabetes is sort of the disease that doesn’t get respect. It’s sort of the Rodney Dangerfield of diseases.”*

That is how Charles M. Clark, Jr., M.D., Chair Emeritus of the NDEP, aptly described the diabetes landscape in 1997 when the NDEP was founded. Despite the fact that every day 2,200 people were being diagnosed with diabetes, 150 people with diabetes had a lower limb amputation, 75 had kidney failure and 70 went blind, diabetes and its devastating effects were not being taken seriously. In fact, only 8 percent of the American public considered diabetes to be a serious disease at the time.

Over the past 15 years, the diabetes burden has increased dramatically.<sup>1</sup>

- ▶ The number of people with diabetes in the United States has risen from 16 million to an estimated 25.8 million—1 out of every 12 Americans.
- ▶ Another 79 million adults have prediabetes, placing them at high risk for type 2 diabetes and its complications.
- ▶ The diabetes epidemic has spread across all segments of the population, knowing no age, gender, or racial and ethnic bounds.
- ▶ Type 2 diabetes, a disease that used to afflict mainly middle-aged or older adults, is now being diagnosed in younger adults and adolescents, especially those who are

African American, Hispanic or Latino, and Native American.

- ▶ People with diagnosed diabetes have medical costs that are more than twice that of those without the disease, and the costs of diabetes to the nation continue to spiral upward, reaching \$174 billion in 2007.

These statistics are only the tip of the iceberg. Currently, 1 in 10 U.S. adults has diabetes. The Centers for Disease Control and Prevention estimates that the ranks of adults with diabetes could swell to as many as 1 in 3 adults by 2050 if current trends continue.<sup>2</sup>

Given the projected increases in the burden of diabetes, the need for the NDEP has never been greater. Given the rapid progress in scientific research on diabetes prevention and control, a national education program is essential for translating the science and disseminating it to consumers and health care professionals alike to achieve better health outcomes. Given the scarcity of public and private sector resources, it is vital to create and sustain a program infrastructure that brings together stakeholders who share a common vision for addressing the diabetes problem and who are willing to work collaboratively to find and implement effective communication strategies and approaches.



Charles M. Clark, Jr., M.D.  
Chair Emeritus, NDEP

## Celebrating 15 Years of Progress in Diabetes Education

The NDEP has done exactly that over the past 15 years and, in the process, the program has played a major role in increasing awareness about diabetes, preventing type 2 diabetes, and improving diabetes management, treatment and outcomes.

- ▶ From 1997 to 2011, public awareness of diabetes as a serious disease has increased from 8 percent to 84 percent.<sup>3,4</sup>
- ▶ Knowledge of diabetes (type 2) as a preventable disease has risen from 65 percent to 77 percent.<sup>3</sup>
- ▶ Among people diagnosed with prediabetes, about 60 percent feel at high risk for developing diabetes.<sup>3</sup>
- ▶ From 1988 to 2008, there has been a 45 percent decline in the number of adults with diabetes ages 45 to 64 whose A1C is greater than 9 percent (the A1C target for good glucose control generally is 7 percent).<sup>5</sup>
- ▶ During that same time period, there has been a 72 percent decline in people with diabetes ages 65+ whose A1C is greater than 9 percent.<sup>5</sup>
- ▶ From 1997 to 2009, people with diabetes who reported visual impairment decreased from 26 percent to 20 percent.<sup>6</sup>
- ▶ From 1996 to 2008, the number of amputations among people with diabetes declined by 65 percent, from 11.2 per thousand to 3.9 per thousand.<sup>7</sup>
- ▶ From 1996 to 2007, the rate of End Stage Renal Disease (ESRD) among people with diabetes declined by 35 percent from 304.5 per hundred thousand to 199.1 per hundred thousand.<sup>8</sup>

These statistics are impressive and indicate that prevention of severe and costly complications is improving despite the steady rise in the number of people with diabetes.

## Celebrating NDEP Partners

This NDEP 15th Anniversary Update celebrates the NDEP's progress and the myriad partners who have been key to the NDEP's success. It is impossible to recognize each and every one of them in this publication, but readers can find many more success stories and examples of partner activities on the program website at [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) under the "Partner Spotlight" section. In addition, readers can find more information about the earlier years

of the program in the NDEP's 10th Anniversary progress report on the NDEP website at [www.YourDiabetesInfo.org/15](http://www.YourDiabetesInfo.org/15).

The NDEP welcomes the participation of new partners committed to the NDEP's goals and hopes this 15th Anniversary Update encourages you to tap into the NDEP's resources and join the program in changing the way diabetes is treated.

*“In its brief history of 15 years, the NDEP has discovered the right formula for having a major impact on changing the way diabetes is treated: it captures the best and latest scientific and clinical findings, and then translates them into culturally sensitive, clinically practical, health systems-friendly recommendations. It is enormously gratifying to see the number of times and the number of settings where I have directed audiences and attendees to use a wide spectrum of readily accessible NDEP materials that constitute the definitive and most practical recommendations on the diabetes care issue under discussion at the time. The NDEP represents the finest example I know of how to fill, with excellence, an unmet need in diabetes treatment and prevention—keep up the fantastic work!”*

—James Gavin, III, M.D., Ph.D., Past Chair, NDEP



James Gavin, III  
M.D., Ph.D.  
Past Chair, NDEP

## Overview of the National Diabetes Education Program

The U.S. Department of Health and Human Services' National Diabetes Education Program is jointly sponsored by the National Institute of Diabetes and Digestive and Kidney Diseases of the National Institutes of Health (NIH) and the Division of Diabetes Translation of the Centers for Disease Control and Prevention (CDC) in partnership with more than 200 public and private sector organizations.

In the late 1990s, leaders of the NIH and the CDC convened several planning meetings to find new ways to respond to the emerging diabetes epidemic. The findings of the landmark NIH-funded Diabetes Control and Complications Trial (DCCT)<sup>9</sup> demonstrated that diabetes outcomes could be improved dramatically by focusing on better control of the disease and educating health care professionals and people with diabetes about these important research findings.

Experts in diabetes treatment, epidemiology, public health, health promotion, education

and marketing communications participated in the planning meetings and agreed that a comprehensive nationwide education program was needed. NIH, CDC and partner organizations rallied behind the formation of the NDEP. They made a commitment to change the way diabetes is treated by patients, people at risk, health care professionals and the general public.

**The NDEP's goal is to reduce the burden of diabetes and prediabetes.** NDEP facilitates the adoption of proven approaches to prevent or delay the onset of diabetes and its complications through its awareness campaigns and information and education activities that are designed to:

- ▶ Improve diabetes management and outcomes
- ▶ Promote early diagnosis of the disease
- ▶ Prevent or delay the onset of diabetes in the United States and its territories

**NDEP translates diabetes science with the guidance of leading experts.** The NDEP brings together the country's top diabetes experts and behavioral scientists to spearhead the program and to guide the NDEP's translation of the latest science into accurate, evidence-based messages on diabetes prevention and control. Over the past 15 years, the NDEP has translated the findings of the

following landmark clinical trials for the public, patients and health care professionals:

**Diabetes Control** (Translated in the NDEP's *Control Your Diabetes. For Life.* and *ABCs of Diabetes* campaign messages and materials)

- ▶ Diabetes Control and Complications Trial (DCCT) demonstrated the effectiveness of intensive blood glucose control in reducing diabetes complications among people with type 1 diabetes.<sup>9</sup>
- ▶ United Kingdom Prospective Diabetes Study (UKPDS) confirmed the benefits of improved blood glucose control in reducing diabetes complications in people with type 2 diabetes and demonstrated the importance of comprehensive control of blood glucose, blood pressure and cholesterol in reducing risk of cardiovascular disease and microvascular complications.<sup>10</sup>
- ▶ Epidemiology of Diabetes Interventions and Complications Trial (EDIC) continued monitoring of DCCT participants, confirmed the link between diabetes and cardiovascular disease, and demonstrated the "legacy" or lasting effect of early and aggressive intervention in preventing diabetes complications.<sup>11</sup>
- ▶ Action to Control Cardiovascular Risk in Diabetes (ACCORD),<sup>12</sup> Action in Diabetes and Vascular Disease: Preterax and Diamicron Modified Release Controlled Evaluation (ADVANCE),<sup>13</sup> and Veterans Affairs Diabetes Trial (VADT)<sup>14</sup> identified the need to individualize treatment goals according to patient health status to lower risk for hypoglycemia and other problematic outcomes.

### Key Strategies Underlying the NDEP's Success and Staying Power

- ▶ Stay focused on the singular program goal of reducing the burden of diabetes and prediabetes.
- ▶ Translate diabetes science clearly and correctly in all messages and materials.
- ▶ Use social marketing principles to ensure communications effectiveness.
- ▶ Develop culturally and linguistically appropriate messages for racial and ethnic minorities disproportionately affected by or at risk for diabetes.
- ▶ Create partnerships, rather than compete, with other organizations concerned about diabetes.
- ▶ Build and keep the trust of partner organizations by listening to partners and acting on their counsel.
- ▶ Conduct outreach with multiple reinforcing messages directed to consumers, patients and health care professionals emphasizing a team approach to care.

*“From the outset, we had three goals. We first needed to increase awareness of diabetes and [increase awareness of] the benefits of treatment among our family, practitioner, payer and policy maker audiences. Additionally, our goal was the enhancement of collaborative care with the patient and family at the center. We have always been careful to have representatives of each of these audiences at the table with special emphasis on special populations.*

*“Over the past 15 years, public awareness of diabetes as a serious disease has increased from less than 8 percent to over 80 percent. Special populations have developed and implemented awareness and treatment programs in their respective communities. Collaborative care has become the standard and is now endorsed by the Institute of Medicine and is a major emphasis in the new joint EASD/ADA type 2 diabetes treatment statement. The NDEP has truly made a difference in changing the way diabetes is treated.”*

*—Charles M. Clark, Jr., M.D., Chair Emeritus, NDEP*

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**Diabetes Prevention** (Translated in the NDEP’s “Small Steps. Big Rewards. Prevent Type 2 Diabetes” campaign messages and educational materials)

- ▶ Diabetes Prevention Program (DPP)<sup>15</sup> demonstrated that people with prediabetes can prevent or delay the onset of type 2 diabetes by losing a modest amount of weight—5 to 7 percent of body weight—as a result of lifestyle intervention aimed at increasing physical activity levels and following a low-fat, lower-calorie eating plan.
- ▶ Diabetes Prevention Program Outcomes Study (DPPOS)<sup>16</sup> continued monitoring DPP participants and confirmed the legacy effect of weight loss in delaying onset of diabetes and complications such as diabetic retinopathy; both the DPP and DPPOS demonstrated a good return on investment for lifestyle intervention to prevent type 2 diabetes in curbing health care costs.

**The NDEP applies social marketing principles to ensure communications effectiveness.** The NDEP’s strategic planning process includes ongoing review of the research literature on diabetes epidemiology and effective diabetes interventions. The program also conducts qualitative (e.g., focus group interviews) and quantitative (e.g., national telephone surveys) audience research and message pretesting as it develops new initiatives. This research provides insight into target audience knowledge, attitudes and behaviors regarding diabetes; helps to segment target audiences by key demographic and psychographic measures; and guides development and refinement of communications messages and strategies to meet audience information needs and help motivate them toward action. In addition, NDEP involves experts on message development and communications outreach for the high risk populations disproportionately affected by diabetes, a key priority of the NDEP’s activities.

*The National Diabetes Education Program has a singular message that drives the program's communications: Diabetes is serious, common, costly, yet controllable, and, for type 2, preventable.*

**The NDEP, in tandem with the National Diabetes Information Clearinghouse, is now the number one federal source of diabetes information.** In just 15 years, the NDEP, in tandem with the National Diabetes Information Clearinghouse, is the number one federal government source for accurate, evidence-based and culturally and linguistically appropriate messages and materials on diabetes. The NDEP has created an extensive catalogue of information and education materials in multiple formats for people with diabetes, people at risk, health care providers, state and local health departments, diabetes coalitions, employers, schools and communities. These materials are copyright-free and are available at no or low cost either through the NDEP website or by ordering them from the National Diabetes Information Clearinghouse.

**NDEP partners play a key role in the NDEP's success.** The NDEP has established a partnership infrastructure, called the Partnership Network, which includes more than 200 organizations and individuals that share the NDEP's mission, goals and strategies to improve the health outcomes of people with diabetes and people at risk. The Partnership Network includes other federal agencies concerned about diabetes, the Diabetes Prevention and Control Programs (DPCPs) at health departments in all 50 states and territories, the full range of diabetes and health care professional societies, and community-based organizations that represent the racial and ethnic populations at high risk. The NDEP's reach and impact is directly linked to the members of the Partnership Network who are actively engaged in providing counsel to the NDEP and who actively promote and utilize program resources with their constituents through their communications and dissemination channels.

## NDEP: Then and Now

Since 1997, the NDEP has made great strides in responding to changes in the diabetes landscape with information and education strategies designed to translate the latest science and conduct outreach to priority audiences. Following are highlights of the NDEP's major accomplishments over the past 15 years.

### NDEP Then .....▶ NDEP Now

Target middle aged and older Americans

Increase awareness of diabetes as a serious disease with devastating complications

Increase knowledge of 4 key steps to control diabetes: healthy eating, regular physical activity, taking medications, working with the health care team

Increase knowledge of the ABCs of diabetes: A1C, blood pressure and cholesterol targets

Increase awareness that diabetes can be prevented by taking small steps to reduce body weight

Increase awareness of risk factors for diabetes and the diabetes risk test

Develop "Guiding Principles of Diabetes Care" and the Team Approach to Care

Establish and build the Partnership Network

Use "traditional" mass media to reach target audiences via TV, radio and print PSAs and news stories

Create and maintain one website of diabetes prevention and control information and resources

Provide partners with message templates

Develop tailored messages for high risk audiences

Target Americans across the lifespan

Focus on behavior change and motivating people with diabetes to make a plan and take action

Provide real life examples that show people taking steps to control diabetes and recognizing it's not easy, but it's worth it

Educate people with diabetes and health care providers about individualized ABCs targets

Show people at risk for diabetes how to make a plan, set goals and take small steps

Focus on family history of diabetes and family approach to dealing with diabetes

Provide tools and resources for health care system to implement these approaches

Work closely with the Partnership Network to develop strategies and resources to reach their constituents and target audiences

Use mass media, electronic media and social media and tell personal stories of real people dealing with diabetes through videos, podcasts and interactive resources

Create and maintain three websites with information tailored for specific audiences on particular topics

Develop toolkits and provide technical assistance and training to help partners across the country take NDEP messages and adapt them for their local populations and diabetes priorities

Update messages to high risk audiences based on the latest science and research

## The NDEP Partnership Network

The NDEP Partnership Network provides partners with a “community” for networking and exchanging ideas, for learning from many different organizations committed to the NDEP mission, and for offering input to the direction and approaches of the NDEP. Within this community, each partner organization has the opportunity to expand its own diabetes education activities and have a greater impact by combining efforts and resources with the NDEP and other partner organizations.

The NDEP is unique in that it seeks to build on mutually beneficial collaborative efforts that already may be under way. Rather than competing with existing efforts, the NDEP’s philosophy from its inception has been that collective impact efforts are most effective when they build on what already exists—honoring current efforts and engaging established organizations—rather than creating entirely new solutions from scratch.

### Enhancing the Partnership Network through Increased Engagement

Throughout 2011, as the NDEP brought to life its strategic plan for the next three years, program leaders took time to reflect and assess the Partnership Network. Program leaders listened and learned how to best engage partners, how to keep them informed, and how to meet their needs as they work with patients, health care professionals and community organizations. As a result, the NDEP Partnership Network has been restructured and rebuilt around Stakeholder Groups that come together around key issues or audiences. Stakeholder Groups provide an opportunity for the NDEP to gain feedback on developing new projects, and for leaders and experts to share with the NDEP their biggest challenges, barriers and resource gaps.

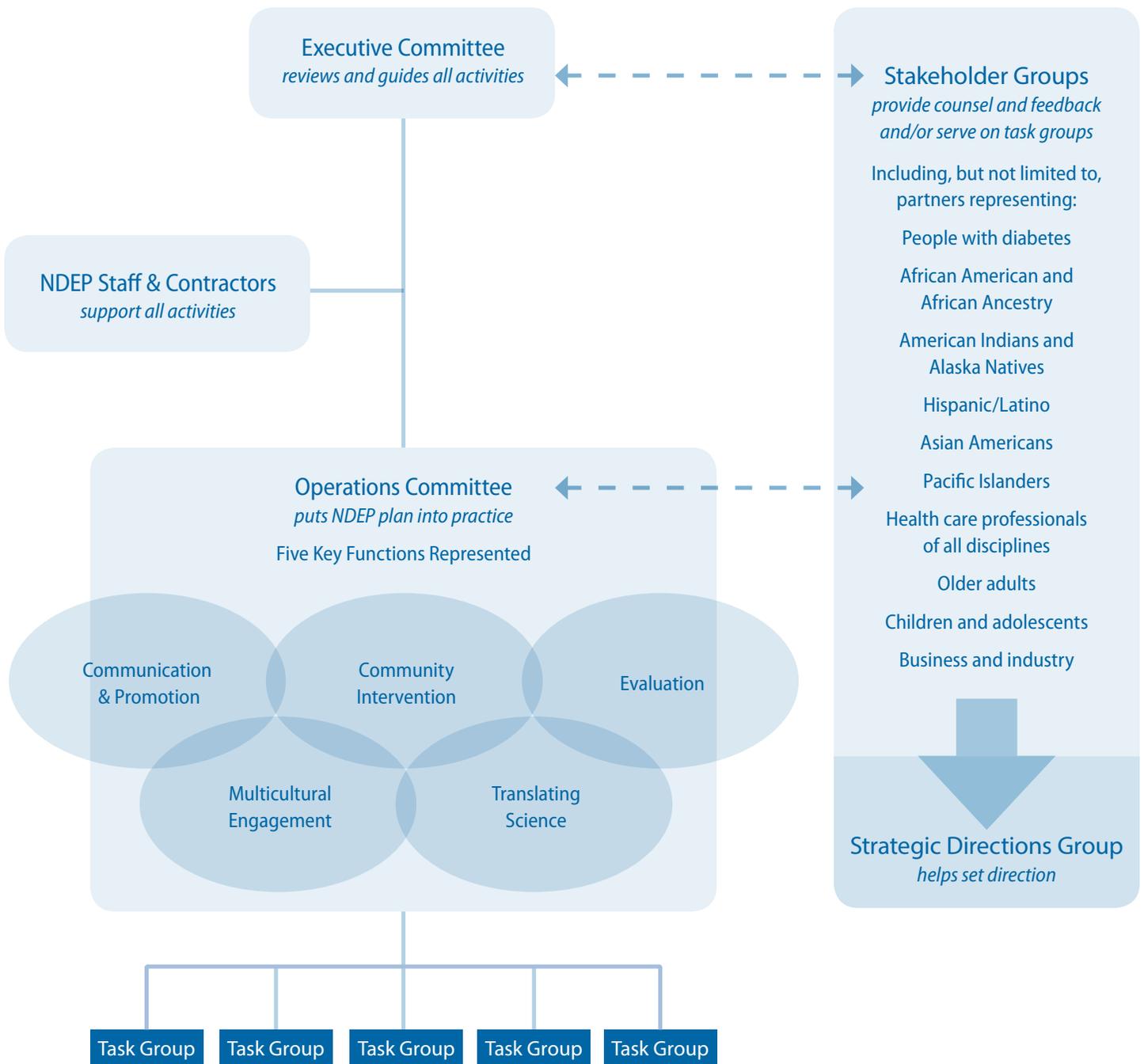
Under the new structure, a Strategic Directions Group, representing participants in the Stakeholder Groups, serves as a “think tank,” bringing ideas and expertise from across the entire diabetes, health care provider and public health community to give their input into the program’s strategic plan and annual action plan. NDEP leaders, through the Executive Committee, share these plans with the Stakeholder Groups and renew the cycle of listening and learning from partners. The Operations Committee guides the coordination and implementation of the NDEP’s activities, matches volunteer and staff resources to tasks, and ensures that the program is accountable for meeting the goals of its strategic and annual action plans. Task groups of experts come together around a specific assignment and timeline to help the NDEP reach its goals.

### Keeping Partners Informed

The NDEP provides partners with accurate, evidence-based messages and culturally and linguistically appropriate messages and materials. These NDEP resources facilitate partner outreach and interaction with people with diabetes, people at risk, social supporters of people with diabetes, health care professionals of all disciplines, health care systems, diabetes and other chronic disease coalitions, and community-based organizations.

NDEP partners receive regular communications from the NDEP via email blasts, NDEP *News & Notes*, and partner conference calls and webinars. A new collaborative partnership Web board, phConnect, promotes communications among partners on implementing NDEP activities. The NDEP also offers training and technical assistance to help partners increase capacity to develop interventions that meet partner and NDEP needs and contribute to behavioral, social, policy and environmental change.

# NDEP Partnership Network



### Partner Involvement in the NDEP

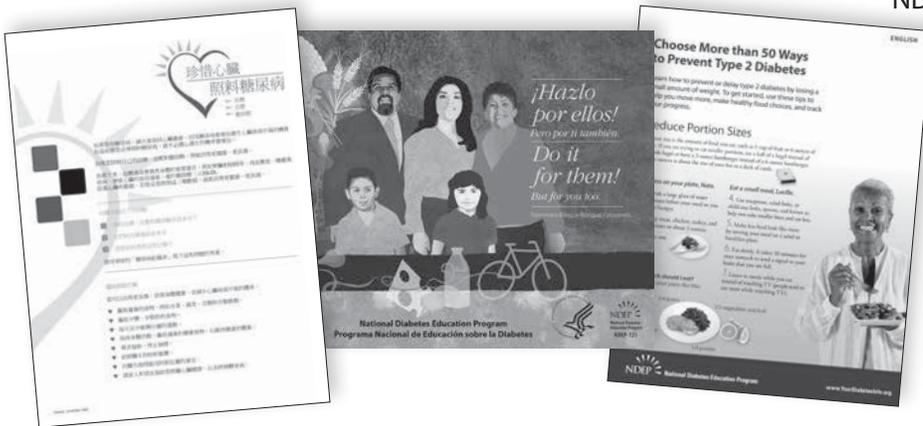
Partners work with the NDEP in a variety of ways to:

- ▶ Integrate NDEP messages, materials and tools into their ongoing activities.
- ▶ Promote and disseminate NDEP messages within their organization and to their partners and constituents.
- ▶ Provide input to the NDEP on how to reach and engage the populations they serve.
- ▶ Provide technical expertise in developing, testing and reviewing NDEP educational resources to ensure they are culturally sensitive and designed for low health literacy audiences.

- ▶ Adopt, adapt, co-brand and/or evaluate NDEP messages and materials for their audiences, as appropriate.
- ▶ Collaborate with local and national organizations to extend the reach of NDEP messages, materials and tools.
- ▶ Address community and diabetes-related social determinants of health to improve diabetes prevention and care.

In addition to the NDEP Partnership Network, thousands of individual health care providers and diabetes advocates across the country—and around the globe—tap into NDEP resources to promote diabetes prevention and control in their communities. These NDEP resources help people with diabetes

and those at risk to adopt the critical self-management practices essential for preventing diabetes and its complications. The NDEP's Partner Activities Survey indicates that partners use and promote NDEP resources in countless ways—in their own campaigns, to leverage their own partnerships, and to adapt and tailor messages distributed in their own organizations and communities.



### Learn How the NDEP and Its Partners Are Changing the Way Diabetes Is Treated

The NDEP and its partners have firmly established the infrastructure to inform and educate the media, people with diabetes and people at risk, health professionals and health care systems, high risk communities, businesses and managed care organizations, schools and youth about diabetes

prevention and control. In the process, they have changed the way diabetes is treated in every sector of society. In the following sections, we invite you to read more about how the NDEP and its partners are working together to change the way diabetes is treated.

# How the NDEP and Its Partners Are Changing the Way Diabetes Is Treated

## Delivering Messages to the Media

Outreach to the media via traditional and nontraditional communication channels is a core strategy of the NDEP and its partners when it comes to increasing awareness and knowledge about diabetes. Over the past 15 years, the NDEP has generated literally billions of opportunities for Americans to learn about diabetes prevention and control—on broadcast and cable TV media outlets, in print publications, online outlets, and, more recently, via social media channels such as Facebook, YouTube and Twitter. The NDEP and its partners put diabetes on the media agenda by engaging reporters, writers and bloggers at a wide array of traditional and new media outlets, large and small, to convey the urgency of the diabetes epidemic, the importance and benefits of diabetes control, and the positive and powerful story of research findings on preventing type 2 diabetes.

In addition to its ongoing proactive efforts to place news stories and “news you can use” features about diabetes in the media, the program produces and distributes public service awareness campaign messages on diabetes prevention and control to the media and to partners. The NDEP’s two umbrella campaigns, “Control Your Diabetes. For Life.” and “Small Steps. Big Rewards. Prevent Type 2 Diabetes,” and supporting materials are on the NDEP website and can be accessed by any and all NDEP partners and others working in

diabetes prevention and control in the “partners and communities” section of the site at: <http://ndep.nih.gov/partners-community-organization/campaigns/index.aspx>

Campaign messages and themes have evolved over time as new science has emerged and as new audience research findings have pinpointed different strategic approaches and appeals. Partners provide counsel on campaign development and assistance in pretesting messages and materials with members of the target audience, as well as adaptations for key racial and ethnic minority populations to speak to their hearts and minds.

Responding to partners’ needs, the NDEP has mastered the art of producing ready-to-use turn-key campaigns. Print PSAs are produced in a variety of formats and sizes and made available as electronic files that can be edited

by partners. Campaign artwork is designed so that partners can add their own logos and contact information. Web buttons and banners are ready to upload to partner websites. Press releases and news articles have “fill-in-the-blank” placeholders for partners to add the names of their own spokespersons, relevant statistics, or tailored quotes. The NDEP also supports partners’ promotional efforts with talking points for their spokespersons, slide decks, and ready-to-tailor flyers for campaign events.





To capitalize on a proven method of gaining visibility in the media and in local community channels, the NDEP and its partners have joined in promoting National Diabetes Month in November and American Diabetes Association Alert Day® in March. The NDEP develops turnkey packages for these promotions as well, holds webinars and conference calls to prepare partners on using the materials, and provides technical assistance on media and promotion strategies. Through these special promotions, the NDEP has expanded its partnerships with hundreds of county health departments, health care providers and community organizations—and it has expanded its reach to millions more people affected by diabetes. In 2011 alone, NDEP messages had the potential to reach more than 669 million people through media outreach activities.

*In 2012, the NDEP website received the Good Housekeeping Seal of Approval as one of the “14 most trusted online health resources.”*

In addition to the Diabetes Month and Diabetes Alert Day promotions, the NDEP initiates promotional activities around other health observances, national holidays and seasonal themes. Another key news hook is the release of new NDEP diabetes resources. The NDEP incorporates the “diabetes angle” into press releases and feature stories for

these news hooks and makes media materials available to partners through blast emails or the program’s *News & Notes* e-newsletter.

The NDEP’s ongoing media efforts have yielded important results and recognition. The NDEP has become a credible source for diabetes information for major media outlets such as *Time*, *USA Today*, *U.S. News & World Report*, *Parade*, *Essence*, *Latina Style* and *Ladies Home Journal*. Over the past 15 years, the program has earned a long list of awards for its media messages from communications industry and public health organizations.

#### **PARTNERS IN ACTION: OUTREACH TO THE MEDIA**

NDEP partners across the country, especially the CDC-funded State Diabetes Prevention and Control Programs (DPCPs), have picked up and run with the NDEP’s campaigns and media messages. They promote campaign PSAs to local media channels, disseminate turnkey campaign packages to their local partners to place in communities throughout the state, and find countless innovative ways to place NDEP messages in community channels such as on billboards, at sports stadiums, on gas pumps and in retail stores. Campaign messages are also placed in community venues such as libraries, churches, senior centers, hospital and clinic waiting rooms, schools, recreation centers and work sites.

Several state programs, such as those in Delaware, Ohio and West Virginia, work with state broadcasting associations to purchase advertising time at discounted rates and place NDEP PSAs on radio and TV stations throughout their states. Others have created partnerships with local broadcast outlets or retailers to take NDEP messages and adapt them for their own locally sponsored

*“We don’t have the budget or the resources to develop and produce the wide array of quality TV, radio, and print public service ads that the NDEP has provided to us year in and year out—free of charge and copyright-free.”*

*—Theresa Renn, Coordinator, Kentucky Diabetes Prevention and Control Program*

campaigns. For example, a New Jersey DPCP grantee, the Southern Jersey Family Medical Centers, partnered with CBS radio stations to air NDEP PSAs during baseball game broadcasts. In addition, the grantee partnered with the Pathmark supermarket chain to place electronic billboards and posters in its grocery stores promoting the NDEP’s “Managing Diabetes. It’s not easy, but it’s worth it.” campaign messages. Similarly, the Mississippi DPCP has partnered with Walmart to place NDEP PSAs in its stores and pharmacies.

It is impossible to cite the breadth and depth of NDEP partners’ media promotion activities in this Anniversary Update. There is only space for a few representative examples here. Many more can be found on the NDEP website as part of the NDEP’s *Partner Spotlights* ([YourDiabetesInfo.org/spotlight](http://YourDiabetesInfo.org/spotlight)). The NDEP is truly grateful to all of the partners who have worked with the program to change the way

diabetes is treated in the media and to report on their promotional activities so that others can benefit from this information.

### Texas DPCP Develops Media Campaigns to Promote, Adapt NDEP Resources

The Texas DPCP has been a leader among NDEP partners in adapting the NDEP’s Spanish-language PSAs and targeting particular markets with large Hispanic/Latino populations. For example, in summer 2010, the program adapted NDEP’s “Paso a Paso” diabetes prevention radio PSAs and placed them on stations in Corpus Christi, Houston, Laredo and the Lower Rio Grande Valley, Texas. The target audience—Hispanics/Latinos ages 25 to 54—heard the spots an average of nearly 12 times in Corpus Christi, more than 7 times in Laredo and in the Lower Rio Grande Valley, and nearly 9 times in Houston, reaching an estimated 750,000 listeners.



In addition to radio, the Texas program used print media to extend the reach of the NDEP’s campaigns, messages and resources by placing a PSA in the diabetes issue of *SmartSource* magazine and a diabetes information coupon insert in Sunday newspapers in Corpus Christi, Laredo, Brownsville/Lower Rio Grande Valley and Galveston, with an estimated audience reach of nearly 5 million throughout the state. In addition, they have

*“NDEP messages are gifts from the National Institutes of Health and the Centers for Disease Control and Prevention to help people across the country raise awareness about diabetes. With our diverse population in California, we really appreciate that NDEP materials are available in different languages and customized for high risk populations.”*

*—Susan Lopez-Payan, Coordinator, California Diabetes Prevention and Control Program*

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used the NDEP’s diabetes prevention messages and print PSA artwork for a billboard in Laredo directing viewers to a diabetes education program being held at Mercy Clinic.

#### [California DPCP Incorporates NDEP’s “Paso a Paso” Radio PSAs in Latino Radio Call-in Show](#)

The California DPCP collaborated with the California Office of Binational Border Health to promote and place the NDEP’s “Paso a Paso” radio PSAs on a Latino public radio network that broadcasts in the United States, throughout the U.S.–Mexico border region, and in Puerto Rico. The PSAs were placed in broadcasts of a radio call-in show that included a panel of state diabetes experts working with the host of the show. Two patients with diabetes and the founder of Radio Bilingüe, a well-known broadcaster, were on the line to share their personal experiences in making lifestyle changes to prevent type 2 diabetes.

The call-in show included a discussion of diabetes, how it can be prevented, and strategies for overcoming barriers to healthy eating and physical activity. The live broadcasts were combined with 58 airings of the NDEP’s 30-second and 60-second “Paso a Paso” PSAs as well as promotion of the NDEP’s national toll-free telephone number both during and after the broadcasts.

California leaders report that the call-in show was broadcast on 52 stations in 19 states

plus Puerto Rico and Mexico. Listenership for each airing was conservatively estimated at about 60,000, with about 30,000 of them being listeners in California, yielding about 120,000 people who were exposed to the diabetes prevention messages through the call-in show and thousands more who heard the NDEP PSAs.

#### [The National Kidney Foundation of Michigan Uses NDEP Resources to Promote Monthly Diabetes Themes](#)

The National Kidney Foundation of Michigan has been innovative in promoting NDEP messages and materials through traditional print and radio media and nontraditional media such as Facebook and Twitter. Each month, the Kidney Foundation supports creative “themes” using resources and tools from the NDEP to help raise awareness about diabetes management and prevention.

In October 2011, the foundation focused its promotions on Family Health Month with family-oriented media outreach efforts. The organization developed and distributed a press release that incorporated NDEP information to promote getting healthy as a family by eating healthy and exercising together. The theme was also promoted in their monthly staff newsletter.

In November 2011, the Michigan program used the NDEP’s resources developed in support of National Diabetes Month. The

organization distributed two press releases and several 10-, 15- and 30-second PSAs to communities with a high prevalence of diabetes. In addition, they promoted the NDEP’s “4 Questions You Should Ask” and “More Than 50 Ways to Prevent Diabetes” resources on Facebook and Twitter. Toward the end of November, the organization continued to promote National Diabetes Month via social media with the theme “Eating Healthy at Thanksgiving Dinner” using the NDEP’s resources on eating healthy at family gatherings and special events.

In January 2012, the program promoted the theme “Get Healthy and Control Your Diabetes in 2012.” The organization encouraged people with diabetes and at risk for diabetes to make a New Year’s resolution to get healthy. They also adapted NDEP messages to create a press release promoting diabetes-related programs, classes and activities throughout Michigan. Social media outreach included sharing the NDEP’s New

Year’s Resolution Maker on Facebook and motivating people to use the tool to set a goal for the new year.

Throughout February 2012, they promoted African American History Month using NDEP offerings targeted to African Americans. Press releases and social media outreach supported the message that African Americans are at higher risk for diabetes and offered links to the NDEP Facebook page and website.

In their evaluation of these monthly promotional activities, Michigan leaders learned that the best way to communicate NDEP offerings is to distribute a wide variety of materials in a variety of media formats. The organization has been able to reach a large audience by using social media, print media and word-of-mouth.



## Helping People with Diabetes, People at Risk and Their Family Members

The NDEP translates the diabetes science to create evidence-based, culturally appropriate educational materials on diabetes prevention and control for people with diabetes, people at risk and family members. With its partners, the program has produced an extensive catalogue of materials available on the NDEP website or in print, including:

- ▶ Fact sheets on diabetes
- ▶ Booklets and one-page tip sheets on the basic steps for managing and preventing diabetes

- ▶ Self-assessment tests and record-keeping tools to track diabetes outcomes or to track food intake, physical activity and weight loss
- ▶ Worksheets to write personal action plans for achieving prevention or management goals
- ▶ Culturally tailored materials such as a recipe book, a fotonovela, and a music CD
- ▶ Resources that help people with diabetes and their families address the psychosocial issues that are a part of learning to live with diabetes

*“Diabetes self-management education for people with diabetes has long been considered an essential component of improving diabetes care. After all, diabetes is largely a self-managed disease in which patients provide 99% of their own care. However, believing that patients need diabetes education and providing that education are often two different things.*

*“The NDEP has provided patient education materials since its inception. These have been widely disseminated both in print and on the website. More recently, however, the focus has been on helping people with diabetes and those at risk for diabetes implement the behavioral changes that will help to improve their outcomes. The Diabetes HealthSense Web-based resource, and the emphasis on behavioral goal-setting now on the website, reflect this focus. We still help people with and at risk for diabetes and health care professionals know what to do, but now we are also helping them to learn how to do what is recommended.”*

*—Martha M. Funnell, M.S., R.N., C.D.E., Immediate Past Chair, NDEP*

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The NDEP’s educational materials address diabetes across the lifespan—pregnant mothers with gestational diabetes, women with a history of gestational diabetes, children and adolescents, adults at risk for or diagnosed with diabetes, and older adults. In addition, there are materials for family members or other social supporters of people with diabetes to help them learn about diabetes and provide care and support



Video featuring Martha Funnell

to loved ones with the disease. The NDEP adapts its materials, culturally and linguistically, for non-English speaking audiences such as Hispanic/Latino, Asian American, Native Hawaiian, and Pacific Islander populations. The same messages are adapted culturally in English for African Americans, American Indians and Alaska Natives, older adults, and youth.

Partners with expertise in diabetes care, behavior change and communications for high risk populations provide guidance in developing the key messages for NDEP materials. Focus group and/or personal interviews are used to gain insights from target audiences about the content for educational materials and to pretest them with representatives of the intended audiences, often with help from partner organizations who have access to the target audience.

*“More than one out of four older Americans has diabetes and many more have prediabetes, which puts them at high risk to develop diabetes. From the outset of the program, the NDEP has addressed the needs of older Americans with campaign messages, booklets and tip sheets about managing and preventing diabetes, as well as delineating Medicare benefits for older Americans with the disease—in English and Spanish. The NDEP has done a great job in developing resources and creating partnerships with groups that reach this high risk population.”*

*—Linda B. Haas, Ph.C., R.N., C.D.E., Former Chair of the NDEP’s Older Adult Work Group and Former Endocrinology Clinical Nurse Specialist, VA Puget Sound HCS*

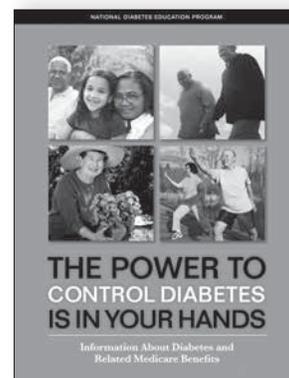
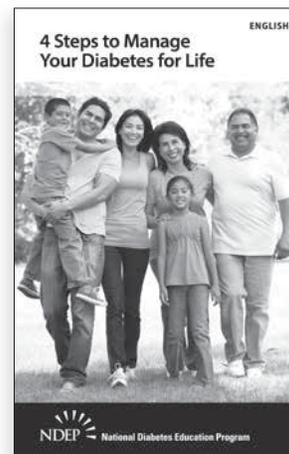
### NDEP Materials Meet an Unmet Need

The NDEP has won numerous awards from the NIH Plain Language initiative in recognition of its clear communication and attention to health literacy and numeracy.

Two recent studies have demonstrated the effectiveness of the NDEP’s core diabetes control and prevention materials. Researchers in Palo Alto, Calif., conducted a randomized controlled clinical trial with low-income patients with poorly controlled type 2 diabetes to assess the impact of a disease management program that included a video about diabetes, a workbook and five patient counseling sessions versus a control condition in which participants simply received the NDEP’s “4 Steps to Control Your Diabetes. For Life.” The researchers found a reduction in participants’ A1C, blood pressure and lipid levels in both groups, but there was no significant difference between the intervention and control group.<sup>17</sup>

Similarly, the NDEP’s “Small Steps. Big Rewards. Prevent Type 2 Diabetes.” materials were used in a pilot study designed to translate the DPP lifestyle intervention through the YMCA. While the intervention group participated in group-based DPP lifestyle intervention classes, the control group participants received brief counseling and copies of the NDEP Small Steps materials. Study results showed that formal advice supplemented by NDEP materials supported the control group participants’ achievement of modest, but significant, weight loss.<sup>18</sup>

The NDEP responds to more than 1,000 calls and emails per month for diabetes information and has distributed millions of copies of its patient education materials, either as printed copies through the National Diabetes Information Clearinghouse or the CDC warehouse or by making available downloadable files on the NDEP website. NDEP materials are free or low-cost (in bulk) and



For a complete list of NDEP materials, go to [YourDiabetesInfo.org/catalog](http://YourDiabetesInfo.org/catalog)

they are copyright-free and may be reprinted without permission by any and all users. The complete catalog of materials for patients, people at risk and family members can be found in the “Publications” section of the NDEP website.

#### **PARTNERS IN ACTION: OUTREACH TO PATIENTS AND PEOPLE AT RISK**

No matter how good the NDEP’s materials and resources are, they are of little benefit until they are in the hands of people with diabetes or those at risk. NDEP partners provide the pathway to getting the program’s materials in the hands of the people who need them. Over the past 15 years, they have expanded distribution of NDEP materials to people and places well beyond the direct reach of the NDEP and in countless ways. The NDEP could not begin to reach the millions of people with diabetes and those at risk with its messages and materials without the ongoing help and creative approaches partners have used.

NDEP materials are distributed at health fairs, at diabetes screenings, and through a wide variety of community organization channels, including health clinics, hospitals, libraries, schools, faith-based groups, work sites, restaurants and cafeterias, tribal events, family reunions, Cinco de Mayo celebrations, Asian New Year events and many more. Many county health departments and health clinics also use the NDEP prevention and control materials in their diabetes education classes since they are easy to read and culturally appropriate. Partners also promote NDEP materials on their websites by creating links to the materials on the NDEP website to inform their constituents about these diabetes resources.

As with the NDEP campaign materials, the NDEP provides partners with electronic files of all the major publications so that partners can co-brand, reprint or adapt them as needed. This offering from the NDEP is especially critical in today’s economic climate, where resources—both labor and monetary—are scarce and people are being asked to do more with less. As a result, partner organizations such as the State DPCPs, Lions Clubs International, the National Kidney Foundation of Michigan, and other voluntary groups, can reproduce NDEP materials and add their own logos and contact information.

Some partners choose to adapt NDEP materials. For example, the Pacific Diabetes Education Program used its creativity to change the artwork and type fonts and to revise some content of NDEP materials to make them even more culturally appropriate for Native Hawaiians and Pacific Islanders.

Feedback from NDEP partners provides the program with important direction to meet partner needs for new materials. The NDEP Partner Activities Survey allows the NDEP to consider partner needs in future planning.

#### **[The International Council on Active Aging Joins NDEP in Promoting Healthy Living for Older Adults](#)**

The International Council on Active Aging (ICAA) is dedicated to changing the way Americans age by uniting professionals in the retirement, assisted living, fitness, rehabilitation and wellness fields to dispel society’s myths about aging. The ICAA works with the NDEP to provide professionals who work with older adults with resources for promoting diabetes prevention and management. The ICAA regularly shares NDEP messages and resources through a variety of



print and online channels with its network of individual professionals and 9,200 organizations focused on active aging.

To help its members raise awareness and educate older adults about diabetes, the ICAA created a National Diabetes Education Program Information Center page on its website. The page highlights the NDEP's offerings for older adults, such as *The Power to Control Diabetes Is in Your Hands*, *It's Not Too Late to Prevent Diabetes*, and *The Road to Health Toolkit*.

In addition, the ICAA regularly includes information about the NDEP in weekly newsletters and promotes NDEP PSAs in its member publication, *The Journal on Active Aging*. A recent journal article, authored by the NDEP, focused on prevention of type 2 diabetes and was designed to educate aging professionals about the lifestyle intervention results of the DPP study and to promote the NDEP's diabetes prevention tools and publications for older adults. Reaching more than 9,000 readers in the aging field, the ICAA journal is an excellent channel for raising awareness of diabetes prevention and control.

### Ohio Collaborative Aims to Prevent or Delay Type 2 Diabetes in Women with a History of Gestational Diabetes

The Ohio DPCP has capitalized on the NDEP's initiative surrounding women with a history of gestational diabetes to create a GDM Collaborative Team. The team's mission is to prevent or delay type 2 diabetes among women with a history of gestational diabetes. Recent data in Ohio show increased GDM rates among African American, Hispanic and Appalachian women.

To raise awareness and educate women with a history of gestational diabetes, the GDM team developed and promoted a number of NDEP materials for women. They adapted the NDEP's poster addressing GDM for the three high risk audiences in the state by inserting photographs of Ohio women representative of each group. The posters were promoted in a webinar on GDM for health care professionals throughout the state. The Hispanic version was chosen to appear on the NDEP website to inform women with a history of GDM about their future diabetes health risks—including future health risks for children born from a pregnancy affected by GDM.

In addition to materials development, the Ohio GDM team has used the media to raise



Video featuring Sandra Aguilar Scott speaking about gestational diabetes



awareness about post-GDM issues. The team used social media to deliver awareness and educational messages to consumers and providers. NDEP's post-GDM messages and Web buttons were posted on the Ohio Department of Health and Healthy Ohio websites and on Facebook pages and Twitter.

The NDEP's radio PSA with messages emphasizing the importance of knowing your family history of type 2 diabetes, including history of GDM, was broadcast in major markets. The PSA also included a message educating women of their risks of developing diabetes if they have a history of GDM.

Additionally, the Ohio program's newsletter, which is published at least twice a year, featured an article about the GDM collaborative. The article presented the goals of the collaborative and educated readers about the lifelong risk of diabetes among women with a history of GDM. The newsletter was distributed to over 1,500 health care providers, clinics and partners in the state.

### Utah Health Educator Uses NDEP Materials in Spanish-language Diabetes Education Classes

Olga Rubiano, an educator from Colombia and a master trainer certified in chronic disease self-management education, has taught a series of three-week diabetes classes in Spanish to more than 500 individuals.



Ms. Rubiano's classes inform participants on appropriate lifestyle behaviors, blood pressure control, cholesterol control and smoking cessation. The Utah DPCP provides Ms. Rubiano with NDEP materials to distribute at her classes, including *Consejos para ayudarle a mantenerse saludable, Ayude a un ser querido que tiene diabetes*, and *4 Pasos para controlar la diabetes de por vida*.

"These materials have been an excellent complement to the instruction I provide," said Ms. Rubiano. NDEP's *4 Pasos para controlar la diabetes de por vida* has been especially popular among class participants. According to Ms. Rubiano, "The Diabetes Care Record at the back of the *4 Pasos* booklet has been an extremely useful tool to remind individuals of the steps they need to take to ensure their diabetes management is on track and reinforces what they learned in the course. This easy-to-read information helps to remind them of what they need to do to manage their diabetes even after the course is over."

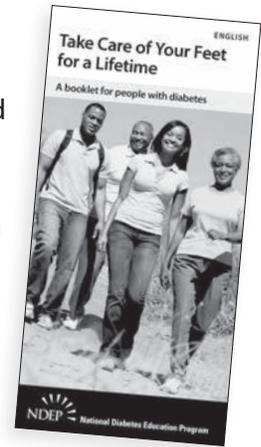
### AmerisourceBergen's Diabetes Shoppe Makes NDEP Materials Available to Patients

Since 2009, AmerisourceBergen Corporation has incorporated NDEP resources in its Diabetes Shoppe® program for pharmacists serving patients with diabetes and their families. The Diabetes Shoppe provides its member pharmacies with promotional packages that include diabetes resources both for the pharmacist and for his or her patients. AmerisourceBergen has promoted and co-branded several NDEP resources, including the following examples:

- ▶ For Diabetes Alert Day, AmerisourceBergen linked to an NDEP promotion effort about risk for diabetes, co-branded the NDEP's *Diabetes Numbers At-a-Glance* card, and adopted a diabetes risk test for distribution to its 1,400 member pharmacies.

- ▶ For National Diabetes Month, AmerisourceBergen co-branded the NDEP *Take Care of Your Feet for a Lifetime* brochure and included 10 copies of the brochure in a package for new Diabetes Shoppe members that were made available to all pharmacy members to order.

- ▶ AmerisourceBergen also has co-branded and produced DVDs with six of the NDEP's videos for distribution to pharmacists during National Diabetes Month and included the NDEP's *Know Your Numbers* tip sheet for patients in its distribution to 1,370 member pharmacies.

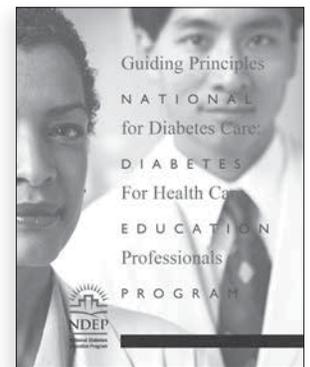


## Translating the Science to Help Health Care Professionals and Health Care Systems

A major impetus for launching the NDEP was to translate the landmark Diabetes Control and Complications Trial and promote the results so that health care providers could put the research findings about the effectiveness of intensive diabetes treatment into clinical practice. Since then, the program has made it a priority to provide health care professionals and health care systems with the latest evidence-based tools and resources on diabetes prevention and control.

Leading diabetes experts from NIH and CDC and partners representing endocrine and other health care professional organizations all have come to the table to guide the NDEP in planning, resource development and outreach to health care professionals. Early on, the NDEP made the decision to collaborate—and not to compete—with these organizations and their stakeholders. As a result, the NDEP has drawn on the expertise of these partners to bring forward guiding principles rather than guidelines per se. Collaboration with partners results in the sharing and dissemination of best practices in diabetes care rather than standards of care, and tools and resources that fill unmet needs in reducing the burden of diabetes in the private and public health arenas.

Given the complexity of managing diabetes and providing quality care, the NDEP's *Guiding Principles of Diabetes Care* emphasize the importance of patient-centered care using the “team approach.” The NDEP puts this principle into practice in developing its tools and resources for health care professionals. Throughout the past 15 years, multidisciplinary teams of experts and representatives from major health care professional organizations have worked with the NDEP to develop its resources and identify resources and promotional strategies for outreach to health care professionals.



### PARTNERS IN ACTION: OUTREACH TO HEALTH CARE PROFESSIONALS

NDEP partners use the program's evidence-based tools and resources for health care professionals in their own state and local diabetes programs, diabetes coalitions, or quality improvement projects. They promote the NDEP clinical practice tools and websites to health care professional groups through Web links, presentations at state and local health professional conferences, workshops, and diabetes coalition meetings. NDEP provides partners with slide sets, talking points, press releases, newsletter articles and other marketing materials to make it easy for partners to spread the word about the NDEP's resources.

*“NDEP’s pioneering contributions to diabetes care have focused on translation of diabetes research to clinicians and their patients in collaboration with over 200 organizations, including multicultural community partners. The NDEP recognized early the importance of health care system redesign and developed the BetterDiabetesCare website to help address the often fragmented and disorganized care delivery for people with diabetes. The NDEP also convened behavior change experts to identify resources that could help people better adhere to lifestyle and medication recommendations. These are just a few highlights of an amazing 15 years. I can’t wait to see NDEP’s future accomplishments.”*

*—Lawrence Blonde, M.D., Past Chair, NDEP*

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In addition, the NDEP now offers partners and their constituents topic-specific webinars to keep abreast of current trends in diabetes. In a webinar on “Promoting Health after Gestational Diabetes,” American Diabetes Association Chief Scientific and Medical Officer Robert Ratner, M.D., discussed the lifelong health risks for women with a history of gestational diabetes and their children. The NDEP’s webinar on “Diabetes and Nutrition in the Latino Community,” presented by nutritionist and diabetes educator Lorena Drago, R.D., C.D.E., provided an update on culturally-oriented nutrition education for improving the lives of Hispanics and Latinos with diabetes or at risk for the disease. This webinar was designed for health care professionals, community health workers and promotores. The NDEP will continue to offer topic-specific webinars to help advance health care professional education and improve the quality of care for people with diabetes and those at risk.

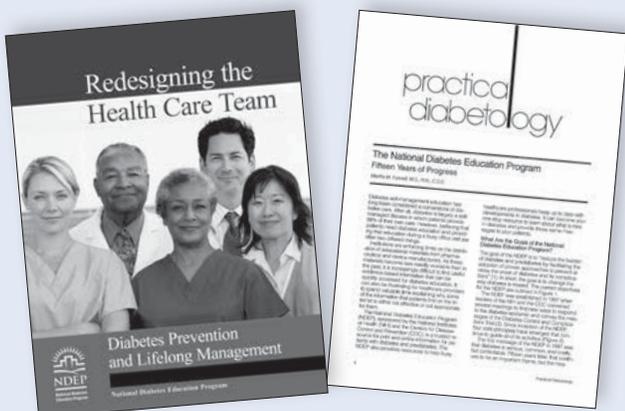
#### **NDEP and Health Care Professional Groups Work Together to Spread Consistent Messages**

A prime example of the NDEP’s collaboration with health care professional partners is its work with the American Diabetes Association (ADA) in launching the concept of the “ABCs of Diabetes.” The United Kingdom Prospective Diabetes Study (UKPDS), a major study of glucose control in people with type 2 diabetes, showed that people with diabetes need to control their blood glucose (A for A1C), B for blood pressure and C for cholesterol to reduce their risk of cardiovascular disease such as heart attack and stroke. Following the NDEP/ADA announcement of the ABCs of Diabetes, several leading health professional organizations, including the American College of Physicians and the American Association of Clinical Endocrinologists, adopted the term in their patient education materials and it is now widely used in diabetes care.

## NDEP Resources for Health Care Professionals Include:

- ▶ **The Team Approach to Care**—In 2011, the NDEP released *Redesigning the Health Care Team: Diabetes Prevention and Lifelong Management*, an updated version of its 1997 publication, *The Team Approach to Diabetes Care*. This new guide is designed to help health care professionals and health care organizations implement collaborative, multidisciplinary team care for adults and children with diabetes in a variety of settings through a continuous, proactive, planned, patient-centered and population-based approach to care.
- ▶ **The Role of Pharmacists, Podiatrists, Optometrists and Dental Professionals (PPOD) on the Diabetes Care Team**—The NDEP’s guide *Working Together to Manage Diabetes: A Guide for Pharmacists, Podiatrists, Optometrists, and Dental Professionals* and companion professional and patient education materials reinforce consistent diabetes messages across the four disciplines and promote a team approach to comprehensive diabetes care and collaboration among all care providers. Developed in partnership with representatives from the major pharmacy, podiatry, optometry and dental professional (PPOD) associations, the guide focuses on diabetes-related conditions affecting the foot, eye and oral health, as well as issues related to drug therapy management.
- ▶ **BetterDiabetesCare Website**—The NDEP BetterDiabetesCare website is devoted to achieving better patient outcomes. It provides information, models, links, resources and tools to help physicians, health care teams and health care organizations transform the delivery of diabetes care by: assessing needs for systems change, developing strategic plans, implementing tools for action, and evaluating the systems change process.
- ▶ **Diabetes HealthSense Website**—The NDEP developed the Diabetes HealthSense website to meet the need for resources and tools to promote behavior change and to address the psychosocial and lifestyle-change challenges associated with diabetes self-management. Diabetes HealthSense provides health care professionals and their patients with easy access to resources for making lifestyle changes and coping with stress and negative emotions. Health care professionals can access patient tools as well as a complete library of review articles, landmark studies, and meta-analyses to facilitate behavior change in clinical practice settings.
- ▶ **Small Steps. Big Rewards. Your GAME PLAN to Prevent Type 2 Diabetes Health Care Provider Toolkit**—Working with a team of researchers who designed the lifestyle modification interventions used in the NIH-led Diabetes Prevention Program (DPP) clinical trial, the NDEP developed the GAME PLAN toolkit to translate the findings for health care providers. Drawing on the lessons learned from 10 years of DPP and DPPOS research, the NDEP will update and revise the toolkit.
- ▶ **Post-Gestational Diabetes Initiative**—In partnership with the National Institutes of Health’s Office of Research on Women’s Health, the NDEP has made information and education about post-gestational diabetes (post-GDM) an important priority. Women with a history of gestational diabetes have a 35 to 60 percent chance of developing diabetes in the next 10 to 20 years. The children of pregnancies where the mother had gestational diabetes may also be at increased risk for obesity and type 2 diabetes. The NDEP has developed information and education and materials for women with a history of GDM and is reaching out to health care providers through its Partnership Network.

- ▶ **Feet Can Last a Lifetime: A Health Care Provider’s Guide to Preventing Diabetes Problems**—Diabetes is the leading cause of lower limb amputations. Yet, as many as half of these amputations might be prevented through simple but effective foot care practices. This comprehensive guide to foot care for health care providers includes a quick-reference card for conducting a foot exam, a monofilament for sensory testing, and templates for waiting room posters and medical record stickers.



*“In the public health world, NDEP fills a niche by providing materials for practitioners that they do not have to develop.”*

*—Deborah Fillman, M.S., R.D., L.D., C.D.E.,  
American Association of Diabetes Educators Liaison to the NDEP*



Leaders in the diabetes community have partnered with the NDEP since the program’s inception and continue to do so, providing guidance on strategic directions and routinely promoting NDEP resources to their members and constituents. For example:

- ▶ The NDEP works with the American Association of Clinical Endocrinologists (AACE) to provide content for a standing NDEP column in *Empower*, AACE’s quarterly magazine for patients.
- ▶ The American Association of Diabetes Educators (AADE) provides its members with direct access to the NDEP’s patient education resources on the association’s website and routinely updates members about new NDEP materials and activities.
- ▶ The Academy of Nutrition and Dietetics (formerly called the American Dietetic Association) partners with the NDEP through its Diabetes Care and Education (DCE) Dietetic Practice Group. The Academy’s liaison to the NDEP keeps the group’s members informed about the NDEP’s activities and resources through the DCE *Newflash* newsletter. In turn, the NDEP supports the Academy’s National Nutrition Month by promoting the organization’s messages.
- ▶ The American College of Occupational and Environmental Medicine (ACOEM) links to [DiabetesAtWork.org](http://DiabetesAtWork.org), the NDEP resource for work sites, and has sponsored webinars highlighting NDEP resources for its corporate medical director membership.

- ▶ The Community Health Workers (CHWs) section of the American Public Health Association promotes NDEP resources to its members and reaches out to CHWs in their quarterly Community Health Workers e-newsletter.

### New York State Distributes Toolkit for Health Care Providers

The New York Diabetes Prevention and Control Program released a toolkit to 2,260 health care providers to use in their efforts to prevent and manage diabetes. A wide variety of products in the toolkit, including 17 NDEP materials, helps providers to manage their patients with diabetes and provides patients at high risk for diabetes with information on prevention. This toolkit is a collaborative effort of the state diabetes program, the New York Diabetes Coalition and the Office of Managed Care.



### Massachusetts Diabetes Education Program Coalition Brings Providers Together to Manage Diabetes

“Working with the NDEP has been a great experience,” said W. Lee Ball, O.D., F.A.A.O. “During my 8 years on the NDEP PPOD work group, I learned best practices on collaborative team care that we were able to translate to the state level. Using the NDEP’s PPOD Primer and other materials, we have formed the Massachusetts Diabetes Education



Program (MDEP) Coalition, a statewide coalition based on the NDEP model,” said Dr. Ball.

The MDEP coalition is spearheaded by the state’s pharmacist, podiatrist, optometrist and dental (PPOD) professional associations who are working together to educate their members and the public about the important role the coalition’s providers play in diabetes management, education and prevention. To date, the MDEP has held three multidisciplinary symposia, aired multiple PSAs to reach people with diabetes in the state’s African American and Hispanic/Latino communities, conducted television interviews, and launched the MDEP bilingual English/Spanish website that models the NDEP website and refers visitors back to NDEP resources. The MDEP also has developed an informational video featuring various PPOD professionals providing tips to help people with diabetes learn how to lower their risk for serious, diabetes-related health problems.

### American College of Obstetricians and Gynecologists and American Academy of Pediatrics Help Spread the Word about Gestational Diabetes

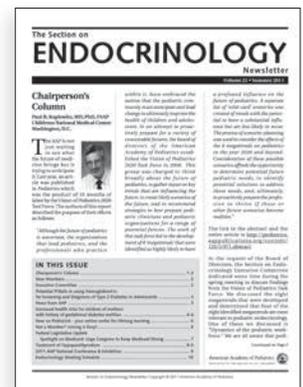
Women who have a history of gestational diabetes (hxGDM) are at increased risk of having it again in future pregnancies or developing diabetes in the future, mostly type 2. The mother is not the only one at

risk—the child of a GDM pregnancy may be at increased risk for developing obesity and type 2 diabetes later in life. To improve the reach of information and health care professional counseling on this important issue, the NDEP has partnered with representatives of two leading health care professional groups that reach these at-risk audiences—the American College of Obstetricians and Gynecologists (ACOG) and the American Academy of Pediatrics (AAP).

ACOG member Dr. Steven Gabbe, a leading expert on complications of diabetes and pregnancy, has led the way to reach ACOG’s membership with NDEP messages around post-GDM. Dr. Gabbe used the platform of his plenary session at the 2010 ACOG annual meeting to promote the NDEP’s post-gestational diabetes messages and resources.

In addition, Dr. Gabbe, his colleague Dr. Mark B. Landon of the Ohio State University School of Medicine, and the NDEP co-authored a commentary that appeared in the ACOG *Green Journal* and in *Obstetrics & Gynecology*, entitled “Promoting Health after Gestational Diabetes: A National Diabetes Education Program Call to Action.” The article makes the case for the critical role of obstetricians and gynecologists in testing, referring and counseling women regarding GDM.

Similarly, NDEP partners and leaders in pediatric endocrinology, Janet Silverstein, M.D., and Francine Kaufman, M.D., co-authored an article in the Summer 2011 edition of the AAP’s *The Section on Endocrinology* newsletter on the increased health risks for children of mothers with history of GDM. Dr. Kaufman has included the NDEP’s GDM slides in presentations, including the annual meeting of the AAP, and the NDEP continues to exhibit and distribute materials at relevant conferences as well.



### Health Care Systems Expand Access to NDEP Resources to Millions of Providers and Patients

In addition to partnerships with major health care professional societies, the NDEP has worked with leaders of the health care system industry to develop and promote its diabetes resources to insurers and other benefit providers. Groups such as America's Health Insurance Plans, the Washington Business Group on Health, and General Motors Insurance Plan joined the NDEP Partnership Network early on to guide the program's diabetes management initiatives. These organizations tap into the NDEP's evidence-based messages and materials, knowing they are evidence-based, have been audience-tested, and are culturally appropriate for their diverse beneficiaries.

### VSP Vision Care Adapts NDEP Resources to Meet the Needs of Eye Care Professionals, Patients and the Community

VSP Vision Care (VSP) is a network of about 28,000 eye care professionals and 56 million members. In partnership with the NDEP, VSP has made a positive impact on the diabetes epidemic through outreach programs, education and marketing tools.

The VSP "Eye on Diabetes" campaign, which uses NDEP information and education materials, is designed to increase consumer awareness of the importance of comprehensive eye care in detecting and managing diabetes and to support VSP network doctors with continuing education in providing this essential care. The campaign was launched in 2010 and has reached eight states across the country.

The VSP printed and distributed 4,200 copies of the NDEP's *4 Steps to Control Your Diabetes. For Life.* booklet in English and

Spanish at events in Lansing, Mich., Atlanta, Ga. and Los Angeles, Calif. The *4 Steps* booklet also is available on the VSP website for doctors to print and give to patients. The organization will be making it available directly to members and benefits managers in the near future.

VSP also worked closely with the NDEP to develop a one-page patient education flyer that includes an authorization for services for VSP members who previously have been identified as having diabetes, diabetic retinopathy, hypertension, or high cholesterol. Developed as an easy-to-use, printer-ready handout, the flyer is a simple way for doctors to provide patients with information about their disease and for patients to learn about additional NDEP materials and resources.

### CareFirst BlueCross BlueShield Expands Its Promotion of NDEP Materials

CareFirst BlueCross BlueShield (CareFirst), the largest health care insurer in the mid-Atlantic region, serves nearly 3.4 million members in Maryland, Washington, D.C., and northern Virginia. CareFirst expanded its promotion of NDEP resources through its disease management programs for members with diabetes and other chronic diseases.

The insurer's My Care First website provides members with a range of health tools and other online educational resources. At [www.carefirst.com/diabetes](http://www.carefirst.com/diabetes), users can find a series of diabetes topics and links to additional resources, including the NDEP, the CDC, the National Institute of Diabetes and Digestive and Kidney Diseases, and the National Diabetes Information Clearinghouse. Earlier this year, CareFirst expanded its online resources for members by adding new NDEP links to its website, which draws

*“It is with great pleasure that I send my congratulations to NDEP as it celebrates its 15th Anniversary. As a national organization representing diverse medically underserved populations, AAPCHO values NDEP’s commitment to developing multi-cultural and multi-lingual health education materials for communities affected by and at risk for diabetes. I applaud NDEP staff, volunteers and partners for their hard work and dedication to eliminating this disease.”*

*—Jeffrey B. Caballero, M.P.H., Executive Director,  
Association of Asian Pacific Community Health Organizations (AAPCHO),  
and Past Chair, NDEP Operations Committee and Asian American and Pacific Islander work group*

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more than 1,000 visitors daily. Among these links visitors can find:

- ▶ Tengo Diabetes, the NDEP’s Spanish-language website for people with diabetes (see [carefirst.staywellsolutionsonline.com/spanish/Resources](http://carefirst.staywellsolutionsonline.com/spanish/Resources))
- ▶ The NDEP’s tip sheet for women with a history of gestational diabetes ([cfpregnancy.staywellsolutionsonline.com/MoreResources](http://cfpregnancy.staywellsolutionsonline.com/MoreResources))

For several years, CareFirst has been featuring its co-branded version of the NDEP Spanish-language prevention tip sheet, “Paso a Paso,” at local events such as community and faith-based health fairs. Joanne Drummond, of CareFirst’s health communications office, said colleagues also promote NDEP resources in webinars for employers on workplace wellness. “What we really love about NDEP is we can reproduce your material, and we know it’s reliable,” said Drummond.

## Providing the Tools and Resources for High Risk Communities

From its very outset, the NDEP made it a priority to conduct education and outreach to racial and ethnic minority communities at high risk for diabetes, including African Americans, Hispanics/Latinos, American Indians and Alaska Natives, and Asian Americans, Native Hawaiians, and Pacific Islanders. For the past 15 years, partners including diabetes experts and representatives of national and local organizations serving these communities have advised and collaborated with the NDEP in identifying gaps and priorities, developing culturally appropriate messages and outreach activities, and acting as champions for the NDEP within their organizations and communities.

Today, the NDEP offers an extensive collection of tailored media messages, educational materials in multiple languages, and community outreach tools for professionals and community health workers to use with these audiences. The program also provides technical assistance and training to help individuals and organizations put these tools into practice. As a result, thousands of community health workers, promotores who work in Hispanic/Latino communities, and other health care providers now have the capacity to provide diabetes prevention and self-management education—one-to-one and to small groups in high risk communities.

### PARTNERS IN ACTION: OUTREACH TO HIGH-RISK COMMUNITIES

Partners across the country, at state and county health departments and diabetes coalitions, use the NDEP's wide array of resources for reaching populations hardest hit by the burden of diabetes. The NDEP's ongoing efforts in this area fill a major gap in the availability of tailored, culturally appropriate, in-language, low- or no-cost materials for organizations with very limited resources to conduct diabetes education classes and workshops.

#### Nevada Diabetes Prevention and Control Program Uses Road to Health Toolkit to Improve Self-care for Hispanic/Latino Communities

When the Nevada Diabetes Prevention and Control Program set out to decrease the burden of diabetes in Hispanic/Latino communities in the state's southern region, the program focused on strategies to reduce the onset of diabetes and ways to improve the lower rates of self-care identified in the state's diabetes survey. Encouraging peer-to-peer

education and inspiring behavior change in the community also were key goals.

Combining the NDEP Road to Health Toolkit with the U.S. Diabetes Conversation Map® program sponsored by Merck, Nevada leaders created Road to a Healthier You, a comprehensive six-week, classroom-based diabetes prevention/self-management program for Spanish-speaking communities.

"The two programs are a natural fit ... they complement each other very well," said Marjorie Franzen-Weiss, coordinator at the Nevada State Health Division. "The NDEP Road to Health Toolkit is a wonderfully, culturally adapted piece that has helped to magnify the reach and impact of our division's limited budget." Preliminary evaluation results indicate that Road to a Healthier You is helping participants to set goals and start making changes in their daily lives to better manage their diabetes.

#### Utah Diabetes Prevention and Control Program Goes Local with NDEP

In neighboring Utah, the Utah Diabetes Prevention and Control Program has sowed the seeds for activities to reach high risk communities, including Hispanics/Latinos, Pacific Islanders, American Indians and uninsured residents. Utah's approach is to market NDEP materials to community organizations for conducting activities using NDEP resources and enabling community leaders and members to use their creativity to encourage healthier lifestyles and self-management behaviors.

The state program has funded the Utah County and Tooele County health



## NDEP Resources for Outreach to High Risk Communities Include:

- ▶ **Road to Health Toolkit (Spanish version: Kit El camino hacia la buena salud)**—Designed for those working with African Americans and Hispanics/Latinos at risk for type 2 diabetes, this toolkit provides materials to start or supplement a community outreach program that reinforces the message that type 2 diabetes can be delayed or prevented. The toolkit includes a flip chart for use with people at risk and a variety of posters, handouts and CD/DVDs. Also available are a companion training guide and video for train-the-trainer workshops, an evaluation guide to help community health workers, diabetes educators and health educators in their evaluation efforts, and an online learning community to support people who coordinate implementation of the guide.
- ▶ ***It's More Than Food. It's Life. (Spanish version: Más que comida, es vida) and Tasty Recipes for People with Diabetes and Their Families (Spanish version: Ricas recetas para personas con diabetes y sus familiares)***—Available on the NDEP website under the “Recipes” topic, partners can access the recipe booklet, poster, recipe cards, PowerPoint presentation, a promotional article, flyer, Web banner, and the webinar, “Diabetes and Nutrition in the Latino Community.” These resources can be used to supplement diabetes classes and diabetes self-management education (DSME) programs.
- ▶ **The Power to Control Diabetes Is in Your Hands Community Outreach Toolkit**—Designed for outreach to older adults, including those from high risk populations, this toolkit provides information about diabetes and how to promote the NDEP’s “Power to Control” campaign through educational activities, media events and promotional campaigns.
- ▶ ***The Power to Prevent: A Family Lifestyle Approach to Diabetes Prevention***—Designed for those working with African Americans at risk for diabetes, this curriculum can be used by small groups to learn how to make healthy lifestyle changes around food and physical activity to prevent and manage diabetes.
- ▶ ***New Beginnings: A Discussion Guide for Living Well with Diabetes***—The guide focuses on an often overlooked aspect of diabetes—how emotions affect the motivation to control diabetes and the importance of support from family and friends. *New Beginnings* uses stories about the experiences of African Americans with diabetes to engage participants in discussions focused on strengthening coping skills and developing positive family communications.
- ▶ **Diabetes Community Partnership Guide**—The guide provides ideas, tools and tips to help multicultural communities raise awareness and take action to control diabetes.
- ▶ **American Indian/Alaska Native Community Partnership Guide**—The guide contains diabetes awareness campaign and education materials tailored for American Indian and Alaska Native (AIAN) communities and ideas for outreach activities.
- ▶ **Move It! And Reduce Your Risk for Type 2 Diabetes School Kit**—Designed in partnership with the Association of American Indian Physicians for schools serving American Indian and Alaska Native students, the Move It! kit can be adapted for use in schools, youth programs and communities of all races and ethnicities to promote physical activity and help lower risk of diabetes.
- ▶ **Living a Balanced Life with Diabetes: A Toolkit Addressing Psychosocial Issues for American Indian and Alaska Native Peoples**—Designed to help health care professionals serving AIAN populations to address depression and coping with diabetes, the toolkit contains a depression screening tool and a variety of culturally appropriate print and audio materials.
- ▶ ***Silent Trauma: Diabetes, Health Status, and the Refugee Southeast Asians in the United States***—This white paper for health care professionals, community leaders and policymakers gives recommendations to reduce the impact of diabetes among Southeast Asian immigrants to the United States.
- ▶ **Capacity Building for Diabetes Outreach: A Comprehensive Toolkit for Organizations Serving Asian and Pacific Islander Populations**—This toolkit is designed to help organizations strengthen capacity in eight core areas: community assessment, evaluation, organizational support, staffing, building coalitions and partnerships, funding, community outreach and marketing. Examples are drawn from experiences in working with Asian American/Pacific Islander (AAPI) communities, but the worksheets and tools can apply to work with any community.

departments to develop diabetes coalitions and pilot test NDEP campaigns. Comprised of diabetes professionals, community leaders and people with diabetes, the coalitions are charged with adapting and disseminating NDEP messages and materials that suit their unique populations. The campaign to promote NDEP materials and resources has reached almost 9,400 people directly, of which over 1,200 are diabetes professionals or community leaders who work with racial/ethnic minorities or other underserved populations at risk for diabetes.

#### The Diabetes Community Action Coalition of Fulton County Rallies against Diabetes

In Georgia, the Diabetes Community Action Coalition of Fulton County has hit the streets to promote and distribute the NDEP's messages to high risk minority populations at work sites, free clinics, health fairs, senior centers, the YMCA, community meetings and neighborhood events throughout the city of Atlanta. The coalition collaborates with over 90 member organizations in an effort to reduce the health and financial burden of diabetes on the county.

The coalition developed a diabetes awareness campaign using and adapting NDEP materials, including *4 Steps to Control Your Diabetes. For Life.*; *Small Steps. Big Rewards. Your GAME PLAN*



Diabetes Community Action Coalition of Fulton County

*to Prevent Type 2 Diabetes*; and the "Know Your Diabetes ABCs, Just Like You Know Your Other Numbers" print PSA, which the group modified to include a quit-smoking message.

To reach residents of the Pittsburgh community, one of the poorest African American neighborhoods in Atlanta, the coalition collaborated with the United Methodist Men to bring the "Know Your Diabetes ABCs" message to a Pittsburgh Community Forum and Rally. During the rally, the coalition engaged residents in a discussion about diabetes and distributed the NDEP's diabetes management and prevention materials.

#### Maryland's Frederick County Health Department Uses the NDEP's "Power to Prevent" Curriculum in its Award-winning Diabetes Prevention Program

The Frederick County Health Department has received a Model Practice Award from the National Association of County and City Health Officials for its Power to Prevent program. The program uses the NDEP's "Power to Prevent: A Family Lifestyle Approach to Diabetes Prevention" curriculum. The overall program goal is to reduce the burden of chronic disease by preventing or delaying the onset of type 2 diabetes and preventing or delaying health complications associated with type 2 diabetes. People with diabetes and people at risk for the disease are eligible to join the program.

To achieve its overall goal, the Power to Prevent program has two primary objectives:

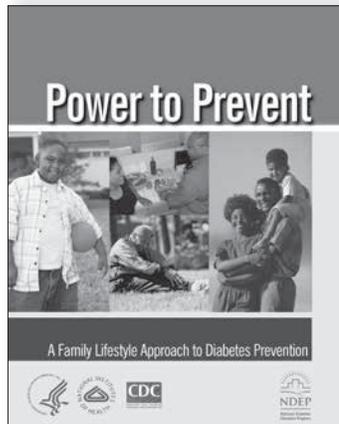
- ▶ Overweight participants lose 5 to 7 percent of their weight. Normal-weight participants maintain their weight.
- ▶ Participants are moderately physically active for at least 30 minutes a day, five days a week.

Participants attend one two-hour class per week for 12 weeks; a half hour of each class is devoted to doing low-impact physical activity. Groups are co-led by a community lay educator and a registered dietician (RD). Each participant also receives two individual sessions with the RD and the department's health access coordinator contacts them to ensure all participants see a health care provider.

The Power to Prevent program has achieved impressive results. Of the 57 graduates who completed pre- and post-program weight measurements, 18 percent lost 5 percent or more of their body weight or maintained a normal weight. Among those who lost weight, the average weight loss was 3.2 percent. Of the 68 graduates who completed pre- and post-surveys about their level of physical activity, 57 percent of participants engaged in 30 minutes or more of moderate physical activity or 20 minutes or more of vigorous physical activity per day at least five days per week compared with 35 percent before they began the program.

#### [Davenport Oklahoma School Moves It!](#)

The "Move It! And Reduce Your Risk of Diabetes" toolkit has enabled hundreds of schools that serve American Indian and Alaska Native youth to take steps to encourage physical activity and develop healthy habits that can last a lifetime. In Davenport, Okla., a small group of students in the Davenport Indian Club initiated a countywide awareness campaign about diabetes using the Move It! kit materials. They adapted the kit's posters, created new ones with their own photos, and hung them in every store window that had space. They created flyers about diabetes with prevention ideas and suggestions and



handed them out on the steps of the county courthouse. Then they started to move it.

"There is no way to measure the motivation that has emerged in the Davenport Indian Club since they began using the Move It! materials,"

said Regina Riley, the Move It! coordinator for Davenport Public Schools. "In the beginning the students just wanted to start a simple club, but now they are out in full force, training and running for marathons, receiving governor's citations, and becoming role models for others in the community to be active."

Thanks to Ms. Riley's and her son John's efforts, the Davenport Schools donated land to build a walking and running track. The Association of American Indian Physicians awarded the Davenport Indian Club a small Move It! grant to pay for asphalt. Additional community donations and resources poured in to make the track and a new Davenport Running Club a reality. "The Move It! kids, as they are known throughout the county, are more secure, more confident, more educated," said Ms. Riley. "They know now what it takes to lead a healthy lifestyle, and they're actively pursuing it."

#### [Reversing the Effects of Silent Trauma in Cambodian American Communities](#)

"Cambodian American leaders began reporting high rates of diabetes and stroke in our community in the late 1990s, but it was not until the publication of *Silent Trauma* that we had a tool for spreading information about the link between trauma and chronic disease," said Theanvy Kuoch, Chair of the National Cambodian American Health Initiative. Since 2006, these leaders have taken



## Reaching Out to Businesses and Managed Care Organizations

Poorly controlled diabetes and its complications can contribute to absenteeism and affect productivity on the job. With workers spending more than one-third of their day on the job, employers are in a unique position to prevent and address some of the health problems that arise from diabetes. Work-site programs not only educate and support employees with diabetes; ultimately they contribute to an improved bottom line.

In collaboration with the American College of Occupational and Environmental Medicine, the National Business Group on Health, the National Business Coalition on Health, and America's Health Insurance Plans, the NDEP launched [DiabetesAtWork.org](http://DiabetesAtWork.org) in 2004. DiabetesAtWork.org is a free, easy-to-use resource that helps businesses of any size and can be used to create low-cost education programs about diabetes prevention and control, fact sheets, and health bulletins that can be printed in company newsletters. All of the resources are copyright-free, so that a company logo can be added to any of the materials.

### PARTNERS IN ACTION: OUTREACH TO BUSINESSES

The NDEP's business partners collaborate with the program to assess and keep the Diabetes At Work website up to date and relevant, adding and updating tools in English and Spanish. A task group is working with the NDEP to revise the site to make it more accessible and easy to use. Business and Health Strategies stakeholders ensure that the NDEP considers and incorporates the business community and work sites in its plans and activities by helping the NDEP to identify and package resources relevant to the audiences served by these organizations. They also provide numerous opportunities to extend the NDEP's reach by making

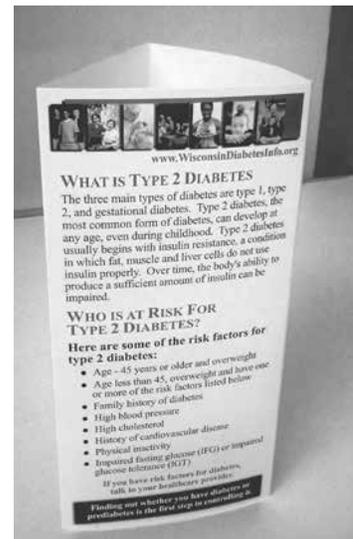
connections with new business partners such as the U.S. Chamber of Commerce, U.S. Preventive Medicine, the National Forum for Heart Disease and Stroke Prevention, and the Care Continuum Alliance.

### Wisconsin Puts Diabetes Prevention and Management to Work

Outreach to employers about diabetes is an ongoing priority for the Wisconsin Diabetes Prevention and Control Program (WI-DPCP) of the Wisconsin Department of Health Services. To coincide with the NDEP's launch of [DiabetesAtWork.org](http://DiabetesAtWork.org), the WI-DPCP kicked off a series of "corporate breakfasts" around Wisconsin attended by members of local business and wellness coalitions, health systems, benefits administrators, human resource administrators and occupational nurses.

"We recognized the need to educate the business community about diabetes and created a 90-minute program that would speak to this audience," said Leah Ludlum, Director, Diabetes Prevention and Control Program, Wisconsin Department of Health Services. The program features four topics: "Wellness & Profitability: A Healthy Partnership"; "Diabetes 101"; "DiabetesAtWork.org: A tool for Diabetes Education at Work"; and "Leveraging Wellness in a World of Spiraling Healthcare Costs." "To help make the case for incorporating diabetes into a corporate wellness program, we enlisted an executive from Lands' End, a major Wisconsin employer, for the talk about 'Leveraging Wellness,'" said Ludlum.

The Wisconsin leaders keep attendees of the corporate breakfasts engaged in the diabetes conversation through its bimonthly e-newsletter, *Working with Diabetes*. Distributed to nearly 600 wellness coordinators plus 600 more people across the state who



*“The NDEP’s Diabetes At Work program has helped bring diabetes to the forefront of work-site wellness programming by providing strong, evidence-based information and tools such as easy-to-use lesson plans that worksite wellness coordinators can rely on as they do their wellness planning.”*

*—Pamela Geis, Independent Health Education Consultant,  
Wisconsin Diabetes Prevention and Control Program*

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receive the WI-DPCP monthly newsletter, they inform businesses and managed care systems about diabetes with short articles and Web links to NDEP tools and resources useful for wellness programs. For National Diabetes Month, they distributed 25,000 table tent cards containing the NDEP’s diabetes prevention and control messages to over 400 businesses for lunchrooms and break rooms.

#### **Washington Helps Work-site Wellness Programs Incorporate Diabetes**

In Washington, the Diabetes Prevention and Control Program (WA-DPCP) has created a toolkit of sample NDEP materials that staff members use for visits to businesses and for distribution at work-site wellness conferences and trade shows. The packets inform wellness program coordinators about the NDEP’s resources and how they can be used to educate employees about diabetes, risk factors, and diabetes prevention and management in the workplace.

The WA-DPCP’s one-on-one visits with businesses and the toolkits have been very successful at generating requests for additional information, materials, or a speaker. “They like the clear, consistent messages in the NDEP materials and the fact that they can adapt them to the population in their workplace,” said a state Diabetes Control and Prevention Program program leader.

#### **Florida Blue and Duval County Public Schools Help Employees Manage Diabetes**

Facing higher medical claims for the Duval County school system’s employees and dependents with diabetes, Blue Cross Blue Shield of Florida (Florida Blue) launched an innovative diabetes care management program. The goal of the program is to provide plan members with the knowledge and tools needed to manage their diabetes better. The NDEP’s patient education materials are distributed to program participants.

“Our diabetes program has been designed to remove barriers to diabetes care and education and to provide financial incentives to participants,” said Karla Logston, Senior Manager of the Better You from Blue program at Florida Blue. Members attend diabetes education classes free of charge on Saturdays at locations convenient to their homes.

About 300 Florida Blue members have already participated in the diabetes care and education program. To ensure that members receive any needed assistance in achieving their goals, Florida Blue nurses follow up with members by telephone and email throughout the year. “Our nurses provide members with NDEP materials such as *Know Your Blood Sugar Numbers* and *Take Care of Your Feet for a Lifetime* and other guidance as needed,” said Ms. Logston. “These materials have been very useful for our program.”

## Providing Diabetes Information and Education to Schools and Youth

Diabetes is one of the most common diseases in school-aged children. Recent estimates indicate the prevalence of diabetes and prediabetes in adolescents ages 12 to 19 has skyrocketed from 9 percent in 2000 to 23 percent in 2008.<sup>19</sup> With more young people with diabetes attending school and needing care 24 hours a day, 7 days a week, the NDEP has been a leader in providing core resources for school personnel, health care teams, parents and youth.

The NDEP began to address the trend of increased prevalence of diabetes in youth as soon as the problem was identified more than a decade ago. Working with experts in pediatric diabetes, school nursing and education, the NDEP has developed a wide array of resources that have helped to change the landscape of diabetes care for youth in schools.

### PARTNERS IN ACTION: OUTREACH TO SCHOOLS AND YOUTH

NDEP partners across the country have distributed and promoted the NDEP's resources on diabetes and youth to school nurses, school health systems, health care professionals, parents and children with diabetes.

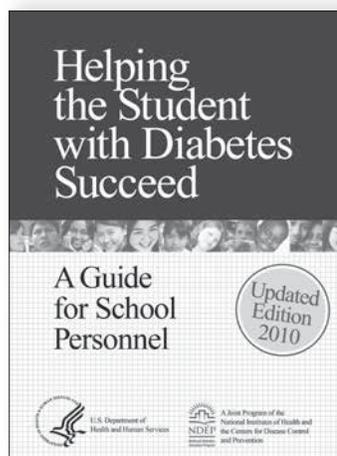
The school guide and other diabetes resources for youth have been instrumental in helping to establish partnerships with state education departments and other school health stakeholders. Many diabetes programs have worked with education groups to offer training workshops for school personnel and to develop state and local policies

and tailored versions of the school guide that reflect state and local laws.

Major voluntary and professional association partners concerned about diabetes and youth have worked closely with the NDEP on developing the diabetes and youth materials, pretesting them, incorporating them into their resources for youth, and promoting them in their publications or on their websites. For example, the American Diabetes Association includes the school guide in its "Safe at School" program and the NDEP's Tip Sheets for Teens with Diabetes in its "Planet D" living with diabetes kit for youth. The American Academy of Pediatrics has put diabetes and youth on its agenda at annual conferences, in diabetes care guidelines for clinicians, and in articles for its members. Children with Diabetes partnered with the NDEP to conduct focus groups at its annual meeting with teenagers and parents on the issue of transitioning from pediatric to adult care.

### National Association of School Nurses Spreads the Word about the NDEP School Guide

The National Association of School Nurses (NASN) was a key member of the core writing team for the first edition of *Helping the Student with Diabetes Succeed* in 2003, and again for the revised 2010 edition. NASN has worked closely with the NDEP to engage and inform school nurses about the availability of the 2003 and 2010 *School Guides* and how to use them in their school settings.





Francine R. Kaufman  
M.D., Past Chair, NDEP

*“If knowledge is power, NDEP has empowered us all to prevent and treat diabetes and take control of our health and our lives. With information, data, tools and programs, NDEP has developed something for everyone who works with children.”*

—Francine R. Kaufman, M.D., Past Chair, NDEP

NASN has promoted the *School Guide* through email announcements to NASN state affiliate presidents, board members, school nurse discussion lists, *NASN Weekly Digest*, and through publications and national conference presentations. The NDEP has presented at annual NASN meetings and has a regular diabetes column in NASN’s quarterly magazine *NASN School Nurse* that addresses topics related to diabetes management in the school setting. In addition, NASN’s diabetes management toolkit for school nurses complements the three-tiered framework for training school nurses outlined in the 2010 edition of the *School Guide*. NASN also has adopted the NDEP’s Tip Sheets for Teens, put their logo on them, and distributes them to school nurses and school health personnel across the country.

### American Diabetes Association Incorporates the *School Guide* into School Staff Training Resources

The American Diabetes Association (ADA), another key partner in the development of the NDEP *School Guide*, offers “Diabetes Care Tasks at School: What Key Personnel Need to Know,” a curriculum containing a set of training modules and corresponding DVD video segments. These materials complement *Helping the Student with Diabetes Succeed* and are designed for use by the school nurse or other diabetes-trained health care professionals when training school personnel. The ADA promotes and distributes the *School Guide* at its national and regional conferences and at diabetes camps attended by children and parents.

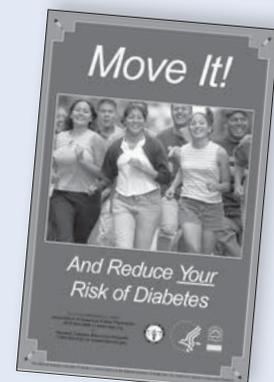
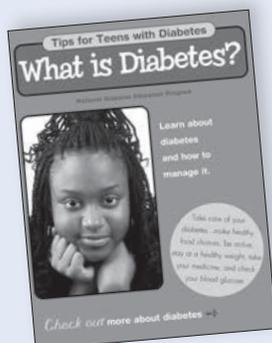
### Nebraska Department of Health & Human Services Promotes NDEP’s *School Guide* during Telehealth Workshop

The Nebraska Department of Health & Human Services conducted a Diabetes Telehealth Workshop promoting the *School Guide* utilizing the Nebraska School Nurse Telehealth Network, a communications network that reaches school nurses throughout this rural state. Workshop partners included: nurse managers, the Nebraska School Health Program, the School Nurse Telehealth Network,



## NDEP Resources for Schools and Youth Include:

- ▶ **Helping the Student with Diabetes Succeed: A Guide for School Personnel**—First published in 2003 and updated in 2010 to reflect changes in diabetes care and increasing numbers of young people with type 2 diabetes, the NDEP school guide meets the critical need for educating school personnel about diabetes. The guide explains the basic elements of diabetes management, how to recognize the signs and symptoms of diabetes emergencies, and how to act quickly in case of an emergency. Using the guide’s team approach, school personnel learn about their roles and responsibilities and working together to ensure a safe learning environment and equal access to educational opportunities for students with diabetes.
- ▶ **School Nurse News**—The NDEP has a standing column on diabetes care issues in *School Nurse News*, an independent publication developed specifically to meet the needs of school nurses and other health care professionals serving children and adolescents in the school setting. An archive of these NDEP columns can be accessed on the program’s website.
- ▶ **NASN School Nurse**—The NDEP also contributes diabetes articles to *NASN School Nurse*, the official clinical journal of the National Association of School Nurses. These articles also can be accessed on the program’s website.
- ▶ **Move It! And Reduce Your Risk for Type 2 Diabetes School Kit**—Increasingly, school personnel and parents are concerned with helping overweight youth lower their risk for type 2 diabetes. NDEP developed the Move It! kit to assist schools in developing programs to help students lower their risk for the disease. Originally designed in partnership with the Association of American Indian Physicians for schools serving American Indian and Alaska Native students, the Move It! kit can be adapted for students of all races and ethnicities.
- ▶ **Tips for Teens with Diabetes**—This series of tip sheets provides practical information for teens about diabetes and how to take action to manage it by maintaining a healthy weight, eating healthy foods in the right amounts, getting regular physical activity, and dealing with the ups and downs of having diabetes. A companion online interactive quiz challenges teens with diabetes to think about making the everyday steps vital for managing diabetes part of their daily routine.
- ▶ **Transitions from Pediatric to Adult Health Care**—Transitioning to adulthood can be stressful for teens with diabetes and their families. Teens and young adults need to assume more responsibility for diabetes self-management and make more independent judgments about their health care needs. To help them with this process, the NDEP has assembled materials and resources to make a smooth transition to adult health care.
- ▶ **When Your Child Is Diagnosed with DIABETES: Parents’ Questions for the Health Care Team**—Parents of children with diabetes often have concerns about the disease, its impact on their family, and how to keep their children safe and healthy. This online resource lists a series of questions parents can use to talk with their child’s health care team and learn about their child’s diabetes care needs—at diagnosis and later on as well.
- ▶ **Tips for Parents**—Parents play an important role in helping children and teens lower their risk for diabetes and manage its onset, especially when the disease so often runs in families. The NDEP periodically posts information on a variety of topics that include practical ideas and guidance to help parents take action and join their children in preventing and managing diabetes.



diabetes educators and the St. Elizabeth Regional Medical Center.

A certified diabetes educator conducted the workshop, which focused on encouraging use of the NDEP's *School Guide*, raising awareness of the guide among school personnel, and accessing the guide from the NDEP website. Participants received a resource sheet with information on the

guide, and to increase access to the guide by school personnel statewide, a link was posted on the Nebraska School Health Program's website.

### AADE Webinar Highlights NDEP's *School Guide*

The American Association of Diabetes Educators (AADE) coordinated a webinar entitled "Kids and Diabetes: An Assessment of Needs and Resources." Moderated by Francine Kaufman, M.D., past NDEP chair and chair of the *School Guide* writing team, the webinar covered:

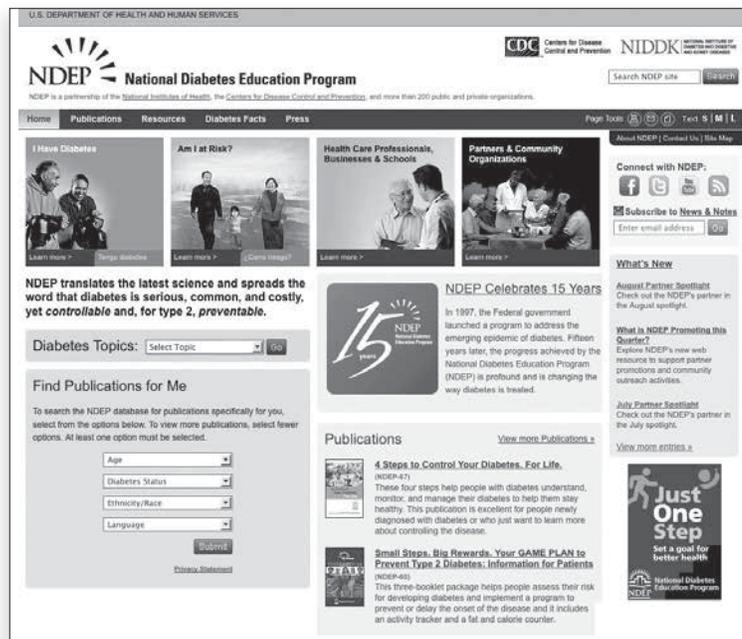
- ▶ What kids and families need to manage diabetes and the resources available to them
- ▶ The neuropsychological effect of type 1 and type 2 diabetes on children
- ▶ The insulin pump and its role in the child's life
- ▶ How kids can manage diabetes at school

Dr. Kaufman incorporated information about the NDEP *School Guide* as a resource for diabetes educators, parents, students and school personnel.



# Ensuring Future Progress in Diabetes Prevention and Control

Over the past 15 years, the NDEP and its partners have achieved a great deal toward changing the way diabetes is treated. The program has heightened awareness of diabetes and prediabetes, its risk factors and symptoms, and the steps people can take to manage risk and control the disease. Through the NDEP, the infrastructure is now in place to sustain an intensive, national, ongoing public education program that rapidly translates the science and delivers effective messages, tools and resources on diabetes prevention and control.



Yet, numerous challenges remain. Building on the foundation it has laid, and with input from its partners to guide the program's

strategic planning process, the NDEP is poised to meet the challenges ahead and ensure continued progress.

## Delaying or Preventing the Onset of Type 2 Diabetes

About 79 million adults are estimated to have prediabetes, putting a huge segment of the U.S. population at risk for type 2 diabetes. People at risk and people with prediabetes can turn back the clock on diabetes—before it is too late. The most effective way the NDEP and its partners can help people at risk prevent or delay the onset of type 2 diabetes

in the first place is to provide them with the tools and resources that can help them make and sustain lifestyle changes. With a renewed and intensive focus on prevention, and integrating it with other national and local programs that share this mission, the NDEP and its partners can invigorate their efforts to address the diabetes epidemic.

## Providing Communications Support for Behavior Change

Research clearly shows that communications alone will not reverse the diabetes epidemic. But a focus on communications to support people at risk and people with diabetes—whether they have type 1 or type 2 diabetes—can make a difference. The NIH-supported Diabetes Prevention Program clinical trial and its successor, the Diabetes Prevention Program Outcomes Study, showed that ongoing support, combined with information and education to help those at risk take steps to make modest lifestyle changes, works. The effectiveness of the same support and counseling communications holds true for people with diabetes as well, as they work to change their lifestyles and adopt behaviors essential for better health outcomes.

The NDEP is committed to focusing more aggressively on helping people at risk and people with diabetes and their health care professionals to work together to achieve essential behavior changes. The program

developed the Diabetes HealthSense website. This online library of resources includes a series of behavior change videos with “real people” talking about how they are working to prevent or manage diabetes, the struggles they face, and how they overcome these challenges. The website provides users with a searchable database of more than 160 resources from more than 80 organizations that support people with diabetes, people at risk for the disease, and those who care for them to address the wide array of psychosocial and lifestyle-change challenges that can prevent a person from achieving their goals.

NDEP’s support for behavior change efforts reaches far beyond the Diabetes HealthSense website. Recognizing the powerful role of community health workers and promotores in reaching high risk populations, the NDEP developed the “Power to Prevent” toolkit to engage people at risk in one-on-one and small group sessions on diabetes prevention. This “high touch” toolkit empowers these trusted community health advocates to talk personally with people at risk and their families about behavior changes that can improve health. The NDEP’s current strategic plan specifies ways to engage partners in carrying these and other support for behavior change tools and resources directly to those who can benefit.

already has begun to make support for behavior change a key priority and will continue to do so in the coming years.

Working with a team of behavioral science experts, the NDEP



## Helping People with Diabetes across the Lifespan

Since 1997 when NDEP was founded, significant changes have occurred in the composition of the diabetes population. There are now many more cases of diabetes in young people under age 20 and more young adults in their 20s and 30s are being diagnosed. The prevalence of the disease in ethnic and racial minority populations has increased as well. With the aging of the U.S. population, larger numbers of adults ages 65 and older have diabetes. Still, many adults between the ages of 40 and 60 are being diagnosed each year. With 26 million people with diabetes living longer and living with complications, the burden on the health care system is enormous.

Over the past 15 years, the NDEP has led the way in developing initiatives to reach all of these population segments to improve diabetes control. As noted throughout this update, NDEP partners have been instrumental in implementing outreach and promotional activities to extend the reach of

the NDEP's tools and resources at the state, local and community level—to the media, patients and their family members, health care professionals, the full gamut of community-based organizations, employers and schools. The NDEP will continue to engage current and future partners in carrying the NDEP messages, resources and tools to these audiences. The program also will continue to set priorities and focus its efforts on reaching target audiences that have the greatest need for diabetes information and education and identifying innovative ways to move the needle from awareness to action.



Video featuring Janet Brown Friday, R.N., M.S.N., M.P.H.

## Continuing to Help Change the Health Care System

The health care delivery model has changed dramatically over the last 15 years and the concept of a team approach to delivering patient-centered care has gained wide support. Initially, the NDEP focused on maximizing the physician-patient relationship in diabetes care. Over time, working with health care professionals who represent the full spectrum of the diabetes care team, the NDEP has become a leader in recognizing and promoting the value of engaging the entire health care team in improving diabetes care. The NDEP has written and updated

two seminal guides on Team Care to increase awareness of and provide health care professionals with the latest information on this new way of delivering care.

Another NDEP innovation in helping health care professionals to deliver quality diabetes care has been the NDEP's powerful Web resource, [www.BetterDiabetesCare.nih.gov](http://www.BetterDiabetesCare.nih.gov). Looking ahead, the NDEP will work to leverage its partnerships with health care professionals and use the BetterDiabetes-Care website to engage health care teams

and provide them with tools and resources to transform the way they provide care. Plans are under way to review, update and expand the BetterDiabetesCare website to help clinicians with practice transformation.

The NDEP is now actively engaged with the National Library of Medicine and private sector partners leading the adaptation of Electronic Health Records (EHRs). EHRs, a key quality improvement tool, have grown in importance over the 15-year lifespan of the NDEP and have been spurred on by the

Affordable Care Act. The NDEP is at work to ensure that the credible, evidence-based resources of the program are just a click away to health care professionals through EHRs.

In addition, the NDEP is now completing an important update to the program's guide for pharmacy, podiatry, optometry and dental care (PPOD) professionals. A key tracking form developed by the NDEP's PPOD team is being tested in a comprehensive EHR project funded through the innovative HHS Beacon program.

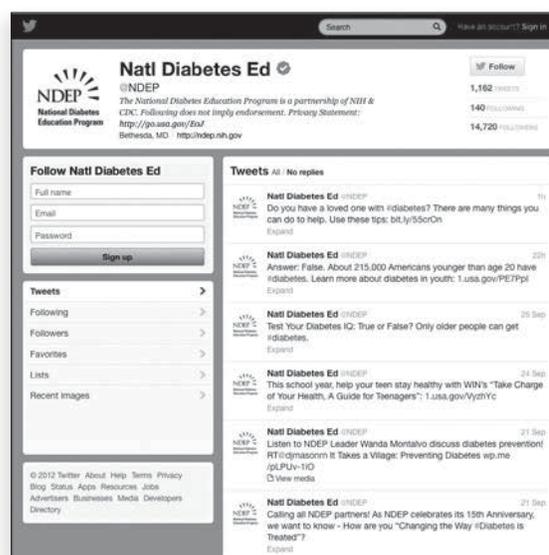
## Continuing to Bridge the Gap in Diabetes Education Resources

Over the last 15 years, the way people consume information has changed dramatically. The NDEP's approach to delivering diabetes education has changed in response. Rather than thinking of diabetes education materials as primarily print publications, the NDEP now sees itself as a provider of diabetes education content that can be used and consumed across multiple platforms, including websites,

social media, mobile website, mobile apps and patient portals in addition to print.

As partners face dwindling budgets and greater demand for educational resources, the NDEP's resources can be leveraged to fill the gap. For example, partners may use NDEP messages in their social media outreach or direct their constituents to the

NDEP website to find helpful tools. They may download and hand out NDEP materials at health fairs or utilize toolkits for community outreach programs. They may provide the NDEP's diabetes management content in their patient portals or suggest apps that support NDEP behavior change messages



and resources. The NDEP will need to continue to respond to changes in technology to help partners identify tools for people with diabetes and those at risk.

The NDEP also will continue to provide support for partners needing technical

assistance and for communities and organizations seeking to encourage behavior change. Based on the strong foundation the NDEP has laid in the past decade and a half, the program will continue to enhance its efforts to meet the needs of its partners and the people they serve.

## A Call to Action: Join the NDEP in Changing the Way Diabetes Is Treated

The NDEP invites new partners to join the program in achieving its mission of changing the way diabetes is treated. Organizations large and small, individuals in clinical practice or community advocacy, or representatives of national, state and local organizations—all are welcome to become involved in the NDEP or to tap into its diabetes resources. How?

- ▶ Subscribe to the NDEP's *News & Notes* e-newsletter to stay informed about NDEP activities.
- ▶ Join the NDEP's online partnership community at [www.phConnect.org](http://www.phConnect.org).
- ▶ Visit the NDEP website at [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org), learn about the program's materials and resources and see how you can use them in your own diabetes education activities—they are all copyright-free and may be downloaded, or you can order copies from the National Diabetes Information Clearinghouse.
- ▶ If you belong to a health care, insurer, employer, community advocacy or

educational organization concerned about diabetes and would like to get involved with the NDEP, send an email to the NDEP at [ndep@nih.gov](mailto:ndep@nih.gov) indicating your area of expertise and interest and how you would like to participate in program activities. A program staff person will contact you.

- ▶ If you want to learn about what is going on at the state level, contact the Diabetes Prevention and Control Program in your state for more information. You can find the list of all the state and territorial programs at <http://www.cdc.gov/diabetes/states/index.htm>.

As reported throughout this 15th Anniversary Update, the NDEP has developed a full array of diabetes resources and messages. We hope you will find that the program's resources will make your work easier and more fulfilling. Most importantly, we hope it will help you to improve the health outcomes and the quality of life of people with diabetes and those at risk.



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**[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org)**

HHS' NDEP is jointly sponsored by NIH and CDC with the support of more than 200 partner organizations.

By joining a research study, people can help improve their health and the health of others.

See [www.clinicaltrials.gov](http://www.clinicaltrials.gov) and  
[www.cdc.gov/diabetes/projects/index.htm](http://www.cdc.gov/diabetes/projects/index.htm).



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