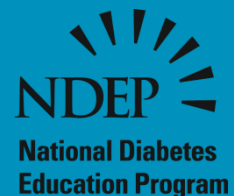


NDEP October Partner Promotions Call

Tuesday, October 16, 2012
2-3 PM ET



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Today's Agenda

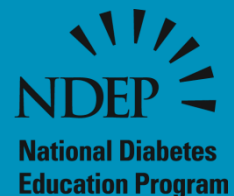
- November Offerings and Activities
 - NDEP's Theme for Diabetes Month
 - NDEP Offerings
- Partner Promotions
 - Vallerie Gleason, Vice-President Physician Services, Newton Medical Center
- Additional 4th Quarter Promotional Opportunities
- Question & Answer



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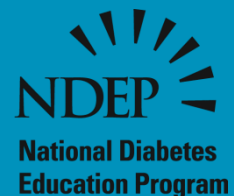
November 2012 - Theme

Changing The Way Diabetes Is Treated

- From awareness to action
 - More needs to be done to provide resources and tools to support health care providers and their patients when it comes to achieving and sustaining health goals
- Focus on behavior change and behavior change resources from NDEP



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National Diabetes Month 2012

Changing the Way Diabetes Is Treated

www.yourdiabetesinfo.org/diabetesmonth

You are here: [NDEP Home](#) > [Partners & Community Organizations](#) > National Diabetes Month

Like 0 Share Tweet 0

In This Section

- > Partner Spotlight
- > **National Diabetes Month**
- > Diabetes Alert Day
- > Guidelines for Partner Collaborations
- > Bring Diabetes Information to Your Community
- > NDEP Logos and Banners
- > Campaigns
- > NDEP NEWS & NOTES
- > NDEP Partnership Network
- > Executive Committee
- > Operations Committee
- > Stakeholder Groups
- > Strategic Directions Group
- > Task Groups
- > State-based Diabetes Prevention and Control Programs

Diabetes Topics:

Select Topic

Find Publications for Me

How to use this

Age

Diabetes Status

Ethnicity/Race

Language

[Privacy Statement](#)

November is National Diabetes Month

Our Partners are Changing the Way Diabetes is Treated

It's common to feel overwhelmed, sad, or angry when you are living with a chronic disease such as diabetes. Many people know WHAT to do to improve their health; it's figuring out HOW to do it and fit it into their daily routine that's challenging. For example, people know that being physically active can help them lose weight. But do they know how to take the necessary steps to become more physically active and keep it up over time?

In observance of National Diabetes Month, NDEP and its partners are Changing the Way Diabetes Is Treated by working together to help people better understand HOW to make the necessary changes in their day-to-day life in order to prevent type 2 diabetes, manage their diabetes to prevent complications, and live healthier lives.

Tools to Help People Change

NDEP has packaged its tools that help people make the changes they need to live healthier into the "Make a change to live well" box. Share this content by:

- Linking to this page on your website or in your social media messages.
- Adding this widget to your website by copying and pasting this code onto your site.
- [Linking to National Diabetes Month on our Facebook page.](#)

Make a change to live well

Do you need to make a change to prevent type 2 diabetes or manage diabetes-related health problems? We have tools that can help. Choose a tab below based on what you need.

Help me make a plan.

Help me find tools to reach my goals.

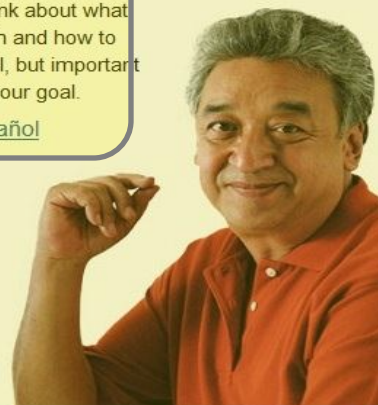
Make a Plan

This tool can help you think about what is important to your health and how to make a plan to take small, but important steps to help you reach your goal.

["Haga un plan" en español](#)

TIP:

Discuss how your plan is working for you each time you visit your health care team.



Partners and health care providers: [Add this box to your website.](#)

Help Us Promote National Diabetes Month

- 1 Add the "Make a change to live well" box to your website.
- 2 Use the Promotional Tools to write social media messages, press releases, and articles.
- 3 Follow us on [Facebook](#) or [Twitter](#) and share our messages.

2012 Promotional Tools

Partners can use these tools during National Diabetes Month.

[National Diabetes Month 2012 Campaign Talking Points](#) | [Spanish](#)

[Template News Release](#) | [Spanish](#)

[E-signatures](#) | [Spanish](#)

[Feature Article](#) | [Spanish](#)

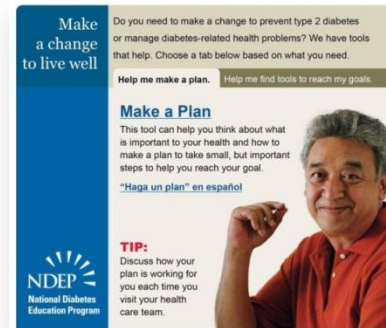
What is NDEP promoting this quarter?

Find the latest promotional tools and messages from NDEP.

National Diabetes Month Promotional Tools

www.yourdiabetesinfo.org/diabetesmonth

- “Make a Change to Live Well” widget
- Ready-to-Use Newsletter Article
- Template Press Release/Key Messages
- Email Signatures
- Web Button
- Behavior Change Videos



Help Us Promote National Diabetes Month

- 1 Add the “Make a change to live well” box to your website.
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- 3 Follow us on [Facebook](#) or [Twitter](#) and share our messages.

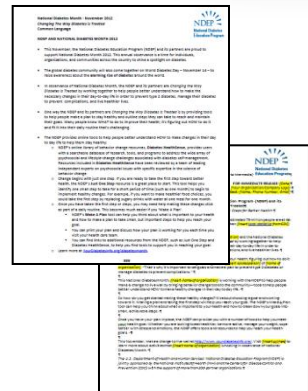
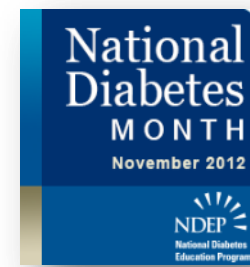
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- [National Diabetes Month 2012 Campaign Talking Points | Spanish](#)
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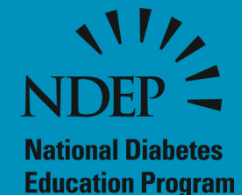
NDEP | Making Changes Isn't Easy. But it's Worth It. [428 views](#) 10 months ago

Making changes in how you care for your health is a matter of trying and learning. It's all about choosing a goal and working toward it. Making a plan and taking the first...

2:59



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Social Media Outreach

Facebook



<http://www.facebook.com/ndepgov>

National Diabetes Month Tab

National Diabetes Education ... National Diabetes Month 2012

Make a change to live well

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Help me make a plan. Help me find tools to reach my goals.

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This tool can help you think about what is important to your health and how to make a plan to take small, but important steps to help you reach your goal.

"Haga un plan" en español

TIP: Discuss how your plan is working for you each time you visit your health care team.

NDEP National Diabetes Education Program

National Diabetes Month Cover Photos

November is National Diabetes Month

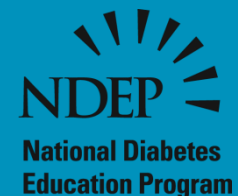
Be Active

Start slow by taking 10 minute walks, 3 times a day.

Make a plan to live well.



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Social Media Outreach (cont'd)



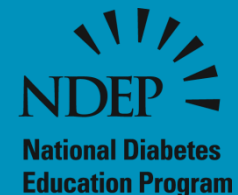
- Like, tweet, and share the National Diabetes Month campaign page directly from yourdiabetesinfo.org/diabetesmonth
- Twitter – www.twitter.com/ndep
 - Follow us @NDEP
 - Use the #Diabetes hash tag
 - Retweet [@NDEP](https://twitter.com/NDEP), or share the following message: "This National #Diabetes Month, make a change to live well. Learn how at www.YourDiabetesInfo.org."
- YouTube – www.youtube.com/ndepgov
 - Watch NDEP's YouTube videos
 - Subscribe to the ndepgov YouTube Channel
 - Like and share NDEP's videos
 - Embed NDEP videos on your blog or website



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Social Media Outreach (cont'd)



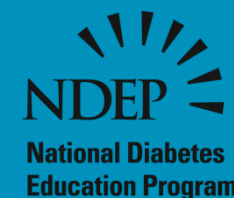
- World Diabetes Day (WDD) is celebrated on November 14.
- The WDD logo featured on NDEP's Diabetes Month Landing Page. Will be featured on the NDEP homepage throughout the week of November 12.
- In support of WDD, display the logo on your website. Download the image from the YourDiabetesInfo.org homepage, save it, and upload it to your site with a link to www.idf.org/worlddiabetesday.



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3 Easy Ways to Help us Promote National Diabetes Month

1. Add the “Make a change to live well” box to your website
2. Use the 2012 Promotional Tools to write social media messages, press releases and articles
3. Follow us on Facebook or Twitter and share our messages

Help Us Promote National Diabetes Month

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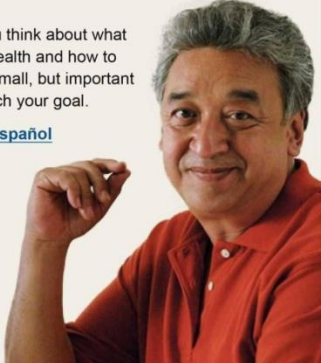
Help me make a plan. **Help me find tools to reach my goals.**

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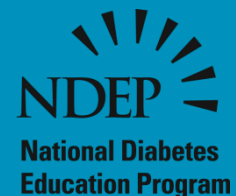
TIP: Discuss how your plan is working for you each time you visit your health care team.



NDEP
National Diabetes Education Program



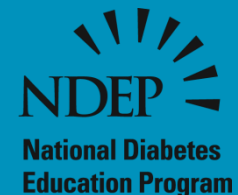
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Reminder!

- **Partner Feedback Form**
 - Partner Commitment to provide feedback to NDEP by December 17
 - Helps shape future NDEP promotional activities and offerings for partners

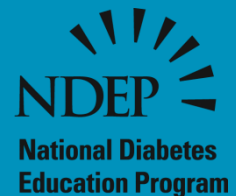
- **NDEP Partner Spotlight!**
 - Complete the submission form to let us know about your activities. Send any photos, media results, and contact information to Ashley Moore at amoore@hagerssharp.com.

Partner Promotions



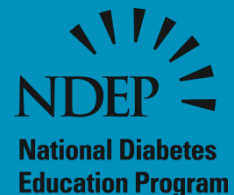
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Vallerie Gleason
Newton Medical Center
Newton, Kansas



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Partner Promotions - Overview

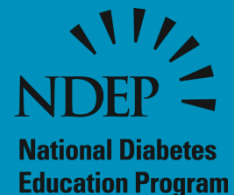
- Overall theme: “Give thanks I can help prevent diabetes in myself.” (November)
- NMC’s Primary Care Clinics in two semi-rural locations.
 - Walkabout (moving) led by clinics’ staffs. Communities, via Chambers of Commerce are invited. Prize: “Game Plan packs.”
 - Using disease registry, ID clinic patients at risk; invite by personal letter from physician into clinics for roundtables with doctor and CDEs. Use “Step-By-Step” handouts and “Road to Health” flipchart.



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Partner Promotions - Overview

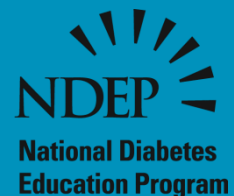
- Chambers of Commerce in Valley Center and Park City. Presentation by CDEs: Fifteen Minutes to Effective Carb Counting – help prevent the onset of Diabetes. Handout: “More than 50 Ways to Prevent Diabetes.”
- Harvey County Extension Service and NMC Diabetes Education: “**A**bout **B**lood Sugar and **C**arbohydrates with Diabetes” cooking class.
- Dinner with the Doctors: Give Thanks I can Help Prevent Diabetes in Myself. Family Practice, OB/GYN, CDE facilitated discussion featuring “Step by Step,” “More than 50 Ways...” and “It’s Never Too Early...” (gestational diabetes) handouts.



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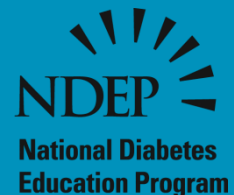


Partner Promotions – Target Audience

- Using disease registry in clinics: patients with pre-diabetes and type 2 diabetes.
- Chambers of Commerce and City Governments in Valley Center, Park City
- Communities: via 3 walkabouts: VC and PC and NMC's employees: via employee Wellness program and hospital walking paths
- Community Diabetes Support Group topic for November: "Portion Distortion" by CDEs. "Step by Step" and "More than 50 Ways" handouts.
- NMC's Board of Directors. Talk at November Board dinner and use "Small Steps" packs
- Cottonwood Pediatrics, Associates in Women's Health, and Axtell Clinic physician practices ("Teens" and "Gestational Diabetes" handouts, respectively)
- Health Ministries (a local FQHC look-alike) for Spanish brochures, flipchart
- Drive-by traffic on I-135 and Kansas Avenue using e-signs and info from NDEP website
- NMC Web traffic (www.newtonmedicalcenter.com) using info from NDEP
- Use Evaluation Card – quick questionnaire
- **We have already ordered additional handouts!**



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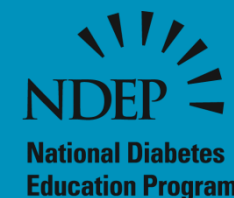


Partner Promotions – Evaluation

- Overall: have enough participants at planned activities to give away all the materials!
 - Schedule at least 70% of clinic patients who are overdue for diabetes/pre-diabetes checks for visit using our registry
 - Confirm with 100% of roundtable attendees that he/she leaves knowing when next office visit is scheduled. Use evaluation card.
 - Chambers of Commerce and City Governments in VC, PC have 20% attendance at community walkabouts and together recruit at least 1 employee from the company to walk. Use evaluation card.
 - NMC has at least 25 employees participate. Use evaluation card.
 - Local media promotes as PSA or feature articles in VC, PC and Newton
 - Receive at least 100 positive evaluation cards from community



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Additional 2012 Promotional Opportunities

- American Indian and Alaska Native Heritage Month (November)
- Thanksgiving/Family History Day (November 22)
- Holiday season (nutrition, recipes, physical activity, stress and depression, travel)

We have the power to prevent diabetes

For most Americans, diabetes is a preventable disease. You can reduce your risk of developing type 2 diabetes by making healthy choices about your diet, physical activity, and weight.

Here are 7 powerful steps you can take to get started today:

1. **Know your numbers.** Get your blood sugar, blood pressure, and cholesterol checked regularly.
2. **Eat healthy.** Choose fruits, vegetables, whole grains, and lean proteins. Limit saturated fats, sodium, and added sugars.
3. **Be active.** Aim for at least 150 minutes of moderate-intensity physical activity each week.
4. **Reach and maintain a healthy weight.** Aim for a BMI between 18.5 and 24.9.
5. **Don't smoke.** Quitting now can greatly reduce your risk of complications.
6. **Limit alcohol.** Drink in moderation.
7. **Get enough sleep.** Aim for 7-9 hours of sleep each night.

Your Heart and Diabetes

Diabetes and heart disease are closely linked. Having diabetes increases your risk of heart disease. High blood sugar can damage the blood vessels that supply your heart and brain.

Take steps to protect your heart:

- Control your blood sugar.
- Control your blood pressure.
- Control your cholesterol.
- Don't smoke.
- Be active.
- Eat healthy.
- Get enough sleep.

Healthy Eating During Winter Gatherings for People with Diabetes

Winter is a season of holiday celebrations, football play-offs, and other occasions when family and friends get together over meals and snacks. For people with type 2 diabetes, it can be especially challenging to stick to a meal plan. Multi-watering options such as honey-glazed ham, buttery roasted potatoes, and sweet yams are popular for festive dinners, while chicken wings, cheesy nachos, and chips are among the favorites at football play-offs and other gatherings. However, you don't have to completely sacrifice all of your favorite foods. The key is to make a variety of healthy food choices and limit portion sizes.

Follow these tips from the National Diabetes Education Program (NDEP) to help you eat healthy during gatherings throughout the winter season:

- **Eat a healthy snack.** Having a healthy snack prior to leaving home can prevent overeating at the party.
- **Plan ahead.** Check out the party food options before you begin eating, and make a mental note of what and how much you will eat. Your food choices should fit into your meal plan.
- **Bring a dish.** Share your healthy dish with family and friends.
- **Move away from the buffet.** Fix your plate, and then step away from a table of finger foods to avoid grazing while chatting.
- **Savor the flavor.** Eating slowly reduces your chances of overeating.
- **Drink H₂O.** Water is a healthy, no-calorie beverage. Drink plenty of it.
- **Trim it down.** Eat smaller portions of food. Trim off extra skin and fat from meat.
- **Enjoy hard!** Focus on family, friends, and activities rather than food. Stay active by participating in games or dancing.

Follow these tips if your goal is to serve healthy foods to your guests:

- **Make it fresh & grill it.** Consider healthy alternatives to traditional meats. Choose skinless meat or poultry and avoid fried dishes.
- **Increase fiber.** Serve whole grain breads, peas, and beans as part of your meals.
- **Easy on the toppings.** Lighten your recipes by using reduced-fat or fat-free non-dairy butter, sour cream, or salad dressings.
- **Focus on fruits.** Serve fresh or canned fruits instead of ice cream, cake, or pie. Transform high fat, high-calorie desserts by replacing whole milk or whipped cream with 1 percent or nondairy milk.
- **Serve low-calorie beverages.** Offer your guests sparkling water or diet beverages.
- **We're all in this together.** Support your family and friends by encouraging them to eat healthy during the winter months and throughout the year.

To find out more information about the Control Your Diabetes: For Life campaign and to order free materials and resources, visit <http://www.YourDiabetesInfo.org> or contact the National Diabetes Education Program (NDEP) at 1-888-693-NDEP (6337).

Know Your Family Health History

Family health history is an important risk factor for developing a number of chronic diseases, including **type 2 diabetes**. In fact, most people with type 2 diabetes have a family member—such as a mother, father, brother, or sister—with the disease.

The National Diabetes Education Program (NDEP) encourages all families to take advantage of family gatherings to share information about their health history—especially when it comes to diabetes.

Knowing your family health history is important because it gives you and your health care team information about your risk for type 2 diabetes and other health problems.

4 Questions You Should Ask Your Family About Diabetes & Family Health History

Knowing your family health history is important. Here are some questions to help you learn more about your family history of diabetes:

- Does anyone in the family have type 2 diabetes? Who has type 2 diabetes?
- Has anyone in the family been told they might get diabetes?
- Has anyone in the family been told they need to lose weight? Have they increased their physical activity to prevent type 2 diabetes?
- Did any mother get diabetes when she was pregnant? This is also known as gestational diabetes (GDM).

If the answer to any of these 4 yes, or yes 4 have a mother, other brother or sister with type 2 diabetes, you may be at an increased risk for developing type 2 diabetes.

[Download and print these questions.](#)

Take the Family Health History Quiz

START NOW >

Tasty Recipes
for People with Diabetes and Their Families

FREE

Take the Family Health History Quiz

START NOW >

NDEP Healthy Eating at Family Gatherings
ndepgov • 551 views • 1 year ago

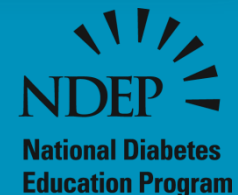
Family gatherings and special events can be hard for people working to manage or prevent diabetes. Learn about ways to stay on track when it comes to healthy eating at spec...

Robin Edelman, M.S., R.D., C.D.E.
Diabetes Educator & Dietitian

2:42



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Preview of 1st Quarter Promotional Opportunities

- New Year's Resolutions (Late December/January)

Behavior Change Video – *Setting Goals to Improve Your Health*, Donna Rice, M.B.A., B.S.N, R.N., C.D.E., Diabetes Nurse Educator

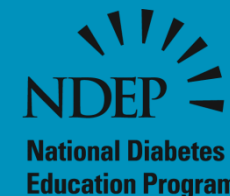


<http://ndep.nih.gov/resources/ResourceDetail.aspx?ResId=341>

Change Begins with Just One Step



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Preview of 1st Quarter Activities (cont'd)

January

- New Year's Resolutions
- National Glaucoma Awareness Month
- Healthy Weight Week (January 20-26)

February

- American Heart Month
- Black History Month

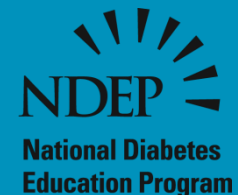
March

- National Kidney Month/World Kidney Day (March/ March 14)
- Save Your Vision Month (March)
- American Diabetes Association Alert Day® (March 26)

2013																				
January					February					March										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S



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What is NDEP Promoting this Quarter?

Partners & Community Organizations

Who can become an NDEP partner? You can make a difference in diabetes prevention and control by taking an active role in the National Diabetes Education Program. All organizations, associations, and groups that promote NDEP messages and materials are welcome to be NDEP partners. Partners are the key to NDEP's success and work with NDEP in a variety of ways to identify needs for collaboration and synergistic opportunities for win-win projects and initiatives. If you or your organization is active at the local or state level, NDEP also encourages you to join your [State Diabetes Prevention and Control Program's](#) efforts to expand the reach of NDEP messages and activities.

Why become an NDEP partner?

NDEP partners can benefit from using NDEP's messages, campaigns, and materials. For example, NDEP partners can:

- Expand their activities and have a greater impact by combining efforts and resources with NDEP and other organizations.
- Adopt NDEP's messages and promote them within their organization and to the communities they serve.
- Adapt and tailor messages for target audiences as appropriate.
- Disseminate information and materials to media, community organizations, and target audiences.
- Coordinate education activities and share resources with other partner organizations.
- Use NDEP resources to modify the health care delivery system to improve quality and access.
- Join one of NDEP's [Stakeholder Groups](#). These groups provide partners with a way to share ideas and provide input and guidance to help NDEP continue to respond to the needs of diverse audiences affected by diabetes.

3 Easy Ways to Get Involved with NDEP

- 1. Link to the NDEP website**
Post NDEP web buttons to your organization's website and encourage your partners to do the same.
- 2. Share our articles**
Post one of NDEP's many ready-to-use articles on your website or in your organization's newsletter.
- 3. Engage using social media**
Like and comment on Facebook posts, retweet NDEP messages, and share NDEP videos.

More Ways to Get Involved

[National Diabetes Month Campaign Materials](#)

[What is NDEP Promoting this Quarter?](#)

[Promotional Toolkit for Partners](#)

[Subscribe to News & Notes](#)

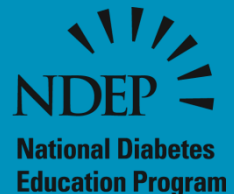
Enter email address

www.ndep.nih.gov/partners-community-organization/index.aspx

www.ndep.nih.gov/resources/promotions/index.aspx



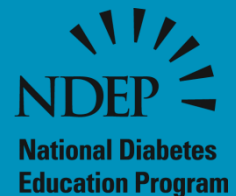
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Questions?



National Diabetes Education Program
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Thank You!

- PowerPoint slides from this call will be posted online.
 - Share with colleagues
 - Please email Diane Tuncer at Diane.Tuncer@nih.gov if you need to access these slides immediately.
- Your feedback is important.
 - Call evaluation

