

NDEP Launches First-Ever Diabetes Survey of Public Attitudes

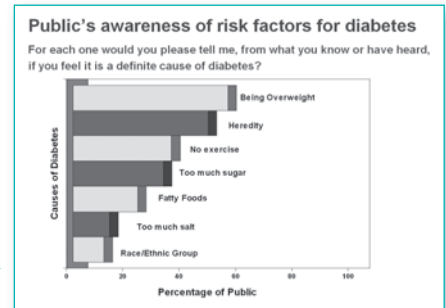
Results Will Help Shape 2007 Partner Promotions

In March of 2006, the National Diabetes Education Program launched its first “Survey of Public Attitudes, Knowledge, and Practices Related to Diabetes.” Results from the survey will provide insight for NDEP leaders in program planning, as well as insight for program evaluation efforts. NDEP partners can also use the survey to better understand how you can effectively promote NDEP in 2007. Plans are underway to repeat the survey in 2008.

The survey was designed to obtain information from NDEP’s key target audiences: people with diabetes and their families, people with pre-diabetes, and people at risk for developing diabetes. The target audiences can be defined as:

- **People with diabetes:** those told by a doctor or other health professional that they have diabetes.
- **People with pre-diabetes:** those told by a doctor or other health professional that they have pre-diabetes, impaired fasting glucose, impaired

Public’s awareness of risk factors for diabetes



glucose tolerance, or borderline diabetes.

- **People at a high risk for developing diabetes:** age 45 and older, Body Mass Index (BMI) of 25 or greater, as calculated based on self-reported height and weight, or a history of gestational diabetes.

To reach the key target audiences, the sample was limited to adults age 45 and older. A stratified sample design was applied to over sample African American and Hispanic/Latino households, significantly improving estimates for these minority groups. Data were collected through computer-assisted telephone interviews, which were conducted in English and Spanish, and lasted approximately 15 minutes. The target sample size was 1,600 interviews. By late June, nearly 1,800 interviews had been completed. Data were weighted to adjust for the sample design. **See SURVEY on page 2**

A Message from our Chair



In December, the NDEP Steering Committee launched a new round of strategic planning for the program. NDEP’s new plan will be firmly rooted in an evaluation of where the program has been and what it has accomplished. We are about to begin our 10th year and we must consider where we have been in order to set a course to move forward. The evaluation comes on several levels:

- Under the leadership of chair emeritus Charles M. Clark, M.D., NDEP’s Evaluation Work Group has carefully reviewed an assembly of outcome data measures (end results of NDEP’s programs). The data, including important contributions from NDEP partners like the American Diabetes Association, the American Association of Diabetes Educators, and the American Academy of Nurse Practitioners, provide insight into the changes in diabetes care and diabetes care outcomes since 1997.

- NDEP’s work groups have had an opportunity to carefully assess results of their particular initiatives through Work Group Progress Reports. These reports, first assembled from 2005 data, allow work groups to review how many publications reached their target audiences, how many visitors to NDEP’s websites accessed tip sheets and materials, and to gain a sense of how many people read or heard news stories that reached their target audience. As these reports are gathered each year, work groups will be able to identify important trends and capture new opportunities for promotion and action.
- The Steering Committee was briefed on new survey research commissioned by NDEP (see story above) that allows us to begin to answer questions unique to our program. The survey, to be repeated in 2008, has already opened our eyes to the way individuals “hear” information. This has important implications for NDEP’s message development efforts as we move forward.

See CHAIR on page 3

"Working Together: NDEP Celebrates a Decade of Partnership"

For nearly a decade, the National Diabetes Education Program's Partnership Network Meeting has brought together public and private organizations at the national, state, and community levels to emphasize the importance of promoting diabetes prevention and control. This year's meeting will be held on Tuesday, February 27, at the Holiday Inn Conference Center in Decatur, Georgia (just outside of Atlanta).

The conference goals are to facilitate the creation of new NDEP partnerships and strengthen existing collaborations; provide a platform to share innovative uses of NDEP products and successful implementations of NDEP programs; and provide hands-on, real-world advice on how to effectively promote NDEP messages, materials, and partnerships.

The theme—"Working Together: NDEP Celebrates a Decade of Partnership"—will serve as a platform to evaluate the past 10 years and to discuss how NDEP has emerged as the leading federal public education program promoting diabetes prevention and control.

The meeting will showcase effective programs that have strengthened educational outreach to those with diabetes, those at risk for diabetes, health care professionals, and business leaders, among others. In addition, techniques for effectively using partnerships and collaborations to promote NDEP's messages, products, and programs will be highlighted during interactive sessions.

Community leaders and groups, health educators, work group members and their organizations, health care professionals, health communication

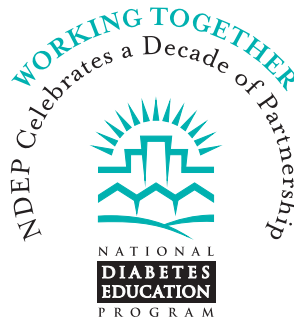
professionals, those responsible for purchasing and managing health care, and national organizations that promote healthy lifestyles are encouraged to attend this Partnership Network Meeting. Diabetes program coordinators, DPCP coordinators, and anyone interested in diabetes prevention and control will also benefit from attending.

Registration for the 2007 Partnership Network Meeting is now available. Register online by visiting the website at www.team-psa.com/ndep%2Dpnmeeting/home.asp. If you have registration questions, please contact Team PSA at 678-261-7025 or ndep-pnmeeting@team-psa.com.

MasterCard and Visa will be accepted for online registration payments. The National Association of Chronic Disease Directors will be processing payments for this meeting, so please note this information for your credit card statements. If you prefer to pay by check, please make checks payable to the National Association of Chronic Disease Directors (Federal Tax ID Number: 73-1328414). Checks can be mailed to NDEP Meeting Registration, c/o TEAM PSA, 2970 Clairmont Road, Suite 280, Atlanta, GA 30329.

This year's meeting will also feature an Exhibitor's Hall, where diabetes programs and other organizations and corporations can showcase their work or products, and allow meeting participants to network with others in the field of diabetes prevention and control. If you wish to become an exhibitor or a sponsor, visit the meeting website and click on the "Exhibitor/Sponsorship" section.

We look forward to seeing you on February 27! ■



Partnership Network Meeting
February 27, 2007
Atlanta, GA



SURVEY from page 1

During the Steering Committee Meeting in December of 2006, Clarice Brown, Evaluation Work Group Liaison, presented preliminary survey data. The results suggest the following findings:

- **Most people with diabetes report that they are taking steps to manage their disease.** Eighty-one percent check their own blood glucose, 61 percent keep records of their blood glucose test results, and 61 percent have had their A1C levels tested one or more times in the past year.
- **Nearly half of people with diabetes rate their understanding of the medications they are taking as excellent.** Other self-management steps that received a high rating were the prevention of long-term complications, proper foot care, and the role of exercise.
- **Nearly a quarter of people with diabetes rate their understanding of prevention and treatment of low blood glucose as poor.** They also rated their understanding of the use of blood glucose monitoring results as poor.
- **Only 11 percent of the public cited age and race as definite causes of diabetes.** Conversely, 38 percent of the public reported that being of a particular race/ethnicity or age group was not a cause of diabetes. This low percentage may reflect people's unwillingness to focus on factors beyond their individual control.
- **The majority of the public are aware of common factors that contribute**

to diabetes. Fifty-five percent mentioned being overweight, 48 percent mentioned heredity, and 35 percent mentioned living a sedentary lifestyle as definite causes of diabetes.

- **Over half of people with a family history of diabetes feel at risk for the disease.** People with a family history of diabetes (i.e., mother, father, sister, or brother) feel most at risk for diabetes. This key audience recognizes their risk and vulnerability for diabetes, indicating that this group may be more likely to take action to prevent the disease.
- **A greater proportion of people with diabetes reported seeing or hearing NDEP campaigns than people without diabetes.** For example, 54 percent of people with diabetes reported seeing or hearing messages about the link between diabetes and CVD, compared to only 38 percent of people without diabetes. NDEP campaigns continue to be recognized—the partnership network continues to be effective in reaching members of NDEP's target audiences.
- **More than 75 percent of the public are aware of treatments for the lifestyle management of diabetes.** Losing weight and participating in regular physical activity were mentioned as top factors that would help lower one's blood glucose levels.

See SURVEY on page 3

CHAIR from page 1

- Work group members, NDEP leaders, and NDEP staff continue to emphasize the pre-testing we do for all new and revised materials. It is critically important that we make sure every fact sheet, brochure, and website revision is effective.
- And, increasingly, NDEP is working with our partners to seek ways to thoroughly evaluate publications and programs as they are put to use in community settings. The Evaluation Work Group, our National Outreach Partners, NDEP leaders, and NDEP staff are actively engaged in identifying efforts to measure the impact of NDEP programs *in action*.

What we have accomplished to date is encouraging:

- NDEP has generated news stories reaching more than 1 billion readers.
- NDEP television and radio PSAs—addressing diabetes control and diabetes prevention—have run thousands of times. We would have had to spend more than \$30 million to buy the airtime.
- NDEP print PSAs have been seen by more than 53 million readers of newspapers and magazines.

And, since 1997, our evaluation efforts have tracked positive outcomes:

- Patients, physicians, and nurse practitioners all have an increasing awareness of the ABCs of diabetes, according to a survey conducted by the American Diabetes Association. In fact, physician awareness of the ABCs message doubled from 2002 to 2005. From 1998 to 2004, patient awareness of the A1C test also doubled.
- Over the last three national health surveys (NHANES), mean total cholesterol in patients with diabetes has fallen from 222.8 to 203.6. Hypertension results have also improved.

What we have learned to date is also challenging. Over the last three NHANES, A1C values have remained essentially unchanged

and too high. Perhaps more importantly, less than 8 percent of people with diabetes are at goal for all of the ABCs of diabetes.

The Steering Committee has started a planning cycle. The effort will continue at our meetings in June and December of this year. NDEP work groups will also take up the call to set plans for the next three years. We will learn from where we have been and what we have accomplished.

We also want to learn from our partners. On February 27, the Partnership Network Meeting provides an extraordinary opportunity for all of us to learn about how NDEP materials and programs have been put to use across the country. We'll all learn from a day-long series of case studies of actions—"how-to" information about creating effective interventions using NDEP messages and materials.

At its inception, the National Institutes of Health and the Centers for Disease Control and Prevention recognized that NDEP could only succeed as a partnership. We have depended on partners to help us shape effective materials and tools. Over the last several years we have watched partners implement programs based on NDEP products. This Partnership Network Meeting provides us all with an opportunity to learn about these interventions, including reports on how the programs have been evaluated.

Join us on February 27 in Atlanta (details on page 2). Join us in this year of planning. As always, we are depending on your help to nurture NDEP and help us grow. ■



Lawrence Blonde, M.D., F.A.C.P., F.A.C.E.
Chair, National Diabetes Education Program

SURVEY from page 2

- Seventy-one percent of the public attribute eating healthier foods to reducing one's risk for a heart attack. Two to 3 percent mentioned lowering one's cholesterol, blood pressure, and quitting smoking as steps to reduce the risk of having a heart attack. This indicates that public awareness of CVD risk factors and the ABCs of diabetes remain low.

Among the respondents informed by a health care professional that they have pre-diabetes, 59 percent felt at risk for diabetes. Forty percent of the obese population, 27 percent of the overweight population, and 5 percent of the healthy weight population felt at risk for diabetes. This suggests that individuals continue to deny the seriousness of diabetes and fail to recognize—or are not willing to acknowledge—their risk.

Eighty-nine percent of the respondents were aware of the seriousness of diabetes. In fact, 80 percent would consider it a serious issue if someone in their age group had diabetes.

What do the survey results mean for you?

NDEP relies on you, our partners, to promote our messages—at conferences, in newsletters, in local clinics, and to local media. We are very excited about the promotions and outreach that occurred in 2006. Here are some measures you can take to help you successfully promote NDEP messages and materials in 2007:

- Tailor NDEP's campaign tools and messages for your respective communities;
- Continue to educate the public on diabetes prevention, control, and risk factors;
- Consider conducting more promotional outreach to those at a high risk for developing diabetes; and
- Stress the ABCs of diabetes during promotional efforts and remember to tie in the CVD link. ■

For more information about NDEP's materials, visit www.ndep.nih.gov or call 1-800-438-5383.

SPREADING THE *word* NDEP Partners at work.

Because our partners play such a key role in our mission to *promote, promote, promote*—they also play a key role in our ability to measure how we're doing. That's why the NDEP Partner Activities Survey, sent every spring and fall by email, is so important. NDEP would like to thank all of our partners who participated in the fall 2006 edition of the survey. Here are just a few of the ways that our partners are working to change the way diabetes is treated:

Work Group Members

- **Rita Carreón** of NDEP's **Business and Managed Care Work Group** took a *DiabetesAtWork* newsletter article, adapted it to her company's audience, and had it published in America's Health Insurance Plans' "Medical Affairs Issues Report" e-newsletter. The "Medical Affairs Issues Report" is distributed monthly to plan CMOs, quality directors, and other interested parties.
- **Carol Mallette, M.A.**, of NDEP's **African American Work Group** worked with the **New Jersey DPCP** to post NDEP messages on pharmacy bags and develop billboards in southern New Jersey counties.
- **Kevin Peterson, M.D.**, Chair of NDEP's **Health Care Provider Work Group**, provided expert guidance for the revision and posting of the *BetterDiabetesCare* website user survey. With assistance from a website evaluation specialist at the University of Minnesota, the user survey was revised and posted on the website during the month of August 2006. Almost 100 responses will be used to help improve the website.
- **Alfonso Vargas, M.D.**, of NDEP's **Diabetes in Children and Adolescents Work Group** actively promoted NDEP resources during 2006. He placed an article in the Association of Pediatric Program Directors' newsletter and made a presentation promoting NDEP resources to over 400 colleagues at a meeting of the Latin American Society for Pediatric Endocrinology (SLEP) in Chile. For National Diabetes Awareness Month, he presented at Grand Rounds for the Pediatrics Department at Louisiana State University and included NDEP materials and information for pediatricians. He also helped pretest the Spanish adaptation of *Tips for Kids: Lower Your Risk for Type 2 Diabetes*.
- For the past few years, members of NDEP's **Diabetes in Children and Adolescents Work Group** have written a series of articles for publication in *School Nurse News*. The articles offer in-depth information for school nurses and other health care professionals on diabetes management in children. Work group members who authored articles in 2006 include **Alison Evert, M.S., R.D., C.D.E.**, **Paula Jameson, A.R.N.P., M.S.N., C.D.E.**, **Francine Kaufman, M.D.**, **Sobha Kollipara, M.D., F.A.A.P.**, **Catherine Marschilok, M.S.N., C.D.E., BC-ADM**, **Janet Silverstein, M.D.**, and **Alfonso Vargas, M.D.** The articles are reproduced with permission on the NDEP website to reach a wide audience of health care professionals.

State Diabetes Prevention and Control Programs (DPCPs)

- Members of the **Colorado DPCP** collaborated with the American Diabetes Association, certified diabetes educators, and others within the Colorado Department of Public Health and Environment to promote NDEP's *Helping the Student with Diabetes Succeed: A Guide for School Personnel* and *Tip Sheets for Kids* series.
- In conjunction with the **Kentucky DPCP**, the Monroe County Health Department created a TV PSA based on NDEP's print PSA, *Superhero*. The TV PSA uses NDEP's cartoon characters to catch the reader's eye and to promote controlling the ABCs of diabetes. Both PSAs explain that "You don't need to be a superhero to manage your diabetes. You need to control your ABCs." The Kentucky DPCP also worked with the Laurel County Health Department to adapt NDEP's *Two Reasons I Find Time to Prevent Diabetes: My Future and Theirs* print PSA and placed it on a billboard where it was seen by 33,000 people each day!
- The **Maine DPCP** partnered with 17 Healthy Maine Partnerships (HMPs)—community coalitions and their corresponding local diabetes self-management education program sites—to promote NDEP campaigns through health fairs, community events, walks, supermarket tours, cooking demonstrations, wellness packets to provider offices, businesses, schools, community agencies, and clinics for the economically disadvantaged.
- With the assistance of their local Federally Qualified Health Center (FQHC), the **Ohio DPCP** aired NDEP prevention and control radio PSAs that were tagged at the end with a message encouraging listeners to contact their local FQHC for free blood glucose testing equipment, supplies, and diabetes self-management education materials.

See **WORD** on page 5

▼ The *Strides: Lions Walk for Diabetes Awareness* webpage highlights NDEP as a resource and features links to NDEP materials.



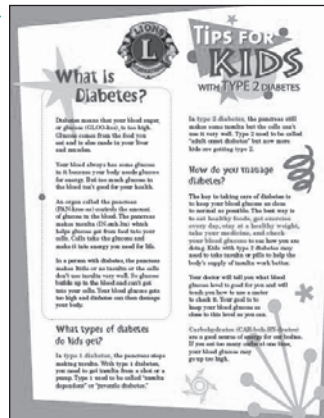
Lions Clubs International co-branded ▶ NDEP's *Tips for Kids with Type 2 Diabetes* series by adding its logo and included the tips sheets in walk information packets.

Your STRIDES Information Packet contains sample diabetes materials that you may consider distributing at your STRIDES walk. Please use this form to order the quantities you will need.

STRIDES DIABETES MATERIALS ORDER FORM

PUBLICATIONS	PRICE	QUANTITY	TOTAL COST
1440 Diabetes Booklet: Live the risk factors for diabetes, packet of 25	US\$1.25 pk		
1442 Diabetes: general information brochure, packet of 25	US\$2.50 pk		
1443 Tips for Kids with Type 2 Diabetes: Stay at a Healthy Weight, packet of 25	US\$3.00 pk		
1444 Tips for Kids with Type 2 Diabetes: Eat Healthy Foods, packet of 25	US\$3.00 pk		
1445 Tips for Kids with Type 2 Diabetes: What is Diabetes?, packet of 25	US\$3.00 pk		
1446 Tips for Kids with Type 2 Diabetes: Be Active!, packet of 25	US\$3.50 pk		
1447 Diabetes: Management Schedule/Booklet: Diabetes At-a-Glance, packet of 25	US\$1.50 pk		
1448 Tip Sheet: Take Care of Your Feet for a Lifetime, packet of 25	US\$1.50 pk		
1449 WE STRIDES Pin	US\$1.00 ea		
INFORMATION PACKET (the STRIDES Walk Organizers)			
Please include a check, check request form, RFP, One Diabetes, Eye for Opportunity, Sample Material Application Form, Sample Press Release, Sample PSA, Sample Photographs, and sample of other materials.			
1450	US\$1.50 ea		

Please visit www.lionsclubs.org and go to "Publications" for a complete listing of Lions' materials.



▶ All *Strides* walk participants receive a material order form featuring NDEP materials.



The **In-Store Broadcasting Network (IBN)**, one of the nation's largest media networks, recently helped NDEP spread the word about diabetes prevention during the month of November for National Diabetes Awareness Month. Through IBN's relationship with retail grocery stores including Ahold's, Albertson's, Associated Grocer Seattle, Brookshires, Kroger, Meijer, and Safeway, NDEP's *Get Real* and *It's Not Too Late to Prevent Diabetes* radio public service advertisements (PSAs) were aired. Asking shoppers to take small steps to lose a modest amount of weight to help prevent or delay the onset of diabetes, the PSAs were aired in over 6,000 grocery stores across the United States approximately 5 million times. IBN also aired two NDEP radio PSAs in March of 2006 for National Nutrition Month with similar impressive results. Thanks to IBN for spreading the word about NDEP and diabetes prevention!

NDEP applauds **Lions Clubs International's *Strides: Lions Walk for Diabetes Awareness*** program, an initiative inviting Lions to organize high-visibility diabetes awareness walks. The walks raise awareness about the benefits of regular physical activity for people with diabetes and those at risk for the disease. All walk participants receive an information packet that includes co-branded NDEP materials such as the *Tips for Kids with Type 2 Diabetes*, *Diabetes Numbers At-a-Glance*, and *Take Care of Your Feet for a Lifetime*, as well as a material order form. Congratulations to the Lions Clubs for this terrific new program, and thanks for spreading the word! ■

WORD from page 4

- ▶ The **Texas Diabetes Council** purchased airtime and procured PSA placement of radio spots in English and Spanish as part of its *I Have It* campaign. The spots emphasized the high prevalence of diabetes among the Hispanic population and offered tips to prevent or control type 2 diabetes by taking a few easy steps.
- ▶ As part of an intervention to reach the African American community, the **Virginia DPCP** designed a double-sided hand fan with NDEP prevention messages on one side and control messages on the other.

- ▶ Inspired by the **Washington State DPCP**, KHQ-TV, an NBC affiliate based in Spokane, Washington, highlighted diabetes prevention and control in their TV news coverage and on their website. KHQ-TV aired NDEP's *Get Real*, *Taking Control*, *Puzzle*, and *Family Reunion* TV PSAs and included the KHQ-TV tagline at the end. This year, KHQ-TV will conduct a public awareness campaign stressing diabetes prevention and control. Currently, the *Small Steps. Big Rewards.* fact sheet is linked to their website. In the next few months, other NDEP prevention materials will be linked to their website as well. ■

a job WELL DONE

AIAN Work Group Chair Named AAIP “Physician of the Year”

NDEP American Indian and Alaska Native Work Group Chair Kelly R. Moore, M.D., F.A.A.P., was named American Indian “Physician of the Year” by the Association of American Indian Physicians. Dr. Moore was honored during a ceremony on August 8, 2006.

The Power to Control Diabetes Is in Your Hands Receives National Mature Media Award

NDEP’s revised *The Power to Control Diabetes Is in Your Hands* brochure was recognized with the Bronze Award of the National Mature Media Awards—the nation’s largest awards program recognizing the best advertising, marketing, and educational materials produced for adults age 50 and over. The entries were judged by panels of experts in the field of senior program communications.

PPOD Work Group Members Named Two of “America’s 175 Most Influential Podiatrists”

Podiatry Management magazine listed NDEP Pharmacy, Podiatry, Optometry, and Dentistry (PPOD) Work Group members Joseph Caporusso, D.P.M. and Barbara Aung, D.P.M. as two of “America’s 175 Most Influential Podiatrists” in its September 2006 issue. Dr. Caporusso is in private practice in McAllen, Texas. He is also a clinical associate professor and director of res-

idency training for the LowerRio Grande Valley region of the University of Texas Health Science Center at San Antonio. Dr. Aung is co-director of the Wound Center at Carondelet St. Joseph’s Hospital, principal investigator for the Amputation Risk Project, and in private practice in Tucson, Arizona.

NDEP Materials Named as Among the Nation’s Best Consumer Health Information Materials

The 13th annual National Health Information Awards recognized *Tips for Kids: Lower Your Risk for Type 2 Diabetes* and *You Don’t Need to be a Superhero to Manage Your Diabetes* with Bronze Awards. *Tips for Teens: Dealing with the Ups and Downs of Diabetes* received an Award of Merit. These materials were credited as being among the nation’s top health information materials.

Telenovela Honored for Embracing NDEP Messages

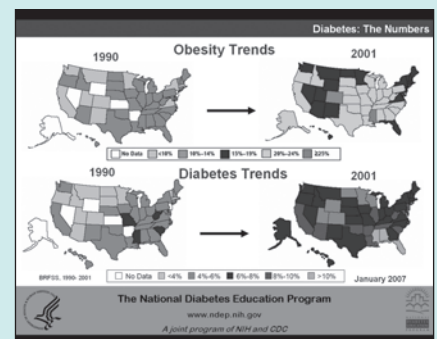
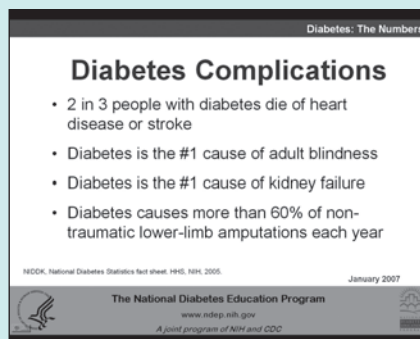
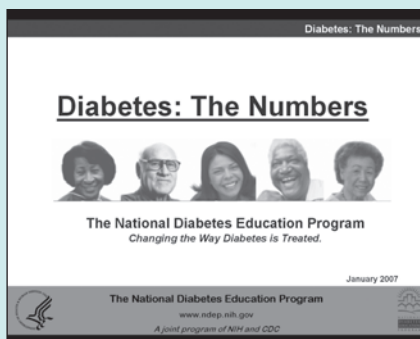
In August of 2005, writers for the Telemundo program *Amarte Así* consulted with NDEP Hispanic/Latino Work Group member Betsy Rodriguez to tell the story of Don Pedro as he was diagnosed with diabetes. On September 28, 2006, Hollywood, Health & Society, a program at the USC Annenberg School’s Norman Lear Center, honored Telemundo with a Sentinel for Health Award for “Don Pedro’s Diabetes.” The award-winning storyline from *Amarte Así* illustrated the major character’s struggle to manage his diet, weight, and medication to control his diabetes. ■

NEW and noteworthy

“Diabetes: The Numbers” PowerPoint Slide Set

NDEP’s newest resource is a series of PowerPoint slide sets that contain the latest U.S. diabetes prevalence and incidence rates broken down by age, sex, and race/ethnicity. They are designed as a resource for health care professionals, diabetes educators, and students. Slides can be downloaded as an entire presentation or used individually. The first set, “Diabetes: The Numbers” is now available on the NDEP website. It includes an overview of diabetes and pre-diabetes, as well as

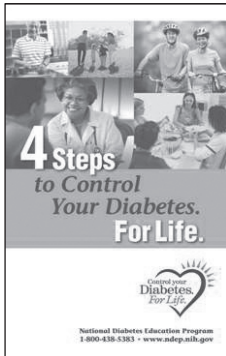
information about diabetes complications and obesity trends. To view the PowerPoint presentation, visit the Resources for Health, Education, and Business Professionals section of the NDEP website, or go to www.ndep.nih.gov/resources/presentations/presentations.htm. Future PowerPoint slide sets will be released later in the spring and will focus on the science of diabetes control and diabetes prevention. ■



updated NDEP PUBLICATIONS

To order these publications or other NDEP materials, please call 1-800-438-5383 or visit the NDEP website, www.ndep.nih.gov.

UPDATED



4 Steps to Control Your Diabetes. For Life.

An easy-to-read patient education brochure, *4 Steps to Control Your Diabetes. For Life.* now contains colorful pictures and provides information about four key steps to help people with diabetes manage their disease and live a long and active life.

UPDATED

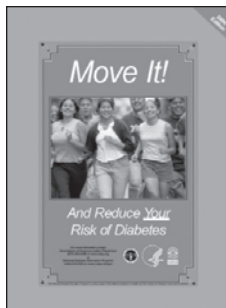


Your GAME PLAN to Prevent Type 2 Diabetes: Information for Patients

This updated three-booklet package provides patients at risk for developing diabetes with new information about implementing a program to prevent or delay the onset of the disease. It includes information on how to set goals, track progress, implement a walking program, find

additional resources, and monitor and record food and drink intake and physical activity with the use of a tracker and fat and calorie counter.

UPDATED



Move It! And Reduce Your Risk of Diabetes

To encourage increased physical activity in the school setting to help reduce diabetes risk among American Indian and Alaska Native teens, an updated *Move It! And Reduce Your Risk of Diabetes* school kit is available. *Move It!* is designed for school-based interventions, but can

be adapted for use at community events, as well as workplace and clinical settings. The kit features customizable resources, such as posters, fact sheets, resource lists, and stories, along with an extensive CD-ROM with supporting materials and references.

UPDATED



DiabetesAtWork.org

The first online resource for assessing the impact of diabetes in the workplace, DiabetesAtWork.org, has been redesigned and is now easier to use than ever before. The copyright-free, pilot-tested tools and

materials available on the website include an interactive assessment tool for determining the prevalence of diabetes among employees, more than 36 lesson plans in English and Spanish, and interesting case studies highlighting successful worksite programs. Visit *DiabetesAtWork* to access this online resource created to help employees manage their diabetes and take steps toward reducing risks for related complications.

Promote

Promote, Promote, Promote!

www.ndep.nih.gov/campaigns/tools.htm

Planning a promotion around diabetes control or prevention? Consider using NDEP messages and materials and help change the way diabetes is treated.

Take our feature articles, OpEds, and public service announcements, and customize them. Add your organization's name and mission, and talk about how you and NDEP are working together. Put your logo on an ad. Add your contact information to a feature article. Then submit the ad and the article to your local paper. Everybody wins: the local paper gets a local story, your organization gets some good publicity, and NDEP spreads the word about our campaigns and materials. And don't forget to promote our products in your organization's newsletter, mention them at meetings and in slide presentations, and talk about them on conference calls!

Visit NDEP's campaign tools website at www.ndep.nih.gov/campaigns/tools.htm for sample articles, OpEds, fact sheets, public service announcements, and tips for working with the media. ■

NDEP

on the road

The NDEP regularly exhibits at national meetings across the country. Exhibits provide an opportunity to share information and publications, promote NDEP programs and resources, and strengthen links with partner organizations. Upcoming NDEP exhibits are listed below:

➤ **NDEP Partnership Network Meeting**

February 27, 2007 • Atlanta, GA

➤ **American Society on Aging**

March 7-10, 2007 • Chicago, IL

➤ **American Association of Clinical Endocrinologists**

April 11-15, 2007 • Seattle, WA

➤ **American College of Physicians**

April 19-21, 2007 • San Diego, CA

➤ **CDC Division of Diabetes Translation**

April 30-May 3, 2007 • Atlanta, GA

➤ **American Academy of Nurse Practitioners**

June 20-24, 2007 • Indianapolis, IN

➤ **American Diabetes Association**

June 22-26, 2007 • Chicago, IL

➤ **American Association of Diabetes Educators**

August 2-4, 2007 • St. Louis, MO

➤ **AARP**

September 6-8, 2007 • Boston, MA

➤ **American Dietetic Association**

September 29-October 2, 2007 • Philadelphia, PA

➤ **American Academy of Family Physicians**

October 4-6, 2007 • Chicago, IL

➤ **American Academy of Pediatrics**

October 27-30, 2007 • San Francisco, CA

stay connected WITH NDEP

➤ Visit NDEP online at www.ndep.nih.gov. Learn more about diabetes, download diabetes education resources and tools, learn how to work with the NDEP to promote diabetes prevention and control, and find out more about how NDEP works to change the way diabetes is treated.

➤ NDEP NEWS & NOTES, NDEP's monthly e-newsletter, is designed to keep you informed about our activities and help you identify opportunities to incorporate our messages, products, and activities into your programs. If you would like to receive NDEP NEWS & NOTES every month, please email us at ndep@mail.nih.gov and ask to be added to our subscriber list.

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