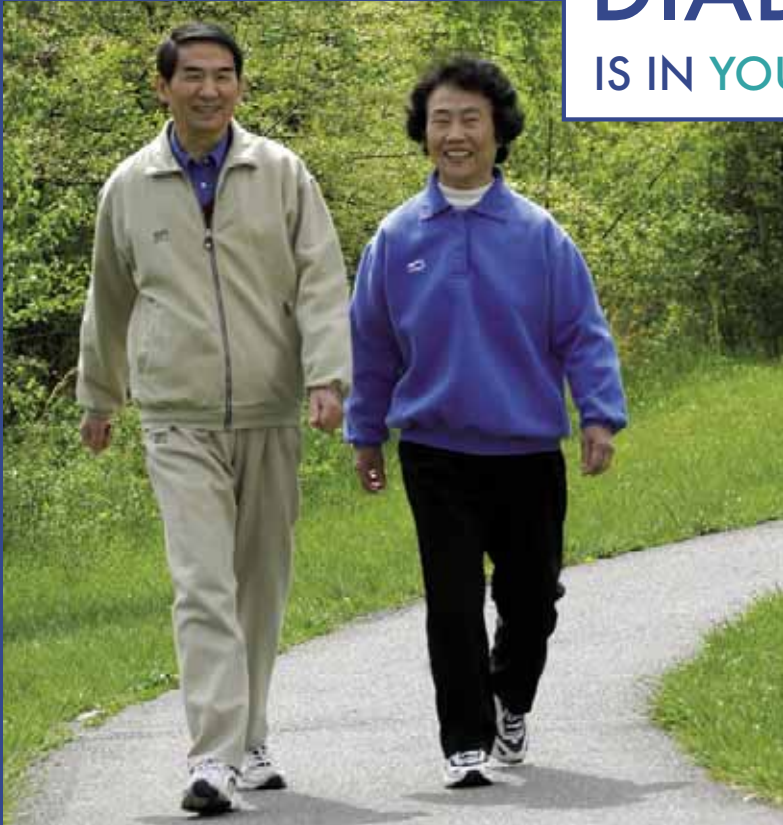


THE POWER TO CONTROL
DIABETES
IS IN *YOUR* HANDS



Community Outreach Kit



DIABETES IS IN YOUR HANDS

Dear Community Supporter:

Many health professionals consider diabetes the epidemic of our time. Millions of people in this country have diabetes, but many of them are unaware that they have the disease. The epidemic continues to grow as thousands of new cases are diagnosed every year. The number of Americans with diabetes is expected to double by 2050.

There is no question that every community needs to take action. Americans of all ages, races, and ethnic groups are vulnerable. Diabetes is most common in people age 60 and older. Diabetes affects almost every part of the body, and people suffering from the disease are at risk for complications ranging from blindness and heart disease to kidney failure and nerve damage, which can lead to lower-limb amputation. There is no cure for diabetes. Even more significant is the fact that diabetes is a leading cause of death in the United States.

The answer to controlling this silent killer lies in awareness, education, early diagnosis, and proper treatment. The National Diabetes Education Program—a joint Federal program of the National Institutes of Health and the Centers for Disease Control and Prevention—has joined forces with the Centers for Medicare and Medicaid Services to create ***The Power to Control Diabetes Is in Your Hands***, an awareness campaign to help older adults with diabetes and their loved ones learn how to manage the disease and live longer, healthier lives. The outreach effort focuses on the importance of a comprehensive approach to controlling diabetes by managing blood glucose (blood sugar), blood pressure, and cholesterol; taking prescribed medicines; and making healthy lifestyle choices such as following a diabetes meal plan and engaging in regular physical activity. The campaign also provides Medicare recipients with important information about Medicare benefits that help pay for certain supplies and services such as blood glucose monitors and supplies, diabetes self-management training, and medical nutrition therapy services.

You can play an important role in combating this deadly disease. Please help us make ***The Power to Control Diabetes Is in Your Hands*** campaign a national success by distributing the materials in this kit to your older members, patients, health professionals, educators, senior citizen centers, local media, libraries, community organizations, and retailers. Tips are included on how to use these materials, but feel free to use them in ways that best fit your community. For example, you may wish to send the poster to a senior center for older adults, your local library, or a local community clinic. The kit includes starter materials. To obtain additional free copies, visit us at www.ndep.nih.gov or call 1-800-860-8747.

We appreciate your support and thank you in advance for helping to spread the word about controlling diabetes to older adults, their caregivers, and their loved ones. Your efforts will provide them with the information they need to manage this devastating disease.

Sincerely,



Lawrence Blonde, M.D.

Chair

National Diabetes Education Program

How to Use This Community Outreach Kit

Introduction

The *Power to Control Diabetes Is in Your Hands* is an awareness campaign to help older adults with diabetes and their loved ones learn how to manage the disease and live longer, healthier lives. We can reach these goals by working together to increase awareness and improve understanding about diabetes and its complications. The National Diabetes Education Program (NDEP) has developed many educational messages and resources—including this toolkit—that you can adopt and tailor to meet the needs of your own community. You can disseminate information to the media, coordinate education activities, and share resources with other partner organizations.

Getting Started

To begin, review the materials in this toolkit. These resources will provide you with information about diabetes and older adults and suggestions for educational activities, media events, and promotional campaigns. We even include stories about how the *Power to Control* campaign was implemented in five very different communities. Think about all the different suggestions, and pick and choose the ideas and activities that you think will work best in your community.

Materials in this toolkit include:

- A diabetes fact sheet and ideas for diabetes awareness promotional activities
- Tips for writing a press release and a sample press release
- Guidelines for issuing a media advisory and a sample media advisory
- Guidelines for writing and placing an op-ed piece and a sample op-ed
- A sample letter to the editor
- *Power to Control* materials, including a brochure, a mini-poster, and a large poster
- An NDEP Materials Order Form
- A *Power to Control* Feedback Form
- Highlights from community partnership pilot site programs that implemented outreach activities to older adults with diabetes

After you have reviewed the toolkit, you can think about your own individual community. Think about the strengths of your organization and the community as a whole. Also think about the opportunities that you have in implementing a diabetes education program for older adults.

Some questions to consider as you discuss ideas with your colleagues include:

- Who is in your community? Are there large groups in your community such as older adults, African Americans, Asian Americans, or Hispanics living with diabetes?
- What are the specific health needs of your community? Do you have a large population of older adults with diabetes?

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- What organizational resources can you utilize? Are there experienced public speakers in your group? Perhaps someone could speak to a group of seniors about diabetes and distribute NDEP materials. Does your organization have a newsletter or website or contribute to a professional journal? If so, consider writing an article stressing the importance of a comprehensive approach to managing diabetes and of asking your doctor about the new Medicare benefits.
- Are there other organizations, businesses, or groups that you can partner with to address diabetes and related issues? Maybe another group could sponsor an event? Are there pharmacies or nearby libraries that could sponsor a workshop with a diabetes educator?
- Does your organization have monthly events? Consider having a joint event with others in your organization. Use the *Ideas for Promotional Activities* list to pick a monthly activity and weave in *Power to Control* messages and activities. For example, consider sharing the NDEP *Recipe and Meal Planner Guide* (www.ndep.nih.gov/diabetes/MealPlanner/) with senior centers for Nutrition Month, and offer to prepare one of the recipes for attendees.

Let Us Hear From You

We are sure that you are going to have many successful diabetes education activities in your community. Please share your successes with us so we can promote your ideas with other partners that also focus on older adults with diabetes. We are also interested in receiving copies of any media clippings from your events. Please contact Joanne Gallivan, NDEP Director, with your success stories, photos, and media clippings. She can be reached by email (joanne_gallivan@nih.gov), phone (301-496-3583), or fax (301-496-7422).

It is our sincere hope that you will find this Community Outreach Kit to be a valuable tool in your efforts to spread this important message—*The Power to Control Diabetes Is in Your Hands*—to older adults with diabetes and their families. Don't forget to send us your comments so we can consider your feedback as we revise and expand the *Power to Control* Community Outreach Kit. Please fill out the feedback form in this toolkit, and return it at the conclusion of your outreach efforts. Let us know what worked, what didn't, and how we can improve this kit. Your feedback is crucial and your comments will help strengthen the program and improve lives.

For More Information

For more information about the National Diabetes Education Program or this Community Outreach Kit, visit our website at www.ndep.nih.gov or call 1-800-438-5383.

DIABETES IS IN YOUR HANDS

Learn the Facts About Diabetes

Diabetes is a leading cause of death in the United States. The Centers for Disease Control and Prevention has called the growing problem of diabetes an epidemic

Do you know the facts?

- Diabetes is a serious disease. It means your blood glucose (often called blood sugar) is too high. Your blood always has some glucose in it because your body needs it for energy. But too much blood glucose in your blood is not good for your health. Knowing the blood glucose levels that are right for you will help control your diabetes.
- Millions of Americans have diabetes, but many of them are unaware that they have the disease. Thousands of new cases of diabetes are diagnosed every year.
- There is no cure for diabetes.
- Type 2 diabetes may account for 90 to 95 percent of all cases of diabetes. Type 1 diabetes, often called juvenile diabetes, may account for 5 to 10 percent of all diagnosed cases of diabetes.
- Risk factors for type 2 diabetes include older age, overweight, a family history of diabetes, high blood pressure, abnormal cholesterol levels, a history of diabetes during pregnancy, and physical inactivity (exercising less than three times a week). Having a family background that is African American, American Indian, Asian American, Pacific Islander, or Hispanic/Latino also increases the risk for type 2 diabetes.
- Symptoms of type 2 diabetes include excessive thirst, extreme hunger, excessive urination, unexplained weight loss, blurred vision, tingling or numbness in hands or feet, a feeling of being tired most of the time, very dry skin, sores that heal slowly, and more infections than usual. Some people with diabetes have no signs or symptoms.
- Diabetes complications include eye disease and blindness, kidney failure, heart disease, stroke, and nerve damage, which can lead to lower-limb amputation.
- Diabetes and its complications occur in Americans of all ages and racial and ethnic groups. Older adults are more commonly affected than younger people.
- Diabetes affects minority populations disproportionately, particularly African Americans, Hispanics/Latinos, and American Indians. Some Asian Americans, Native Hawaiians, and other Pacific Islanders also are at high risk for diabetes.
- Pre-diabetes is a condition in which blood glucose levels are higher than normal but are not high enough for a diagnosis of diabetes. People with pre-diabetes are at higher risk for getting type 2 diabetes and heart disease. If you have pre-diabetes, you can reduce your risk of developing diabetes by losing a small amount of weight—5 to 10 percent of your total body weight—and getting moderate physical activity.

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Diabetes can be controlled.

Self-testing of your blood glucose levels will help you control your diabetes. It will also help you and your doctor or health care team to make changes to your treatment plan. You can test your own blood glucose to check your levels. Diet, medicines, physical activity, sickness, or stress can affect your levels. Ask your doctor or health care team about checking your blood glucose levels.

Diabetes treatment includes lowering the risk of complications by controlling the diabetes **ABCs**

- **A** is for the A1C test, which measures average blood glucose (blood sugar). The goal for most people with diabetes is below 7.
- **B** is for blood pressure. The blood pressure goal for most people with diabetes is below 130/80.
- **C** is for cholesterol. The LDL cholesterol goal for most people with diabetes is below 100.

People with diabetes also need to take the following steps to control their diabetes:

Daily

- Follow your diabetes meal plan with the correct portion sizes. Eat a variety of foods that are high in fiber and low in fat and salt.
- Get 30-60 minutes of physical activity each day.
- Take medicines as prescribed. If you have questions, talk to your pharmacist or doctor about your medicines.
- Look at your feet and wash and dry them well each day. Tell your podiatrist or health care team about any changes with your feet.
- Check your mouth daily for gum or tooth problems. Call your dentist right away if you have problems with your teeth or gums.

As Needed

- Test your blood glucose as prescribed by your doctor.
- Check your blood pressure as prescribed by your doctor.
- Reach and stay at a healthy weight.
- Stop smoking.
- Make sure your eyeglasses or contact lens prescription is up to date so you can see clearly. Report any changes in your vision to your health care team.
- Work with your health care team to prevent diabetes problems.

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Medicare benefits can help people with diabetes and people at risk for type 2 diabetes.

Medicare also helps pay for other services for people with diabetes who have Medicare Part B. You should ask your doctor or other clinician about obtaining these services:

- Blood glucose monitor and supplies
- A1C tests
- Dilated eye exams to check for diabetic eye disease
- Diabetes self-management training
- Medical nutrition therapy services
- Screening for glaucoma, another type of eye disease
- Special shoes if prescribed by a doctor
- Flu and pneumococcal pneumonia vaccines

Medicare also covers foot care if you have nerve damage in either of your feet due to diabetes. One foot exam every 6 months by a podiatrist or other foot care specialist is allowed. You do not need a doctor's prescription for this service.

January 1, 2006, marks the beginning of Medicare prescription drug plans. These plans may cover certain diabetes medications.

Since January 1, 2005, Medicare Part B covers diabetes screening tests for certain people who are at risk for diabetes. People at risk for diabetes may have high blood pressure, high cholesterol, obesity, or a history of high blood glucose. Medicare allows up to two screenings a year.

For free information about Medicare coverage of diabetes supplies and other types of Medicare services, contact:

Center for Beneficiary Services

Centers for Medicare and Medicaid Services

7500 Security Boulevard

Baltimore, MD 21244-1850

800-MEDICARE (800-633-4227), available in English and Spanish

877-486-2048 for TTY users

www.medicare.gov

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For more information about diabetes and other educational materials, contact:

Administration on Aging

202-619-0724

www.aoa.gov

American Association of Diabetes Educators

800-TEAM-UP4 (800-832-6874)

www.diabeteseducator.org

American Diabetes Association

800-DIABETES (800-342-2383)

www.diabetes.org

American Dietetic Association

800-366-1655

www.eatright.org

American Heart Association

800-AHA-USA1 (800-242-8721)

www.americanheart.org

American Society on Aging

800-537-9728

www.asaging.org

Centers for Disease Control and Prevention (CDC)

877-CDC-DIAB (877-232-3422)

www.cdc.gov/diabetes

For a list of CDC-funded **State Diabetes Prevention and Control Programs**, please go to www.cdc.gov/diabetes/states/index.htm

National Diabetes Education Program

800-438-5383

www.ndep.nih.gov

National Diabetes Information Clearinghouse

800-860-8747

www.diabetes.niddk.nih.gov

National Heart, Lung and Blood Institute

301-592-8573

www.nhlbi.nih.gov

National Institute on Aging

301-496-1752

www.nia.nih.gov

National Kidney Disease Education Program

866-4-KIDNEY (866-454-3639)

www.nkdep.nih.gov

Community Partnership Pilot Site Activities

Community Partnership Pilot Site—Arizona

The National Diabetes Education Program (NDEP) worked with strategically selected community-based organizations to identify effective outreach and dissemination strategies for reaching older adults of diverse racial and ethnic backgrounds who have diabetes. As one of the NDEP's Community Partnership Pilot Sites, the Arizona Diabetes Initiative (AzDIn) distributed NDEP materials about diabetes and Medicare benefits to nearly 7,000 health care providers and older adult patients.

The Challenge. The prevalence of diabetes, along with associated mortality and hospitalization rates, is increasing among Arizona residents. An estimated 14 percent of all Arizona residents age 65 and older have diabetes.

Target Audiences. AzDIn's activities focused on two distinct target audiences—health care providers from diverse disciplines and racial/ethnic backgrounds and patients age 65 and older.

Partners. The AzDIn coalition was established by the Health Services Advisory Group and included 90 Arizona health care organizations. Additional entities supported specific collaborative activities. Partners included the American Diabetes Association (ADA), pharmaceutical companies, and various health networks.

Activities. AzDIn's activities focused on reaching providers included:

- Distributing NDEP overviews and fax-back order forms at a quarterly partner meeting;
- Disseminating NDEP kits and other materials to health care providers in Maricopa County, Arizona;
- Making a presentation and disseminating *Power to Control* materials to primary care physicians; and
- Sending press releases about Medicare diabetes benefits to newsletters and other publications of targeted professional medical associations and societies.

AzDIn activities targeting patients included:

- Distributing NDEP materials to managers at senior centers that provide educational and health promotion programs to approximately 10,000 seniors in Maricopa County;
- Teaming with ADA to launch a public relations campaign to increase awareness about diabetes and Medicare benefits among seniors and their families; and
- Disseminating NDEP messages and ADA guidelines to retiree members of the Southwest Health Alliance.

Lessons Learned

“Corporate partners such as pharmaceutical companies can be effective allies for increasing health awareness. Many such companies already are NDEP partners, and they are eager to join community-based efforts to reach their constituencies. However, planning time needs to incorporate 3 to 6 months for internal legal review and approval of proposed activities and materials. It is important to research the appropriate contact at the pharmaceutical company prior to providing materials to them.”

—David Barger, M.S.Ed., CHES, Health Care Consultant

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Community Partnership Pilot Site—Florida

The National Diabetes Education Program (NDEP) worked with strategically selected community-based organizations to identify effective outreach and dissemination strategies for reaching older adults of diverse racial and ethnic backgrounds who have diabetes. As one of the NDEP's Community Partnership Pilot Sites, the Area Agency on Aging of Broward County, Inc., disseminated information about managing diabetes and Medicare benefits to seniors from diverse racial and ethnic backgrounds and health care professionals who serve these older adults.

The Challenge. Nearly 350,000 older adults (age 60 and older) live in Broward County, Florida, year-round. An estimated 11.5 percent of seniors in Florida have diabetes, a proportion that translates to approximately 40,245 seniors in Broward County. Of these seniors, an estimated 14,000 may have diabetes but are unaware of it.

Target Audiences. The primary target audience was seniors age 60 or older, including low-income and minority populations. Secondary target audiences included health care and other professionals who serve these older adults.

Partners. Prominent partners in the NDEP pilot site effort included organizations with which the Area Agency on Aging had strong, existing relationships. These partners included members of the local health care community, including two public hospital districts in Broward County and various private hospitals; the county library system; local media; and faith-based and community organizations.

Activities. The Area Agency on Aging identified and took part in key public health education events that were already being planned in its area. Activities included:

- Speaking about the NDEP and distributing *Power to Control* materials at a professional diabetes workshop;
- Partnering with the North Broward Hospital District to staff an exhibit table and distribute *Power to Control* brochures at local health fairs and seminars;
- Distributing NDEP and other educational materials to promote health and wellness at a workshop on the Seminole Indian reservation;
- Staffing an exhibit booth and distributing NDEP brochures during an evening event at a local hospital;
- Presenting a seminar and distributing NDEP materials at the African American Research Library and Cultural Center; and
- Providing NDEP materials to support groups for people with diabetes with the help of partners such as Broward Meals on Wheels and a local medical center.

Lessons Learned

“Developing ongoing relationships with faith-based groups is a valuable strategy for reaching older adults. Providing health information and services to congregation members enhances the value of the partnership to these groups. Care must be taken not to conflict with existing faith-based activities and to publicize events well in advance through the local media, prayer breakfasts, and other meetings of potential partners.”

—Shari Baer, B.S.W., Community Outreach and Wellness Coordinator

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Community Partnership Pilot Site—Nevada

The National Diabetes Education Program (NDEP) worked with strategically selected community-based organizations to identify effective outreach and dissemination strategies for reaching older adults of diverse racial and ethnic backgrounds who have diabetes. As one of the NDEP's Community Partnership Pilot Sites, the Nevada Division for Aging Services (DAS) helped nearly 10,000 older adults access diabetes education materials and information about Medicare coverage benefits.

The Challenge. In Nevada, the Nation's fastest growing state, populations of older adults and racial and ethnic minorities have increased substantially. Many of Nevada's older residents, particularly those at or below the poverty level, live in rural areas where the state's mountain ranges and lack of public transportation pose significant challenges to accessing health information and care.

Target Audiences. The Nevada DAS developed strategic partnerships to reach target populations, particularly low-income, minority, older adults with diagnosed diabetes who used the Nevada Rural Health Centers as well as patients eligible for Medicare.

Partners. Because the Nevada campaign relied on volunteers and existing resources, acquiring additional resources through partners was critical to its success. The Nevada DAS recruited three key partners to help support its diabetes awareness and outreach efforts: the Lions Clubs, Nevada Drugs, and Raley's Pharmacy. Other organizations that supported the campaign included state and county health programs and centers, local businesses, and universities.

Activities. The Nevada DAS delivered NDEP *Power to Control* campaign messages through three kinds of activities.

- *Patient Surveillance and Information Dissemination*—The Nevada DAS worked in tandem with the Nevada State Diabetes Control Program and the Nevada Rural Health Centers, Inc., to modify an existing state patient survey with questions about patient awareness and use of the Medicare diabetes self-monitoring benefit. Patients with Medicare who were identified during the survey process received *Power to Control* campaign materials.
- *Public Outreach*—The Nevada DAS partnered with pharmacies and community groups to disseminate campaign messages and materials. DAS staff also made appearances on local television and radio programs and attended state and local meetings and conferences.
- *Professional Education*—DAS staff received education and training in basic diabetes care and the Medicare benefits related to the disease. Training resources included educational materials developed for the *Power to Control* campaign.

Lessons Learned

“One thing that is important to remember in developing a campaign like this one is that you give up a good deal of control when working in a partnership. There is give and take, and you have to learn to live graciously with the results because you can't do it without the partners.”

—Myra Davis, Campaign Coordinator

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Community Partnership Pilot Site—Puerto Rico

The National Diabetes Education Program (NDEP) worked with strategically selected community-based organizations to identify effective outreach and dissemination strategies for reaching older adults of diverse racial and ethnic backgrounds who have diabetes. As one of the NDEP's Community Partnership Pilot Sites, a coalition in Puerto Rico provided diabetes education materials and information about Medicare coverage benefits to more than 6,000 workshop participants. Print media activities spread campaign messages to the entire population of Puerto Rico as well as to 21 other countries.

The Challenge. In Puerto Rico, diabetes has a higher prevalence than in any state of the United States and is the third leading cause of death. Diabetes affects nearly 25 percent of the population age 65 years and older.

Target Audiences. Although the coalition focused primarily on Puerto Rican recipients of Medicare, it also targeted the broader community and medical and health care professionals.

Partners. A coalition was formed that comprised representatives from the South American and Central American Region of the International Diabetes Federation, the Puerto Rican community, and business and professional organizations interested in diabetes. Humana Puerto Rico provided support for coalition activities and initiatives.

Activities. The coalition devised a programmatic model to assign specific target population groups to appropriate partners. The coalition's series of communication activities included:

- Staffing workshops and booths at local health fairs and shopping centers;
- Giving presentations at scheduled meetings and conferences;
- Disseminating information at senior centers;
- Participating in radio and television interviews;
- Holding a press conference with the mayor and senior executives from each of the partner companies and organizations; and
- Developing and placing print articles in national, local, and regional publications.

Lessons Learned

“For someone who has never developed a campaign before, it is important to research which organizations and companies would be best to partner with. If you can, use contacts you already know.”

—Betsy Rodríguez, Campaign Coordinator

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Community Partnership Pilot Site—San Diego

The National Diabetes Education Program (NDEP) worked with strategically selected community-based organizations to identify effective outreach and dissemination strategies for reaching older adults of diverse racial and ethnic backgrounds who have diabetes. As one of the NDEP's Community Partnership Pilot Sites, the United Filipino American Senior Citizens of San Diego, Inc. (UFASCSD), helped thousands of Filipino older adults access diabetes education materials and information about Medicare coverage benefits.

The Challenge. Diabetes is a leading cause of morbidity and mortality among Filipino Americans, who make up the largest proportion of San Diego County's Asian/Pacific Islander community. Of equal concern are study results indicating that the majority of Filipino American women with diabetes are not aware that they have the disease.

Target Audience. The primary audience of the UFASCSD campaign was Filipino Americans age 65 and older from the communities of National City, San Diego City, and Chula Vista. The campaign specifically targeted older adults who were eligible for Medicare benefits or received services through community organizations or programs.

Partners. UFASCSD recruited partners from Filipino professional, civic, and other organizations as well as local pharmacies, senior centers, and Lions Clubs.

Activities. Activities undertaken by UFASCSD and its partners included:

- Reaching people with Medicare through senior centers, community health clinics, church gatherings, and senior housing facilities;
- Providing physicians and caregivers with information about the Medicare self-monitoring benefit;
- Using local media to increase awareness of the Medicare benefits;
- Organizing community forums on the Medicare benefits for older adults; and
- Providing orientation and training about Medicare policies and diabetes management and control to older adults who could then provide information to their peers.

Lessons Learned

“Really know your community. Find out who the gatekeepers and decisionmakers are. You cannot get organized without knowing who influences whom, and word of mouth can be key to a project like this. We asked 12 organizations and companies to partner with us and ended up with 15. Many more organizations now want to participate in future events.”

—Aurora Cudal, Program Consultant

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Ideas for Promotional Events

There are countless opportunities to share diabetes information. One way to get your information to the public is by utilizing “news hooks”—messages associated with current newsworthy events, holidays, or other observances that will likely be covered by the media. Depending on what you are announcing, you can write op-eds, articles, or press releases. You can hold news briefings for journalists and invite them using a media advisory. You can reach out to community organizations and religious groups by urging them to include information for older adults with diabetes, their loved ones, and caregivers in programs, activities, and web sections scheduled in association with holidays and observances. Offer to be a guest speaker to provide this information to older adults during a group’s meeting, program, or other special event. Ask libraries, senior centers, recreation centers, and other appropriate gathering places to display the poster and distribute brochures.

The following list includes at least one observance for each month and a suggestion for an activity you can undertake in association with that observance. Use your imagination and understanding of your community to create opportunities to share the importance of self-monitoring blood glucose levels and the availability of benefits for people with Medicare who have diabetes. Remember to refer people to the NDEP website (www.ndep.nih.gov) for information and additional materials.

January—New Year’s Resolutions

Hook

- Make this the year you control your diabetes.

Product/Activity

- Encourage senior centers, churches, and synagogues, as well as organizations and retailers who work with older adults, to include in their publications self-monitoring and benefit information for Medicare recipients who have diabetes. Include the NDEP website (www.ndep.nih.gov).
- Ask organizations hosting meetings or activities in January to feature a speaker or provide information on diabetes and older adults (for example, the brochure) for participants during their January events. Or compile a list of “New Year’s Resolutions” that older adults with diabetes could make to improve how they feel, and share this list at a relevant organization’s meeting.

February—Black History Month and Heart Month

Hook

- Diabetes disproportionately affects members of the African American community.

Product/Activity

- Target African American publications for a feature story on diabetes and older adults and Medicare benefits. Also remember to contact specialty publications, such as those issued by religious and social service organizations.
- Hold an activity or workshop for older African American adults that promotes diabetes control and cardiovascular disease prevention.
- Print postcards for Valentine’s Day and include a special message about the ABCs for managing diabetes (the A1C test, blood pressure, and cholesterol) for loved ones who have the disease. Visit the NDEP website (www.ndep.nih.gov) for more information about the ABCs.

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March—National Kidney Month and National Nutrition Month

Hook

- National Kidney Month focuses on the effect of diabetes on the incidence of kidney disease.
- For National Nutrition Month, the hook is that making informed food choices can help people with diabetes feel better physically and can lower the chances of serious health problems.

Product/Activity

- Issue a news release and fact sheet on how diabetes control can prevent the complications of diabetes, including kidney disease. Also include statistics on older adults with diabetes and information on Medicare benefits. [For more information, contact the National Kidney Disease Education Program (NKDEP) at 1-866-4-KIDNEY or visit the NKDEP website (www.nkdep.nih.gov).]
- Send a press release to health editors at your local newspapers and television and radio stations, informing them of the services Medicare covers for people with diabetes including diabetes self-management training (which includes a section on nutrition) and medical nutrition therapy services.
- Share the NDEP *Recipe and Meal Planner Guide* (www.ndep.nih.gov/diabetes/MealPlanner/) with senior centers. Offer to prepare one of the recipes for center participants.

April—National Public Health Week, World Health Day, and National Minority Health Month

Hook

- National Public Health Week has a theme each year, and local groups are encouraged to hold relevant events.
- World Health Day has a different theme each year. Try to fit a message related to diabetes and older adults into this year's theme.
- National Minority Health Month is an initiative that seeks to eliminate health disparities of African Americans, Hispanics, American Indians, Alaska Natives, Asian Americans, Native Hawaiians, and other Pacific Islanders. Health experts predict that the number of diabetes cases will increase dramatically, especially among older adults and these racial and ethnic minority populations.

Product/Activity

- Team up with your county, city, or state department of health, and host an exhibit booth to hand out information about managing diabetes among older adults. Make sugar-free snacks, and use them to attract people to your booth. Don't forget to check the NDEP website (www.ndep.nih.gov) for useful information.
- Issue a diabetes fact sheet—with information specific to older adults—related to this year's theme for World Health Day.
- Contact minority-owned businesses in your area about disseminating materials to their older employees on controlling diabetes. Offer to do a lunchtime presentation, and hand out materials from the NDEP website (www.ndep.nih.gov).

May—Older Americans Month, National Sight-Saving Month, and National High Blood Pressure Education Month

Hook

- Millions of Americans have diabetes, and people age 60 and older are more commonly affected than younger people.
- Diabetes is the leading cause of new blindness among working-age Americans.

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- Complications from diabetes can develop much more quickly if blood pressure is higher than recommended levels.

Product/Activity

- In 2005, the Administration on Aging selected “Celebrate Long-Term Living” as the theme for Older Americans Month to salute the valuable contributions older adults make to their communities as they age. Locate an older adult in your community who is living a productive and active life with diabetes, and write a letter describing this person’s healthy lifestyle to the assignment editor of your local television and radio stations and to the features editor of your community newspapers. Mention that this person sets an example for others in the community—young and old.
- Place op-eds in your local newspapers.
- Appear on a local television news show or community service program to talk about the importance of self-monitoring blood glucose to control diabetes and the availability of benefits for people with Medicare. Mention the NDEP website (www.ndep.nih.gov) so that viewers can get additional information.
- Team up with a local chapter of the National Federation of the Blind to issue tips for older adults with diabetes.
- Visit the National Eye Health Education Program website (www.nei.nih.gov/nehep/plans/diabetesplan.asp) for a communication plan for a diabetic eye disease education program for older adults with diabetes. Implement some of the ideas in your community.
- Contact your local grocery or pharmacy chain about having a nurse come to the store to test blood pressure of older adults. Hand out materials from the NDEP website (www.ndep.nih.gov) to those who attend.

June—National Men’s Health Week

Hook

- Getting in shape isn’t just about physical exercise.

Product/Activity

- Offer to write a feature story for local publications about fitness as it relates to older adults with diabetes.
- Write an op-ed using “Getting in Shape Isn’t Just About Physical Exercise” as your title. Remember to begin by mentioning the observance of National Men’s Health Week.

July—Summer Vacations and Family Reunions

Hook

- Summertime fun and travel go hand in hand with diabetes control.

Product/Activity

- Encourage organizations and religious groups to include messages in their publications about older adults enjoying summer and maintaining good health when traveling, with diabetes control in mind. Provide the NDEP article on this topic—“Have Diabetes, Will Travel.” (available at http://ndep.nih.gov/diabetes/pubs/Diabetes_travel_article.pdf)—and ask them to consider reprinting it, crediting the NDEP.
- Contact local newspapers and specialty press, and offer to write an article about diabetes control and older adults. Provide editors and journalists with the NDEP website (www.ndep.nih.gov).
- Create sugar-free recipes for summertime snacks, and send them to local and national women’s magazines. Remember to send a photo of your creation!

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August—National Senior Citizens Day

Hook

- Older Americans can live happy, healthy lives with self-monitoring of blood glucose to control diabetes.

Product/Activity

- Issue a media advisory with a fact sheet, and enlist the help of spokespersons as experts to discuss diabetes and older adults and to demonstrate how to test and control blood glucose (blood sugar).

September—National Hispanic Heritage Month, National Cholesterol Education Month, and Take A Loved One for a Checkup Day

Hook

- Diabetes is a major problem among Hispanics, and diabetes control should be a focus of National Hispanic Heritage Month (September 15 through October 15).
- Managing cholesterol is part of the ABCs of managing diabetes.
- Taking older loved ones to the doctor may be the first step in helping them learn to control their diabetes.

Product/Activity

- Target Hispanic media with a feature story on the incidence of diabetes among older Hispanics and what this population needs to know about preventing and controlling diabetes. For information and brochures in Spanish, see ndep.nih.gov/diabetes/pubs/PubsHispLatino.
- Contact your local community newspapers to pitch the idea of an article about the ABCs of managing diabetes. A is for the A1C test, B is for blood pressure, and C is for cholesterol. The goal for most people is to keep the LDL, or “bad” cholesterol, below 100. See www.ndep.nih.gov for more information.
- Encourage your friends to take their older family members to the doctor to learn what steps they can take to control their diabetes. Ask your loved one’s doctor to display materials at the front desk for others. Please visit www.omhrc.gov/healthgap/2005drday.htm for information on Take A Loved One for a Checkup Day,

October—National Pharmacy Week and Family Health Month

Hook

- National Pharmacy Week spotlights caregiving for older adults with diabetes.
- Family members play an integral role in helping older adults with diabetes to learn how to manage their condition.

Product/Activity

- Visit local pharmacies, and ask them to display information on older adults and diabetes.
- Encourage local retailers to include information about older adults, diabetes, and Medicare benefits in their weekly advertisements. They can go to the NDEP website (www.ndep.nih.gov) for facts and ideas.
- Encourage a local pharmacist to talk about diabetes to local reporters or during organization events such as monthly social luncheons.
- Hold an event at your local library to educate older adults and family members of people with diabetes about managing the disease. Remember to mention the new Medicare-covered services!

DIABETES IS IN YOUR HANDS

November—National Diabetes Awareness Month and National American Indian and Alaska Native Heritage Month

Hook

- National Diabetes Awareness Month focuses on increasing awareness about diabetes.
- National American Indian and Alaska Native Heritage Month focuses on the diabetes epidemic among Native Americans.

Product/Activity

- Ask the mayor to sign a proclamation observing National Diabetes Awareness Month in your community. Hold a signing ceremony, and invite the media. Hold a news conference following the ceremony, and include information about self-monitoring blood glucose levels and Medicare benefits for people with diabetes. Bring a laptop computer, and showcase the NDEP website (www.ndep.nih.gov).
- Target Native American media with a feature story on the incidence of diabetes among older Native Americans and what this population needs to know about preventing and controlling diabetes. See www.ndep.nih.gov for more information.

December—Holiday Gift Giving

Hook

- Give your family and yourself a gift that will last a lifetime—good health.

Product/Activity

- Write a news release about the importance self-monitoring blood glucose levels and the availability of benefits for people with Medicare who have diabetes. Use the theme of giving your family and yourself the gift of good health. See www.ndep.nih.gov for information on diabetes control to help ensure a lifetime of good health.
- Offer to appear on a local television or radio news or talk program to share information about diabetes and older adults, tied to the idea of giving a gift that will last a lifetime. See the NDEP website (www.ndep.nih.gov) for information.
- Promote signing up for medical nutrition therapy services or diabetes self-management training as a gift to yourself or an older family member with diabetes.
- Hold a sugar-free bake sale at your church or synagogue, and donate the proceeds to a diabetes research organization. Remember to let the media know (via a press release) about your new twist on a typical fundraising activity during the holiday season.

Additional Ideas for Promotional Events

- Partner with your local nail salon to have a discount day in honor of *The Power to Control Diabetes Is in Your Hands* campaign for older women with diabetes. Hand out brochures.
- Arrange for a local restaurant to serve a tasting menu of healthy foods for older people with diabetes. Send a press release to the media, and announce that this is in conjunction with the *Power to Control* campaign.
- Gather a group of older adults living with diabetes who have benefited from the newly covered Medicare services, and offer interviews with the local media.
- Get a table at your local shopping mall, and display literature on older adults and diabetes.
- Write a poem about having the power to control diabetes, and submit it to “Dear Abby.”
- Team up with your local hospital or doctor to create a pocket guide of questions for older adults to ask their physicians about the Medicare-covered services for people with diabetes. Or use the Q&A from the brochure in the Community Action Kit, and turn it into a stand-alone pocket guide. Get a local print shop to donate the copies to the effort, and disseminate the cards through pharmacies, libraries, community centers, and day care centers for older adults.
- Invite members of the local chapter of the American Diabetes Association to speak at your community center or senior center, and formally invite decision makers who are older adults. If any of the decision makers RSVP, alert the media. Encourage the decision makers to comment on the issue.
- Scout the airwaves for a high-profile local news anchor or radio personality who is an older adult with diabetes. Encourage that person to get diabetes self-management training or medical nutrition therapy services and to do so on the air.
- Collect healthy new and adapted recipes from older adults, and develop a recipe book to share with others who have diabetes.
- Go to AARP’s website (www.aarp.com) and other sites targeting older adults, and have them mention the *Power to Control Diabetes Is in Your Hands* campaign.
- The Administration on Aging encourages partners in its *You Can!* campaign to join in celebrating ways for older adults to be active and healthy. Holding a local *You Can!* celebration can help you spread the word about the importance of healthier lifestyles. See www.aoa.dhhs.gov/youcan/youcan.asp for more information.

Tips for Writing a Press Release

Many of the stories reported in the news have started with a well-written press release. Small newspapers will sometimes print the release verbatim or with minor changes. For the most part, however, the media will use the information you provide as background for a story. The tips below will help you in writing a press release and in getting the information used.

- **Make sure you have a good reason for writing a press release.** Press releases should be written if you have something newsworthy to say. For example, you might send out a press release if your organization does any of the following:
 - Plans local activities to coincide with a well-known day, week, or month
 - Issues a proclamation with the mayor
 - Conducts a special program featuring a local or national celebrity speaker
 - Releases the results of a study, poll, or survey
 - Honors an individual or organization
 - Launches a public education program
 - Hires a high-level staff person or officer
- **Keep it short.** A press release should be no more than two pages and should contain short sentences and paragraphs.
- **Use the proper format.** Type the press release on organization letterhead. At the top of the page on the right-hand side, include the name and phone number of the contact who will provide information. On the left-hand side, include “For Immediate Release” or state that the information should be held for a specific date. If the release is more than one page, end page 1 with the notation “-more-.” At the end of the release, follow the last sentence with the notation “# # # #” centered on the line below.
- **Start with the most important information.** Begin with a headline that provides a brief but interesting descriptive phrase to introduce the information that will be contained in your release. The headline is the attention grabber, which often makes the difference in whether or not it will be read.
- **Don’t use slang.** Never use slang, acronyms, or technical terms. If you must use an acronym or technical term, explain it.
- **Accuracy and factuality are important.** Be sure to verify spelling, names, titles, and statistics. For the latest national and state statistics on diabetes, go to www.diabetes.niddk.nih.gov/populations/index.htm. Remember to avoid editorial comments. Opinions should only be expressed in direct quotes.

Sample Press Release

[Company Name] Joins National Program to Help Older Adults Manage Their Diabetes

FOR IMMEDIATE RELEASE: [Date]

Contact: [Name, Phone Number, Email]

[City, State]—[Company name], [description of company's services or products and whether it is nationwide/in certain regions], announced today that it has joined a nationwide effort to help older adults with diabetes learn how to control their disease.

The campaign, called *The Power to Control Diabetes Is in Your Hands*, stresses the importance of controlling diabetes and preventing complications from the disease among older adults. Testing and controlling blood glucose (blood sugar) levels is one of the most critical components of controlling diabetes. A comprehensive approach also includes managing blood pressure and cholesterol, taking prescribed medications, and making healthy lifestyle choices such as following a healthy eating plan and engaging in regular physical activity.

To that end, the campaign also will include information on two new benefits for Medicare patients that can help pay for diabetes supplies and services: (1) diabetes self-management training teaches people with diabetes how to manage their blood glucose, make appropriate food choices, exercise, and prevent and treat complications; and (2) medical nutrition therapy services, in which a registered dietitian or other nutrition professional reviews personal eating habits, suggests healthy foods, explains how to manage lifestyle factors that affect food choices, and checks progress with follow-up visits. Each of the two benefits must be prescribed by a physician.

The *Power to Control* education campaign, aimed at those age 60 and older with diabetes and their families and caregivers, provides information and messages using articles in publications, web resources, and community events from the National Diabetes Education Program (NDEP)—a joint Federal program of the National Institutes of Health and the Centers for Disease Control and Prevention (CDC). Providing additional information are the Centers for Medicare and Medicaid Services and the Administration on Aging, both of which lead a nationwide network of state and area agencies that provide essential services to older adults and their caregivers.

“Older adults, many of whom are on fixed incomes, can find the cost of supplies and services needed to control their diabetes overwhelming,” said NDEP Chair Dr. James R. Gavin III. “With the help of [company name] and through the *Power to Control* campaign, we can effectively teach older adults with diabetes how to control their disease and how to improve the quality of their life.”

CDC has sounded an alarm to warn of the diabetes epidemic underway in the United States. Millions of people have been diagnosed with diabetes nationwide, millions more Americans have yet to be diagnosed, and thousands of new cases are reported each year. The number of Americans with diabetes is expected to double by 2050. Racial and ethnic minority populations are at greater risk. Diabetes is more common among adults age 60 and older.

Information on [company name]'s local efforts will be posted on the NDEP website (www.ndep.nih.gov). For more information, please contact [name] by phone at [number] or by email at [email address].

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What You Need To Know About Issuing a Media Advisory

What is a media advisory? A media advisory is a document that provides broadcast and print media reports with the information needed to plan and cover your event or activity. The best way to inform local media outlets about an upcoming press conference or press briefing is to use a media advisory.

Here are some suggestions that will help you successfully distribute your media advisory:

- **Get your media advisory to daybooks and “upcoming” or “week-ahead” columns.** Look for a phone listing for a news wire service in your city or state. Wire services include organizations such as the Associated Press (AP) and United Press International (UPI). Ask to speak to someone handling the daybook—a service that the wire services provide to the media. The daybook provides a daily listing of all events and activities that are open to the media. Ask the daybook desk person to place your media advisory on the daybook the week before, the day before, and the day of the event. Remember to ask for the daybook editor’s name and fax number so that you can promptly get the information to the wire service.
- **Create a media list.** Also send the media advisory to local media. One to 2 weeks before the event is the best time to have it delivered. To get started, develop a current media list. Your list should be up to date in order to be effective in reaching reporters and interesting them in your event.

Here’s how to get your list organized:

- Check your local library or bookstores for media directories. Media directories provide you with a list of wire services, television stations, radio stations, daily and weekly newspapers, business trade publications, magazines, newsletters, and Web-based news services. Some commonly recognized media directories include *Bacon’s Media Directories*, *Broadcasting Yearbook*, and *Burrell’s Media Directory*. Check your area phonebook and do an Internet search to make sure your list is complete.
- Create a list that includes the name of a reporter or editor, name of the media organization, address, phone number, and fax number for each media outlet.
- When identifying media to include on your list, do not forget specialty media. Look for print and broadcast organizations serving older adults, African Americans, Hispanics/Latinos, Asian Americans and Pacific Islanders, American Indians and Alaska Natives, and other minority populations. Other media you should put on your list include daily and weekly neighborhood newspapers and newsletters; publications, such as those written for teachers or doctors; business publications produced by hospitals and health centers; and religious publications, such as those published by churches and synagogues.

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- Call each media organization on your list to verify that your information is accurate. Check to be sure you are targeting the appropriate reporter or editor for your event (perhaps a reporter who focuses on older adult issues), and find out when the best time is to call and follow up with that person. You should also find out how far in advance they would like the information about your event.
- Create a final media list. For each media organization, include the following information: media outlet, address, telephone number, fax number, name and title of the contact, and the best time of day and how far in advance you should call about your event.
- **Follow up.** After you have sent your media advisory, contact reporters or editors by phone or email to find out whether they are planning to cover the event. Sometimes getting in touch personally can make a difference in creating media interest.

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Sample Media Advisory

[Title and Name of Celebrity or Spokesperson] and [Name of Your Organization] Join Forces for Diabetes Awareness Campaign

FOR IMMEDIATE RELEASE: [Date]

Contact: [Name of person who will handle media inquiries, phone number, email]

[Title and name of celebrity or spokesperson] and [description and name of your organization, and whether it serves the Nation or certain regions] have joined forces in support of a national diabetes awareness campaign for older adults called *The Power to Control Diabetes Is in Your Hands*, sponsored by the National Diabetes Education Program (NDEP). The NDEP is a joint Federal program of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC). Highlights of the local campaign include [a seminar? benefit concert? List the special event or the most noteworthy aspect of the campaign] by [celebrity or spokesperson] on [date] at the [venue] in [area].

[Celebrity or spokesperson] will [for example, discuss his or her own experiences managing diabetes]. [Describe the celebrity or spokesperson again (e.g., a musical legend, an award-winning journalist)], [celebrity name] is well known for [list the well-known songs, books, movies, television shows, etc.]

The *Power to Control* campaign will utilize [list elements] in a special effort to reach older adults, particularly those age 60 and older. Although diabetes and its complications occur in Americans of all ages and racial and ethnic groups, older adults are more commonly affected. Many older adults with diabetes are on fixed incomes that make it difficult for them to follow all recommended self-care routines.

“The campaign empowers patients to take every necessary step to stay in control of their condition,” said NDEP Chair Dr. James R. Gavin III. This involves managing blood glucose (blood sugar), blood pressure, and cholesterol; taking prescribed medicines; and making healthy lifestyle choices such as following a diabetes meal plan, engaging in regular physical activity, and maintaining a healthy weight. “Following these steps can positively affect not only one’s health, but also one’s sense of independence and well-being.”

Approximately 18 million Americans suffer from diabetes, which is a leading cause of death in the United States. The epidemic continues to grow as thousands of new cases are diagnosed each year. The number of Americans with diabetes is expected to double by 2050.

-more-

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[Celebrity or spokesperson] and [Your Company] Join Forces—

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Participants

[Celebrity or spokesperson], [title]

[Name of your organization’s representative], [title], [city or state]

[Names, titles, affiliations of other participants]

[Name and city of a person with diabetes who is participating in the event, if applicable]

Date: [Day and date]

Time: [Time of the event]

Place: [Address where event will be held, including any important location information (e.g., room name or number, parking instructions)]

Contact: [Name of the person who will handle phone inquiries from the public]

Phone/Email: [Contact person’s telephone number and email address]

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Writing and Placing an Op-Ed

Newspapers generally publish a page of opinion columns and letters opposite the editorial page. The reference to “opposite editorial” became “op-ed.” The op-ed pages are used to allow ideas and issues to be aired and debated. As a result, these pages represent an opportunity to address important issues, such as the need for a better understanding of diabetes and the toll it takes as it reaches epidemic proportions in the United States. Writing an op-ed allows you to express your views while presenting the facts of your case.

You can use the sample op-ed included here, or you can write one of your own.

Here are some tips for writing an op-ed:

- Begin by making an outline. It will help you organize your thoughts and include key points.
- Limit your op-ed to one subject. Never try to cover more than one issue in an op-ed.
- Express an opinion at the beginning in a clear, thought-out manner.
- Do not assume that your readers are aware of the issue or your viewpoint. Provide enough background information to allow them to follow your logic.
- Although it is important to provide statistics, study information, or survey results, don't overdo it. For national and state statistics on diabetes, go to www.diabetes.niddk.nih.gov/populations/index.htm.
- If a recent news event or story will add support to your opinion, refer to it.
- Localize your story whenever possible.
- Be clear and firm in your approach, but not fanatical.
- Keep your op-ed to 800 words or less. More is not better.
- At the end of the op-ed, include an “authorship” line providing your full name and a brief description of who you are and what you do that makes you a credible source of information or an expert on the subject.

Here are some tips for getting an op-ed placed:

- Begin the process of trying to get your op-ed published approximately a month before you want it to appear in the publication. To get started, call the paper and find out the name of the person you need to speak with about op-ed. Find out if the paper has any rules about how an op-ed is submitted. You may wish to ask if it can be mailed, emailed, or faxed. Usually, an op-ed is sent to the editorial page editor.
- Along with your op-ed, send a letter that explains who you are, and provide some background information about the National Diabetes Education Program (NDEP) and the subject of your op-ed. The letter should briefly and clearly state what the issue is and why your thoughts on the subject are important. You can use the enclosed sample letter to the editor and tailor it with your personal information.
- About a week after you have sent your op-ed, call the publication and make sure your op-ed was received. Be prepared to answer any questions, and use the call as an opportunity to once again express your interest in seeing the op-ed appear in the paper.

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Sample Op-Ed

We Have the Power to Control a Silent Killer

A silent killer is sweeping the Nation. It affects all ages, races, and ethnic groups. Those suffering from it are at risk for blindness, kidney failure, heart attack, stroke, nerve damage, amputations, and death. More than 5 million Americans are yet to be diagnosed with this disease. And diabetes is more common in people age 60 and older.

The disease is diabetes, and it is a leading cause of death in the United States. There is no cure for diabetes. However, it can be controlled through early diagnosis, awareness, education, and proper treatment and management.

The National Diabetes Education Program, a joint Federal program of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC), has joined with the Centers for Medicare and Medicaid Services (CMS) to create *The Power to Control Diabetes Is in Your Hands*, an awareness campaign to help older adults with diabetes and their loved ones learn how to manage the disease and live longer, healthier lives. This campaign also provides information about diabetes control for older adults as well as Medicare benefits concerning diabetes supplies and services.

Sadly, many older adults are unaware that they have the power to control their diabetes through self-testing of blood glucose (blood sugar). Older adults who have diabetes and are on Medicare—whether or not they are treated with insulin—may be eligible for benefits that can help pay for certain equipment and services, such as blood glucose testing supplies, diabetes self-management training, and medical nutrition therapy services.

Older adults with diabetes can take control and reduce their chances of developing complications by regularly testing their blood glucose; managing their blood glucose, blood pressure, and cholesterol; taking their medications; and making healthy lifestyle choices such as following a healthy eating plan and engaging in regular physical activity.

Chances are that someone you know has, or will be diagnosed with, diabetes. Support this program and help control the silent killer. Help ensure that your older family members and friends who have diabetes get the information they need to conquer complications and to live healthier lives. For more information, please visit the National Diabetes Education Program's website (www.ndep.nih.gov) or call 1-800-438-5383 to order educational materials. Visit www.medicare.gov/Health/Diabetes.asp to learn more about Medicare benefits for people with diabetes.

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Sample Letter to the Editor

[Date]

[Name of Contact]

[Title]

[Address]

Dear [Name of Contact]:

Many health professionals consider diabetes the epidemic of our time. Millions of people in this country have diabetes, but many of them are unaware that they have the disease. The diabetes epidemic continues to grow as thousands of new cases are diagnosed every year. Diabetes is most common in adults age 60 and older.

There is no cure for diabetes. The answer to controlling this silent killer lies in awareness, education, early diagnosis, and proper treatment. The National Diabetes Education Program—a joint Federal program of the National Institutes of Health and the Centers for Disease Control and Prevention—has joined with the Centers for Medicare and Medicaid Services to create *The Power to Control Diabetes Is in Your Hands*, an awareness campaign to help older adults with diabetes and their loved ones learn how to manage the disease and live longer, healthier lives. The outreach effort focuses on the importance of a comprehensive approach to controlling diabetes by managing blood glucose (blood sugar), blood pressure, and cholesterol; taking prescribed medicines; and making healthy lifestyle choices such as following a diabetes meal plan and engaging in regular physical activity. The campaign also offers Medicare recipients important information about Medicare benefits that help pay for certain supplies and services such as blood glucose monitors and supplies, diabetes self-management training, and medical nutrition therapy services.

There is no question that every community needs to take action. Americans of all ages, races, and ethnic groups are vulnerable. Diabetes affects many parts of the body, and people suffering from the disease are at risk for complications ranging from blindness and heart disease to kidney failure and nerve damage, which can lead to lower-limb amputation. Even more significant is the fact that diabetes is a leading cause of death in the United States.

You can play an important role in combating this deadly disease. Because you are a community leader and respected communicator, I urge you to include the enclosed op-ed in [name of publication]. With your support, this awareness campaign can make a significant difference in the lives of many older adults.

If I can provide you with any further information, please do not hesitate to contact me at [phone number].

Sincerely,

[Your Name]

[Organization]

DIABETES IS IN YOUR HANDS

Feedback Form

Your valuable input helps shape future materials to be included in the *Power to Control Diabetes Is in Your Hands* Community Outreach Kit. After reviewing the kit, please use this form to provide feedback about the materials.

1. Overall, how useful did you find the materials provided in this kit?

Very useful Somewhat useful Not useful

2. What sections of the kit were most useful to you? (Please specify.)

3. Are there other materials that you would like to have included in the kit? If so, please describe.

4. Do you plan to use the kit materials with your community?

Yes No

5. In what community settings would you use the kit?

<input type="checkbox"/> Health clinics	<input type="checkbox"/> Organization events	<input type="checkbox"/> One-on-one counseling
<input type="checkbox"/> Senior centers	<input type="checkbox"/> Physicians' offices	<input type="checkbox"/> Health fairs
<input type="checkbox"/> Community events	<input type="checkbox"/> Church-based support groups	<input type="checkbox"/> Other _____

6. At what types of events or activities do you plan to incorporate kit materials?

7. Working with the media is a critical part of making information available to the public. Has this kit provided you with enough media tools to help you work with the media in your community?

Yes No

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8. If you answered “No” to question 7, what other tools would be helpful with the media in your community?

9. How useful do you find the information in the *Power to Control* brochure?

Very useful Somewhat useful Not useful

10. Is there any additional information you’d like to see included in the brochure? If so, please specify.

Thank you very much for your help!

Please **mail** or **fax** your completed form to:

Joanne Gallivan, M.S., R.D.
Director, National Diabetes Education Program, NIH
National Institute of Diabetes and Digestive and Kidney Diseases
Building 31, Room 9A06
31 Center Drive, MSC 2560
Bethesda, MD 20892-2560
Fax: 301-496-7422



Your name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____



U.S. Department of
Health and Human Services



The U. S. Department of Health and Human Services' National Diabetes Education Program (NDEP) is jointly sponsored by the National Institutes of Health and the Centers for Disease Control and Prevention with the support of more than 200 partner organizations.

www.ndep.nih.gov