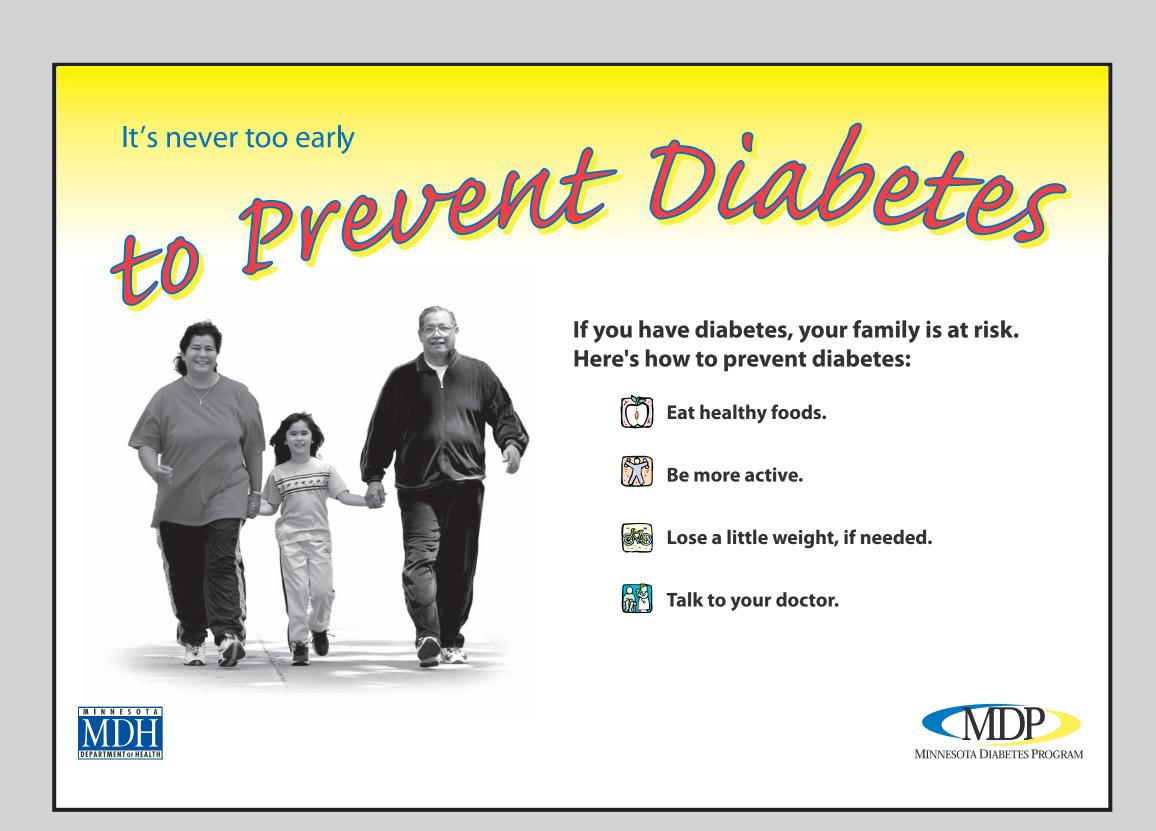
# A Family History Risk Awareness Campaign Targeting People with Diabetes

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**Background:** Family history is a significant risk factor for type 2 diabetes. We conducted & evaluated an awareness campaign to educate people with type 2 diabetes about the increased risk to their families due to shared lifestyle and genetics.

## **Methods:**

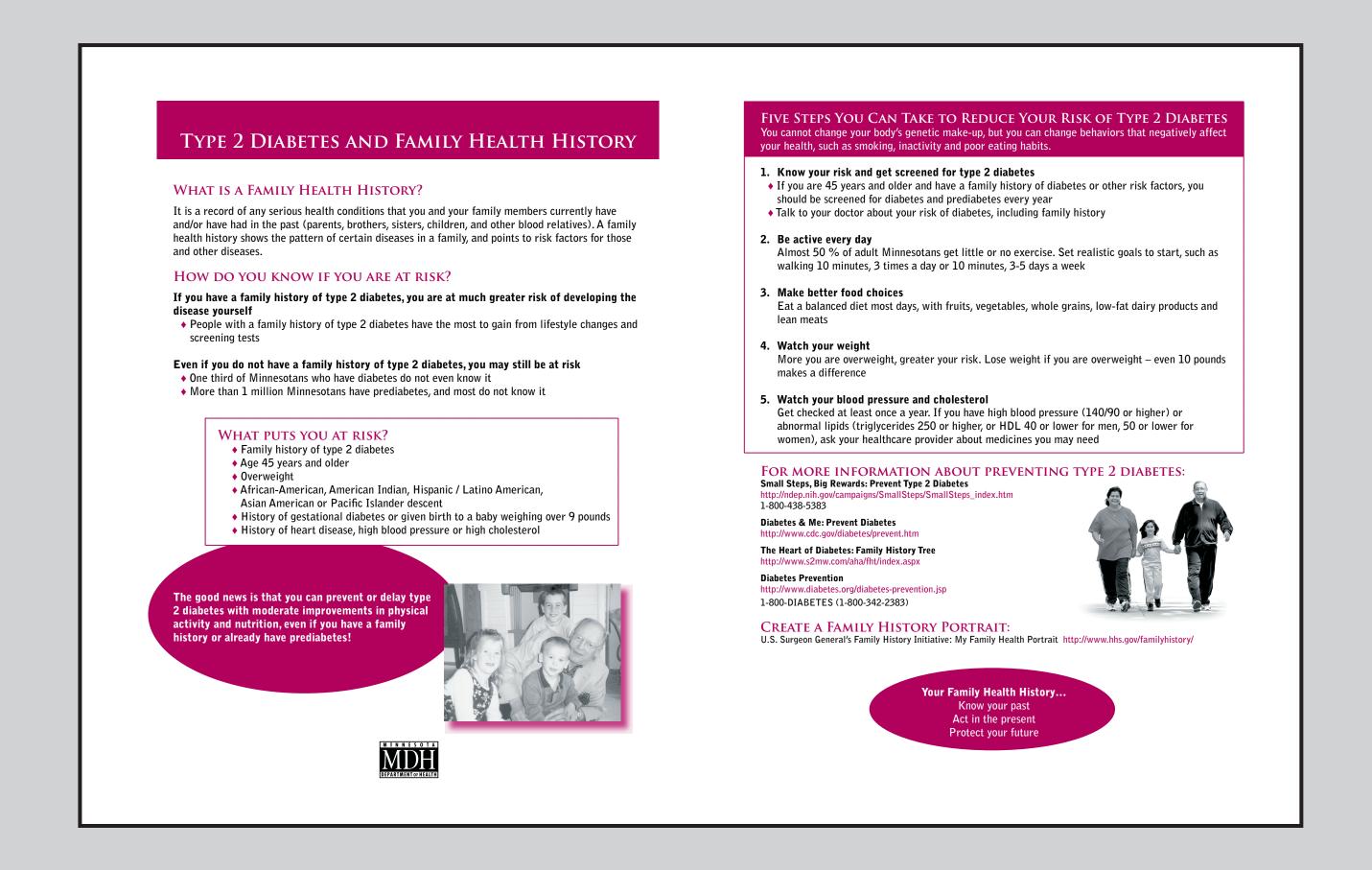
- 1. Developed simple, actionable messages (different messages in 2006 & 2007)
- 2. Displayed poster at Minneapolis Diabetes EXPO in 2006 & 2007
- 3. Interviewed EXPO attendees
- 4. Distributed family history tips sheet & promotional magnets
- 5. Placed print ad in newspaper (2006 only)
- 6. Tracked 1-800 calls for more information
- 7. ADA has good system for tracking EXPO attendance & referral sources



2006 Diabetes EXPO Message



**2007** ADA Diabetes EXPO - Minneapolis



# **Lessons Learned:**

#### **Interviews of EXPO Attendees**

People becoming familiar with family history risk message

- Attendees reacted to message in 2006 with surprise
- In 2007, people were moved to action
- The Diabetes EXPO is a good venue for consumer education and is growing (attendance tripled in 2007)
- Family history materials were popular with consumers

#### **Print Ad**

Reach of 6 million, but few viewers attended the EXPO (ADA discontinued newspaper supplement in 2007)

#### **Tracking**

- Most attendees referred to EXPO by their provider
- Nat'l Diabetes Education program (NDEP) tracked 1-800 calls by zip and area code
- Slight increase from '06 to '07, but overall numbers low (people accessing website instead NDEP cannot track)
- Most requested prevention tips for teens & kids (school nurses were requesters)
- Health professionals requesting quantities of NDEP prevention materials
- Could use to identify "hot spots" of interest Additional Learnings
- Collaboration is a key success factor
- Providers look for patient resources at EXPO

### **Key Finding**

 The campaign was effective in spreading the prevention message and motivating people to act by employing the same methods and partners we use to prevent diabetes complications.

2006	2007
Now is the time to prevent diabetes. If	Type 2 diabetes runs in families. Talk
you have diabetes, your family is at	to your family about how to avoid
risk.	getting type 2 diabetes.
4,300	10,800
234 distributed	300 (ran out)
Not available	1,000 distributed (ran out)
	Now is the time to prevent diabetes. If you have diabetes, your family is at risk.  4,300  234 distributed

We combined messages from the National Diabetes Education Program (NDEP) and the U.S. Surgeon General's Family History Initiative and tested the new product with exhibits at two American Diabetes Association Diabetes EXPO events. We collected reactions to the message among consumers and health professional EXPO attendees. The campaign's print ad, handouts and poster provided NDEP's phone number for more information, and NDEP tracked the calls by zip code. We are further testing the materials with local communities and another state DPCP that is translating them into Spanish.

A 2006 newspaper ad reached 6 million people and the EXPO exhibit reached another 500. We will repeat the EXPO exhibit in 2007. We will present evaluation data from EXPO attendees, other users, and NDEP call logs.

2006 EXPO attendees were receptive to the message that their children, siblings and parents were at increased risk for developing diabetes and appeared motivated to act. This campaign is a potentially effective method of spreading the prevention message employing the same methods and partners we use to increase awareness of preventing diabetes complications.