

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

TYPE 2 DIABETES AND FAMILY HEALTH HISTORY

WHAT IS A FAMILY HEALTH HISTORY?
It is a record of any serious health conditions that you and your family members currently have and/or have had in the past (parents, brothers, sisters, children, and other blood relatives). A family health history shows the pattern of certain diseases in a family, and points to risk factors for those and other diseases.

HOW DO YOU KNOW IF YOU ARE AT RISK?
If you have a family history of type 2 diabetes, you are at much greater risk of developing the disease yourself!

- People with a family history of type 2 diabetes have the most to gain from lifestyle changes and screening tests.

Even if you do not have a family history of type 2 diabetes, you may still be at risk

- One third of Minnesotans who have diabetes do not even know it
- More than 1 million Minnesotans have prediabetes, and most do not know it

WHAT PUTS YOU AT RISK?

- Family history of type 2 diabetes
- Age 45 years and older
- Overweight
- African-American, American Indian, Hispanic / Latino American, Asian American or Pacific Islander descent
- History of gestational diabetes or given birth to a baby weighing over 9 pounds
- History of heart disease, high blood pressure or high cholesterol

FIVE STEPS YOU CAN TAKE TO REDUCE YOUR RISK OF TYPE 2 DIABETES
You cannot change your body's genetic makeup, but you can change behaviors that negatively affect your health, such as smoking, inactivity and poor eating habits.

1. **Know your risk and get screened for type 2 diabetes**
• If you are 45 years and older and have a family history of diabetes or other risk factors, you should be screened for diabetes and prediabetes every year
• Talk to your doctor about your risk of diabetes, including family history
2. **Be active every day**
• Almost 50 % of adult Minnesotans get little or no exercise. Set realistic goals to start, such as walking 10 minutes, 3 times a day or 30 minutes, 3-5 days a week
3. **Make better food choices**
• Eat a balanced diet most days, with fruits, vegetables, whole grains, low-fat dairy products and lean meats
4. **Watch your weight**
• More you are overweight, greater your risk. Lose weight if you are overweight – even 10 pounds makes a difference
5. **Watch your blood pressure and cholesterol**
• Get checked at least once a year. If you have high blood pressure (140/90 or higher) or abnormal lipids (triglycerides 250 or higher, or HDL 40 or lower for men, 50 or lower for women), ask your healthcare provider about medicines you may need

FOR MORE INFORMATION ABOUT PREVENTING TYPE 2 DIABETES:
Small Steps, Big Rewards: Prevent Type 2 Diabetes
<http://www.mn.gov/SmallStepsPrevention>, 1-800-438-5383

Diabetes & Me: Prevent Diabetes
<http://www.ada.com/diabetesprevent.htm>

The Heart of Diabetes: Family History Tree
<http://www.heartofdiabetes.com>

Diabetes Prevention
<http://www.diabetes.org/diabetes/prevention.jsp>
1-800-DIABETES (1-800-342-2383)

CREATE A FAMILY HISTORY PORTRAIT:
U.S. Surgeon General's Family History Initiative: My Family Health Portrait <http://www.hhs.gov/familyhistory/>

Your Family Health History...
Know your past.
Act in the present.
Protect your future.

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

Additional Learnings

- Could use to identify “hot spots” of interest
- 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.

It's never too early
to Prevent Diabetes

If you have diabetes, your family is at risk.
Here's how to prevent diabetes:

- Eat healthy foods.
- Be more active.
- Lose a little weight, if needed.
- Talk to your doctor.

MDH MINNESOTA DEPARTMENT OF HEALTH
MDP MINNESOTA DIABETES PROGRAM

2006 Diabetes EXPO Message



2007 ADA Diabetes EXPO - Minneapolis

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

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.