

## **A Family History Risk Awareness Campaign Targeting People with Diabetes**

*Laurel Reger, Rita Mays, Kristin Peterson-Oehlke, Heather Devlin, Anne Walaszek*

**Background and objectives:** Family history is a significant risk factor for type 2 diabetes. A recent NDEP survey found increased awareness of family history-based risk but little action. The Minnesota Diabetes Steering Committee proposed an awareness campaign to educate people with type 2 diabetes about the increased risk to their families due to shared lifestyle and genetics. We describe our experiences with developing and evaluating this campaign, which outlines simple lifestyle changes that can reduce diabetes risk for family members.

**Methods:** 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.

**Results:** 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.

**Discussion/Conclusion:** 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.