



NATIONAL
DIABETES
EDUCATION
PROGRAM

The Future of Health Communication Planning and Evaluation

The Diabetes Perspective

Joanne Gallivan, M.S., R.D.
May 9, 2005



NATIONAL
DIABETES
EDUCATION
PROGRAM

The NDEP is a U.S. Department of Health and Human Services Program sponsored by:

- **National Institutes of Health**
- **Centers for Disease Control and Prevention**

The NDEP has over 200 public and private partners.

Goal and Message

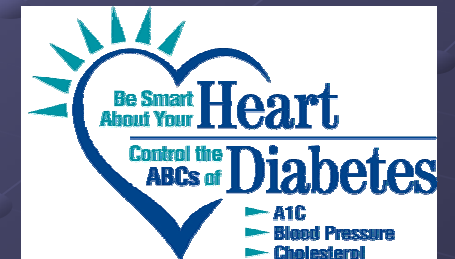
- Goal: To reduce the morbidity and mortality associated with diabetes and its complications.
- Message Platform: Diabetes is serious, common, and costly, yet controllable and preventable.

Target Audiences

- People with diabetes and their loved ones
- People with pre-diabetes/people at high risk for diabetes
- Health care providers
- Health care payers, purchasers, and policy makers

NDEP Priority Areas

- The importance and benefits of diabetes control
- The link between diabetes and CVD
- The new science regarding diabetes prevention.

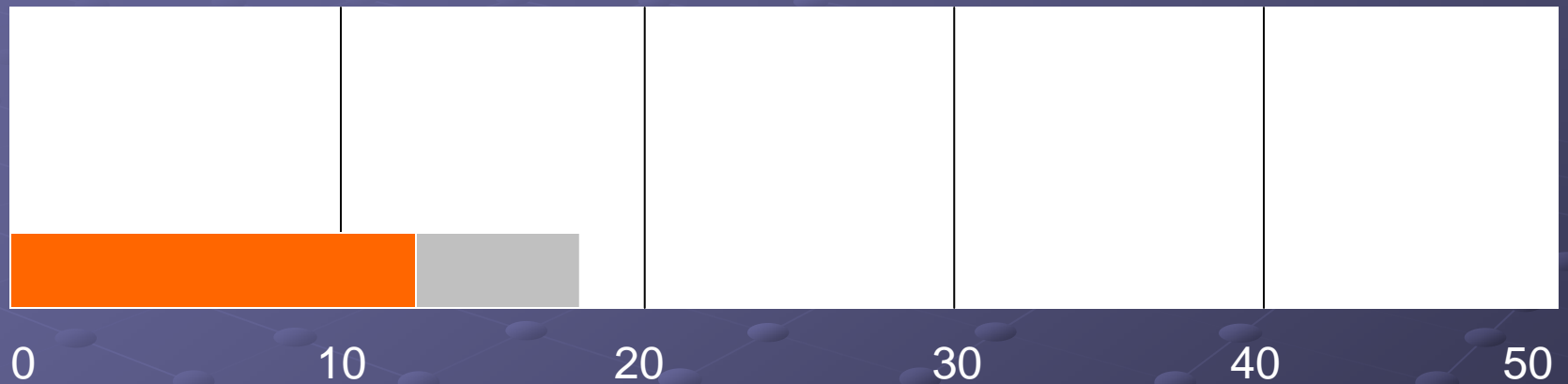


The Diabetes Epidemic



● 18 million people with diabetes (2002)

The Diabetes Epidemic



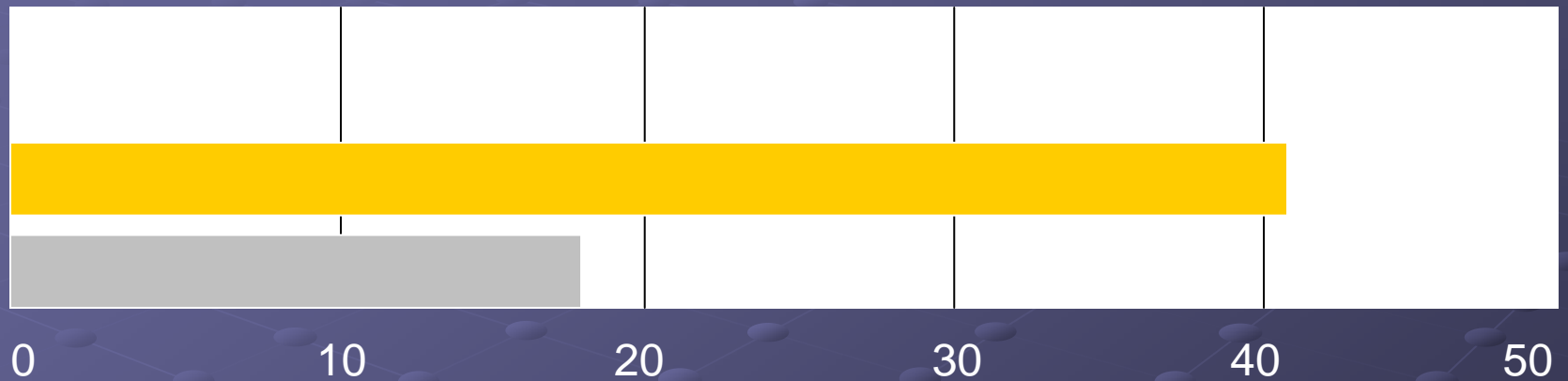
- 18 million people with diabetes (2002)
 - 13 million diagnosed

The Diabetes Epidemic



- 18 million people with diabetes (2002)
 - 13 million diagnosed
 - 5.2 million undiagnosed

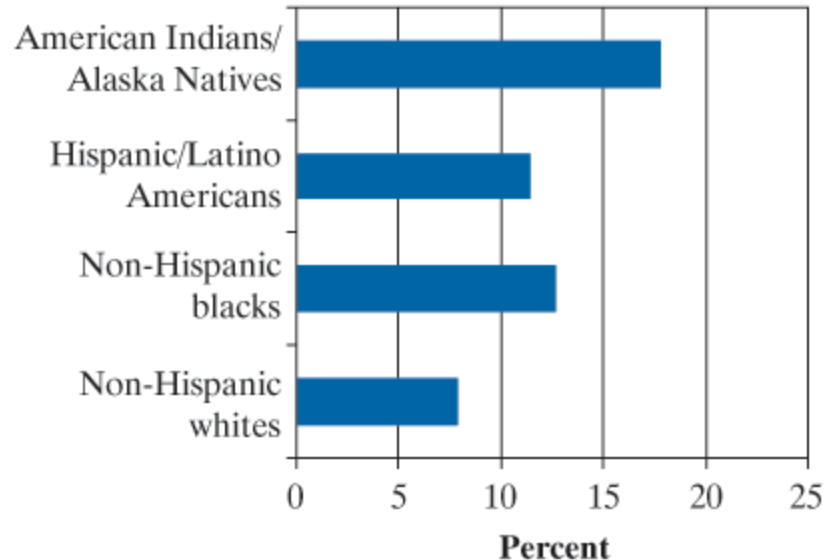
The Diabetes Epidemic



- 18 million people with diabetes (2002)
 - 13 million diagnosed
 - 5.2 million undiagnosed
- 41 million people with pre-diabetes

Prevalence by Race/Ethnicity

Age-adjusted total prevalence of diabetes in people aged 20 years or older, by race/ethnicity—United States, 2002



Source: 1999–2001 National Health Interview Survey and 1999–2000 National Health and Nutrition Examination Survey estimates projected to 2002 and 2002 outpatient database of the Indian Health Service.



NATIONAL
DIABETES
EDUCATION
PROGRAM

Health Profile: Blood Glucose Control

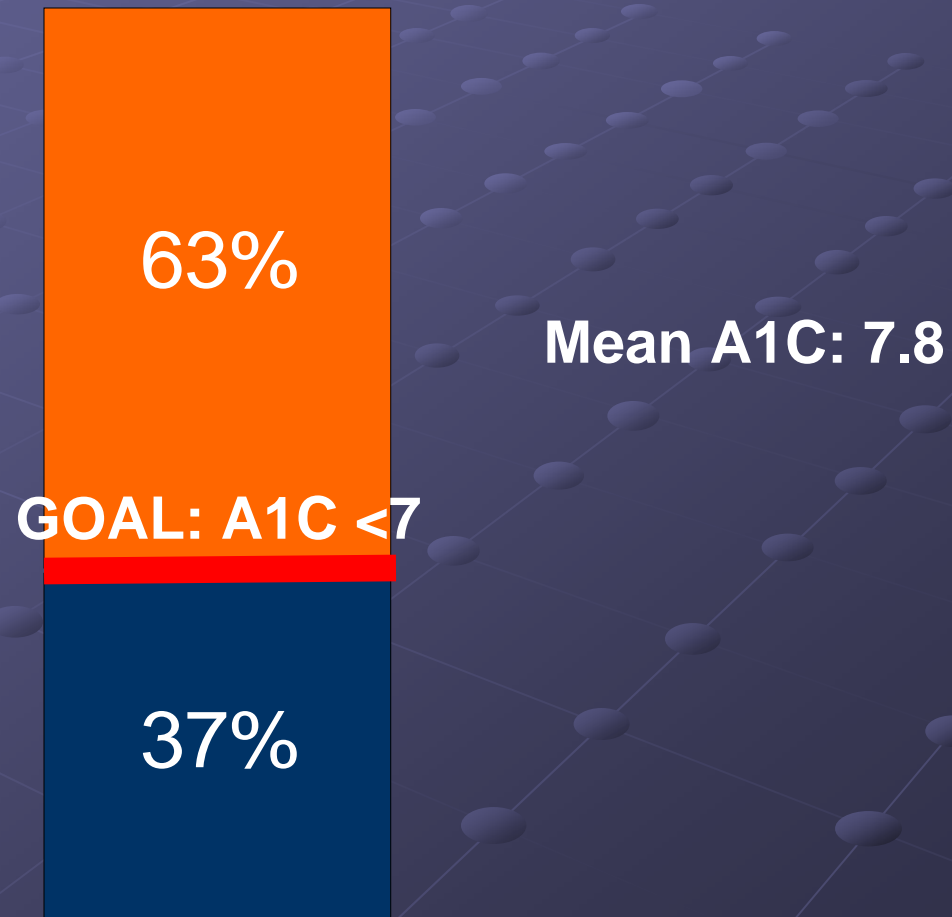
GOAL: A1C <7



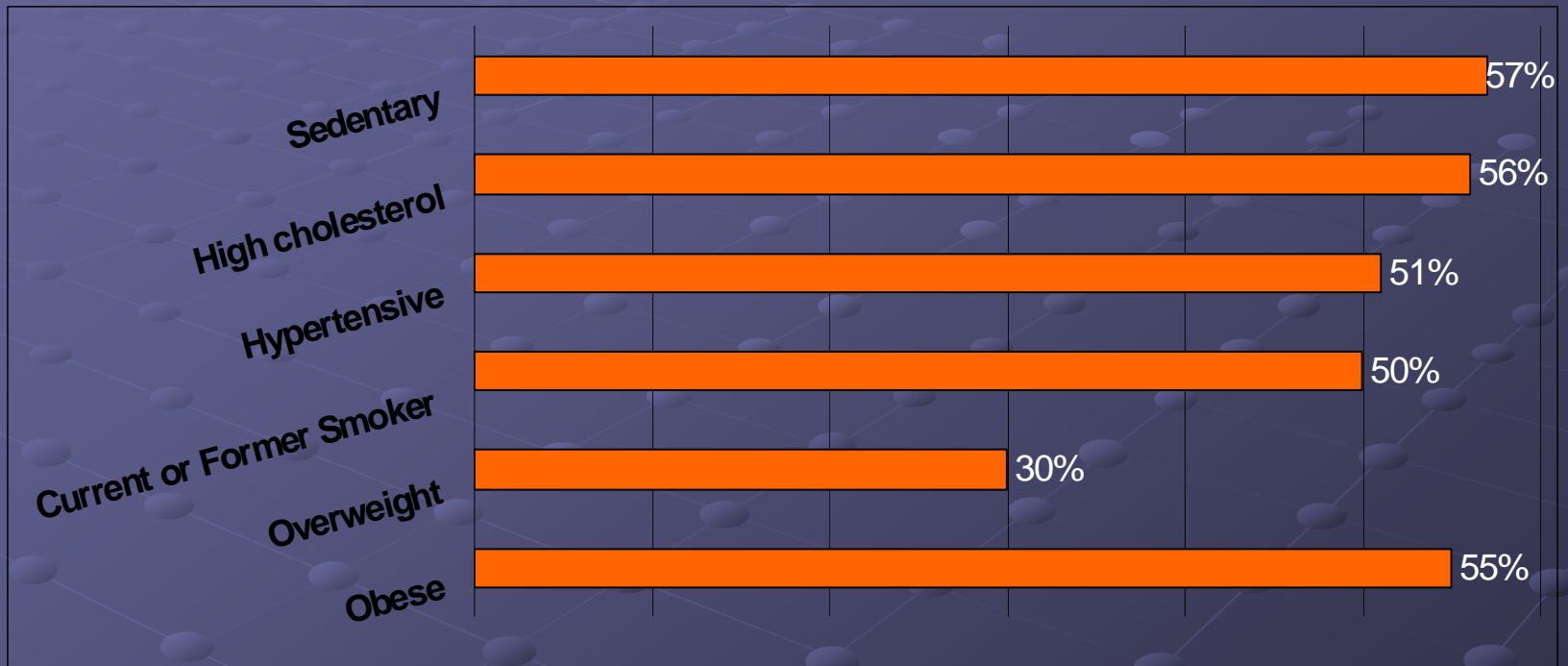


NATIONAL
DIABETES
EDUCATION
PROGRAM

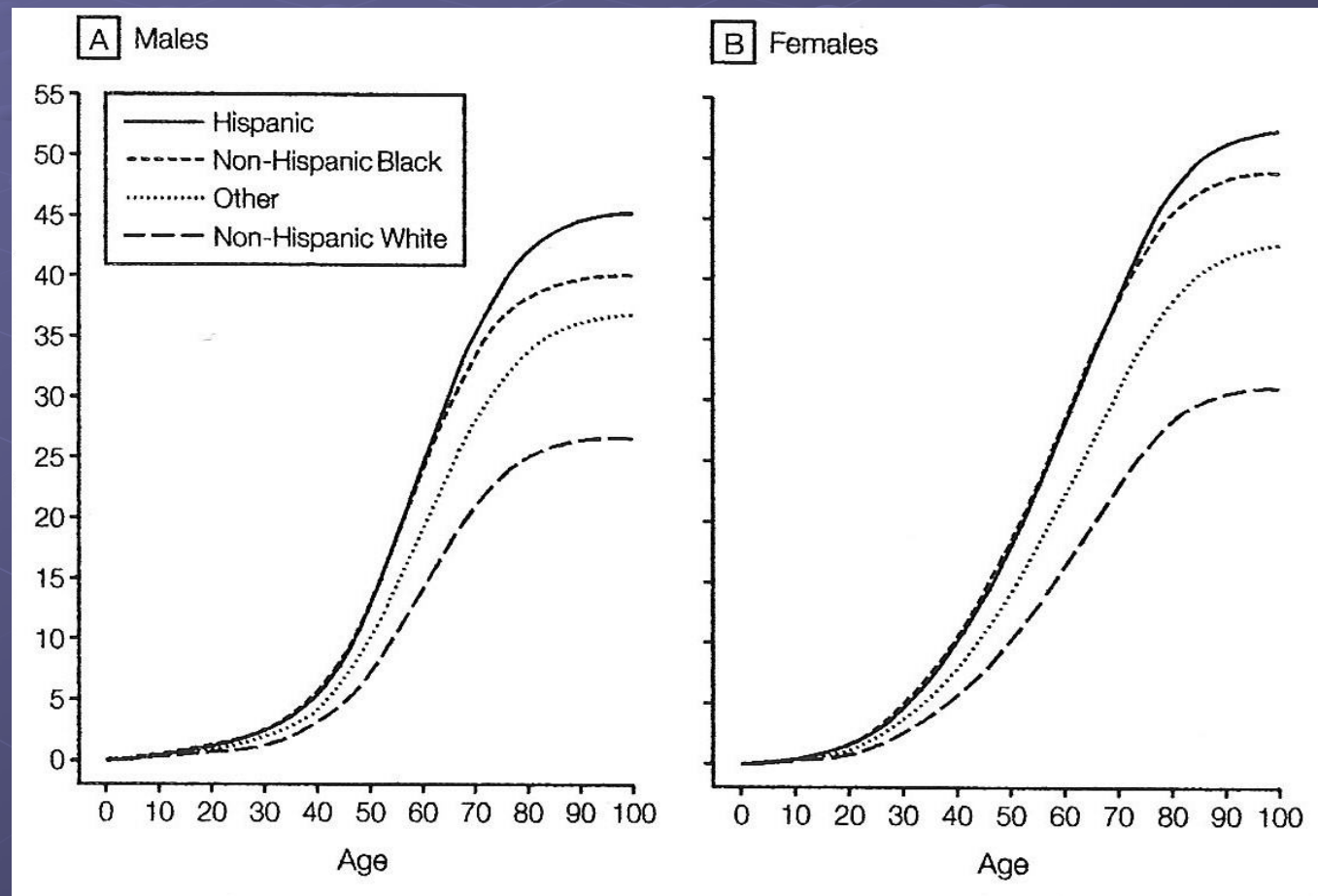
Health Profile: Blood Glucose Control



CVD Risk Factor Profile



Future Trends: Lifetime Risk of Diabetes for People Born in 2000

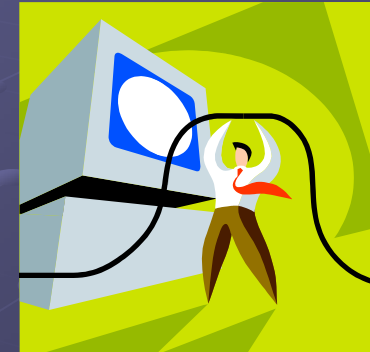


Future Trends

- More people with diabetes and pre-diabetes
- More children and teens with diabetes
- More younger adults living with diabetes
- Disproportionately more cases among racial and ethnic minorities
- Onset of diabetes complications at younger ages

21st Century Approaches to Health Communication

- Audience research
- Audience segmentation
 - Tailored messages
 - Targeted dissemination
- Process and impact evaluation





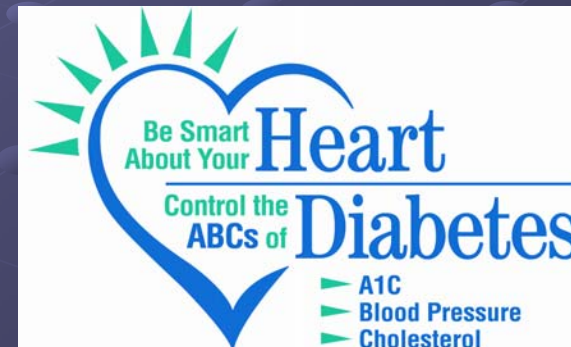
NATIONAL
DIABETES
EDUCATION
PROGRAM

Audience Research for Program Planning

- Focus group interviews
- Central location intercept interviews
- Health care provider research

Audience Segmentation

- Tailored messages
- Targeted dissemination strategies



Tailored Messages

PREVENGAMOS LA DIABETES TIPO 2

Paso a Paso

DE SU PRIMER PASO. El Programa Nacional de Educación en Diabetes (NDEP) está ayudando a las personas que tienen riesgo de contraer la diabetes tipo 2, o que padecen de una condición denominada pre-diabetes, a que incrementen sus actividades físicas para prevenir la diabetes. El perder una pequeña cantidad de peso, haciendo 30 minutos de ejercicio durante 5 días a la semana y comiendo alimentos saludables, puede prevenir o retrasar la diabetes. Comience con un movimiento y comience a sentirse así usted mismo (cambio y no

AQUÍ ALGUNAS REPARA AYUDARLE A

COMENZAR en casa de las actividades físicas. Comenzar con un movimiento de 5 minutos al día.

COMER MAN FRIAS y verduras frescas como las verduras de hoja verde y las frutas.

BUENOS EJERCICIOS como caminar, bailar, montar en bicicleta o jugar a los deportes.

LEA LAS ETIQUETAS de los alimentos. Lea las etiquetas de los alimentos para saber cuántas calorías y cuánto azúcar contiene.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

PERDAN PESO si usted tiene sobrepeso. Consulte con su médico para saber cuánto peso debe perder.

More Than 50 Ways to Prevent Diabetes

#1 Less on your plate, Nate
#18 Dance it away, Faye
#28 Snack on a Veggie, Reggie

Most Americans who are overweight are at high risk of developing type 2 diabetes. Losing a small amount of weight, by getting 30 minutes of physical activity 5 days a week and eating healthy, will help prevent diabetes.

For more information about diabetes prevention, call 1-800-430-6363 and ask for "More Than 50 Ways to Prevent Diabetes"

www.ndep.nih.gov

IT'S NOT TOO LATE TO PREVENT DIABETES

Take Your First Step Today

GET REAL!

YOU DON'T HAVE TO KNOCK YOURSELF OUT TO PREVENT DIABETES.

We have the power to prevent diabetes

We're American Indians and Alaska Natives, and we have the power to prevent type 2 diabetes. Science has proven that we can prevent diabetes if we lose as little as 10 pounds by walking 30 minutes 5 days a week and making healthy food choices.

Here are 7 powerful steps you can take to get started today:

- 1. MOVE MORE.** Get up, get out, and get moving. Try walking, dancing, bike riding, swimming or playing ball with your friends or family. It doesn't matter what you do as long as you move it. Try different things you just don't get bored.
- 2. EAT HEALTHY.** Focus on eating low and making healthy food choices. Try to eat more fruits and vegetables 4 to 5 servings a day, dried beans, and whole grains. Cut down on fats and fried foods. You still can eat the foods you enjoy. Just eat less.

1. I found ways to work activity into my day. I walk for 30 minutes every morning. At night, my wife and I walk with our dog every night.

2. I used to always get bored for several hours. Now, I found the different for me. I think it's working.

DIABETES NATIONALITY, INC.

for diabetes can prevent the disease by getting 30 minutes of physical activity, by in small steps that lead to big research, sit more and eating healthier.

- When watching TV, use the o to take a quick break around water exercises such as sit up or dance, etc.
- Try to schedule walking "to family members through out
- Try to get a "workout" habit with walking half of your fat a message to parents to get walking. Use the main t of the message.

Take these small steps now to prevent Diabetes

現在採取以下小步驟 預防糖尿病

lifetime.

Take healthy food choices today. Choose more fruits, vegetables, dried beans.

5283 to learn more, see Education Program can ask for your free GAME: a type 2 diabetes.

www.ndep.nih.gov

我出於已獲得經驗，體是這世界上人最難得的健康。請和您的身體合作，開始您的健康之旅。

誠實面對。 體重過重是第二型糖尿病的主要風險。您以為正常的體重不足時就是健康的體重。請記住您的體重過重時體重是否會增加。體重過重時，至少需要減輕十磅體重。體重過重時，您必須採取多步措施。

多動身體。 這是一項艱難的任務。請少坐，多站，多走，多跳，多跑。每天至少三十分鐘的運動時間。

吃得健康。 選擇健康的食物，而且份量不要太多。吃更多蔬菜和水果，多吃全穀，燕麥，乾豆和扁豆。

請上網 www.ndep.nih.gov 查詢糖尿病的中文資料。

您會獲得終生的成果。

Targeted Dissemination Strategies

- Geography
- Station format
- Language
- Coordination with promotions calendar and editorial calendar

Publicity Strategies

- Bits and Bites with B-Roll
- Radio Media Tours
- Tailored feature stories
- Electronic media partnerships





NATIONAL
DIABETES
EDUCATION
PROGRAM



The Washington Post

SUNDAY, MARCH 24, 2002

PARADE

Parade's Special
**Intelligence
Report**

**Sunday Freebie: New Risks—
And Help—For Diabetics**

Diabetes rose 49% in the U.S. in the last decade. If you're one of the 16 million diabetics, checking your blood sugar isn't enough. You must watch your blood pressure and cholesterol, since heart disease and stroke are the leading killers of diabetics. The National Diabetes Education Program wants all diabetics to know their ABCs: "What is my A1C?" (This is a test for blood sugar or glucose.) "What is my blood pressure?" And "What is my cholesterol?" Then develop a treatment plan with your doctor. For the free brochure "Be Smart About Your Heart: Control the ABCs of Diabetes," call 1-800-438-5383 or visit www.ndep.nih.gov.

When Things Don't Go Your Way

By Dr. Joyce Brothers

INSIDE: Succulent Seafood...By Sheila Lukins


dLife.com - For Your Diabetes Life | Welcome to dLife - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Home Mail Print TV Documents People

Address http://www.dlife.com/

Google Search Web 121 blocked AutoFill Options




We have all your diabetes supplies at everyday low prices.

GET \$10 OFF [drugstore.com](#)


→ TEXT SIZE
A A A A

[About Diabetes](#)
[Managing Diabetes](#)
[Community](#)
[News](#)
[Resources](#)
[dLifeTV](#)
[About dLife](#)
[My Profile](#)




dLifeTV
Inspiration
Information
Connection

** Cheaper prices for larger portions are no bargain if I end up eating it all. -Joy Page*

dLife TV 


Watch every Sunday at 7 PM ET on CNBC! [READ MORE](#)

dLife TODAY 

The latest and greatest from dLife and the diabetes community. [READ MORE](#)

Become a **dLifeMember**

Join dLife for unique 'members-only' diabetes tools and a special welcome package with valuable offers. Sign up today you could win a trip to be a part of dLifeTV! [Click here](#) for details and official rules.

JOIN NOW
It's FREE! 

tip of the day

Controlling hypertension and blood glucose levels can help stop diabetic kidney disease.

[READ MORE](#)

FOCUS ON

Ever consider an insulin pump? Explore the pros and cons of pumping.

[Read More](#)

IN THE SPOTLIGHT

Nicole Johnson Baker tells you how to spring clean for diabetes.

[Read More](#)

dLife WALL

Tell us your story and you could see yourself on dLifeTV!

[Read More](#)

SEARCH dLife

GO 

LOG IN

Username

GO 


Password


[Forgot Your Username or Password?](#)

Not a member?

[Join dLife now for free!](#)

DIABETES NEWS

 **KNOW YOUR NUMBERS**



Diabetes Do's and Don'ts - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.bet.com/Health/DiabetesCenter/diabetesdosanddnts.htm?wbc_purpose=Basic&WBCMODE=PresentationUnpublished&Referrer=%7BE5

THE COMMUNITY CHANNEL
YA HEARD • EVENTS • COLLEGE SPIRITUALITY • SHINE • CONTESTS
CHATS • MESSAGE BOARDS

BET.COM SEARCH BET WEB powered by YAHOO! search GO

CHANNELS HOME | NEWS | MUSIC | BET SHOWS CHAT | SHINE | BOARDS | LOGIN

Inside HEALTH

PREGNANCY
SEXUAL HEALTH
CANCER CENTER
GET FIT CLUB
DIABETES CENTER
A HEALTHY BET
ARCHIVES
HEAL

Sponsored Links

Diabetes Management
Medicare may cover the cost of your diabetes testing supplies - and Liberty does all the work for you. Learn more.

Get a Free Glucose Meter Access Diabetic Supply provides a free meter when you sign up. Medicare and most private insurances will pay for your diabetic

Diabetes Center: Health

[Send to a friend](#) [Printer version](#) [Discuss Now](#)

Diabetes Do's and Don'ts
National Diabetes Education Program

Managing diabetes may make you feel constricted in your lifestyle. Don't eat this. Don't eat that. In a positive twist, here are 12 things you can do to live healthier.

1. **Do** review your treatment plan with your doctor or health care provider at least once a year! Make changes if your plan is not working well.
2. **Do** work with a dietitian! Create a meal plan that gives you healthy choices and is just right for you.
3. **Do** have a snack when you're hungry! Choose something healthy that fits into your overall meal plan.
4. **Do** ask your health care provider for an A1C test! A1C, which used to be called hemoglobin A1C, is the best test to know if your blood glucose (sugar) is under control.

SEE ALSO

 Learn more about diabetes prevention. Visit the National Diabetes Education Program online. [More](#)

 Go to the Diabetes Center on the Health Channel. [More](#)

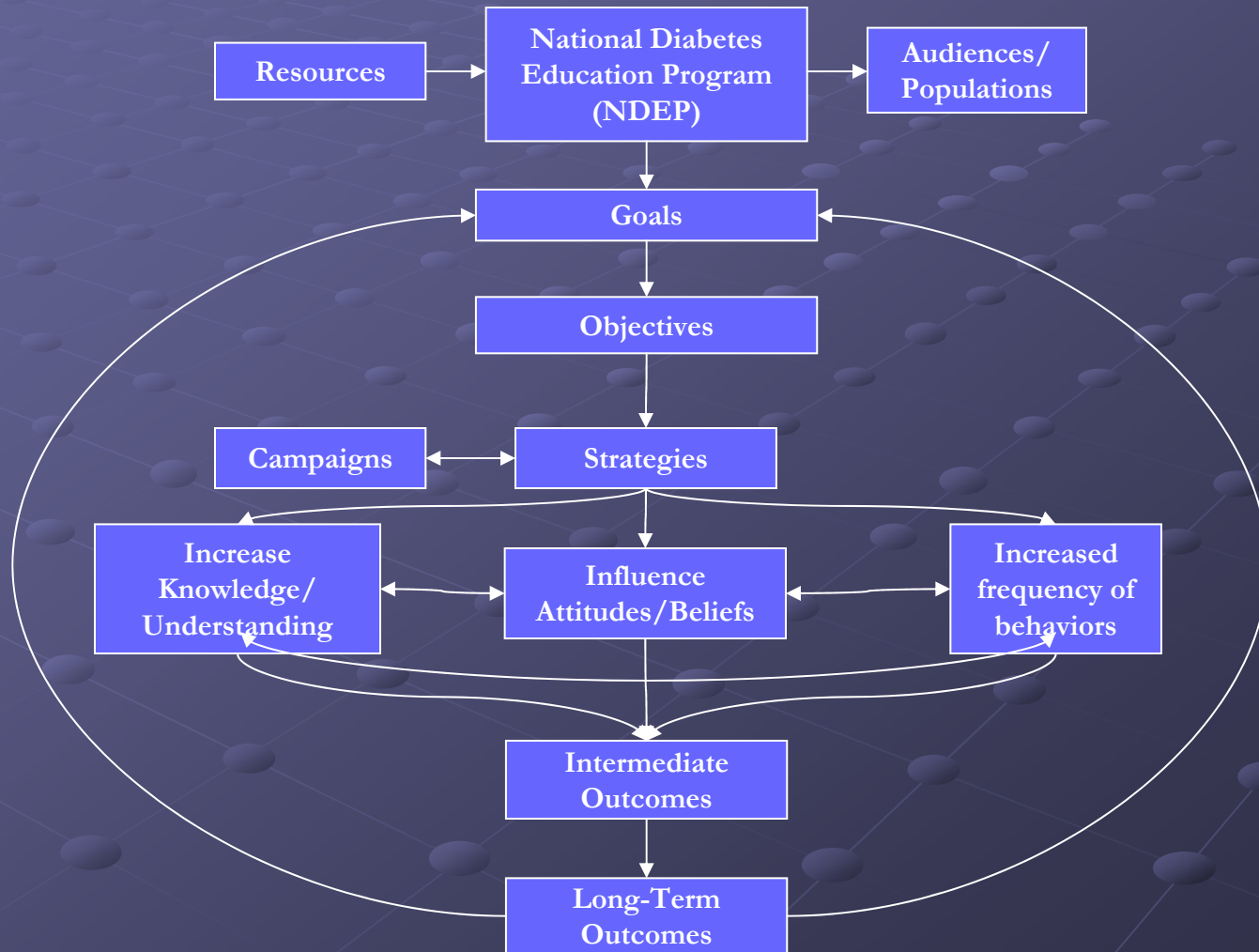
Partnership Outreach Strategies

- NDEP Partnership Outreach
- State Diabetes Prevention and Control Programs
- Corporate Partners





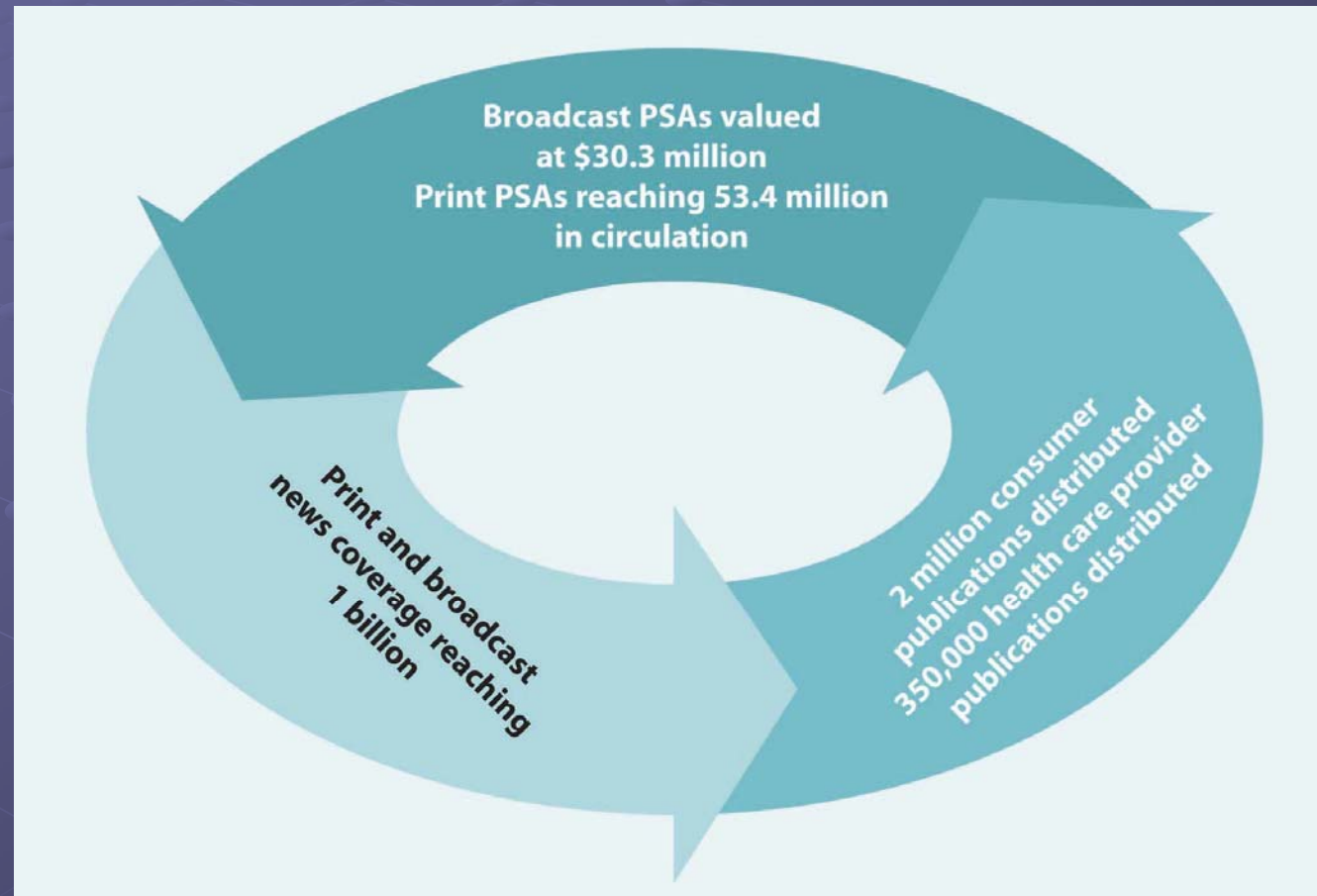
Evaluation





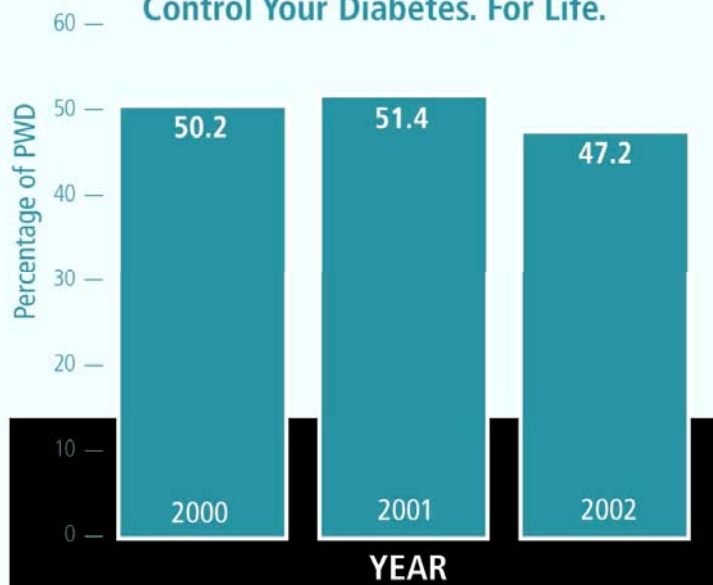
NATIONAL
DIABETES
EDUCATION
PROGRAM

Process Evaluation



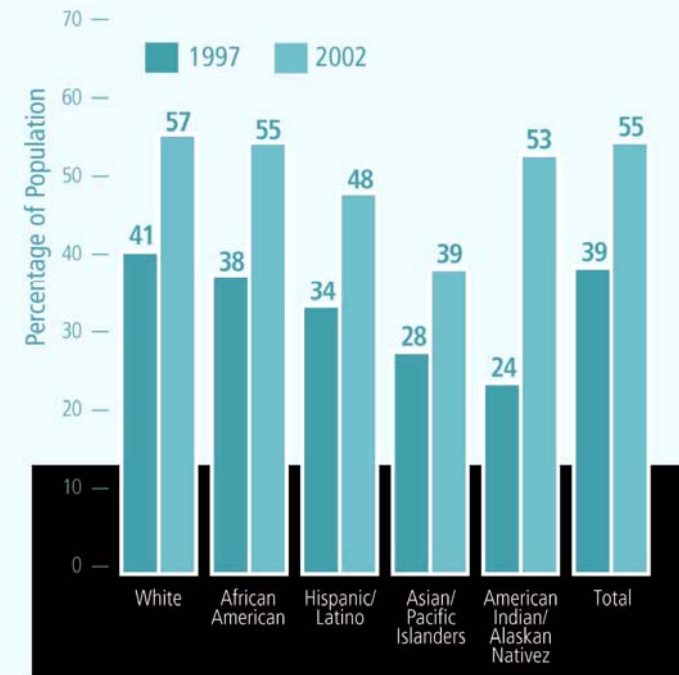
Impact Evaluation

Figure 2. Percentage of people with diabetes who have seen the message **Control Your Diabetes. For Life.**



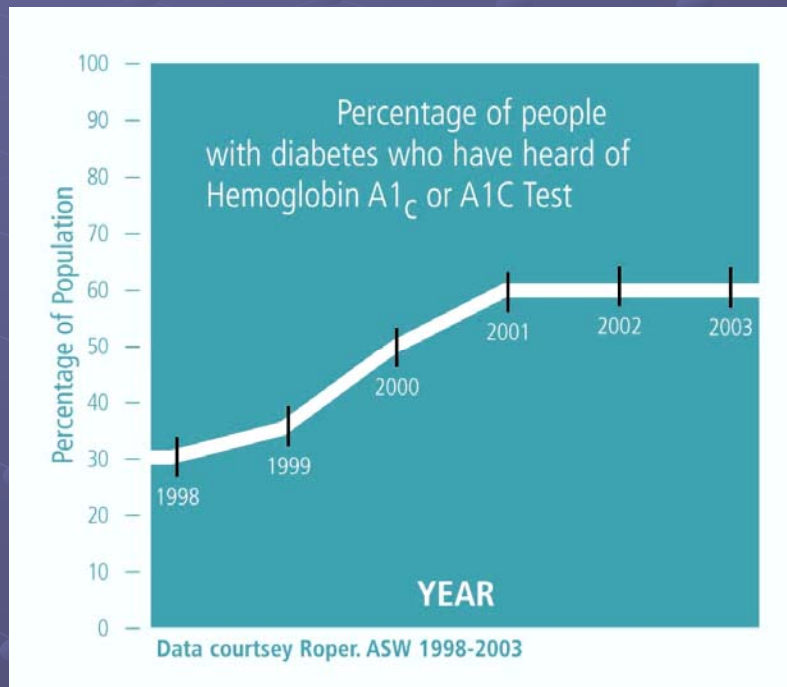
Data courtesy HealthStyles 2000-2002

Figure 3. Percentage of people with diabetes who check their blood glucose at least once a day (by race/ethnicity)



BRFSS 1997-2002

Impact Evaluation



Mean A1C Value

NHANES 1994-1998: 7.6

NHANES 1999-2000: 7.8

Future Challenges

We need to get smart about the new world of:

- Specialized media
- Electronic media
- Nontraditional community channels

