



Localizing the Story

Here are some ideas for developing local stories around the three media briefing topics:

Diabetes

- Call your county health department and find out what prevention programs are offered in your area.
- Find out if local hospitals or diabetes centers are providing free glucose testing as part of November's "Diabetes Awareness Month."
- Profile a local resident who has altered his or her lifestyle through physical activity, healthy diet, and/or medical management thereby successfully controlling his or her type 2 diabetes.

Flu Shots

- Find out what is happening in your community to promote and increase the number of older adults who get an annual flu shot. Also, find out what is being done locally to reach minority populations.
- Interview local health care providers to find out what they are doing to encourage their older patients to get flu shots.
- What steps or efforts are hospitals and nursing homes in your area taking to promote adult influenza shots.
- Find out if any no- or low-cost flu shots are being administered in your community.

Intimate Partner Violence

- Talk to non-profit organizations that provide services to victims.
- Visit the local shelters and interview staff.
- Call local law enforcement agencies and determine the number of intimate partner violent crimes in your area.
- Talk to hospitals to find out how many patients have been treated as a result of intimate partner violence.
- Profile community advocates working to reduce the incidence of intimate partner and sexual violence.