

# Organizations Making a Difference with 18 easy Ideas

1. **Employers, utility companies, and hospitals can**
  - Use the NDEP brochures as paycheck or bill stuffers and include them in company paychecks or customer bills.
2. **Utility companies, public health departments, libraries, and private business can**
  - Display the NDEP posters in their lobbies, at their registration desks, or in their reception areas.
3. **Hospitals, libraries, banks, supermarkets, and retailers can**
  - Place a stack of NDEP brochures at their cashier desks, registration desks, or information centers.
4. **Health clinics, private doctors, and banks can**
  - Play the NDEP TV PSAs for patients or customers waiting in their lobby areas.
5. **Minority organizations can**
  - Distribute the NDEP “Many Faces of Diabetes” posters to their member organizations and throughout the communities they serve.
  - Include NDEP materials at special events such as annual family reunions, ethnic festivals, health fairs, and more.
  - Write letters to other businesses and organizations to ask them to join the effort to raise awareness of the impact of diabetes on minority communities.
  - Use existing services to help communities get the services they need to successfully control diabetes for life.
  - Send copies of the NDEP campaign PSAs to local media that serve minority populations, along with the NDEP fact sheet on diabetes in these populations. Include a letter encouraging the media to air the PSAs to help spread the word.
6. **Pharmacies, grocery stores, clothing stores, and shoe stores can**
  - Play the NDEP radio PSAs over their audio system for customers.
  - Place the NDEP *Control Tips* brochure in the shopping or prescription bags of each customer.





7. **Beauty shops, barber shops, senior centers, and recreation departments can**
  - Display the NDEP posters in their windows and provide space for the community to advertise upcoming health fairs.
8. **Places of worship can**
  - Include the NDEP message and telephone number in service programs.
  - Display the NDEP posters on bulletin boards.
9. **The media can**
  - Air the NDEP TV and radio PSAs, and tell viewers and listeners to call the NDEP for more information at 1-800-438-5383.
  - Run the NDEP print PSAs in the next issues of their newspapers, magazines, or community publications.
  - Schedule an interview with a member of the NDEP Community Interventions Subcommittee by calling 202-842-3600.
10. **Businesses, professional associations and retailers can**
  - Print the NDEP materials from the Web site and make a presentation on diabetes to staff and members at their next meeting or conference.
11. **Hospitals, public health departments, and health insurers can**
  - Include NDEP materials with their displays at a health fair or other community event.
12. **Professional associations, community groups, and clubs can**
  - Schedule a meeting to plan and dedicate their next fundraising activity to helping the community increase awareness about controlling diabetes.
  - Distribute NDEP community kits and campaign guides to all members at the next meeting.
  - Ask members to join the fight against diabetes.
13. **Political officials and community leaders can**
  - Send a note to area businesses and media using the NDEP campaign postcards.
  - Encourage area businesses and media to use the NDEP campaign materials to inform the community about diabetes.
14. **Fire, police, and rescue departments can**
  - Take NDEP materials with them when they participate in health and safety fairs.
  - Distribute NDEP bookmarks to residents when they conduct fire-safety or crime-risk home checks for community residents.

15. **Movie theaters can**

- Show the NDEP logo and control message as one of the messages on the screen before the movie begins.

16. **Video stores can**

- Hand out free NDEP bookmarks, the *Control Tips* brochure, and NDEP posters.

17. **Fitness centers, gyms, dance studios, recreation centers, and social halls can**

- Distribute the NDEP *Control Tips* and HbA1c brochures and posters.
- Recruit fitness directors, personal trainers, and dance instructors to become partners.

18. **All organizations can**

- Make a commitment to join the fight against diabetes. Become an NDEP partner today. Call 1-800-438-5383.

