

*As adopted by the NDEP Steering Committee December 13, 2007*

**National Diabetes Education Program  
Strategic Planning  
2008-2010**



In 2007 the National Diabetes Education Program (NDEP) reached its tenth year. Since its inception, NDEP has spread the word that type 2 diabetes is serious, common, and costly, yet controllable and preventable. In 1997 only 8 percent of Americans reported that they believed diabetes was a serious disease. Today—through a 2006 NDEP survey—we know that 89 percent of Americans now believe diabetes is serious. Still, NDEP has much work to do in helping Americans move from diabetes awareness to lifestyle change. It is no longer enough to tell people that diabetes is a serious disease that can be controlled (or prevented), we now must help people make the necessary and appropriate changes in their life to control or prevent diabetes.

Moving forward, NDEP will build upon current successes and continue to promote diabetes prevention and control messages. In addition, NDEP will focus on HOW people can make lifestyle changes. NDEP will work to provide tools and resources necessary to help Americans progress from awareness to behavior change.

NDEP will continue reaching out to people with diabetes, people at risk for diabetes, family and friends who care for them, employers and others who provide medical coverage for them, health care professionals, and community partners. NDEP will also continue to focus on the “economics” of treating pre-diabetes and diabetes; “system of care” improvements; and high-risk audiences including ethnic groups and older adults. In addition, NDEP will continue to balance resource allocation to provide a slightly greater focus on primary prevention of diabetes (50 percent prevention, 40 percent control, and 10 percent economics).

In the next three years, NDEP and NDEP work groups will be guided by the following three key strategies:

1. Increase use and reach of existing NDEP message, materials, and products.
2. Increase partnerships, outreach, and promotional activities to reach target audiences.
3. Collaborate with other NDEP work groups on promotional and outreach activities.

The next several pages detail tactics that NDEP (staff and work group members) will use to support the mission and current strategies (above). For each of the three strategies, the work groups have developed tactics, timelines, and assigned responsibility (to staff or volunteers) to ensure that steps are in place to turn these tactics into actions. These actions will focus on helping Americans progress from diabetes awareness to healthy behavior change.

## **INCREASE USE AND REACH OF EXISTING NDEP MESSAGES, MATERIALS AND PRODUCTS**

### NDEP Staff and Leadership

- Annual promotion/media outreach plan to include monthly outreach to media outlets that reach all NDEP audiences, people with diabetes, people at risk for diabetes, and health care professionals.
- Annual promotion/media plan to include monthly outreach for NDEP products.
- Development of tools (articles, web banners, promotional flyers, etc.) to help NDEP partners join in promotion and outreach efforts.
- NDEP partner communications to ensure that the existing network is aware of tools, information, and new opportunities.
- Regular review and updates of key NDEP resources such as:
  - *Guiding Principles for Diabetes Care*
  - “Numbers At A Glance” Provider Reference Card
  - *4 Steps to Control Your Diabetes for Life.*

### African American and African Ancestry Work Group

- Distribute blast emails promoting *Road to Health* and *Power to Prevent* to potential partner organizations
- Identify speaking and exhibit opportunities at partner conferences
- Place template articles in potential partner newsletters
- Explore feasibility of developing interactive versions of *Road to Health* and *Power to Prevent* tool kits
- Implement existing media relations plans to promote rollout of new NDEP products
  - Collaborate with local, state and national media through the efforts of current work group members

### American Indian and Alaska Native Work Group

- To continue to promote current control and prevention messages and resources to target audiences across the country
  - Promote NDEP materials during AI/AN professional, tribal leadership, and community member meetings
  - Create AI/AN links to Move It! school kit and AI/AN NDEP adult campaigns on the Nike Web site
  - Develop abstract library of NDEP AI/materials/campaigns.
  - Use AI/AN NDEP and general NDEP slides.

### Asian and Pacific Islander Work Group

- Promote availability of AAPI materials through blast email and flyer distribution to potential partners
  - Encourage short list of potential partners to run newsletter articles, etc. promoting AAPI products and initiatives
- Include AAPI featured partner profiles on web portal
- Promote availability of and enlist support for online AAPI translation resource
  - Emphasize and encourage partners to segment Pacific Islander, Native Hawaiian and Asian American data in content

### Business Health Strategies Work Group

- Promote the Diabetes At Work website ([diabetesatwork.org](http://diabetesatwork.org)).
  - Press releases, bylined articles, testimonials to be developed for appropriate media and partner outreach.
  - Blast emails/Newsletter article as new content is added
  - Conference presentations (Web and in person)
  - Conference exhibit booths
  - Sponsor a track at a conference to showcase innovations in the literature, applied by businesses.
  - Develop and promote CEU credits
  - Encourage DPCPs to host Diabetes At Work workshops and to work with 5 companies. Provide training at DDT Meeting in May.
- Review existing NDEP materials and make recommendations about how they can be used by BHS priority audiences and include links on [diabetesatwork.org](http://diabetesatwork.org), where appropriate.

### Children and Adolescents with Diabetes Work Group

- Continue to promote current control and prevention messages and resources to target audiences across the country: the School Guide, teen tip sheet series, online Parents' Questions for the Health Care Team, online Resource Directory, and online Bibliography.
  - Collaborate with IDF and other partners to promote World Diabetes Day (include web banners)
  - Promote NDEP materials during professional meetings, including:
    - American Academy of Pediatrics (AAP) and Pediatric Academic Society joint meeting
    - National Association of School Nurses (NASN) annual meeting presentation
    - Barbara Davis Pediatric Conference
  - Involve the DPCPs more directly in all promotion efforts
  - Incorporate access on revised NDEP website to WIN (NIDDK), *We Can!* (NHLBI), and DASH CDC) to promote materials helpful to youth with or at risk for diabetes
  - Use CAWG slides on diabetes in youth as well as NDEP slides on diabetes statistics, control, and prevention in presentations to colleagues

- Promote NDEP messages and materials to parents through consumer magazines and other channels
- Continue to promote materials to organizations whose members would benefit from knowing about and using NDEP materials for youth, including:
  - American Academy of Pediatric
  - American Academy of Family Physicians and other Family Medicine organizations
  - American Academy of Nurse Practitioners
  - National Association of Pediatric Nurse Practitioners
  - Pediatric Endocrine Nursing Society
  - Society for Pediatric Research
  - American College of Obstetricians and Gynecologists
  - Parents and Teachers Associations.
- Revised the *School Guide* through a sub-committee writing team; finalize revisions in time for 2009 back to school promotions
  - Promote guide to school nurse basic and continuing education programs in universities and colleges via NASN
  - Plan and implement an online CE program for school nurses based on the *School Guide*
  - Work closely with all the organizations that endorse the guide to plan promotion and distribution strategies for revised *School Guide*
- Complete revisions and promote Teen Tip Sheet Series:
  - Translate the tip sheets into Spanish
  - Launch on World Diabetes Day – November 14, 2007
  - Promote to target audiences – All WG members
- Continue to author articles for *School Nurse News* and *NASN Newsletter*

#### Health Care Professional Work Group

- Use NDEP slides on diabetes statistics, control, and prevention in presentations.
- Continue to promote NDEP messages and materials to colleagues through professional journals, newsletters, annual meetings, website links, and other channels:
  - American Academy of Family Physicians
  - American Academy of Nurse Practitioners
  - American Academy of Physician Assistants
  - American Association of Clinical Endocrinology
  - American Association of Diabetes Educators
  - American College of Physicians
  - American Diabetes Association
  - American Dietetic Association
  - Diabetes Research and Training Centers
  - Endocrine Society
  - National Kidney Disease Education Program
  - National Kidney Foundation
  - National Medical Association
  - U.S. Veterans Administration Health Care System

- Involve DPCPs more directly in promotion efforts to reach state medical societies and state/regional chapters of health care professional organizations.
- Maintain and update the *BetterDiabetesCare* website
  - Ongoing website review and evaluation
    - WG member review and update one or more sections of the site each year.
    - Month-long online user survey each year and modify the site as necessary.
  - Track, summarize, and report statistics from monthly WebTrends reports.
  - Promote CE credit for *BetterDiabetesCare*
  - Collaborate with Indiana University School of Medicine Division of Continuing Medical Education to evaluate the usefulness of the website.
    - Use findings to modify and market the site.
    - Write a journal article to increase awareness of reflective learning.
  - Improve the interface between AAFP's METRIC recertification program and the website.
  - Develop stronger links to existing CME/CE programs of NDEP partners.
  - Full website review, reorganization, and redesign.

### Hispanic/Latino Work Group

- Address lack of television and radio messages targeting Spanish speakers readily available for use by states and partners.
  - Conduct assessment of the current NDEP Spanish-language inventory, noting what is required to access various publications, media (who is contact for negatives, who provides television spots, etc., how can they be tagged for use locally)
  - Compile listing of publications and media spots developed by states and assess value of making them available nationally for coordinated media messages.
  - Contact leading Hispanic organizations with the inventory, encouraging distribution and use of Spanish-language pieces. Solicit feedback on any barriers to usage and recommendations for improvement.
- Target Spanish-language media with key messages and products, utilizing a media kit.
  - Promote the NDEP's The Road to Health/El camino hacia la Buena salud Toolkit, Spanish Community Guide, *Más que comida, es vida* campaign and Fotonovela as the work group's new products for 2008/09.
  - Develop a state and national speaker's bureau and events listing to assist media in obtaining interviews and video segments promoting NDEP messages and events. For example, the National Latina Health Network conducts *HOY en Adelante*, a nation-wide program utilizing one-act skits or vignettes, known as "corridos" in the Latino community, along with storytelling to illustrate ways to prevent diabetes among Latinos at risk and to prevent complications for those living with diabetes. Invite media to these events can encourage stories on diabetes that note the availability of literature from NDEP.
  - Develop a calendar of events promoting diabetes awareness in the Hispanic community (particularly for months of September-November and March-April.)

- Additional organizations to contact regarding participation in the Work Group and distribution of literature/messages: National Hispanic Medical Association, National Latino Children's Institute

#### Older Adult Work Group

- Promote NDEP campaigns, messages, and materials internally within individual member organizations and externally to member network
- Support NDEP media outreach by serving as a spokesperson upon request
- Partner with a print publication that reaches older adults, potentially for WG members to write guest columns on a regular basis
- Identify meetings where WG members are exhibiting and include NDEP materials
- Promote NDEP's free resources for constituents to government legislators and agencies at national, state, and local levels
- Include NDEP as resource in satellite broadcast called "My Health, My Medicare"
- Expand use of NDEP materials in Lions Club International's *Strides* program

#### Pharmacy, Podiatry, Optometry, and Dental Professionals Work Group

- Establish a method to enable health care professionals to link to NDEP which puts PPOD materials on top of the Web site
- Review and link PPOD materials to state DPCP materials.
- Create a PPOD PowerPoint slide program describing how to use NDEP messages and materials
- Create flyers to promote PPOD products and distribute them to various groups of interest
- Create an audio podcast on NDEP PPOD materials
- Create a quick screening questionnaire for publishing on WebMD, referring readers to NDEP resources
- Add to and finalize PPOD materials dissemination plan
- Focus on creating awareness among university students about NDEP and PPOD materials.
  - Develop an article template on diabetes awareness

## **INCREASE PARTNERSHIP, OUTREACH, AND PROMOTIONAL ACTIVITIES IN ORDER TO REACH MEMBERS OF NDEP'S DIVERSE AUDIENCES OF PEOPLE WITH DIABETES, PEOPLE AT RISK FOR DIABETES, AND HEALTH CARE PROFESSIONALS**

### NDEP Staff and Leadership

- Support for NDEP partners and partner outreach through Steering Committee, Work Group and Partnership Network meetings.
- Targeted meetings with leadership of key existing and potential NDEP partners to develop relationships and understand how to build win-win partnerships.
- Execution of Memorandums of Understanding (MOUs) with partners.
- Development of promotional and other tools to help NDEP partners take ownership of NDEP products and tools.

### African American and African Ancestry Work Group

- Reach out to librarians in key urban and rural areas to encourage them to include NDEP products in resource sections
- Post product flyers and other NDEP materials in venues including but not limited to farmers' markets, bodegas, supermarkets and convenient stores in select urban and rural areas
- Post existing NDEP PSAs targeting African American audiences on U-Tube
- Develop text messages with messages on diabetes prevention
- Reach out to faith-based and community organizations (churches, mosques, etc.)
- Customize core NDEP AAAA Work Group message points to resonate with key audiences
  - Translate select NDEP materials to languages spoken by people of African Ancestry (e.g., Creole)
  - Create lower literacy adaptations of select NDEP materials
  - Review and, as appropriate, incorporate to communications activities research findings from:
    - [www.obesityresearch.nih.gov](http://www.obesityresearch.nih.gov) (NIEHS has done one on the built environment)
    - Washington, DC's Ward 8 (lack of grocery stores, etc.)
    - Dr. Xavier Pi-Sunyer's (St. Luke Roosevelt New York) study of Nigerian Women and other African immigrants on their behaviors after they come to the US. and
    - Other signal scientific reports

### American Indian and Alaska Native Work Group

- Continue to promote NDEP messages and campaigns through existing partners.
  - Continue to promote NDEP materials with: AAIP & their Diabetes Affiliates, Indian Health Service (IHS) Division of Diabetes, IHS Area Diabetes Consultants, IHS Model Diabetes Programs, *Special Diabetes Program for Indians* grantees, Tribal Leaders Diabetes Committee, National Indian Health Board, National Congress of American Indians, National Urban Indian Health Council, United Southeastern Tribes, Inc. (USET), NIKE, AI Talking Circles Project

- Identify at least two new partners for dissemination efforts.
  - Work with the *USDA American Indian (AI) Food Distributors programs*.
  - Promote NDEP materials at the USDA AI Food Distributors National Conference in June.
  - Invite USDA AI Food Distributor programs to AAIP Diabetes Today trainings.
  - Collaborate with NIDDK cooperative agreement with tribal colleges project—*Diabetes Education in Tribal Schools (DETS)*—to include *Move It!* kit in curriculum materials distributed to participating tribal and public schools. Consider inclusion of NDEP AI/AN adult campaigns.
- Collaborate with *CDC REACH 2010* National Action Plan and work with their AI/AN grantees on dissemination of AI/AN and NDEP messages and campaigns.

#### Asian and Pacific Islander Work Group

- Invite short list of potential partners to present during monthly calls
- Emphasize and encourage partners to segment Pacific Islander, Native Hawaiian and Asian American data in content they submit for the web portal

#### Business Health Strategies Work Group

- Increase reach of BHS messages. A detailed marketing plan, with a timeline and clear assignments is in the work group plan.
- Improve and update look and content of diabetesatwork.org.
  - Show video clips of business leaders talking about their programs
  - Make Web site easier to use/more accessible
  - Add content on ROI of worksite diabetes programs including additional success stories, science-based research, information about how large companies make decisions about benefits design and health promotion programming. Provide templates for developing success stories.
  - Add content on Disease Management and its role in worksite wellness
  - Add content on pre-diabetes
  - Add content on health literacy, specifically the AMA Foundation package
  - Add content linked to CEUs including Diabetes and Depression, Disease Management, and Shift Work
- Evaluate the awareness, effectiveness and use of diabetesatwork.org among employers.
  - Add questions to NBGH survey.
  - Ask DPCPs or a small number of employers to evaluate the usefulness of the toolkit.
  - Work with CDC worksite health initiative
- Influence senior CDC/NIH leadership
  - Convene Economic Conference in Spring of 2009



## Children and Adolescents with Diabetes Work Group

- Collaborate with the American Alliance for Physical Education, Health, Recreation, and Dance (AAHPERD) to:
  - Promote NDEP materials at annual convention in Fort Worth, Texas, April 8-12, 2008 – attended by representatives from 54 state and territorial offices
  - Conduct a short podcast interview with an NDEP expert to promote NDEP materials to teachers through State Departments of Education – and promote a link to the NDEP website
  - Consider creating a supplement issue to the American Journal of Health Education addressing diabetes and pre-diabetes
- Collaborate with the American Academy of Pediatrics and other partners to promote resources about transition of teens to adulthood
- Collaborate with the American Academy of Pediatrics and other partners to promote messages to pediatricians to increase family awareness or risk for diabetes
  - Need to record a mother’s history of gestational diabetes in the child’s medical records and about the child’s increased risk in high-risk families
  - Promote tips to health care professionals for motivational counseling
- Examine reports for modifications to NDEP messages:
  - Federal Communications Commission’s Task Force on Media and Childhood Obesity report due September 2007
  - American Academy of Pediatrics’ Obesity Task Force report/activities
  - Pediatric Endocrine Society’s consensus statement about childhood obesity
- Reach out to youth organizations about diabetes and obesity prevention:
  - 4-H Clubs, National Honor Society, Boys and Girls Clubs, Scout organizations, Key Club
  - Reach out to civic organizations such as Lions and Kiwanis to help promote healthy lifestyles and obesity prevention in their communities
  - Promote new NDEP URL and phone number on magnets, bookmarks, and posters, and disseminate widely with the help of pharmaceutical sponsors
  - Collaborate with Childrenwithdiabetes.com to invite pharmaceutical sponsorship of NDEP materials printing and distribution
  - Consider product packaging opportunities to promote NDEP information on items such as cereal boxes and paper tray covers at fast food restaurants such as McDonalds

## Health Care Professional Work Group

- Revise NDEP’s Team Care resource by assembling an ad hoc review/writing group with volunteers from the HCPWG, PPODWG, AADE, and AAFP to revise and expand the resource.
- Develop and promote materials for health care professionals and their patients that clarify changes in A1C values. Revise NDEP materials as necessary to reflect these changes.
- Lead NDEP in the development of “How To” Message and Materials
  - Identify and promote best practices and existing tools for motivational interviewing and determine how to best share information with health care professionals.

- Promote resources to counsel patients to improve self care and adherence to therapy.
- Update and revise to GAME PLAN toolkit to help health care professionals address pre-diabetes and diabetes prevention.
- Identify and promote access to existing government non-NDEP tools and resources including WIN (NIDDK) and We Can! (NHLBI) materials for adults with or at risk for diabetes. Include patient or health care professional resources. Promote as in Strategy One.
- Summarize how to reach treatment goals in a short PDF to complement the Numbers-at-a-Glance card.
- Add “how to” materials to the *BetterDiabetesCare* website.
- Develop presentations for health care professional meetings.
- Develop tools that health care professionals can share with patients.
- Collaborate with other work groups such as Diabetes in Children and Adolescents WG to tailor tools for specific specialties and disciplines.

### Hispanic/Latino Work Group

- Recruit new partner organizations, at least two per work group member, every two years, to support at a local level.
  - H/L workgroup will include NDEP outreach activities in workgroup member work activity
  - H/L workgroup members will use outreach activities as a means to identify new partners
  - H/L workgroup members will foster relationships as part of outreach and awareness activities with partners, at the levels in which they engage (at international, national, state, county and local levels)

### Older Adult Work Group

- Develop national diabetes message for older adults to be delivered across all partnership networks on World Diabetes Day, Diabetes Alert Day, and during Older Adults Month
- Include NDEP as resource on the “My Healthy Vet” website
- Introduce NDEP to the National Association of Family Caregivers and other caregiver organizations for potential partnership and/or materials distribution
- Introduce NDEP to Medicare Quality Improvement Organizations to promote NDEP’s free resources for older adults
- Revise and develop online *Power to Control* toolkit
- Demonstrate/implement promotions of *PTC* toolkit at the community level
- Introduce NDEP to AARP and the Partnership to Fight Chronic Disease for potential partnership and/or materials distribution
- Determine if VSOs (Veteran Service Organizations) would promote NDEP’s free materials for older adults

## Pharmacy, Podiatry, Optometry, and Dental Professionals Work Group

- Participate in activities/conferences for people with diabetes and participate in conferences in settings where there are those at highest risk.
- Partner with *Take Control of Your Diabetes* (TCOYD).
- Partner with health care professionals and sponsoring groups to promote NDEP as a research, evidence-based resource that is not trying to sell a particular product, and has products that are inexpensive.
- Select health care professional spokespersons, train them, and ask them to teach PPOD concepts to others.
- Formalize a NDEP Speaker's Bureau, and provide develop materials such as abstracts and a slide kit with suggestions for media outreach and conference titles.
- Sponsor PPOD Speakers to teach programs on NDEP's behalf.
- Create podcasts for people with diabetes, people at risk and health care professionals about key PPOD messages.
- Create a quick screening questionnaire and publish on WebMD, referring readers to NDEP resources.
- Participate in NDEP Partnership Networking Meetings.
- Inform pharmaceutical companies about NDEP materials and the need to disseminate them.
- Create an interactive, Web site piece, providing the general public with data on the signs and symptoms of diabetes relative to each PPOD discipline, with recommendations to seek a health care provider as needed.
- Create a screening tool for use among PPOD health care professionals.
- Engage DPCPs to promote NDEP/PPOD materials to state partners and PPOD state associations. Track DPCP-PPOD related projects that target people with diabetes and/or health professionals.

## • NDEP WORK GROUP COLLABORATIONS

### African American and African Ancestry Work Group

- Continue to invite potential partner organizations/other NDEP WG representatives to present diabetes related activities during work group calls
  - Continue to collaborate with NDEP work groups on outreach efforts
- Identify opportunities to work with institutions serving minorities (e.g., HBCUs, advocacy groups, health systems, etc.)
- Adapt other WG products to AAAA purposes

### American Indian and Alaska Native Work Group

- Gather input from HCP WG and PPOD WG on what tools would be useful to include in the psychosocial toolkit and options for delivery approach.
  - Pre-test potential messages for providers on improving patient counseling on depression/stress.
- Collaborate with the Children's Work Group in adapting the *Move It!* kit for Hispanic/Latino and/or African American children
- Collaborate with the HCP WG and PPOD WG to promote messages and resources on improving the quality of type 2 diabetes healthcare to AI/AN adults with diabetes.
  - Identification of resources.
  - Adapt provider messages from Game Plan toolkit and Guiding Principles for Diabetes Care for Indian health system providers.
  - Review HCP WG and PPOD WG promotion strategies on reaching providers to improve outreach to Indian healthcare system providers.

### Asian and Pacific Islander Work Group

- Engage in partnership with Older Adults and PPOD work groups around translation of materials
  - Develop AAPI language versions of PPOD poster
  - Develop AAPI language version of *It's Not too Late to Prevent Diabetes* tip sheet
- Promote availability of AAPI language *4 Steps* brochures among all NDEP work groups
  - Send blast emails announcing availability for download and ordering

### Business Health Strategies Work Group

- During the Dec, 2006 Operations Committee meeting, the Hispanic/Latino, African American/African Ancestry Work Group and BHS work groups agreed to develop a set of recipe cards that would provide the various names of ethnic foods (for example plantains are called different names in different cultures). The idea is to let people know that their ethnic foods are available, but perhaps have a different name than what they identify with, and to provide healthy recipes (i.e. instead of frying plantains, you can bake them). BHS role will be to encourage businesses such as supermarkets and Wal-Mart to pay for printing costs and

display the cards. We will also have them available online at the NDEP Web sites. Check American Dietetic Association and British Diabetes Association for recommendations on Caribbean Foods. Need work group member to serve as lead on this project.

- Provide Hispanic/Latino Work Group members with an e-mail introducing diabetesatwork.org to Hispanic/Latino employers. Ask work group members to e-mail the letter to five to 10 business contacts in the Hispanic community. Collaborate with them to execute a diabetesatwork.org workshop targeted to employers with large populations of Hispanic/Latino employees (perhaps as part of an event that is already being implemented). Use the Diabetes At Work Toolkit to help the work group conduct the workshop. Explore a partnership with the National Council of La Raza, National Hispanic Business Women's Association or other national Hispanic organizations to increase awareness of diabetesatwork.org.
- Seek cross collaboration activities with the Asian American Pacific Islanders Workgroup.
- Collaborate with healthcare professional work group about physician strategies needed to engage employers in diabetes interventions. With addition of the Blueprint for Health Assessment tool on the Web site, the healthcare professional work group can develop the requested financial and other ROI information needed for their employers and can help employers get started in addressing diabetes in their work sites. The BHS will stand ready to assist those corporations in their implementation strategy
- Translate blast e-mails into Spanish and provide to Hispanic/Latino Work Group
- Older Adult work group collaboration to provide information to retirees and near-retirees.
- Collaborate with African American/African Ancestry Work Group to promote diabetesatwork.org as a resource for faith-based employers

#### Children and Adolescents with Diabetes Work Group

- Collaborate with Older Adult WG to promote resources to help grandparents care for their grandchildren with diabetes
- Collaborate with Health Care Professional WG to:
  - Develop and promote tips for health care professionals about how to provide motivation counseling to families about lowering family risk; incorporate NASN tool; incorporate health literacy information; tailor messages for pediatricians so they can more easily counsel their families
  - Determine how to use/promote *Health and Fitness. It's a Family Affair* guide developed by the African American WG (12-module syllabus for organizations or support groups)
  - Determine how to use/promote *El Camino La Buena Salud/Road to Good Health* (toolkit for community health workers)
  - Promote resources to increase awareness of the need for planned pregnancies in women with diabetes
- Collaborate with NDEP ethnic WGs to modify and promote messages and materials
- Collaborate with Business Health Strategies WG to include NDEP pediatric materials in disease management promotions to health care plans

### Health Care Professional Work Group

- Collaborate with the Business Health Strategies WG to promote the economic case for treatment of pre-diabetes and diabetes by identifying, assembling, and promoting diabetes improvement case studies
- Explore emerging collaborations:
  - Diabetes in Children and Adolescent WG to:
    - Identify and promote resources for health care professionals about how to provide motivation counseling.
    - Develop information to increase awareness of the need for planned pregnancies in women with diabetes.
    - Develop information to support the transition of care for young people with diabetes from pediatrics to family practice.
  - African American and African Ancestry WG to determine how to use/promote *Power to Prevent* guide (12-module syllabus for organizations or support groups) in hospital settings, with support groups, in managed care programs and other settings.
  - Hispanic/Latino WG to determine how to use/promote *El Camino La Buena Salud/Road to Good Health* toolkit for community health workers within other clinical and health care settings.
  - American Indian/Alaska Native WG to promote resources to screen patients for depression and refer them to mental health counseling and other appropriate treatment.

### Hispanic/Latino Work Group

- Collaborate with AA/AA Work Group on training organizations to use *The Road to Health/El camino hacia la Buena salud* Toolkit through a series of “train-the-trainer” sessions for both work groups.
  - 5 each H/L and AA members will commit to conduct the trainings. NDEP will train first members of both H/L and AA/AA work groups in “train the trainer” sessions. Afterwards, these trained members will train others.
  - Organizations recruited to receive training will agree to train at least 10 organizations/promoters by signing an MOU.

### Older Adult Work Group

- Work with C/A WG to present teen tip sheet as a resource to help grandparents support grandchildren
- Work with BHS WG to identify and collaborate with organizations that engage older workers and/or retirees

### Pharmacy, Podiatry, Optometry, and Dental Professionals Work Group

- Review the *Guiding Principles of Diabetes Care* with the HCP WG.
- Work with AAPI and AIAN WGs to translate the PPOD poster into meaningful languages
- Create tip sheets with PPOD related messages for children working with the Children and Adolescents WG.
- Create a team approach to coordinate care among health care professionals as they have the key to access other PPOD providers working with the HCP WG.
- Work with the HCP WG to add a new page to *Better Diabetes Care* that refers to PPOD materials and CME availability
- Create a tool kit for screenings and referrals for PPOD and HCP working with the HCP WG.
- Collaborate with HL WG to target at-risk population

## EVALUATION ACTIVITIES

NDEP is committed to a thorough evaluation of its program. The program carefully tracks “process measures” to identify the reach of public service advertising, media relations, and the number of materials downloaded or ordered. NDEP carefully pre-tests materials to assess their potential effectiveness and works closely with partners to monitor the impact of materials when as they are put to use.

The program is equally committed to tracking “outcome measures”—measures that reflect the health of people with diabetes and people at risk for diabetes. Health outcomes across broad groups don’t change overnight, but NDEP is committed to carefully tracking these measures to both assess the value of the program and to gain new insights for program planning and implementation strategies.

A logic model—based on the CDC’s “Framework for Program Evaluation in Health”—guides evaluation efforts. Federal government health surveys provide the core data. NDEP partners, including the American Diabetes Association, the American Academy of Nurse Practitioners, and the American Association of Diabetes Educators, have shared results of public, health care professional, and member surveys. Federal agencies, including the Veterans Administration and the TRIAD program, track health data and have shared results through published data.

NDEP is also committed to doing original research as a part of the commitment to evaluation. In 2006, NDEP conducted a telephone survey of people over 45 to identify attitudes and beliefs about diabetes. This survey, which will be repeated in 2008, begins to provide insights into the critically important area of motivation—awareness that diabetes is serious has significantly increased, yet health outcomes have shown only modest change. Awareness alone does not always create behavior change.

These efforts are guided by an NDEP Evaluation Work Group. In addition to repeating the public opinion survey in 2008, over the next three years that Work Group and NDEP staff will:

- Publish data and findings from the 2006 survey.
- Complete focus group research with people at risk, people with diabetes, and health care professionals in order to gain a deeper understanding of survey findings and test adjustments to core messages based on the findings.
- Continue a semi-annual survey of partners to gain feedback on program implementation and use of NDEP materials and messages.
- Annually share “process evaluation” data with NDEP work groups in order to assist in program planning efforts – top 100 material orders, top website downloads, media “hits” based on messages of particular interest to the work group, etc.
- Maintain and update the NDEP evaluation framework with outcome measures from NHANES, NHIS, and BRFSS data among other sources.
- Work with partner organizations to gain access to data and information to help evaluate NDEP efforts and materials.