

August 1999

Dear State Diabetes Control Program Representative:

Thank you for helping to get people with diabetes immunized against flu and pneumonia this year. This important effort contributes to our goal of improving the lives of people with diabetes. It is also an important contributor to our overall "Healthy People 2000" goal to immunize 60% of adults, especially those with chronic diseases like diabetes.

Enclosed in this kit is the first wave of materials you will need to implement the Diabetes and Flu campaign. You should have received quantities of brochures and posters in English and Spanish to distribute to partners and providers in your state. You will be receiving a second mailing of materials (press kits and health professional kits) in about three weeks. So that everyone's efforts are synchronized, please do not distribute materials to consumers or media or make media and PSA follow-up calls until the campaign is launched in **mid-September**. We will notify you with a specific kickoff date once the media materials have been finalized. Attached is a page outlining the steps to implement a statewide "Life Preserver" campaign.

Please note: This year's campaign messages are similar to last year's, but we have incorporated the most recent flu and pneumococcal vaccination rates available (BRFSS 1997). In addition, there will be greater emphasis on pneumococcal vaccination for people with diabetes, as reflected in this year's key messages:

- People with diabetes are 3 times more likely to die with flu and pneumonia.
- Yet, in 1997, only half of them reported getting an annual flu shot, and only a third reported ever getting a pneumococcal shot.

We encourage you to make this campaign your own. Localize your materials, use your baseline data from last year to measure your efforts, and continue your health systems intervention efforts. Your implementation of the "Life Preserver" campaign at state and local levels is what makes this program successful.

If you have questions about the campaign or the materials in this kit, please call Wendy Holmes at CDC, 770-488-5842, or Kate Wilson at Prospect Associates, 770-216-9953.

Good luck, and we look forward to another successful year working with you on this important campaign.

Sincerely,

Frank Vinicor, MD
Director, Division of Diabetes Translation
Centers for Disease Control and Prevention

Walter A. Orenstein, MD
Director, National Immunization Program
Centers for Disease Control and Prevention

attachment

Steps to Implement the Diabetes “Life Preserver” Campaign

1. **Supply your partners with the state implementation kit** to prepare them to implement the campaign. You’ll find five copies in this box, and are free to copy the materials if you need more. The kits only cover the media campaign, so if you need to communicate about your health intervention and related activities, you may want to create additional materials for the kit. Included in the kit you will find samples of materials that other states created last year to fit their needs. You may send the state kits out as soon as you like.
2. **Follow up with news media.** We will distribute media materials across the country mid-September. About a week after this, please help us ensure that the materials are used by following up with news media and public service contacts in your area. You and your partners may start by contacting the list of media in your state implementation kit, which indicates the media in your state that will receive materials from CDC. The “Guide to Working With the Media” will provide suggestions for how to do this.
3. **Distribute additional, localized media materials and additional public service announcements.** This box includes additional copies of all the materials for you to send to public service contacts not on the list. Feel free to make copies of any of the materials, or to create new materials customized for your state. Additional press materials for you to localize will come in the second mailing, and all the media kit materials will be available in English on the CDC Web site, www.cdc.gov/diabetes. We will let you know when this site is up and running. **Note: So that everyone’s efforts are synchronized, please do not distribute materials to consumers or media, or make follow-up calls until after the launch day in mid-September.** Please make sure your partners understand this as well.
4. **Distribute campaign materials to partners and other providers in your state.** You should have received a shipment of brochures and posters in English (E) and Spanish (S) based on the number you requested earlier this year. This box includes a disk with the following materials in English and Spanish that you may reproduce: brochure (E&S), poster (E&S), transit ad (E&S), bill stuffer (E&S), *patient postcard (E&S), *health provider postcard (English only), *pneumococcal insert (E&S) and the print PSA in two sizes (E,S & for African Americans). Feel free to add state and local health department logos as appropriate. For additional information, please see the Logo Guidelines in your state implementation kit folder.
5. **Evaluate the campaign.** Soon after the campaign begins, you will receive an evaluation form to complete and return on this year’s “Life Preserver” campaign. Your responses

will provide us with valuable information after the launch of the campaign, and enable us to improve our future campaign efforts.

*Denotes these pieces will be sent in bulk in a separate mailing late summer.