

PUBLIC INFORMATION

and Outreach

Current Activities

Expansion of the NDEP Media Campaign

Background

The National Diabetes Education Program (NDEP) takes a multicomponent approach to address its goal of improving the treatment and outcomes for people with diabetes. These components include public awareness and education campaigns, special population approaches, community-based interventions, health system changes, and an inclusive partnership network. Strategies and activities are being implemented in each of these component areas through established partner-based workgroups that provide guidance, direction, and resources. Specific workgroups representing each targeted minority population have been created to assist the NDEP in developing strategies, activities, and products that are culturally and linguistically appropriate and to disseminate the materials to their communities.

The NDEP has conducted a series of diabetes awareness campaigns using the theme "Control Your Diabetes For Life" to encourage people to manage their diabetes to live healthier lives. The campaigns target general audiences and the populations disproportionately affected by diabetes, namely, African-Americans, Hispanics/Latinos, Asian-Americans and Pacific Islanders, American Indians, and senior

citizens. These campaigns include television, radio, and print public service announcements; educational materials; and information kits for the media and communities. The NDEP also developed campaigns for health care providers to encourage them to work with their patients to improve glucose control and to identify, diagnose, and treat children with type 1 and type 2 diabetes.

For diabetes messages to reach communities, the NDEP organized a Partnership Network of more than 200 organizations from the national, State, and local levels. These partners are valued and trusted community channels and serve as a dissemination vehicle for NDEP information and messages. The NDEP has created a community partnership guide and a video and training module that provide the tools, resources, and information to assist individuals and organizations in implementing diabetes activities in their communities. Interventions for minority populations using nontraditional partners to promote healthy lifestyle behaviors and to improve diabetes care in communities are currently being developed.

Research Goals and Scope

The purpose of the NDEP is to improve the treatment and outcomes for people with diabetes, promote early diagnosis, and ultimately, prevent the onset of diabetes. The NDEP's objectives are (1) to increase public awareness of the seriousness of diabetes, its risk factors, and the potential strategies

for preventing diabetes and its complications; (2) to improve the level of understanding about diabetes and its control and to promote better self-management behaviors among people with diabetes; (3) to improve health care providers' understanding of diabetes and its control and to promote an integrated approach to care; and (4) to promote health care policies that improve the quality of and access to diabetes care. The NDEP will continue to develop and promote diabetes messages that reflect the newest scientific evidence about diabetes control, treatment, and prevention. The NDEP may expand its target audiences to include those people who can benefit from the scientific results and will continue to foster relationships with new partners, especially non-traditional partners, such as the faith community, to increase NDEP's outreach to its target audiences. Furthermore, the NDEP will develop innovative community interventions for minority populations to promote healthy lifestyle behaviors and to improve diabetes care in communities.

Performance Measure

The performance measure will be the development of educational materials that are culturally sensitive and appropriate for racial/ethnic minority communities.

Outcome Measure

The outcome measure will be an increase in the awareness and preventive measures of type 2 diabetes in African-American, Hispanic/Latino, American Indian, and Asian-American and Pacific Islander communities.

National Kidney Disease Education Program

Background

The Council of American Kidney Societies—representing all major voluntary and professional organizations for kidney disease—recommended that NIDDK launch an education program to reduce the morbidity and mortality of kidney disease.

The health problems driving this interest include (1) a striking, steady increase in the incidence of renal failure over the past two decades; (2) markedly higher rates of cardiovascular disease in people with renal insufficiency and renal failure; (3) high rates of "late diagnosis" of renal failure and, consequently, poor implementation of strategies to slow progression and prepare for renal replacement therapy; and (4) striking racial disparities in both the incidence of renal disease and the provision of optimum care. Approximately 400,000 people are on dialysis or have had a kidney transplant because their kidneys have failed. The treatment costs were about \$19.35 billion in 2000.

On July 18, 2000, NIDDK convened an ad hoc Kidney Disease Education Task Force to obtain advice from a cadre of individuals with substantial expertise in health policy, education, and preventive medicine. The group identified areas of consensus that are ideal starting points for an education or outreach program, areas that may be ripe for consensus, and areas needing further research. The group placed a high priority on developing outreach programs targeting high-risk minority populations, especially African-Americans, Native Americans, and Hispanic Americans, using treatments for which scientific consensus already exists.

In Fiscal Year 2001, NIDDK began planning a National Kidney Disease Education Program (NKDEP) by sponsoring conferences involving researchers, voluntary and professional organizations, health care providers, and public health practitioners from academia, government, industry, and groups representing diverse racial/ethnic populations. NIDDK established a Steering Committee to focus the program's overall vision, goal, objectives, and direction and to document the science base for an education program, including the incidence and prevalence and the current environment for the diagnosis, prevention, and treatment of kidney disease. This program is part of NIDDK's initiatives to reduce health disparities in racial/ethnic minority populations.

Research Goals and Scope

NIDDK has accomplished the following: (1) further refined the science and organization of the education program; (2) received broad public comment and established partnerships; (3) prepared a strategic plan identifying baseline data, target audiences, and plans to reach audiences; (4) established a steering committee to extend the reach of the executive committee to ensure broad representation in planning and organizing the National Kidney Disease Education Program; and (5) began implementing strategies.

On June 20, 2003, the NKDEP launched the first NIH pilot education program to increase awareness about kidney disease and to promote early testing among African-Americans, who are among those hardest hit by kidney disease. "You Have the Power To Prevent Kidney Disease" is a yearlong pilot program in four cities—Atlanta, Baltimore, Cleveland, and Jackson, Mississippi—chosen for their relatively large African-American communities and because some infrastructure already existed. Local NKDEP coalitions are

working through the media, dialysis patients and their families, and community outlets to encourage people at risk for kidney disease to be tested and to learn about treatments that can help them avoid the fate of progressing to kidney failure.

Performance Measure

The performance measure will include the development of educational materials that are culturally sensitive for the African-American community and that are effectively disseminated through NKDEP local coalitions.

Outcome Measures

The outcome measures will include changes in knowledge, attitudes, beliefs, and practices, as measured through two Office of Management and Budget-approved surveys—the first being conducted in each city in early 2003 and the second in early 2004 after the intervention.

Organ Donation Video for Pima Indians

Background

NIDDK began working with Pima Indian volunteers in Phoenix, Arizona, in the mid-1960s after a health survey revealed an astonishing rate of type 2 diabetes in the Tribe. Half of Pima Indians who are 35 and older have type 2 diabetes, the highest prevalence in the world. Pimas also develop diabetes at a much younger age than other populations, and the number of Pima children with the disease is increasing.

With the support of hundreds of Pima volunteers and the Indian Health Service, NIDDK's Phoenix Epidemiology and Clinical Research Branch has

studied the origin, development, and natural history of diabetes; its complications; and obesity for more than 35 years. In addition to a clinical research center in Phoenix, NIDDK runs a diabetes clinic at Hu Hu Kam Memorial Hospital in Sacaton, Arizona, and has established dialysis centers on the Gila River Indian Reservation to treat kidney failure.

Research conducted in Phoenix and Sacaton established that the Pima Indians have 10 times the prevalence of type 2 diabetes found in Caucasian populations. These studies have also shown that diabetes, obesity, and kidney failure run in families, developing from genetic, prenatal, and environmental influences. In addition, doctors now recognize that high blood pressure predicts the complications of diabetes and that the lowering of blood pressure may slow the onset and progress of already-existing diabetic kidney disease.

In spite of ongoing efforts to curb the incidence of kidney failure, prevalence remains high. The Hopi Indians have successfully raised awareness with a video and pamphlet encouraging organ donation. NIDDK staff and the Gila River Tribal Council hope to increase organ donation among the Pima Indians with a similar video and pamphlet.

NIDDK supported the development and production of a video that included interviews with appropriate Tribal members and Native American medical staff. The purpose of the video is to (1) educate Tribal members about the fact that transplantation is a viable alternative to dialysis therapy, (2) raise awareness among the Gila River Community of the need for organs to alleviate the distress of patients on dialysis and to improve their quality of life, (3) address the cultural beliefs that may prohibit some American

Indians from donating organs, and (4) demonstrate that Western and traditional methods of healing can complement each other to improve and extend life. A pamphlet that includes an organ donor card will provide a take-home message and an appropriate reminder to those who have seen the video.

Research Goals and Scope

There are striking racial/ethnic differences in the incidence and prevalence rates for kidney failure, particularly among Native Americans, who are disproportionately affected by both diabetes and diabetic kidney disease. In Native Americans—as in the general U.S. population—diabetic nephropathy is the predominant cause of kidney failure. Greater access to kidney transplants for this population would substantially reduce the cost of medical care incurred with either hemodialysis or peritoneal dialysis and would greatly improve their quality of life. Therefore, the goal of this initiative is to increase awareness of the need to donate organs and to encourage organ donation for transplantation in this population.

Performance Measure

The performance measure will be the successful development of educational materials, including videotapes explaining the utility of organ and tissue donation in the Pima Indian communities.

Outcome Measures

The outcome measures will include an increased awareness of the need for organ donation among Native Americans, especially the Pima Indian population, and an increase in the number of organs and tissues donated for transplantation.

NIDDK Outreach to Spanish-Language Audiences

Background

NIDDK's research mission includes diseases and disorders that disproportionately affect Hispanic Americans. NIDDK has produced an extensive inventory of publications for this audience, including the following topics: diabetes, kidney failure, chronic hepatitis C virus, peptic ulcer disease and *H. pylori*, and urinary incontinence in women (seven-part series). Materials about obesity and weight control are produced in Spanish by the Weight-Control Information Network (WIN). "Toda La Vida" is a series of four booklets for Hispanic/Latino audiences across their lifespan. NIDDK will partner with the Office of the Secretary, HHS, to support a series of Hispanic/Latino health fairs in cities across the United States, with Radio Unica, a national radio network, as a cosponsor, to disseminate new materials to increase awareness about the need for weight control.

Research Goals and Scope

The goal of the program is to increase awareness among Hispanic/Latino audiences in these target cities about the availability of culturally sensitive information for their families concerning the importance of weight control as a health measure. This goal is supported by the following objectives: (1) describing the numbers of brochures distributed to Hispanic/Latino audiences and (2) determining the views and opinions of Radio Unica gatekeepers about the use of NIDDK information.

Performance Measures

The performance measures will be the successful development and distribution of culturally sensitive Spanish- or Latino-oriented educational materials.

Outcome Measures

The outcome measures will include an increased awareness and prevention of diseases and disorders that disproportionately affect Hispanic and Latino American audiences, such as type 2 diabetes and obesity.

Expand Weight-Control Information Network's "Sisters Together" Outreach Program

Background

NIDDK's Weight-Control Information Network provides culturally appropriate, evidence-based information about obesity, physical activity, weight control, and adolescent and childhood obesity to people who are overweight or obese, the general public, health care providers, the media, and Congress. In addition to creating and distributing materials, WIN developed the "Sisters Together: Move More, Eat Better" pilot program for African-American women because data from the Third National Health and Nutrition Examination Survey indicated that they have the highest rates of overweight and obesity among all racial and ethnic groups in the United States. WIN plans to implement a nationwide, media-based "Sisters Together: Move More, Eat Better" program for African-American women ages 18 and older. WIN will also develop partnerships with agencies and organizations that encourage and promote healthy lifestyle behaviors for many audiences, particularly African-American audiences.

Strategies being considered include publicizing the availability of current "Sisters Together" materials and expanding outreach to churches; community organizations; State and local health departments; black media outlets; and black organizations, such as the National Black Women's Health Project and the National Caucus and Center on Black Aged.

As WIN expands the "Sisters Together" program to a national audience, it will also sponsor local activities for African-American women living in the Washington, D.C., metropolitan area. For the "Sisters Together" messages and activities to resonate with African-American women nationally, WIN will nurture and facilitate partnerships with national, State, and local groups and individuals. WIN is currently developing relationships with nontraditional partners, such as hair and nail salons.

The "Sisters Together" program was piloted from 1995 to 1998 in three Boston-based, predominantly black communities—Dorchester, Mattapan, and Roxbury. The program activities consisted of community outreach activities, such as walking groups and cooking demonstrations; distribution of materials promoting healthy eating and regular exercise; and media outreach.

Research Goals and Scope

The purpose of the "Sisters Together: Move More, Eat Better" program is to raise awareness about how moving more and eating better improves health, reduces risks for certain diseases, and ultimately, enhances quality of life. A national "Sisters Together" program will also aim to develop and disseminate new, culturally relevant messages based on recent scientific findings about lifestyle interventions, obesity, and physical activity. Partnerships with new organizations and individuals will also be pursued during the expansion of the "Sisters Together" program.

Performance Measure

The performance measure will be an increase in the awareness among African-American women of the health benefits of regular exercise and healthy eating.

Outcome Measure

The outcome measure will be the extent to which the results of this media outreach alter the health behavior of African-American women regarding exercise and healthy eating.

Network of Minority Research Investigators

Background

NIDDK's research mission includes many diseases and disorders that disproportionately affect African-Americans, Hispanic Americans, American Indians/Alaska Natives, and Asian-Americans and Pacific Islanders. Diabetes, obesity, hepatitis, and kidney failure adversely affect the health, longevity, and quality of life of minority populations in the United States. NIDDK's commitment to reducing the impact of health disparities among the majority and minority populations in the United States has been strengthened by two recent events. In March 2000 NIDDK completed its initial Strategic Plan on Minority Health Disparities. This trans-NIDDK effort to focus initiatives directed at diseases and disorders that affect minority populations was quickly followed by the establishment in July 2000 of the NIDDK Office of Minority Health Research Coordination in the Office of the Director, NIDDK. Central to the mission of this Office is communication with the communities that will be affected by its actions in the biomedical research arena.

Research Goals and Scope

The goal of the study is to provide specific data to support the establishment of the first NIDDK communications network aimed at individuals and institutions in the biomedical research enterprise that serve and represent minority populations in the United States. The goal of the study will be supported by the following objectives: (1) surveying the existing environment surrounding the participation of minority investigators in basic and clinical research and (2) using that information to develop a strategy to establish and strengthen two-way communication between the NIDDK leadership and minority investigators.

Performance Measures

The performance measures will include successfully developing a cadre of underrepresented minority investigators who would interact with NIDDK to receive relevant information to help them succeed in careers in biomedical research and providing the Institute with pertinent information to improve service to their respective communities.

Outcome Measure

The outcome measure will be an increased number of investigators from underserved populations embarking on careers in biomedical research.