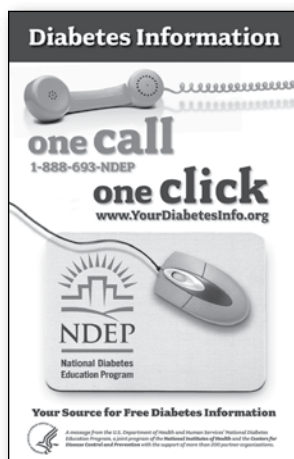


One Call, One Click: NDEP Launches New Awareness Campaign in its 10th Anniversary Year

When NDEP was founded in 1997, Charles M. Clark, Jr., M.D., NDEP chair emeritus, liked to say that diabetes was the “Rodney Dangerfield of diseases because it gets no respect.” Fast forward 10 years, and thanks to NDEP and our partnership network, diabetes is now recognized as a serious disease and one of the leading causes of death and disability in the United States. However, it is still essential today for people with diabetes, those at risk for diabetes, and health care professionals to have access to free, evidence-based diabetes information. In light of this need and in celebration of its 10th anniversary, NDEP is launching an awareness campaign, *One Call, One Click*, to emphasize that it’s easier than ever to find free diabetes resources—all in one place—and just one call or one click away.

Debuting this summer, the campaign is part of NDEP’s continuing initiative to “promote, promote, promote,” and an effort to emphasize NDEP’s vast array of diabetes prevention and control

resources as one source that is easy to find—simply by calling one number, **1-888-693-NDEP (6337)**, or by clicking one website, **www.YourDiabetesInfo.org**. This new phone number and new website address are simply “aliases” which will connect to the traditional NDEP phone number and website, which will both remain in full effect. The new “alias” phone number and website address are intended to make it easier for people to connect with NDEP after hearing a radio spot or seeing a print advertisement.



As part of this new campaign, NDEP will create *One Call, One Click* media kits and distribute them to general media, health care professional media, and you—our partners. Media kits will include new print, radio, and online public service advertisements in both English and Spanish, as well as “drop-in” newsletter promotional materials. Partners can use these media kits to raise awareness of

NDEP in their respective communities and to promote NDEP as a “one-stop shop” for free diabetes prevention and control resources.

See **ANNIVERSARY** on page 6

A Message from our Chair



In 1997, an American Diabetes Association (ADA) survey of the general public found that 8 percent of Americans reported that they believed diabetes was a serious disease. A survey conducted by NDEP in 2006 found that 89 percent of Americans report that they believe diabetes is a serious disease. What happened in between? NDEP.

What did NDEP—a partnership of 200 public and private organizations—do? First, we created a framework for developing common messages and themes. *Control Your Diabetes. For Life.* has been a powerful message and powerful campaign. Nearly every State Diabetes Prevention and Control Program has adopted the campaign, utilized the logo, and reproduced campaign materials. Also, major national companies have repro-

duced and distributed our materials. In their pilot program, the Diabetes Care Coalition mailed NDEP materials, including *Control Your Diabetes. For Life.* campaign pieces, to every primary health care professional and pharmacist in two markets. NDEP staff and partners have also been actively engaging media to help put our message in front of those who need to see it. Since 1997:

- > NDEP has generated news stories reaching more than 1 billion readers. We started working with the media in 1997. By 2003, diabetes was a *TIME* magazine cover story.
- > NDEP television and radio public service announcements (PSAs)—addressing diabetes control and diabetes prevention—have run thousands of times. We would have had to spend more than \$30 million to buy the airtime.

See **CHAIR** on page 9

"Working Together: NDEP Celebrates a Decade of Partnership"



On February 27, NDEP partners gathered for the 2007 Partnership Network Meeting in Decatur, Ga. The meeting's workshops provided examples of successful programs and community outreach using NDEP resources that have improved educational efforts for people with diabetes, those at risk for diabetes, health care professionals, and business leaders. Listed below are a few highlights from workshop presentations.

Use of NDEP's *Move It! And Reduce Your Risk of Diabetes School Kit* at Davenport High School

Presenters: John Riley and Regina Riley, Davenport High School, Okla.

John Riley, a 16-year-old junior at Davenport High School in Oklahoma, presented how his school successfully used and adapted NDEP's *Move It!* kit. Prior to receiving the *Move It!* kit, John had already started a diabetes program at his school to address the disproportionate number of American Indians and Alaska Natives in his community already affected by diabetes. After receiving an activity grant from the Association of American Indian Physicians (AAIP), his school built a walking/running track, started a *Move It!* Exercise Club, and held a Pre-Diabetes Extravaganza in the community. Strong partnerships with AAIP, the Office of Minority Health, the County Commissioner, and the Oklahoma City Memorial Marathon helped make their goals attainable. In addition, images of teens who attend Davenport High School, the school name, and the school logo were added to adapt NDEP's *Move It!* materials.

A Close Look at Successful Media Campaigns

*Presenters: Cindy Kozak, Connecticut DPCP
Linda Leber, Kentucky DPCP
Roslyn Douglas, National Medical Association*

During this workshop, each panelist discussed media campaigns that their respective organizations implemented to reach African American and Hispanic/Latino communities. The campaigns utilized NDEP print and radio public service announcements (PSAs) to reach their target audiences. Emphasis was placed on utilizing transit ads and fostering strong partnerships. Strategies such as promoting the NDEP name, campaign logos, and PSAs through innovative community outreach (i.e., billboards and movie theaters) greatly contributed to the success of these media campaigns.

Managing and Preventing Diabetes and Weight Gain

*Presenters: Nichole Bobo and Shirley Schantz,
National Association of School Nurses*

This workshop highlighted the Managing and Preventing Diabetes and Weight Gain (MAP) program, a five-year agreement between the Centers for Disease Control and Prevention and NDEP in minority communities. The MAP program engages school nurses in the care and management of children diagnosed with diabetes, screening students at risk for diabetes,

and educating students about how to lower their risk for diabetes. Integral to this comprehensive program is school nurse participation in developing a coalition with school personnel, key stakeholders in the community, and advocacy groups to ensure that school nurses are culturally competent in their approach to both the management and prevention of diabetes. MAP affiliates are located in California, Ohio, New Mexico, and Minnesota and include endocrine groups, children's hospitals, diabetes task forces, DPCPs, state and local coalitions, and special children's task forces. The MAP program also includes prevention programming for school nurses to teach fourth grade healthy lifestyle courses. NDEP's *Tips for Kids with Type 2 Diabetes* tip sheets and Asian-language materials are incorporated into MAP healthy lifestyle lesson plans.

At the conclusion of the Partnership Network Meeting, partners enjoyed sugar-free cake in celebration of 10 years of strong partnerships with NDEP. Thank you to everyone who attended and we look forward to seeing you at the next Partnership Network Meeting! ■



NDEP has been awarded the **2007 Centers for Disease Control and Prevention's Directors of Health Promotion and Education (DHPE) Award for National/Regional Collaboration!** This award honors national or regional group efforts that have resulted in evidence of collaboration between state or community-level constituents in demonstrating innovative health education and health promotion practices at the national level. Special thanks go to **Ann Thurland, M.P.H., C.H.E.S.**, Program Director for the **Virgin Islands Diabetes Prevention and Control Program**, who nominated NDEP for this award.

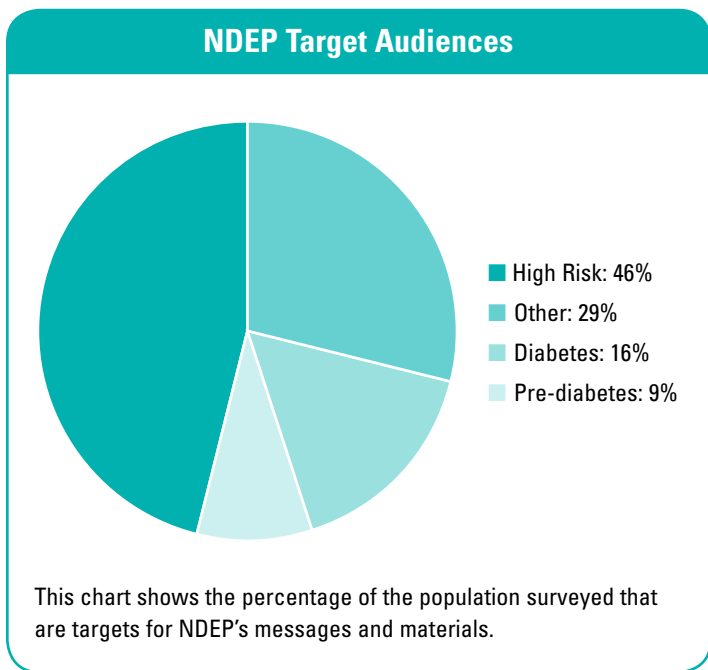
Tips for Kids: Lower Your Risk for Type 2 Diabetes received a **Silver Award** from the **20th Annual International Mercury Excellence Awards**. These awards honor outstanding achievement in professional communications. This year, more than 900 entries were received from 16 countries.

Nunca es muy temprano para prevenir la diabetes. Pequeños pasos de por vida para una familia sana (It's Never Too Early to Prevent Diabetes. A Lifetime of Small Steps for a Healthy Family.) has been awarded an **Outstanding Award** from the **2006 National Institutes of Health's Plain Language Awards**. NIH's Plain Language Awards recognize the use of simple, easy-to-read language in government-authored documents. ■

NDEP's Survey of Public Attitudes Indicates Long Road Ahead

While there have been some gains in Americans' understanding of diabetes over the years, a recent NDEP survey shows that educational efforts still have much to accomplish. This was among the findings of NDEP's March 2006 "Survey of Public Attitudes, Knowledge, and Practices Related to Diabetes," as reported by Clarice Brown, contractor, Social & Scientific Systems, Inc., during last month's Steering Committee meeting. Conducted over a four-month period, the survey reached NDEP's key target audiences – people with diabetes and their families, people with pre-diabetes, and those at high-risk for developing diabetes. The NDEP survey serves as a baseline to track changes in the public's awareness of diabetes, pre-diabetes, and risk factors, as well as awareness of individual risk for diabetes among high-risk minority populations.

The survey sample size was 1,763 people age 45 and older. A stratified sampling design was used to over-sample African American and Hispanic/Latino households. Interviews were conducted in English and Spanish using computer-assisted telephone techniques.



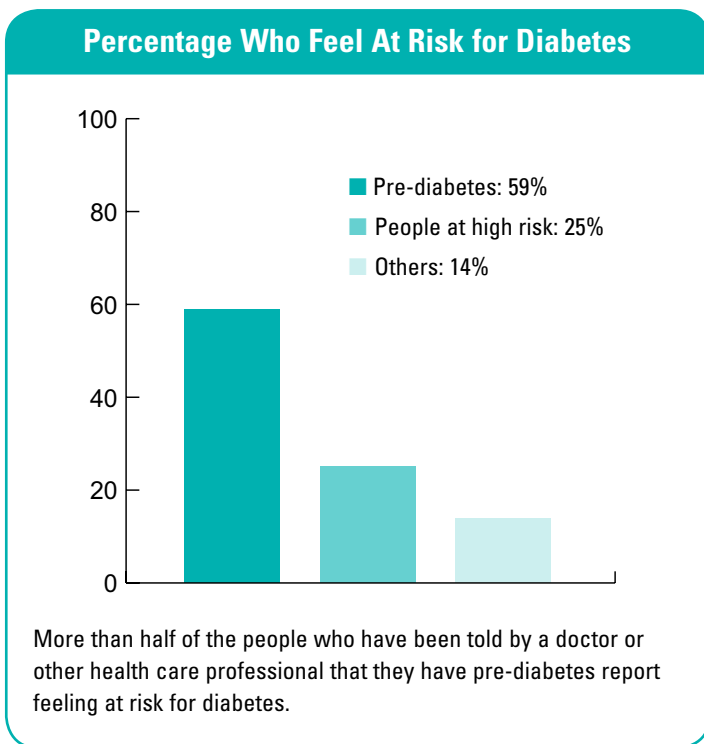
NDEP Target Audience: Then and Now

Ten years ago, NDEP's target audience was people with diabetes and their families and health care professionals. Today, NDEP has expanded its target audience to also include people with pre-diabetes and people at high-risk for diabetes.

- Sixteen percent of the population age 45 and older has been told by a doctor or other health care professional that they have diabetes.
- Nine percent has been told by a doctor or other health care professional that they have pre-diabetes (i.e., borderline diabetes, impaired fasting glucose, impaired glucose tolerance).

- An additional 46 percent are at high-risk due to the presence of reported diabetes risk factors (i.e., overweight or gestational diabetes). This also includes people with pre-diabetes and diabetes who are unaware of their condition.

NDEP has moved from a primarily patient focus to a population approach to target people at risk for diabetes, and NDEP's survey provides some insight into these target audiences.



Awareness of Individual Risk for Diabetes Among At-Risk Populations

Those considered to be at high-risk for diabetes generally do not report feeling at risk. Among those who do feel at risk for diabetes, the most cited reason for feeling at risk was family history.

- Among people told that they had pre-diabetes, 59 percent report that they feel at risk for diabetes.
- Only 25 percent of the people at high-risk for diabetes report that they feel at risk.
- Sixty percent of people who report feeling at risk for diabetes cite their family history as the reason.
- Fifty-four percent of people with a family history of diabetes (i.e., mother, father, sister, brother) report feeling at risk for diabetes compared with only 16 percent of those with no family history of diabetes.

NIDDK and NDEP: The Commitment Renewed

Griffin P. Rodgers, M.D., M.A.C.P.

Director, National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health



The rapidly growing problem of diabetes in this country poses a major public health challenge that shows no signs of abating. With each passing year, the human and economic costs of diabetes continue to mount, while the burden of managing the disease overwhelms many people with diabetes and their families.

As the recently appointed director of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK),

I am committed to a vigorous, multi-pronged research program in diabetes and its many debilitating complications. I am sure that NDEP partners are aware that diabetes affects almost 21 million Americans and costs an estimated \$132 billion annually in medical expenses and indirect costs. The eye, kidney, nerve, heart, and other complications of diabetes reduce the lifespan and the quality of life for people with this disease. At all levels of NIDDK, we will continue to pursue the most compelling research to combat type 1 diabetes, type 2 diabetes, and its most important risk factor, obesity. Moreover, we will remain firmly committed to basic, translational, and clinical research; research training and career development; and the dissemination of health information to improve the lives of people with diabetes, their families, and those at risk for the disease.

NIDDK and NDEP clearly intersect at the point of translation—turning the best science into messages, materials, and action steps for people with diabetes and those who care for them. Before I turn to that connection, let me share NIDDK's continuing commitment to supporting diabetes across the full research spectrum. Moving forward, we will work to strengthen:

Vigorous Investigator-Initiated Research Portfolio

The capability of individual investigators is crucial for the research progress. Therefore, NIDDK will continue to fund investigator-initiated grants at the highest possible level. Understanding the mechanisms by which newly identified genes increase the risk of diabetes, and how the pathways involved can lead to new approaches to prevent, treat, or cure diabetes will be of particular importance.

Support Pivotal Clinical Studies and Trials

NIDDK will continue to seek out and support critical studies. NDEP leaders and volunteers understand the value of the DCCT and DPP findings. NIDDK's continued support of the EDIC study (tracking DCCT participants over time) and the DPP Outcomes Study (tracking DPP participants over time) are but two examples of important large-scale studies underway—studies that can help us all change the way diabetes is treated.

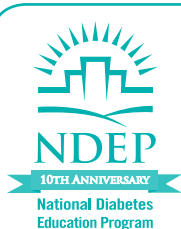
Preserve a Stable Pool of Talented New Investigators

The ideas and fresh perspectives of new investigators invigorate the diabetes research community. We will take steps to encourage today's generation of young scientists to dedicate their careers to diabetes research and will work to foster exceptional research training and mentoring opportunities. These programs help to ensure a cadre of well-trained Ph.D. scientists and physician scientists specializing in endocrinology and diabetes research.


Ensure Knowledge Dissemination Through Outreach and Communications

We are continuing efforts to impart science-based knowledge gained from research funded by the National Institutes of Health and the Centers for Disease Control and Prevention to health care professionals and the public for the direct benefit of people with diabetes and their families. This is where we link with NDEP. We are proud of our partnership with CDC in creating and sustaining this critical program, which is now celebrating its 10th anniversary. As we enter a new era of translating the most rigorous findings in diabetes research to improve diabetes prevention and treatment, NDEP is urgently committed to slowing the diabetes epidemic and improving diabetes care.

NIDDK is committed to the National Diabetes Education Program. I look forward to working with the leadership and volunteers of NDEP to make a difference in the lives of people affected by diabetes. ■



From Spanish to Samoan: Free Diabetes Materials in 20 Adaptations



Consumer diabetes materials culturally tailored for high-risk audiences in Spanish and 15 Asian languages, and adaptations for African Americans, Hispanics/Latinos, American Indians, and Alaska Natives

The National Diabetes Education Program
For free copies, visit www.ndep.nih.gov
or call 1-800-438-5383

NDEP is jointly sponsored by NIH and CDC with the support of more than 200 partners.

DDT and NDEP: A Vision for the Future

Ann Albright, Ph.D., R.D.

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



It is a pleasure to be working more closely with NDEP partners again—now wearing a different hat as the director of the Division of Diabetes Translation at the Centers for Disease Control and Prevention. As we celebrate our 10th anniversary, I am reminded of the days when NDEP was just forming and I had the opportunity to work on the founding Steering Committee, representing the State Diabetes Prevention and Control Programs. NDEP has come a long way

since those early days, and I want to sincerely thank each of you for your commitment and contributions to our program.

We have every reason to stay committed to NDEP's goals. Together, we are making progress. We are seeing an increase in preventive care practices such as eye exams, foot exams, and flu shots. We are also seeing improvements in acute complications, such as declines in emergency room admissions for metabolic crisis in Medicare populations and deaths due to hyperglycemic crisis. Some improvements in chronic complications are also being realized. The incidence of end-stage renal disease among persons with diabetes and hospital discharge rates for lower extremity amputations are trending downward. While we are making progress in improving outcomes for people with

diabetes, we still have a ways to go. In addition, the numbers of new cases of diabetes and those with pre-diabetes are increasing. Consequently, it is imperative that we expand our work in preventing diabetes. The challenge we must address is sustaining and building on the gains in diabetes control by obtaining new resources for and making advances in primary prevention.

Partnerships are the hallmark of NDEP. In order to continue our progress in primary and secondary/tertiary prevention, it is important for us to continue to nurture and enhance our partnerships. There are several sources of information that we can use to help us continue to build our partnerships. I would like to share a few tips I received from a friend that I think are on the mark:

If a dog was the teacher, you would learn things like:

- Avoid biting when a simple growl will do.
- No matter how often you are scolded, don't buy into the guilt thing and pout. Run right back and make friends.
- Be loyal. Never pretend to be something you are not.
- If what you want lies buried, dig until you find it.

NDEP partners certainly have accomplished a lot in our first decade. We still have much to do and at times it can feel very daunting. My hope and vision is that the NDEP partnership will continue to rise up to meet the challenges of diabetes and be ever mindful that people are really counting on us to make a difference. ■

SURVEY from page 3

Advice to Take Specific Action Steps to Prevent Diabetes

Over half of the population surveyed with pre-diabetes or at risk for diabetes report that a doctor or health care professional has advised them to lose or control their weight, or to increase their physical activity to help them reduce their risk for any disease. The majority of respondents reported that they are following this advice:

- Seventy-eight percent of people with diabetes, 54 percent of people with pre-diabetes, and 51 percent of people at high-risk for diabetes report that a doctor or health care professional has told them to lose or control their weight to reduce their risk for any disease. Eighty-one percent of people are following that advice.
- Eighty percent of people with diabetes, 67 percent of people with pre-diabetes, and 53 percent of people at high-risk for diabetes report being told by a doctor or health care professional to increase their physical activity to reduce their risk for any disease. Seventy-four percent of people report that they are following that advice.

Implications for Future NDEP Program Planning

This survey represents key issues that NDEP's partners should consider as we move forward with program planning in the next few years:

- By conducting research with target audiences, NDEP will explore revising materials to highlight the connection between family history and diabetes to help people at high-risk identify *why* they are at an increased risk for developing diabetes.
- NDEP will continue to focus on providing health care professionals and people with diabetes with “how to” information and action steps that outline how to prevent or delay the onset of type 2 diabetes.
- NDEP will continue to craft strong messages about A1C levels and how to help people with diabetes reach their A1C goals, as well as promote the link between diabetes and cardiovascular disease to help people with diabetes understand their high-risk for heart attack and stroke.

While NDEP has made great strides over the past 10 years, results from this survey indicate that there is more work to be done in educating people at risk for diabetes about how to take action to prevent or delay the onset of type 2 diabetes and its complications. ■

NEW

and noteworthy

NDEP Increases Publication Order Limits

NDEP is pleased to announce that it has doubled, tripled, and in some cases quadrupled the number of publications that partners can order!

For example, partners can now order up to eight packages of the popular *4 Steps to Control Your Diabetes. For Life.* brochure (25 copies per package); up to six packages of the *Small Steps. Big Rewards. Prevent Type 2 Diabetes.* tip sheets for high-risk audiences (25 copies per package); up to eight packages of the *It's Never Too Early to Prevent Diabetes. A Lifetime of Small Steps for a Healthy Family.* tip sheet (25 copies per package); and up to 10 packages of the *Small Steps. Big Rewards. Your*

GAME PLAN for Preventing Type 2 Diabetes: Information for Patients (1 booklet per package).

All NDEP publications may be downloaded, reproduced, and distributed without copyright restrictions. Feel free to duplicate and disseminate as many copies of these materials as desired. NDEP also offers commercial, printer-ready CDs for most publications so you can add your own logos and contact information.

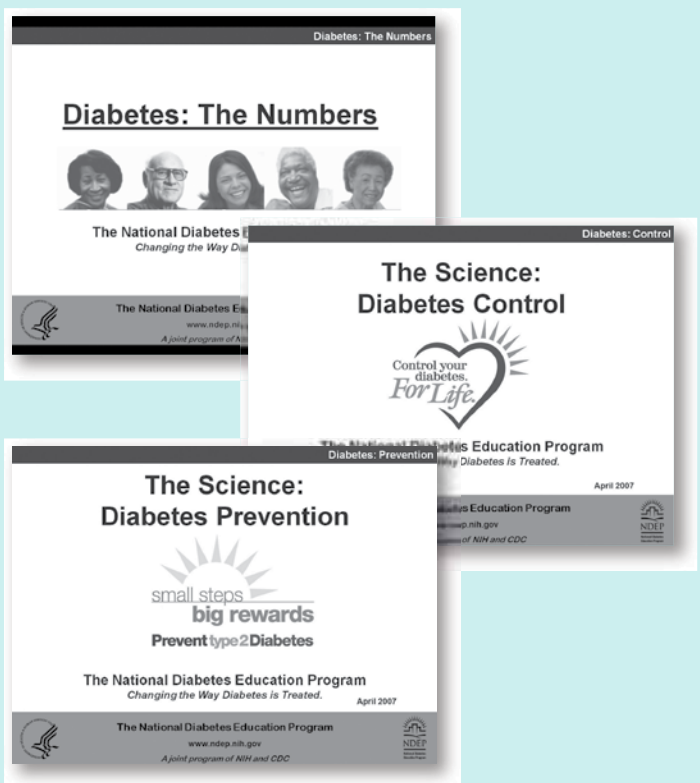
For more information on NDEP's new publication order limits or to order materials or CDs, visit www.ndep.nih.gov/diabetes/pubs/catalog.htm. ■

New Resources: NDEP PowerPoint Slide Sets

NDEP's newest resources for health care professionals, diabetes educators, and students are a series of PowerPoint slide sets that contain information on the latest U.S. diabetes prevalence and incidence rates, diabetes management, and diabetes prevention:

- **"Diabetes: The Numbers"** highlights the latest U.S. diabetes prevalence and incidence rates broken down by age, sex, and race/ethnicity.
- **"Diabetes: The Science of Control"** provides an overview of findings from the Diabetes Control and Complications Trial, the United Kingdom Prospective Diabetes Study, the Epidemiology of Diabetes Interventions and Complications Study, and the SEARCH for Diabetes in Youth Study. The slide set also highlights NDEP's campaign materials and tools for consumers with diabetes and health care professionals.
- **"Diabetes: The Science of Prevention"** contains information about the Diabetes Prevention Program, pre-diabetes, and the Diabetes Prevention Program Outcomes Study. This resource also highlights NDEP's campaign materials and tools for consumers at risk for diabetes and health care professionals.

All three slide sets are now available on the NDEP website. Partners are encouraged to download the slide sets individually or use them as an entire presentation. To view the PowerPoint presentations online, visit www.ndep.nih.gov/resources/presentations/presentations.htm. ■



ANNIVERSARY from page 1

With nearly 21 million Americans now living with diabetes and 54 million more with pre-diabetes, *One Call, One Click* reinforces NDEP's mission to serve as a source for comprehensive information on diabetes prevention and control. Ten years ago, NDEP began with a single message—diabetes is serious, common, and costly, yet controllable. As NDEP embarks on its 10th anniversary, the program remains commit-

ted to communicating effective diabetes management in addition to an important new message—type 2 diabetes can be prevented or delayed. *One Call, One Click* is a new tool for drawing people to NDEP's evidence-based information and materials. Look for the *One Call, One Click* media kits in your mailbox soon and help us get the word out that NDEP is "Your Source for Free Diabetes Information!" ■

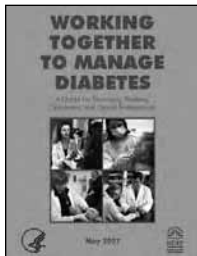
updated NDEP PUBLICATIONS

To order these publications or other NDEP materials, please call 1-800-438-5383 or visit the NDEP website, www.ndep.nih.gov.



2007 Diabetes Numbers At-a-Glance

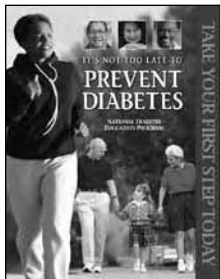
Revised annually, this handy pocket guide provides a list of current recommendations to diagnose and manage pre-diabetes and diabetes. Based on the American Diabetes Association's clinical recommendations, it includes treatment goals and a diabetes management schedule.



Working Together to Manage Diabetes: A Guide for Pharmacists, Podiatrists, Optometrists, and Dental Professionals

Use this interdisciplinary primer that focuses on diabetes-related conditions affecting the foot, eye, and mouth, as well as the issues related to drug therapy management. The primer promotes a team approach to

comprehensive diabetes care and provides simple care recommendations to health care professionals in making cross-disciplinary treatment referrals. The primer has been revised to include the latest statistics. A new section on primary diabetes prevention outlines the results of the Diabetes Prevention Program and the role pharmacy, podiatry, optometry, and dental professionals can play in preventing diabetes.



It's Not Too Late to Prevent Diabetes. Take Your First Step Today

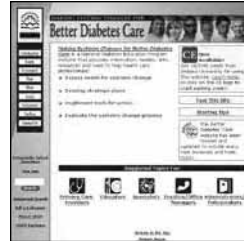
This tip sheet for older adults spreads the news that it's never too late to prevent diabetes and gives tips to find new ways to get moving, have fun, and prevent or delay type 2 diabetes. It has been revised to incorporate the latest physical activity and nutrition updates, as well a new section

called "Get Your Friends and Family Involved" to include more family-oriented action steps.



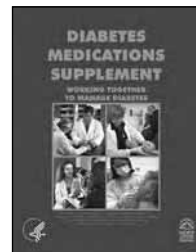
Two Reasons I Find Time to Prevent Diabetes: My Future and Theirs

Originally titled *Take These Small Steps Now to Prevent Diabetes*, this English language tip sheet has been revised to help Asian Americans and Pacific Islanders at risk for type 2 diabetes move more, eat less, and lose weight in order to prevent or delay type 2 diabetes.



BetterDiabetesCare.nih.gov

Referenced and updated regularly, this comprehensive website provides health care professionals with information and tools to make effective systems changes in the way diabetes is diagnosed, treated, and prevented. Information on the website is based on current, peer-reviewed literature and evidence-based clinical practice recommendations. Health care professionals can receive CE/CME credit from Indiana University by using the website.



Working Together to Manage Diabetes: Diabetes Medications Supplement

Health care professionals can use this reference to learn about the medications patients may be taking to control their diabetes or conditions that can cause complications. The revised booklet provides a "snapshot" profile of diabetes medications, insulin medications, and medications for controlling glycemia, high blood cholesterol, and blood pressure.



Working Together to Manage Diabetes: Poster

This interdisciplinary color poster can be used by health care professionals in exam or waiting rooms to help educate patients on specific steps they can take in collaboration with their pharmacists and eye, foot, and dental care professionals to control diabetes. The revised poster now includes more direct "I will" action statements to encourage patients to work together with their health care team.



NEW

Controlaré mi diabetes ¡Trabajando en equipo con mis profesionales de la salud!: Poster

This Spanish adaptation of the *Working Together to Manage Diabetes* poster can be used in exam or waiting rooms to encourage patients to team up with pharmacists and eye, foot, and dental care professionals, and offers patients specific action steps they can take to manage their diabetes and work together with their health care team.

Promote, Promote, Promote!

www.ndep.nih.gov/campaigns/tools.htm

NDEP Campaign Messages Reach Nearly 151 Million People in 2007's First Quarter

From January through March 2007, NDEP campaign messages reached approximately 151 million people via radio public service announcements (PSAs), radio media tours (RMTs), NIH Radio interviews, feature articles, and print PSAs. News stories about NDEP appeared in major publications such as *Ebony* magazine, *New York Teacher*, *St. Petersburg Times*, *News and Observer*, and *Diabetes Voice*. Trade publications such as *Diabetes Self-Management*, *Journal of the American Medical Association*, *School Nurse News*, and *National Association of School Nurses Newsletter* also featured articles highlighting NDEP.

In January, NDEP kicked off the new year by re-distributing its prevention radio PSA, "Get Real," to radio audiences across the country via North American Precip Syndicate (NAPS). The PSA was broadcast more than 750 times in 39 different states, including large markets such as New York, Chicago, San Francisco, Philadelphia, Boston, and Washington, D.C., reaching an estimated 118 million radio listeners.

NDEP conducted two RMTs in February to discuss the link between diabetes and cardiovascular disease. James R. Gavin III, M.D., Ph.D., Immediate Past Chair, NDEP, served as a spokesperson for general and African American audiences. Saul Malozowski, M.D., Ph.D., M.B.A., Senior Advisor, Endocrine Physiology, Division of Diabetes, Endocrine, and Metabolic Diseases, NIDDK, served as spokesperson for Hispanic/Latino audiences. Radio interviews were scheduled with national networks and stations as well as Spanish-speaking networks and stations in the top 25 markets. Using American Heart Month as a theme, Drs. Gavin and Malozowski urged Americans with diabetes to control their **ABCs**—**A**1C, **B**lood Pressure, and **C**holesterol—to reduce their risk of heart disease and stroke by more than half. The RMTs reached an estimated 10 million radio listeners with national airings on Black Radio Network, CNN Radio Noticias, Metro Source, Metro Source Español, Radio Lazer, SRN News, and USA Radio Network, as well as state and local radio stations in larger markets.

In March, NDEP promoted diabetes prevention messages during National Nutrition Month. Joanne Gallivan, M.S., R.D., NDEP-NIH Director, was

featured in an NIH Radio interview regarding family involvement in healthy eating and physical activity to lower the risk for type 2 diabetes as well as other diseases. The radio interview promoted NDEP's *Small Steps. Big Rewards. Prevent Type 2 Diabetes.* campaign. NIH Radio interviews reach approximately 630 radio stations on a weekly basis, which have a potential audience of 1.5 million listeners. Several stations in large markets such as New York, Chicago, Los Angeles, and Houston utilize NIH Radio.

NDEP recognizes that you—our partners—have also been successful in promoting our campaigns and messages!



NDEP recognizes that you—our partners—have also been successful in promoting our campaigns and messages!



NDEP would like to remind you to consider adapting our campaigns, messages, and materials when you are planning a promotion around diabetes control or prevention.

Take our feature articles and public service announcements and customize them. Add your organization's name and mission, and talk about how you and NDEP are working together.

Put your logo on an ad. Add your contact information to a feature article. Then submit the ad and the article to your local paper. The local paper gets important health information, your organization gets some good publicity, NDEP spreads the word about our campaigns and materials, and everyone wins!

Also, don't forget to promote NDEP products in your organization's newsletter, mention them at meetings and in slide presentations, and talk about them on conference calls to benefit your organization as well as NDEP.

Now, it's easier than ever to promote NDEP. Our monthly electronic newsletter, *NEWS & NOTES*, provides

partners with promotional tools such as feature articles one month in advance of the actual promotional month to allow adequate time for partners to promote NDEP's messages and campaigns. Remember, together we can spread the word that diabetes is serious, common, and costly, *yet controllable and preventable.*

Visit NDEP's campaign tools webpage at www.ndep.nih.gov/campaigns/tools.htm for sample PSAs, fact sheets, press releases, media advisories, feature articles, promotional tools, logos and banners, and tips for working with the media. ■

CHAIR from page 1

➤ NDEP print PSAs have been seen by more than 53 million readers of newspapers and magazines.

Clearly, we have “moved the needle” on diabetes awareness. Now 10 years old, NDEP has much to celebrate and we have many, many reasons to be proud of our promotion and partnership efforts that have helped increase awareness among the public about the seriousness of diabetes. But NDEP also has much more to do to really change the way diabetes is treated.

The NDEP Steering Committee and each of our advisory work groups have started to think about next steps. We began a new strategic planning discussion with the Steering Committee last December. We renewed our discussion during a critical meeting this past June. As always, each of the work groups is charged with helping us develop specific, measurable objectives for our work over the next three years. We will complete the planning process by December 2007 and begin our second decade with a strategic plan refocused on our best opportunities to make a difference in the way diabetes is treated.

So what is the framework for the plan?

First, in broad terms, we plan to devote about 50 percent of our resources to primary prevention, 40 percent to diabetes control, and 10 percent to understanding and sharing the economic case for treating diabetes with the general public, purchasers and providers of health care, and the business community.

- NDEP’s *Small Steps. Big Rewards. Prevent Type 2 Diabetes.* campaign produced the first set of comprehensive materials to translate results from the Diabetes Prevention Program. We have led the way and need to continue our prevention focus. Diabetes prevention is proven, powerful, and possible.
- NDEP, working in close partnership with ADA, created the “ABCs of Diabetes” message to focus on the link between diabetes and cardiovascular disease. We need to strengthen our outreach to health care professionals and patients to ensure that we provide comprehensive care for everyone with diabetes.
- Outreach to purchasers and providers of health care rests on making the case that care for people with diabetes and the prevention of diabetes is a good investment. NDEP’s Business Health Strategies and Health Care Professional Work Groups have come together to

help us understand and address this issue and their work will lead NDEP toward actions that can change the system of care for diabetes.

Second, NDEP will seek to augment our strong awareness messages and materials with more “how to” information: “how to” control diabetes through lifestyle changes, “how to” adhere to treatment, and “how to” support health care professionals as they seek to counsel and motivate patients and those at risk to make changes. To date, our review proves that much of this information already exists—other federal programs and many NDEP partners have effective materials that help people understand the “nitty gritty” of how to make lifestyle changes and maintain changes over time.

Third, we are exploring new ways to talk with our audiences about risk. NDEP’s survey of public attitudes about diabetes (see page 3) raised interesting challenges about how people at risk for diabetes understand and accept their risk. To be effective, NDEP will need to find new ways to get the attention of this audience and motivate action. Similarly, although progress has been made, people with diabetes do not understand their own risk for cardiovascular disease. NDEP has made extraordinary gains in people’s awareness of diabetes as a serious disease. Now we need to find ways to help those at risk and those with the disease understand their risks and take action to reduce them.

Charles M. Clark, Jr., M.D., NDEP chair emeritus, and James R. Gavin III, M.D., Ph.D., our immediate past chair, built a powerful partnership and led NDEP to extraordinary results. Francine Kaufman, M.D. is stepping in to join NDEP as chair elect. Jeffrey Caballero, M.P.H., who leads our Operations Committee, has built a strong network of work group leaders to help us get it right. Together, we are committed to continuing our work—to change the way diabetes is treated. Please continue to support us in this important initiative. ■



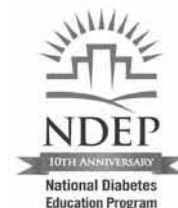
Lawrence Blonde, M.D., F.A.C.P., F.A.C.E
Chair, National Diabetes Education Program

Helping the Student with Diabetes Succeed: A Guide for School Personnel

Available from the National Diabetes Education Program

This comprehensive guide provides school personnel, parents, and students with a framework for managing diabetes effectively in the school setting. The guide helps to ensure that students with diabetes are medically safe and have access to all educational opportunities and activities. Developed by the U.S. Department of Health and Human Services' National Diabetes Education Program, the guide includes user-friendly tools, copier-ready action plans, a diabetes primer, and a review of school responsibilities under federal laws.

For a free copy, visit www.ndep.nih.gov/resources/school.htm or call 1-800-438-5383.



SPREADING THE *word* NDEP Partners at work.

Because our partners play such a key role in our mission to promote, promote, promote—they also play a key role in our ability to measure NDEP's progress. That's why the NDEP Partner Activities Survey, sent every spring and fall via email, is so important. NDEP would like to thank all of our partners who participated in the spring 2007 edition of the survey. Feel free to model these programs and initiatives, partner with these organizations, or contact the partners highlighted below for more information. Here are just a few of the ways that our partners are working to change the way diabetes is treated:

Work Group Members

- **Nia Aitaoto, M.P.H.**, of NDEP's **Asian American and Pacific Islander Work Group** adapted NDEP materials to be culturally and linguistically appropriate for Native Hawaiians and other Pacific Islanders. She distributed these materials along with promotional items (i.e., water bottles, towels, and luggage tags) to approximately 10,000 people.
- **Rita Carreón** of NDEP's **Business Health Strategies Work Group** helped America's Health Insurance Plans to highlight DiabetesAtWork.org in their "Medical Affairs Issue Report" e-newsletter in recognition of National Employee Health and Fitness Month. The e-newsletter recognized the website as a primary source of information for health insurance providers.
- **Rita Chow, Ed.D, R.N.C.** of NDEP's **Older Adults Work Group** attended the International Council of Nurses in Yokohama, Japan and included NDEP in her poster session. She also distributed samples of NDEP's foreign-language resources to conference participants.
- **Elvan Catherine Daniels, M.D.** of NDEP's **African American/African Ancestry Work Group** developed a training curriculum for health care professionals using NDEP's *Small Steps. Big Rewards. Prevent Type 2 Diabetes.* and *Be Smart About Your Heart: Control the ABCs of Diabetes.* campaigns. This pilot project is being conducted in four federally qualified community health centers in Georgia.
- **J. Michael González-Campoy, M.D., Ph.D., F.A.C.E.** of NDEP's **Health Care Professional Work Group** incorporated NDEP materials and website information in the Minnesota Center for Obesity, Metabolism and Endocrinology's weekly patient classes as well as on the center's website and virtual network.
- **Margaret Knight** of NDEP's **American Indian and Alaska Native Work Group** distributed NDEP materials in quarterly mailings to more than 800 Association of American Indian Physicians' Partnership Network affiliate individuals and organizations. She also disseminated NDEP materials at the Gathering of Nations in Albuquerque, NM.
- **Catherine Marschilok, M.S.N., C.D.E., BC-ADM** of NDEP's **Diabetes in Children and Adolescents Work Group** incorporated NDEP materials and website links in courses taught via teleconference to registered nurses associated with the New York State Office of Mental Retardation and Developmental Disabilities. She also distributed NDEP materials to nursing instructors at a meeting of diabetes educators from Massachusetts, Vermont, New York, Connecticut, and Rhode Island.
- **Rosalba Ruiz Reyes, M.D., M.P.H.** of NDEP's **Hispanic/Latino Work Group** collaborated with Mexico's Health Department to expand NDEP's *Movimiento Por Su Vida* music CD. The health department incorporated the *Movimiento* songs into a new low-impact aerobics video to encourage physical activity. The U.S.-Mexico Border Diabetes Project used the new video to recreate and promote a *Movimiento* package that included the *Movimiento* CD/DVD and the health department's aerobics video.

State Diabetes Prevention and Control Programs (DPCPs)

- The **Georgia DPCP** reached more than 25,000 people through "Sugar Sunday" programs and promoted multiple NDEP materials at trainings, workshops, and diabetes legislative events.
- The **Illinois DPCP** included the Spanish version of the *Working Together to Manage Diabetes* poster as a handout for attendees of a Diabetes and Oral Health satellite conference.
- The **Minnesota DPCP** collaborated with the Minnesota Health Department's Genomics Group to develop "A Family History of Type 2 Diabetes," a consumer handout that combined messages from CDC's Family History Initiative and NDEP's *Small Steps. Big Rewards. Prevent Type 2 Diabetes.* campaign.
- The **New Jersey DPCP** adapted NDEP's *Be Smart About Your Heart. Control the ABCs of Diabetes.* campaign to launch their own awareness campaign geared toward African Americans, Hispanics/Latinos, American Indians, and Alaska Natives in urban areas of the state. NDEP messages appeared on 100 billboards in 21 surrounding counties.

See **WORD** on page 11

Teleforum Explores New NDEP Promotion Avenue: Supermarkets

The American Dietetic Association (ADA) and NDEP hosted a one-hour teleforum in April entitled, “Diabetes Prevention Programs: What Can Supermarkets Do?” The teleforum offered a recent NDEP partnership as a case study and provided “how to” information to show supermarket dietitians how the partnership worked and what it entailed, as well as to inspire them to explore a new avenue for promoting diabetes messages and materials. Supermarket dietitians help customers make healthier food choices when grocery shopping by providing helpful tips, one-on-one nutrition counseling, and cooking demonstrations.

The teleforum focused on Meijer Retail and Grocery Supercenter Inc.’s partnership with the Ten Counties in Central & Western Michigan Diabetes Outreach Network (TENDON) from 2004 to 2006 to implement a highly-successful program based on the concept that healthy eating begins with making wise food choices in supermarkets. During the program, Meijer used NDEP materials to promote in-store diabetes messages and materials to consumers.

The teleforum speakers and participants included:

- **Sandra Parker, R.D., C.D.E.**, ADA’s NDEP Steering Committee Representative
- **Shari Steinbach, M.S., R.D.**, Healthy Living Advisor, Meijer Retail and Grocery Supercenter Inc.
- **Joanne Gallivan, M.S., R.D.**, Director, National Diabetes Education Program, National Institutes of Health
- **Supermarket Dietitians**, ADA’s Food and Culinary Dietary Practice Group members dialed in from across the country

Meijer Program Highlights

The teleforum emphasized the creative partnership between Meijer and NDEP to disseminate campaign materials from NDEP’s *Control Your*



American Dietetic Association

Your link to nutrition and health™

Diabetes. For Life. and *Small Steps. Big Rewards. Prevent Type 2 Diabetes.* campaigns. Various media approaches were utilized, including the display and distribution of materials, ads, and in-store posters, which reached an estimated 8.5 million people weekly.

Meijer obtained funding through industry contacts to produce their diabetes materials and TENDON diabetes educators served as consultants and content reviewers. In the first year, Meijer adopted NDEP messages and materials to produce a sample menu plan and an interactive educational DVD to help teach people with diabetes how to make appropriate choices when grocery shopping. Working with over 150 supermarkets in five states, Meijer distributed 100,000 DVDs. In the second year, recognizing the opportunity to promote lowering the risk for type 2 diabetes to a broader audience—Hispanics/Latinos and children—Meijer adapted NDEP’s *GAME PLAN* materials to showcase how families can make healthier lifestyle choices through both diet and physical activity. Meijer created a 14-day meal planner and a 2007 calendar booklet in year three with nearly 180 grocery stores distributing 90,000 copies of each.

Implement a Similar Program in Your Community

The goal of the teleforum was to share information about the opportunity that exists to replicate the Meijer program through partnerships with supermarkets and local Diabetes Prevention and Control Programs. For more information on the planning, implementation, or evaluation of the Meijer program, email Shari Steinbach at shari.steinbach@meijer.com. Those interested in obtaining copies of the DVD and the 2007 calendar or with questions regarding implementing a similar program, are welcome to contact Sandra Parker at parkersa@trinity-health.org. ■

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- The **North Carolina DPCP** conducted six regional trainings and one health care professional training using NDEP’s *New Beginnings: A Discussion Guide for Living Well with Diabetes*. Over 120 professionals, community volunteers, and others learned how to lead discussions about diabetes management using this guide.
- The **Oregon DPCP** implemented a Healthy Worksite Initiative, which promoted NDEP’s *Small Steps. Big Rewards. Your GAME PLAN for Preventing Type 2 Diabetes: Information for Patients*. The initiative included a nutrition guide to encourage healthy eating habits as well as information about the Healthy Plate Method.
- The **Texas DPCP** highlighted NDEP materials, including the *It’s Never Too Early to Prevent Diabetes. A Lifetime of Small Steps for a Healthy Family.* tip sheet and *New Beginnings: A Discussion Guide for Living Well with Diabetes* in its “Texas Diabetes” newsletter, which is sent to approximately 27,000 health care professionals.
- The **Wisconsin DPCP** held a series of corporate breakfast meetings to present the business case to employers regarding diabetes prevention and control to reduce health costs for their companies and to showcase DiabetesAtWork.org.

NDEP

on the road

NDEP regularly exhibits at national meetings across the country. Exhibits provide an opportunity to share information and publications, promote NDEP messages and resources, and strengthen links with partner organizations. Upcoming NDEP exhibits are listed below:

➤ **American Association of Diabetes Educators***

August 2–4, 2007 • St. Louis, MO

➤ **National Association of Black Journalists**

August 8–11, 2007 • Las Vegas, NV

➤ **AARP**

September 6–8, 2007 • Boston, MA

➤ **American Dietetic Association**

September 29–October 2, 2007 • Philadelphia, PA

➤ **American Academy of Family Physicians**

October 4–6, 2007 • Chicago, IL

➤ **American Academy of Pediatrics**

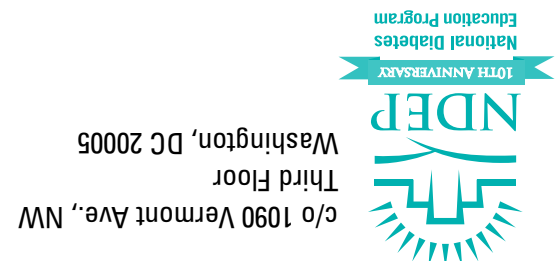
October 27–30, 2007 • San Francisco, CA

*Joanne Gallivan, M.S., R.D. and Clarice Brown, M.S. will present survey data from NDEP's Survey of Public Attitudes, Knowledge, and Practices Related to Diabetes during a workshop entitled "What Your Clients Know and Don't Know about Diabetes" on Saturday, August 4 from 2:00–3:00 p.m. See you there!

stay connected **WITH NDEP**

➤ **Visit NDEP online** at www.ndep.nih.gov. Learn more about diabetes, download and order free diabetes education resources and tools, learn how to work with NDEP to promote diabetes prevention and control, and find out more about how NDEP works to change the way diabetes is diagnosed, treated, and prevented.

➤ **NDEP NEWS & NOTES**, NDEP's monthly e-newsletter, is designed to keep you informed about our activities and to help you identify opportunities to incorporate our campaign messages and resources into your programs. NEWS & NOTES is now distributed on the first Monday of every month. If you would like to be added to the NDEP distribution list, please email us at ndep@mail.nih.gov.



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