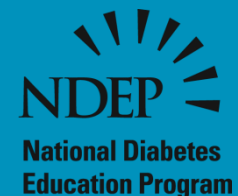


# NDEP First Quarter Partner Promotions Call

January 29, 2013  
2-3 PM ET



**National Diabetes Education Program**  
[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) • 1-888-693-NDEP (1-888-693-6337)  
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# Today's Agenda

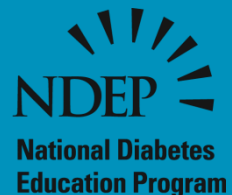
- Review of 1<sup>st</sup> Quarter Activities
  - Planning for American Diabetes Association Alert Day<sup>®</sup> and other Q1 Promotions
- Partner Promotions
  - Jane K. Kadohiro, DrPH, APRN, CDE, FAADE, The Queen's Medical Center
  - Reita M. Jones, RN, BSN, Kentucky Department for Public Health
- 2<sup>nd</sup> Quarter Highlights
  - Asian American, Native Hawaiian & Pacific Islanders Resource Overview
- Question & Answer



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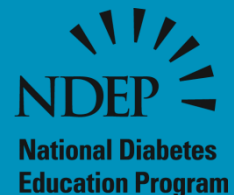
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# 1<sup>st</sup> Quarter Promotional Activities



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# Highlights from New Year's Resolutions

HealthSense Home   Make a Plan   Health Care Professionals   Submit a Resource   About HealthSense

You are here: NDEP Home > Resources > Diabetes HealthSense > Just One Step

**Just One Step**   **Make a Plan**



### Change Begins with Just One Step

[En español](#)

The start of a new year is the perfect time to think about the lifestyle changes you want to make to be healthier. Small changes — such as losing a small amount of weight and becoming more active — can go a long way toward improving your health. But even if you know what to do, figuring out how to do it and fitting it into your daily routine can be a challenge. This tool will help you break down your goals for making modest but important lifestyle changes into small, achievable steps.

The key to reaching your health resolutions — and keeping them all year long — is to set a realistic goal and make a step-by-step plan. This New Year, make your resolution the first step toward a healthier life. The NDEP's Just One Step tool will help you take the first of many small steps that can lead to big rewards.

Take just one step toward better health today!

**My goal this year is to:**      **My first step is to:**

lose 15 pounds      move more

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**"Just One Step" Diabetes Resource**      The inevitable sugar rush of the holidays poses a challenge for people living with diabetes, but it's not so different from the pressure felt by everyone this time of year.

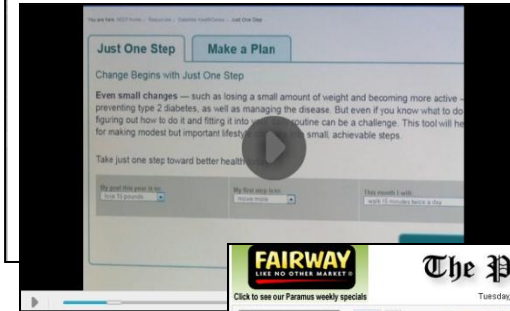
"Everyone is faced with millions of cookies and mountains of desserts and things of that nature, so I think it's really challenges that anybody else faces," said Registered Dietician Leslie Lawton. She's also a Certified Diabetes Educator, affiliated with UPMC Hamot.

The National Diabetes Education Program is an ally for people with diabetes, and they're promoting their "Just One Step" initiative, to help patients set goals and track progress online.

It's a proven weight management technique.

"Everyone's usually got access to their computer, and that might be a more easy resource to access," Lawton said. "I think it could help with the accountability as well."

It's here just in time to jump start those New Year's resolutions, and the key is to set small, sustainable goals.



abc 10   **JEOPARDY!**   AMERICA'S FAVORITE QUIZ SHOW   WEEKNIGHTS 7PM   abc 10

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Search this site

**Website helps people with Diabetes during the holiday season**

The National Diabetes Education Program (NDEP) is an ally for people with diabetes or those looking to prevent type 2 diabetes. Their free "Just One Step" plan is a way to help people set goals and track their progress. It's also a proven way to help with weight loss.

**FAIRWAY**   **The Paramus Post**

Click to see our Paramus weekly specials      Tuesday, November 27, 2012, 02:11 PM EST

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**Paramus, NJ**

**This New Year, Make a Resolution Toward a Healthier Life with the National Diabetes Education Program's Just One Step Tool**

By Don Fabianelli      Monday, November 26, 2012, 02:09 PM EST

When it comes to health, making positive lifestyle changes is a goal for many people, particularly in January as folks kick off a new year. But often times no matter how good the intentions, these changes only last a few weeks. The National Diabetes Education Program's Just One Step tool can help people make their first step toward a healthier life. The tool will be updated in December in time for people to make their resolution.

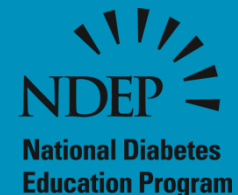
The National Diabetes Education Program (NDEP) is a federally funded program of the U.S. Department of Health and Human Services' National Institute of Health and the Centers for Disease Control and Prevention. The NDEP includes over 200 partners at the federal, state, and local levels, working together to reduce the morbidity and mortality associated with diabetes by changing the way diabetes is treated.

Most people know what they need to do to improve their health — taking steps like making smart food choices and being more active. It's figuring out how to do these things and fitting these changes into the daily routine that can present the biggest challenges.

The NDEP's Just One Step tool, available at [www.YourDiabetesInfo.org/JustOneStep](http://www.YourDiabetesInfo.org/JustOneStep), makes it easy to make a resolution you can stick with by helping you choose a goal and



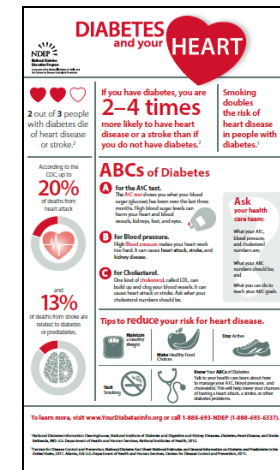
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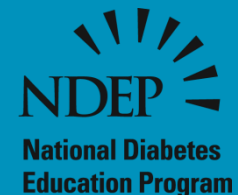
# February Observances & Promotional Materials

## February:

- American Heart Month:
  - Know the ABCs of Diabetes (A1C, Blood Pressure, Cholesterol), and stop smoking.
  - NDEP's *Take Care of Your Heart. Manage Your Diabetes* (available in multiple languages) and *You Are the Heart of Your Family...Take Care of It. (Usted es el corazón de la familia...cuide su corazón)* and radio PSA scripts
  - Diabetes & Cardiovascular Disease webinar with NDEP chair, Dr. Buse, February 20, 2013, 2-3 PM ET



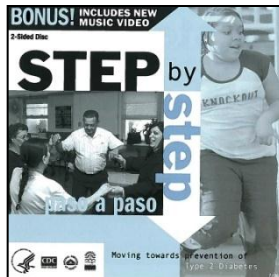
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# February Observances & Promotional Materials (Cont'd)

## February:

- Black History Month:
  - NDEP's "Family Health History & Diabetes" 4 Questions
  - NDEP's *Choose More than 50 Ways to Prevent Type 2 Diabetes* and *Step By Step CD*



### 4 Questions You Should Ask Your Family About Diabetes & Family Health History

Knowing your family health history is important. Here are some questions to help you learn more about your family history of diabetes.

- Does anyone in the family have type 2 diabetes? Who has type 2 diabetes?
- Has anyone in the family been told they might get diabetes?
- Has anyone in the family been told they need to lower their weight or increase their physical activity to prevent type 2 diabetes?
- Did your mother get diabetes when she was pregnant? This is also known as gestational diabetes (GDM).

If the answer to any of these is yes, or you have a mother, father, brother, or sister with type 2 diabetes, you may be at an increased risk for developing type 2 diabetes.

[Download and print these questions >](#)

### Choose More than 50 Ways to Prevent Type 2 Diabetes

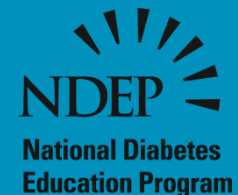
Learn how to prevent or delay type 2 diabetes by losing a small amount of weight. To get started, use these tips to help you move more, make healthy food choices, and track your progress.

#### Reduce Portion Sizes

Reduce the amount of food you eat, eat a smaller portion of meat, if you are trying to lose weight, eat a half of a regular amount of whole high fiber, low fat fruits instead of a whole fruit. These amounts are about the size of your fist or a deck of cards.

<p><b>Put less on your plate. Note:</b></p> <ol style="list-style-type: none"> <li>1. Drink a large glass of water 30 minutes before your meal so you feel less hungry.</li> <li>2. Keep meat, chicken, turkey, and fish portions about 3 ounces.</li> <li>3. Watch one serving.</li> </ol> <p><b>How much should I eat?</b> By filling your plate like this:</p> <ul style="list-style-type: none"> <li>1/4 protein</li> <li>1/2 vegetables and fruit</li> <li>1/4 grains</li> </ul>	<p><b>Eat a small meal. Goals:</b></p> <ol style="list-style-type: none"> <li>4. Use teaspoons, salad tongs, or small bowls, spoons, and plates to help you take smaller than usual portions.</li> <li>5. Make two food bowls like mine by cutting your meal in half or smaller plates.</li> <li>6. Use smaller plates. 20 minutes before your meal, use a small plate to eat your lunch and dinner.</li> <li>7. Eat in front of a mirror while watching TV.</li> </ol>
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NDEP - National Diabetes Education Program [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org)



# March Observances & Promotional Materials

## March:

- National Kidney Month/World Kidney Day (March 14)
  - NDEP's *Take Care of Your Diabetes to Keep Your Kidneys Healthy* feature article available at <http://ndep.nih.gov/resources/ResourceDetail.aspx?ResId=389>
  - *4 Steps to Control Your Diabetes. For Life* brochure
  - Resources from the National Kidney Disease Education Program available at <http://nkdep.nih.gov/>
- American Diabetes Association Alert Day® (March 26)

### If You Have a Family History of Diabetes, You Could Be at Risk

On Diabetes Alert Day, Take Action to Find Out if You Are at Risk For Type 2 Diabetes and Take 'Just One Step' Toward Better Health



**NDEP**  
National Diabetes Education Program

*Take Care of Your Diabetes to Keep Your Kidneys Healthy*

March is **National Kidney Month**, and **World Kidney Day** is March 14. If you have diabetes, it's important that you know about the link between diabetes and kidney disease, and what you can do to keep your kidneys healthy.

**Why do we have kidneys?**  
You have two kidneys, each about the size of your fist, located just below the rib cage, near your back. Their main job is to filter wastes and excess water out of your blood to make urine. Your kidneys also help control blood pressure.

**What is kidney disease?**  
Your kidneys filter your blood through many tiny blood vessels within your kidney. If the blood vessels in your kidney are damaged, they become less and less able to do their job. This damage can cause wastes to build up in your body. This is called kidney disease.

**What is the link between diabetes and kidney disease?**  
Kidney disease is most often caused by diabetes or high blood pressure (which many people with diabetes also have). About half of the people with diabetes also have high blood pressure. About 1 in 3 people with diabetes have kidney disease.

When you have diabetes, there is too much glucose (sugar) in your blood. This high blood glucose can damage the tiny blood vessels in your kidneys, so they have trouble filtering waste from your blood. High blood pressure also can damage these blood vessels.

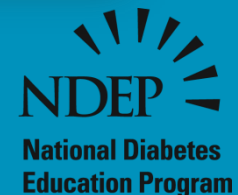
Having diabetes does not mean you will get kidney disease. The better a person with diabetes keeps their blood sugar and blood pressure under control, the lower the chance of getting kidney disease.

**Diabetes Alert Day**  
March 26, 2013

If you have a family history of diabetes, you could be at risk. Take the **Diabetes Risk Test** and learn about your family's history of diabetes.



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# American Diabetes Association Alert Day<sup>®</sup> (March 26)

**NDEP National Diabetes Education Program**

NDEP is a partnership of the [National Institutes of Health](#), the [Centers for Disease Control and Prevention](#), and more than 200 public and private organizations.

**Home Publications Resources Diabetes Facts Press**

I Have Diabetes Am I at Risk? Health Care Professionals, Businesses & Schools **Coming Soon!** Partners & Community Organizations About NDEP | Contact Us

Tengo diabetes ¿Corro riesgo?

You are here: [NDEP Home](#) > [Partners & Community Organizations](#) > [Diabetes Alert Day](#)

## Diabetes Alert Day

American Diabetes Association Alert Day<sup>®</sup>, observed annually on the fourth Tuesday in March, is a one-day wake-up call to inform the American public about the seriousness of diabetes, particularly when diabetes is left undiagnosed or untreated. Diabetes Alert Day 2013 will be observed on Tuesday, March 26.

If you have a family history of diabetes, you could be at risk. In support of Diabetes Alert Day, NDEP is encouraging you to take the diabetes risk test and learn about your family's history of diabetes.

Use these tools to learn more about your risk for type 2 diabetes and steps you can take to prevent or delay the disease.

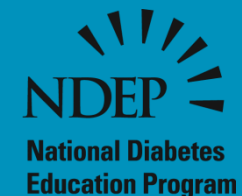
- [Take the Diabetes Risk Test](#)
- [Take NDEP's Family Health History Quiz](#)
- [Ask your Family About Diabetes and Family Health History](#)

**Spread the Word**  
If you have a family history of diabetes, you could be at risk. Here's how you can spread the word:

- f** In observance of Diabetes Alert Day 2013 (March 26), the NDEP wants you to take action to learn about your family health history and your risk for type 2 diabetes. Take the Family Health History Quiz. RSVP and share the event with your friends.
- t** On March 26, share this message: Today is #DiabetesAlertDay. Take action to learn about your family



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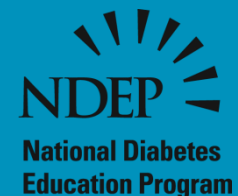


# Diabetes Risk Test

The screenshot shows the NDEP website's Diabetes Risk Test page. At the top, the NDEP logo and name are displayed, along with the CDC logo. A navigation menu includes Home, Publications, Resources, Diabetes Facts, and Press. Below this, a secondary menu has options like 'I Have Diabetes', 'Am I at Risk?', and 'Health Care Professionals, Businesses & Schools'. The main content area features a search bar with the text '¿Cómo riesgo?' and a breadcrumb trail: 'You are here: NDEP Home > Am I at Risk? > Diabetes Risk Test'. On the left, there is a sidebar with 'In This Section' (listing Diabetes Risk Factors, Diabetes Risk Test, Diabetes Is Preventable, Take Small Steps to Prevent Diabetes, and Gestational Diabetes) and 'Diabetes Topics' (with a 'Select Topic' dropdown and a 'Go' button). Below that is a 'Find Publications for Me' section with filters for Age, Diabetes Status, Ethnicity/Race, and Language, and a 'Submit' button. The main content area is titled 'Diabetes Risk Test' and contains the text: 'Could you have diabetes and not know it? One in four Americans with diabetes has it and doesn't know it. Take this test to see if you are at risk for type 2 diabetes.' Below this text is a large red banner with the text 'TYPE 2 DIABETES RISK TEST' and 'IT'S FAST. IT'S FREE. IT'S EASY.' At the bottom of the banner is a red button that says 'CLICK NEXT TO BEGIN'. To the right of the main content is a 'Related Information' section with three links: 'Print the Diabetes Risk Test', 'Take Small Steps to Prevent Diabetes', and 'It's Not Too Late to Prevent Diabetes'. A 'Family Health History' button is visible at the bottom right of the page.



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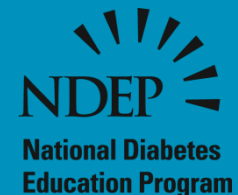


# NDEP and Diabetes Alert Day

The screenshot shows the NDEP website interface. At the top left is the NDEP logo and the text "National Diabetes Education Program". To the right are logos for the CDC (Centers for Disease Control and Prevention) and NIDDK (National Institute of Diabetes and Digestive and Kidney Diseases). A search bar is located in the top right corner. Below the logos is a navigation menu with categories: Home, Publications, Resources, Diabetes Facts, Press, Partners & Community Organizations, and About NDEP | Contact Us. A secondary navigation bar includes links for "I Have Diabetes", "Am I at Risk?", "Health Care Professionals, Businesses & Schools", and "Partners & Community Organizations". A red overlay with the text "Coming Soon! YourDiabetesInfo.org/AlertDay2013" is centered over the page. The main content area features a section titled "Diabetes Alert Day Partner Toolkit" with a sub-header "Articles, Releases, and Talking Points" and a list of links for news releases, feature articles, talking points, and e-newsletter articles. A sidebar on the left lists various resources under "In This Section". On the right side, there are two promotional banners: one for a "TYPE 2 DIABETES RISK TEST" and another for a "Take the Family Health History Quiz".



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## Social Media Activities



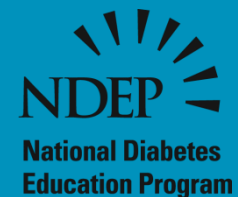
- Facebook - <https://www.facebook.com/ndepgov>
  - Check out NDEP on Facebook
  - Participate in NDEP's Facebook event encouraging people to take the Diabetes Risk Test and NDEP's *Family Health History Quiz*
- Twitter – <http://www.twitter.com/ndep>
  - Follow us [@NDEP](https://twitter.com/ndep)
  - Retweet [@NDEP](https://twitter.com/ndep)
  - Promote hashtags #diabetes and #diabetesalertday
- YouTube – <http://www.youtube.com/ndepgov>
  - Watch NDEP's new [YouTube videos](#)
  - Subscribe to the ndepgov YouTube Channel
  - Like and share NDEP's videos
  - Embed NDEP videos on your blog or website



# Partner Promotions



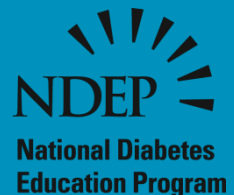
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**Jane K. Kadohiro, DrPH, APRN, CDE, FAADE**  
**The Queen's Medical Center**



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**THE QUEEN'S MEDICAL CENTER**

# Queen's Diabetes Education Center

## Honolulu, Hawaii



The Queen's Medical Center  
Honolulu, Hawaii

Jane K Kadohiro, DrPH, APRN, CDE, FAADE

Diabetes Nurse Educator

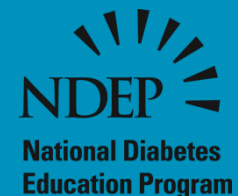
Coordinator, Education Recognition



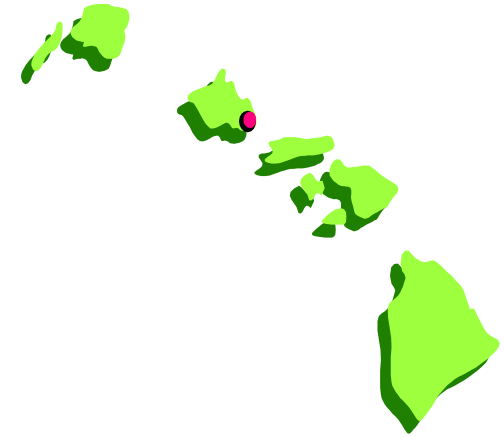
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# Hawaii “Island”scape



- Eight Major islands (4+2+2)
- Total Population ~ 1.5 million
- Age < 18 = 22.2% ;  $\geq 65$  = 14.7%
- Ethnicity
 

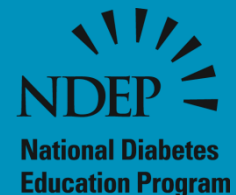
White	26%	Hispanic/Latino	9%
Black	2%	Nat. Hawaiian/Pacific Is	23%
Asian	40%	Two or more	23%
- Foreign Born 19%
- Gender ~ Female 49.8%; Male 50.2%
- Diabetes prevalence ~ 7/8%
  - Native Hawaiian 2x White and 5.7% more likely to die from diabetes (Filipino 3x more likely to die from DM)



## National Diabetes Education Program

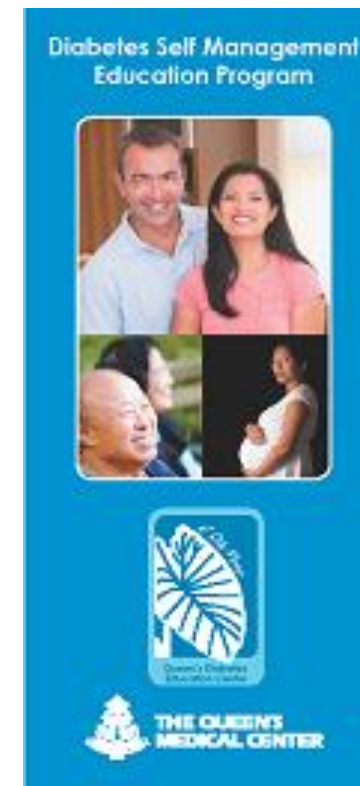
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# Services of the Queen's Diabetes Education Center

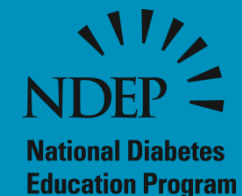
- Adult DSME individual and classes
- DIPP Diabetes in Pregnancy Program
- MNT Medical Nutrition Therapy
  - Diabetes and Renal MNT
  - General Nutrition Counseling
- Prediabetes Classes
- Health Fairs
- Other Community Activities
- Other (Transitioning, etc)



## National Diabetes Education Program

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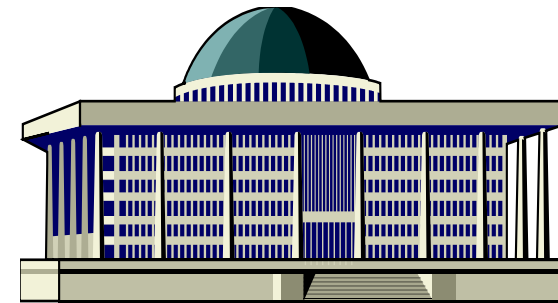
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# Diabetes Alert Day 2012

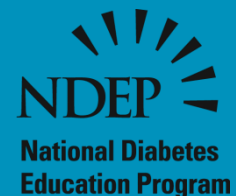
- Launched prevention classes
- Health fair at our medical center
  - public awareness
  - invite to programs
- Speaking of Health- Queen's public lecture
- Morning spots on TV
- Exhibit at ADA Step Out
- Morning spots on TV
- Served on ADA organizing body for community events
- Multiagency health fair for business community
- Diabetes Day at the State Capitol



## National Diabetes Education Program

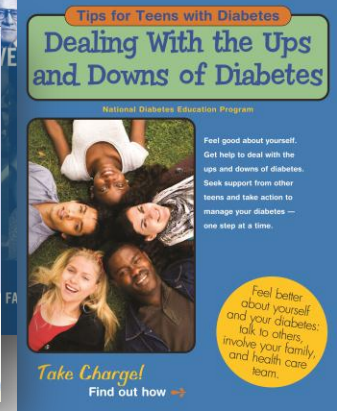
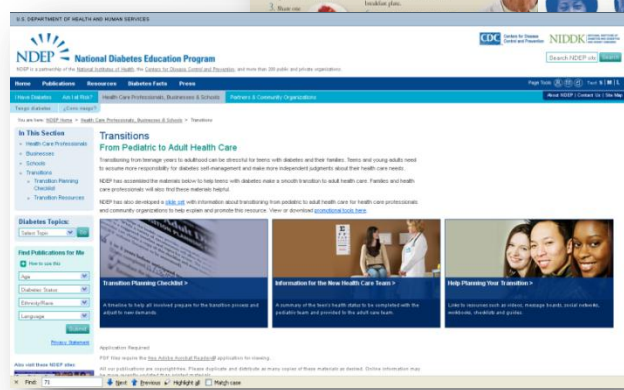
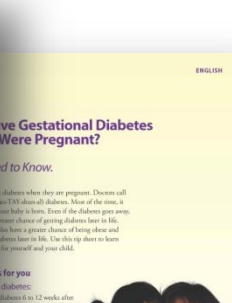
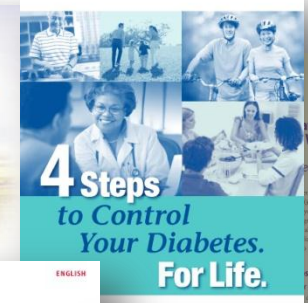
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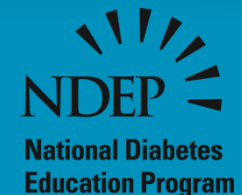


# Incorporation of NDEP Materials

- Adult classes (monthly)
- DIPP
- MNT
- Prediabetes classes
- Health Fairs
- TV promotions
- Transitioning



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# Lessons Learned



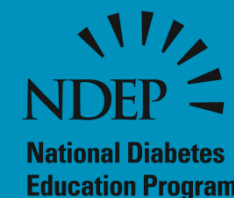
- Know your population... general & diabetes
- Know your resources... and NDEP resources!
- Work with others and other diabetes programs
- PLAN early and ongoing
- Order your supplies and NDEP resources early
- Evaluate and start planning ahead for next year
- Keep abreast of new NDEP materials/resources
- IMUA! (Go forward!)



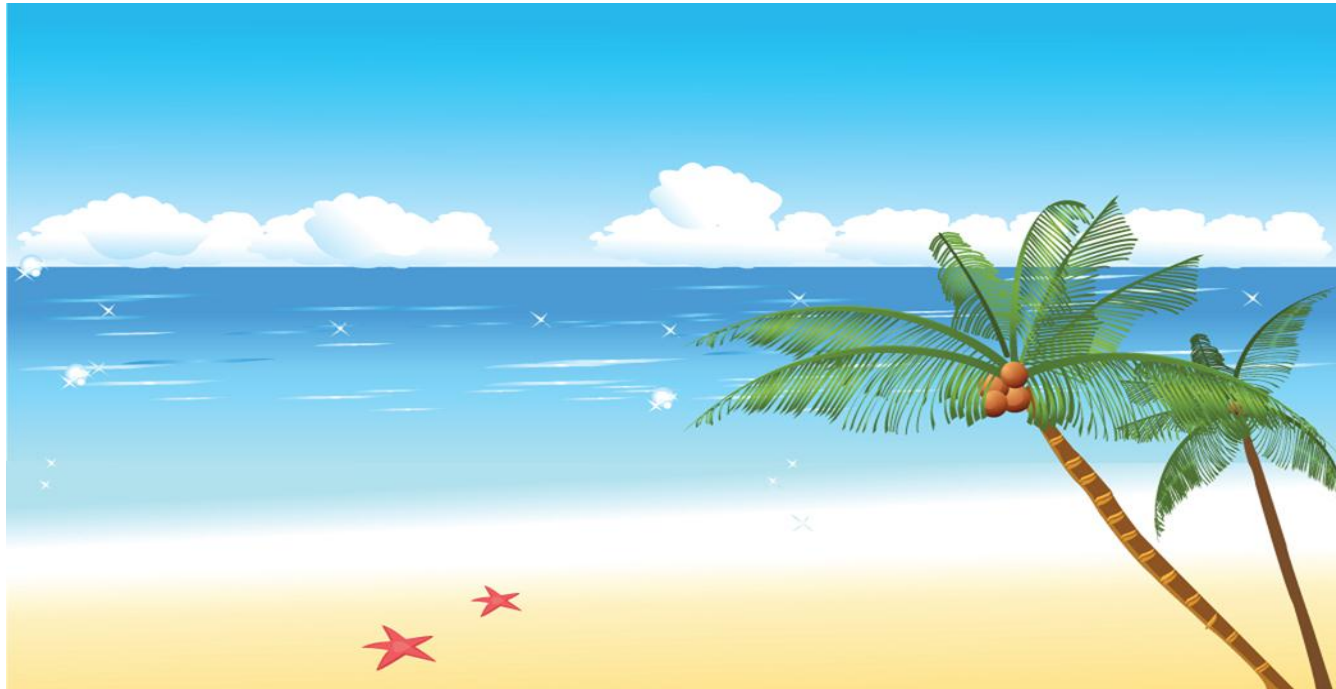
## National Diabetes Education Program

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*A joint program of NIH and CDC*

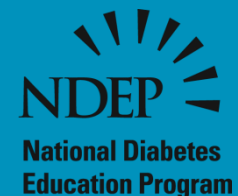


# Mahalo Nui Loa



## Hau`oli Makahiki Hou!

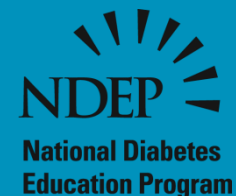
**National Diabetes Education Program**  
**[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) • 1-888-693-NDEP (1-888-693-6337)**  
*A joint program of NIH and CDC*



**Reita M. Jones, RN, BSN**  
**Kentucky Department of Health**



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*A joint program of NIH and CDC*





## Partner Promotions – NDEP News & Notes

- Distributed March newsletter with Alert Day materials to 600+ partners – examples of partner use:
  - *Added Alert Day e-signatures to e-mail*
  - *Used Facebook Alert Day message, also twitter*
  - *Posted Alert day buttons on websites and Facebook*



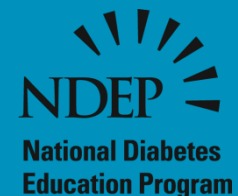
*(ADA Alert Day materials were also sent to partners)*



## National Diabetes Education Program

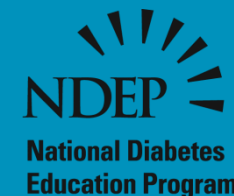
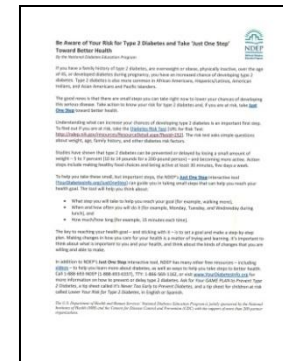
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*A joint program of NIH and CDC*



# Partner Promotions – Alert Day Article

- Press release sent to 149 newspapers, 126 radio & 29 TV stations
- Distributed to 600+ partners, encouraged to localize & share in network of influence - examples of use:
  - Submitted local newspapers (LHDs/Extension, Coalitions)
  - Published in member/employee/consumer newsletters (Health plans, Employers, Hospitals, Coalitions, LHDs )
  - Used on organizational websites (LHDs)
  - Used as handout for clients (Pharmacies, Senior Centers, Hospitals, Provider Offices)



# Partner Promotions – Payroll Stuffer

## You are at risk for diabetes if you:

- Are over weight
- Are under active
- Are over 45 yrs. old
- Have a family history of diabetes
- Delivered a baby weighing > 9 lbs. or were diagnosed with gestational diabetes
- Are African American, Hispanic/Latino, Native American, Asian American or Pacific Islander.

### DIABETES RISK TEST

### TAKE IT. SHARE IT.

<http://ndep.nih.gov/am-i-at-risk/diabetes-risk-test.aspx>



If you are at risk, there are small steps you can make to help prevent or delay type 2 diabetes. Take Just One Step to better health today by visiting the National Diabetes Education Program at <http://yourdiabetesinfo.org/JustOneStep>.

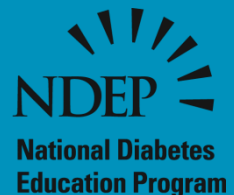
*Distributed to 35,000 state employees*



## National Diabetes Education Program

[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) • 1-888-693-NDEP (1-888-693-6337)

*A joint program of NIH and CDC*





## Partner Promotions – Target Audience

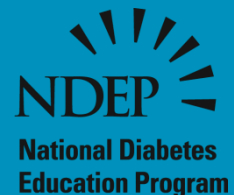
- My organization targeted, state employees, general public in local communities & our partners – example of partners
  - *Public/private health plans, extension, health professionals, civic groups, faith communities, LHDs, hospitals, health centers, universities, professional associations, state & local diabetes coalitions, employers, government agencies, etc.*
- Partners targeted their network of influence which included populations at high risk



### National Diabetes Education Program

[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) • 1-888-693-NDEP (1-888-693-6337)

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# Partner Promotions – Process Evaluation

- Web-based reporting system – used by major partners only, so not able to capture all activities
  - # activities implemented
  - # participants & circulation or potential exposure to messages



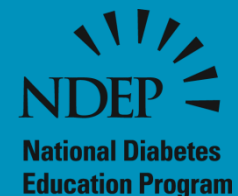
**174 Activities Implemented**  
**1,314,255 Participants/Exposures**



## National Diabetes Education Program

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## Partner Promotions – Lessons Learned

- Send information as early as possible for maximum use
- Encourage to adapt messages to fit individual communities
- Share things like payroll stuffer examples with partners
- Provide praise & recognition to partner efforts
- Promotion of both NDEP & ADA materials makes distinct NDEP #s not easily distinguishable in our tracking system



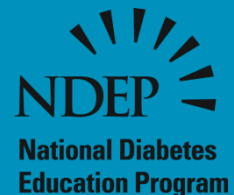
**NDEP for well done messages,  
materials & support to help us in our work!**



**National Diabetes Education Program**

**[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) • 1-888-693-NDEP (1-888-693-6337)**

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# Upcoming 2<sup>nd</sup> Quarter Promotional Opportunities

- Minority Health Month (April)
- Foot Awareness Month (April)
- Healthy Vision Month (May)
- National Women’s Health Week/Mother’s Day (May 12-18)
- Older Americans Month (May)
- Asian-Pacific American Heritage Month (May)
- National Men’s Health Month/Week & Father’s Day (June/ June 10-16)

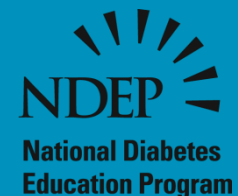
April							May							June						
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28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29
														30						



## National Diabetes Education Program

[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) • 1-888-693-NDEP (1-888-693-6337)

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# What is NDEP Promoting this Quarter?

## Partners & Community Organizations

**Who can become an NDEP partner?** You can make a difference in diabetes prevention and control by taking an active role in the National Diabetes Education Program. All organizations, associations, and groups that promote NDEP messages and materials are welcome to be NDEP partners. Partners are the key to NDEP's success and work with NDEP in a variety of ways to identify needs for collaboration and synergistic opportunities for win-win projects and initiatives. If you or your organization is active at the local or state level, NDEP also encourages you to join your [State Diabetes Prevention and Control Program's](#) efforts to expand the reach of NDEP messages and activities.

Why become an NDEP partner?

NDEP partners can benefit from using NDEP's messages, campaigns, and materials. For example, NDEP partners can:

- Expand their activities and have a greater impact by combining efforts and resources with NDEP and other organizations.
- Adopt NDEP's messages and promote them within their organization and to the communities they serve.
- Adapt and tailor messages for target audiences as appropriate.
- Disseminate information and materials to media, community organizations, and target audiences.
- Coordinate education activities and share resources with other partner organizations.
- Use NDEP resources to modify the health care delivery system to improve quality and access.
- Join one of NDEP's [Stakeholder Groups](#). These groups provide partners with a way to share ideas and provide input and guidance to help NDEP continue to respond to the needs of diverse audiences affected by diabetes.

## 3 Easy Ways to Get Involved with NDEP

### 1. Link to the NDEP website

Post NDEP web buttons to your organization's website and encourage your partners to do the same.

### 2. Share our articles

Post one of NDEP's many ready-to-use articles on your website or in your organization's newsletter.

### 3. Engage using social media

Like and comment on Facebook posts, retweet NDEP messages, and share NDEP videos.

## More Ways to Get Involved

[National Diabetes Month Campaign Materials](#)

[What is NDEP Promoting this Quarter?](#)

[Promotional Toolkit for Partners](#)

[Subscribe to News & Notes](#)

Enter email address

Go

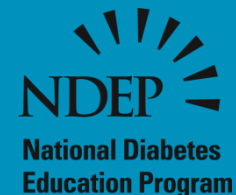
[www.ndep.nih.gov/partners-community-organization/index.aspx](http://www.ndep.nih.gov/partners-community-organization/index.aspx)

The screenshot shows the NDEP website interface. At the top, there are navigation tabs: Home, Publications, Resources, Diabetes Facts, and Press. Below this is a secondary navigation bar with links like 'I Have Diabetes', 'Am I at Risk?', 'Health Care Professionals, Businesses & Schools', and 'Partners & Community Organizations'. The main content area is titled 'What is NDEP Promoting this Quarter?' and includes sections for 'New Year's Resolutions', 'NDEP's 15th Anniversary', and a 'Promotions Calendar' table. The calendar table lists events for January, February, and March 2013. A sidebar on the left lists various resources like 'Fact Sheets', 'Press Releases', and 'Diabetes Articles'. A 'Diabetes Topics' sidebar at the bottom left has a search box and a 'Go' button. On the right side, there are additional sections for 'Featured Messages & Tools for this Quarter' and 'Media Relations 101'.

[www.ndep.nih.gov/resources/promotions/index.aspx](http://www.ndep.nih.gov/resources/promotions/index.aspx)



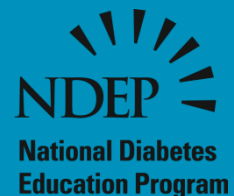
**National Diabetes Education Program**  
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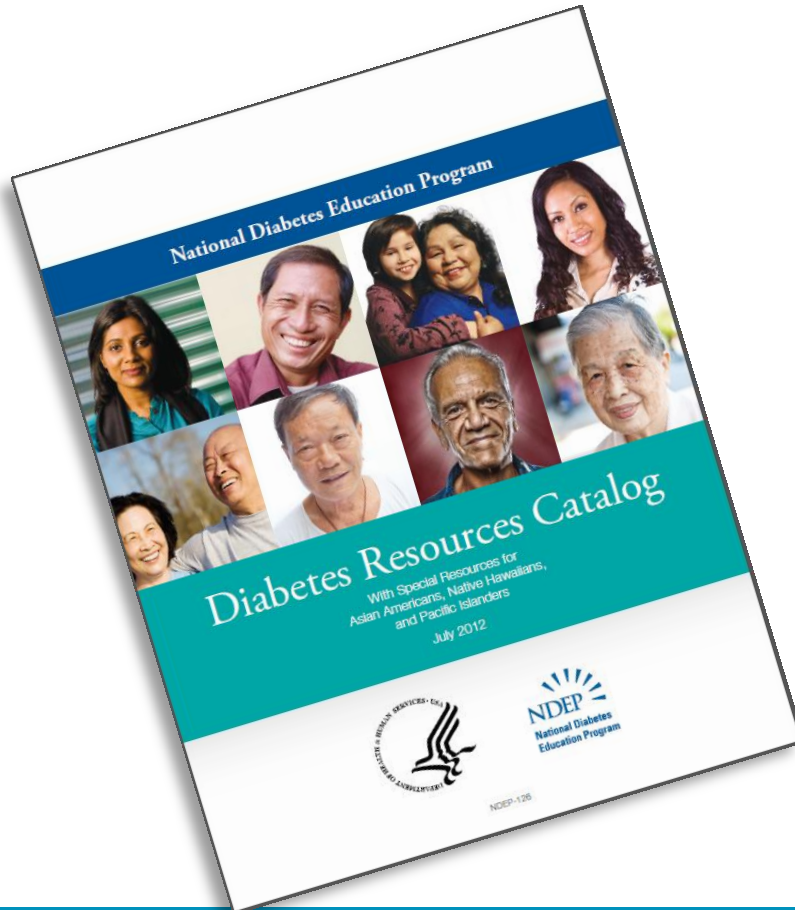
# Asian American Native Hawaiian & Pacific Islanders Resource Overview



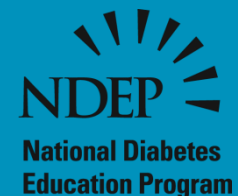
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# Diabetes Resources. Know. Prevent. Control



**National Diabetes Education Program**  
**www.YourDiabetesInfo.org • 1-888-693-NDEP (1-888-693-6337)**  
*A joint program of NIH and CDC*



# AANHPI Resources Catalog



**KNOW.  
PREVENT.  
CONTROL.**

**Diabetes Resources:  
What You'll Find**

The resources in this catalog are organized in three main categories:

- Resources for professionals and community organizations
- Resources for individuals and families
- Resources for outreach and promotion

Each of these categories includes culturally and linguistically tailored resources that respond to the unique needs of Asian Americans, Native Hawaiians, and Pacific Islanders. You'll also find quick reference information that lets you know at a glance what materials are available in languages other than English or are culturally relevant for specific communities.

In addition, some resources are grouped by theme so you can easily compile and distribute materials relevant to a special focus topic in a variety of formats.

Established in 1997, the **National Diabetes Education Program** is a U.S. Department of Health and Human Services initiative designed to promote early diagnosis, improve diabetes management and outcomes, and prevent or delay the onset of type 2 diabetes in the United States and its territories.

The National Diabetes Education Program, which is jointly sponsored by the Centers for Disease Control and Prevention and the National Institutes of Health, involves more than 200 partners representing federal, state, and local agencies and the private sector. The program works to reduce the burden of diabetes and pre-diabetes by supporting the use of evidence-based resources that focus on preventing or delaying the onset of diabetes and its complications.

To advance public health and help reduce health disparities, particularly in diverse communities, the National Diabetes Education Program identifies and presents culturally and linguistically appropriate resources that increase awareness about diabetes and influence behavior change. The resources in this catalog reflect that commitment and were developed with Asian American, Native Hawaiian, and Pacific Islander communities in mind.

National Diabetes Education Program Diabetes Resources Catalog With Special Resources for Asian Americans, Native Hawaiians, and Pacific Islanders

**Resources for Professionals and Community Organizations**

**DIABETES PREVENTION**

*Tailored for Asian Americans, Native Hawaiians, and Pacific Islanders*

**Capacity Building for Diabetes Outreach: A Comprehensive Tool Kit for Organizations Serving Asian and Pacific Islander Communities**

Information for strengthening capacity in community assessment, evaluation, organizational support, staffing, building coalitions and partnerships, funding, community outreach, and marketing.  
<http://ndep.nih.gov/media/capacity-building-toolkit.pdf>

**Silent Trauma: Diabetes, Health Status, and the Refugee—Southeast Asians in the United States**

White paper recommends approaches for reducing the burden of diabetes in a vulnerable population.  
<http://ndep.nih.gov/media/SilentTrauma.pdf>

**Additional Diabetes Prevention Resources for Professionals and Community Organizations**

**Your Game Plan for Preventing Type 2 Diabetes: Health Care Provider's Tool Kit**

Features a decision pathway to diagnose and treat prediabetes and strategies to help patients make behavior changes through goal setting, tracking progress, and positive reinforcement.  
[http://ndep.nih.gov/media/GP\\_Toolkit.pdf](http://ndep.nih.gov/media/GP_Toolkit.pdf)

**Talking to Patients about their Family History of Diabetes Can Help Prevent Diabetes in their Future**

Newsletter announcement emphasizes the importance of discussing patient family history of diabetes in assessing diabetes risk.  
<http://ndep.nih.gov/media/family-history-newsletter-announcement-508.pdf>

**DIABETES MANAGEMENT AND CARE**

**Guiding Principles for Diabetes Care: For Health Care Professionals**

Booklet outlines patient-centered principles of diabetes care. Includes a section on the needs of special populations, including children, women of childbearing age, older adults, and high-risk racial and ethnic groups.  
[http://ndep.nih.gov/media/GuidPrin\\_HC\\_Eng.pdf](http://ndep.nih.gov/media/GuidPrin_HC_Eng.pdf)

**Diabetes Numbers At-a-Glance**

Pocket guide outlines diagnostic criteria for diabetes and prediabetes. Includes a diabetes management schedule with recommendations for routine, quarterly, and annual patient care.  
[http://ndep.nih.gov/media/numatglance\\_eng-508.pdf](http://ndep.nih.gov/media/numatglance_eng-508.pdf)

**Working Together to Manage Diabetes: A Guide for Pharmacy, Podiatry, Optometry, and Dental Professionals**

Primer focuses on diabetes-related conditions affecting the foot, eye, and mouth, as well as issues related to drug therapy management.  
[http://ndep.nih.gov/media/PPODprimer\\_color.pdf](http://ndep.nih.gov/media/PPODprimer_color.pdf)

**Feet Can Last a Lifetime: A Health Care Provider's Guide to Preventing Diabetes Foot Problems**

Comprehensive guide to foot care includes instructions for conducting a foot exam, a monofilament for sensory testing, annual foot exam forms, and medical record stickers. Also includes exam room flyers and patient education information.  
[http://ndep.nih.gov/media/feet\\_bguide.pdf](http://ndep.nih.gov/media/feet_bguide.pdf)

**Diabetes at Work**

Web site presents practical strategies and techniques for designing and implementing an effective diabetes prevention and control program.  
<http://www.diabetesatwork.org>

**Better Diabetes Care**

Web site offers tools and resources to assist health care professionals in making system changes to improve quality of care for patients.  
<http://betterdiabetescare.nih.gov/MAINintroduction.htm>

**to Prevent Type 2 Diabetes: A Guide for Health Care Professionals**

Booklet outlines patient-centered principles of diabetes care. Includes a section on the needs of special populations, including children, women of childbearing age, older adults, and high-risk racial and ethnic groups.  
[http://ndep.nih.gov/media/GuidPrin\\_HC\\_Eng.pdf](http://ndep.nih.gov/media/GuidPrin_HC_Eng.pdf)

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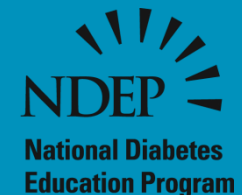
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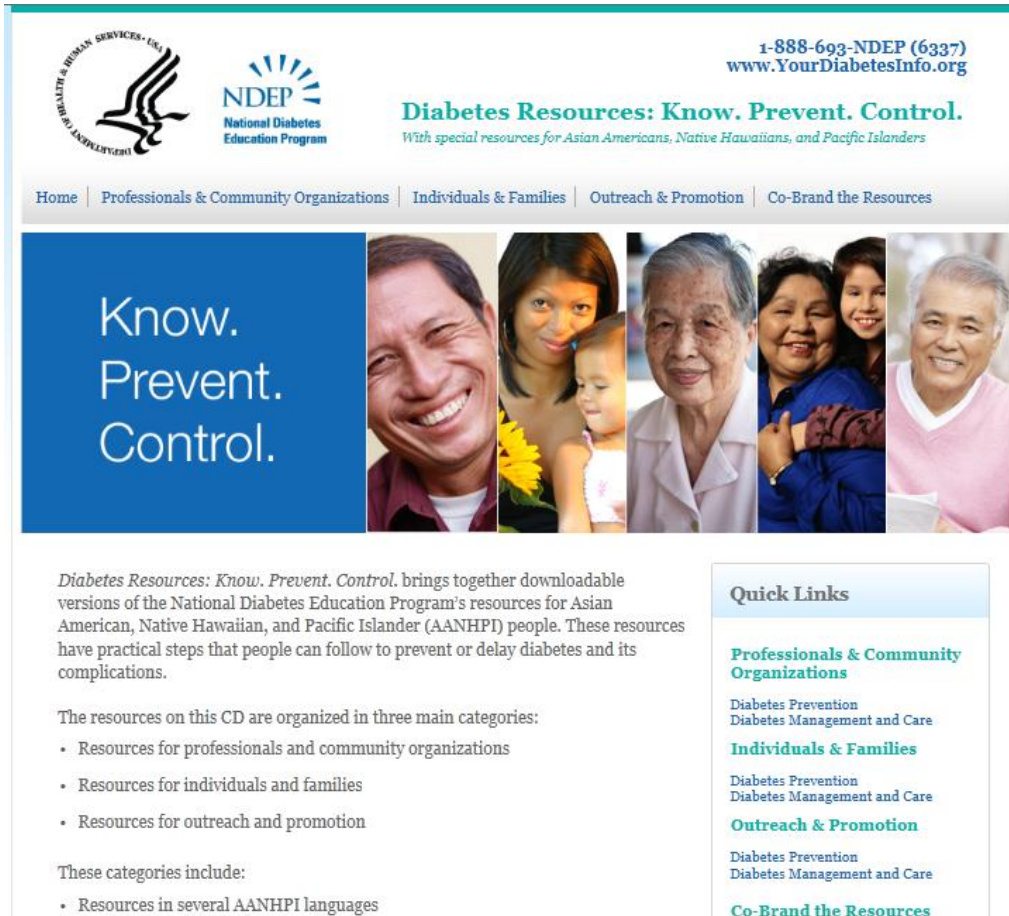


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# AANHPI Resources CD



**DEPARTMENT OF HEALTH & HUMAN SERVICES - USA**

**NDEP**  
National Diabetes Education Program

1-888-693-NDEP (6337)  
[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org)

**Diabetes Resources: Know. Prevent. Control.**  
*With special resources for Asian Americans, Native Hawaiians, and Pacific Islanders*

Home | Professionals & Community Organizations | Individuals & Families | Outreach & Promotion | Co-Brand the Resources

**Know. Prevent. Control.**

*Diabetes Resources: Know. Prevent. Control.* brings together downloadable versions of the National Diabetes Education Program's resources for Asian American, Native Hawaiian, and Pacific Islander (AANHPI) people. These resources have practical steps that people can follow to prevent or delay diabetes and its complications.

The resources on this CD are organized in three main categories:

- Resources for professionals and community organizations
- Resources for individuals and families
- Resources for outreach and promotion

These categories include:

- Resources in several AANHPI languages

**Quick Links**

**Professionals & Community Organizations**

Diabetes Prevention  
Diabetes Management and Care

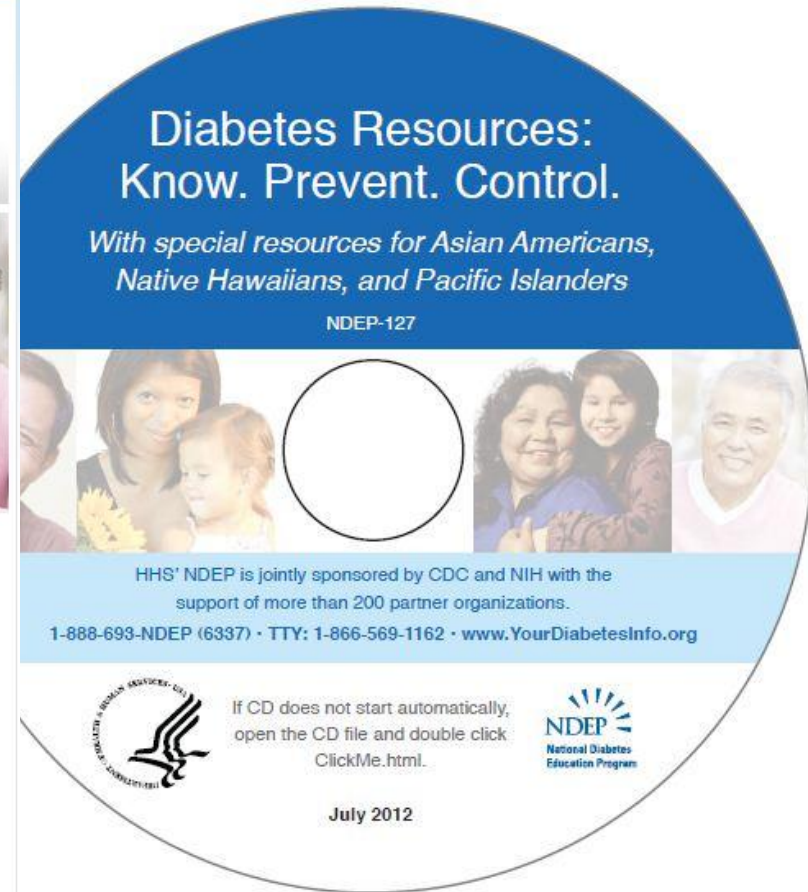
**Individuals & Families**

Diabetes Prevention  
Diabetes Management and Care

**Outreach & Promotion**

Diabetes Prevention  
Diabetes Management and Care

**Co-Brand the Resources**



**Diabetes Resources: Know. Prevent. Control.**

*With special resources for Asian Americans, Native Hawaiians, and Pacific Islanders*

NDEP-127

HHS' NDEP is jointly sponsored by CDC and NIH with the support of more than 200 partner organizations.

1-888-693-NDEP (6337) • TTY: 1-866-569-1162 • [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org)

**DEPARTMENT OF HEALTH & HUMAN SERVICES - USA**

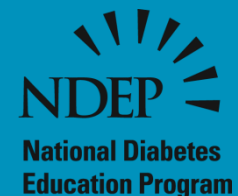
If CD does not start automatically, open the CD file and double click ClickMe.html.

**NDEP**  
National Diabetes Education Program

July 2012



**National Diabetes Education Program**  
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# AANHPI Resources Online



NDEP is a partnership of the National Institutes of Health, the Centers for Disease Control and Prevention, and more than 200 public and private organizations.



Home Publications Resources Diabetes Facts Press

I Have Diabetes Am I at Risk? Health Care Professionals, Businesses & Schools Partners & Community Organizations

Tengo diabetes ¿Corro riesgo?

You are here: [NDEP Home](#) > [Publications](#) > [Diabetes Resources Catalog With Special Resources for Asian Americans, Native Hawaiians, and Pacific Islanders](#)

### In This Section

- > View Publications by Keyword
- > View Publications by Category
  - > I Have Diabetes
  - > Am I at Risk?
  - > Health Care Professionals
  - > Businesses
  - > Schools
  - > Partners
  - > Community Organizations
- > Download Complete List of NDEP Publications
- > Ver publicaciones en Español

## Diabetes Resources Catalog With Special Resources for Asian Americans, Native Hawaiians, and Pacific Islanders



The AAPI resources in this catalog are organized in three main categories: 1) Resources for professionals and community organizations 2) Resources for individuals and families 3) Resources for outreach and promotion. Each of these categories includes culturally and linguistically tailored resources that respond to the unique needs of Asian Americans, Native Hawaiians, and Pacific Islanders. You'll also find quick reference information that lets you know at a glance what materials are available in languages other than English or are culturally relevant for specific communities.

Publication date: 07/01/2012



### Contents

- [Introduction](#)
- [Professionals & Community Organizations](#)
- [Individuals & Families](#)
- [Outreach & Promotion](#)

### Introduction

Diabetes Resources: Know. Prevent. Control. brings together downloadable versions of the National Diabetes Education Program's resources for Asian American, Native Hawaiian, and Pacific Islander (AAHNP) people. These resources have practical steps that people can follow to prevent or delay diabetes and its complications.

- Resources for professionals and community organizations
- Resources for individuals and families
- Resources for outreach and promotion

These categories include:

- Resources in several AANHPI languages
- Resources in English that are culturally tailored for AANHPI people
- Resources in English that are useful for AANHPI people

Diabetes Topics:

Find Publications for Me  
 + How to use this

Age

Diabetes Status

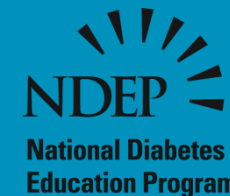
Ethnicity/Race

Language

[Privacy Statement](#)



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# AANHPI Resources Online – for Individuals & Families

## Individuals & Families

These resources offer important messages about diabetes prevention and control to people at risk for diabetes or people who have diabetes in Asian American, Native Hawaiian, or Pacific Islander communities. Resources can be downloaded by clicking on the title of the resource. You will need the free [Acrobat Reader](#) to read some of the following resources.

### Diabetes Prevention

*Tailored for Asian Americans, Native Hawaiians, and Pacific Islanders*

[Two Reasons I Find Time to Prevent Diabetes: My Future and Theirs - Tip Sheet in multiple languages](#)



[Grade-A Grocery List: Tips to Prevent Type 2 Diabetes in Asian Americans](#) - Tip Sheet



[Grade-A Grocery List: Tips to Prevent Type 2 Diabetes in Pacific Islander Communities](#) - Tip Sheet

*Additional Diabetes Prevention Resources for Individuals and Families*



[Your Game Plan to Prevent Type 2 Diabetes: Information for Patients](#) - Booklet NDEP-80



[Your Game Plan to Prevent Type 2 Diabetes: Fat and Calorie Counter](#) - Booklet NDEP-80



[My Game Plan to Prevent Type 2 Diabetes: Food and Activity Tracker](#) - Booklet NDEP-80



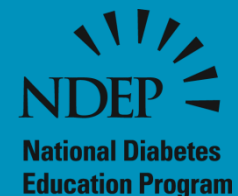
[A Step in the Right Direction: Lose Weight & Lower Your Risk for Type 2 Diabetes](#) - Article




[Five Ways Older Adults Can Be More Physically Active](#) - Tip Sheet



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# AANHPI Promotional Tools



NDEP diabetes education resources for Asian Americans, Native Hawaiians, and Pacific Islanders

**NOW ONLINE**  
in one convenient location! [Go Now!](#)



**DIABETES RESOURCES: KNOW. PREVENT. CONTROL.**

Now you can find—in one place—all the National Diabetes Education Program resources on diabetes prevention, management, and care for Asian Americans, Native Hawaiians, and Pacific Islanders.



At <http://1.usa.gov/RZfD7K>, community organizations, health care providers, public health agencies, and others who work with Asian Americans, Native Hawaiians, or Pacific Islanders will find:

- ▶ Culturally and linguistically tailored resources
- ▶ Resources you can download, print, and give to patients and clients
- ▶ Turnkey materials for media outreach

The site also features the *Diabetes Resources Catalog with Special Resources for Asian Americans, Native Hawaiians, and Pacific Islanders*.

**Two Ways to Get Diabetes Resources: Know. Prevent. Control.**

- 1. Access the Resources Online**  
Visit the NDEP website <http://1.usa.gov/RZfD7K>
- 2. Order the Free CD – A Valuable Alternative to the Web Collection**  
E-mail [ndep@icfi.com](mailto:ndep@icfi.com) with the following information:
  - Your name
  - Organization name
  - Mailing address (CDs will be shipped to you)
  - Number of CDs requested

**NEWSLETTER ARTICLE — COPY CONTENT BELOW FOR YOUR NEWSLETTER OR OTHER COMMUNICATIONS**


**AANHPI Diabetes Education Resources Now in One Convenient Online Location**

Now you can find—in one place—all the National Diabetes Education Program resources on diabetes prevention, management, and care for Asian Americans, Native Hawaiians, and Pacific Islanders.

At <http://1.usa.gov/RZfD7K>, community organizations, health care providers, public health agencies, and others who work with Asian Americans, Native Hawaiians, or Pacific Islanders will find:

- Culturally and linguistically tailored resources
- Resources you can download, print, and give to patients and clients
- Turnkey materials for media outreach

The site also features the *Diabetes Resources Catalog with Special Resources for Asian Americans, Native Hawaiians, and Pacific Islanders*.




**National Diabetes Education Program**  
**Diabetes Education Resources for Asian Americans, Native Hawaiians, and Pacific Islanders**

**AANHPI resources now online in one convenient location!**  
<http://1.usa.gov/RZfD7K>

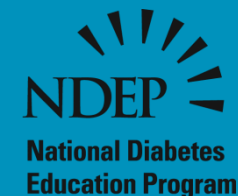
**DIABETES RESOURCES: KNOW. PREVENT. CONTROL.**

- Culturally and linguistically tailored resources on diabetes prevention, management, and care
- Resources for health care providers, program planners, patients, and other consumers
- Turnkey materials for media outreach

**Free CD also available. Email [ndep@icfi.com](mailto:ndep@icfi.com)**  
**Learn more at [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) or call 1-888-693-NDEP (6337)**  
*NDEP is jointly sponsored by CDC and NIH with the support of more than 200 partner organizations.*




**National Diabetes Education Program**  
[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) • 1-888-693-NDEP (1-888-693-6337)  
 A joint program of NIH and CDC



# NDEP Quarterly Webinar Series

Home Publications Resources Diabetes Facts Press

I Have Diabetes Am I at Risk? Health Care Professionals, Businesses & Schools Partners & Community Organizations

Tengo diabetes ¿Cómo resgo?

You are here: NDEP Home > Resources > Webinars

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**Webinars**

The National Diabetes Education Program Quarterly Webinar Series explores the latest advances and challenges in diabetes prevention and management. Webinars are designed to support the efforts of NDEP partners who are working to improve diabetes treatment and outcomes, promote early diagnosis, and prevent or delay the onset of type 2 diabetes. Participants will have a chance to interact with presenters through a moderated question and answer session and learn about related educational tools and campaigns offered by NDEP.

**Upcoming Webinar**

[Diabetes and Cardiovascular Disease](#)

Presenters: John Buse, M.D., Ph.D., Director of the Diabetes Care Center and Chief of the Division of Endocrinology, University of North Carolina at Chapel Hill School of Medicine and Mary Jo Mehelich, R.N., M.P.H., Heart Disease & Stroke Prevention Unit, Minnesota Department of Health

Date: Wednesday, February 20, 2013

Time: 2:00 p.m. to 3:00 p.m., Eastern Time

[Learn more about this webinar and register >](#)

**Past Webinars**

[Behavior Change: Moving from Compliance to Collaboration](#)

Presenters: Martha M. Funnell, M.S., R.N., C.D.E, Research Investigator, Department of Medical Education, University of Michigan and Joanne Gallivan, Director of the National Diabetes Education Program at the National Institutes of Health.

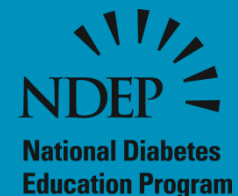
## NDEP Diabetes and Cardiovascular Disease Webinar

February 20, 2-3 PM ET

John Buse, MD, PhD, Chair, National Diabetes Education Program (NDEP),  
 Director, Diabetes Care Center and Chief, Division of Endocrinology,  
 University of North Carolina at Chapel Hill School of Medicine



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# NDEP Partner Spotlight Reminder!

Complete the submission form to let us know about your NDEP activities. Send any photos, media results, and contact information to Ashley Moore at [amoore@hagerssharp.com](mailto:amoore@hagerssharp.com).

You are here: [NDEP Home](#) > [What's New](#) > January Partner Spotlight

**Archives**  
 Select Month

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[November Partner Spotlight](#)  
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**January Partner Spotlight**  
 Jan 04, 2013

**Newton Medical Center Uses NDEP Resources to Promote the Theme, "Give Thanks! I Can Help Prevent Diabetes in Myself" in Support of National Diabetes Month**

**Background**  
 Newton Medical Center (NMC) is a not-for-profit facility dedicated to providing health care services to residents of Harvey, Kansas and surrounding counties, regardless of race, color, sex, age, religion or ability to pay. In support of National Diabetes Month 2012, NMC partnered with community organizations and the NDEP to raise awareness of diabetes and the importance of making lifestyle changes to prevent type 2 diabetes or manage the disease to prevent complications.

**Outreach and Promotions**  
 Newton Medical Center and supporting partners sponsored several events during November to promote the theme, "Give Thanks! I Can Help Prevent Diabetes in Myself."

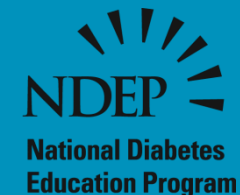


To kick off the month, NMC hosted *Dinner with the Doctor*, a diabetes prevention panel discussion open to the general public that featured presentations by a family practice physician, obstetrician/gynecologist, and Certified Diabetes Educator (CDE). In addition to enjoying a diabetes-friendly dinner, attendees were able to ask questions about type 2 diabetes prevention and receive educational materials. During the event, NMC distributed NDEP's [Prevent Type 2 Diabetes, Step by Step](#), [More than 50 Ways to Prevent Diabetes](#), and [It's Never Too Early to Prevent Diabetes](#) tip sheets.

Newton Medical Center Primary Care Clinic employees led two "walkabouts" throughout the month to encourage regular exercise. Clinic employees invited the area's *Chambers of Commerce*, as well as city leaders, community members, and the local elementary



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# Thank You!

- PowerPoint slides from this call will be posted online.
  - Share with colleagues
  - Please email Diane Tuncer at [Diane.Tuncer@nih.gov](mailto:Diane.Tuncer@nih.gov) if you need to access these slides immediately.
- Your feedback is important.
  - Call evaluation



# Questions?



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