

# NDEP National Diabetes Month 2015 Partner Promotions Call

Tuesday, August 18, 2015  
1-2 PM ET



National Diabetes Education Program

A program of the National Institutes of Health and the Centers for Disease Control and Prevention



National Institutes  
of Health





# Today's Agenda

- **National Diabetes Month 2015 Campaign Plans & Review of NDEP Materials**
  - Theme
  - Overview of NDEP Materials and Activities
  - Ideas for Using NDEP Resources
- **Partner Presentation – Memorial Medical Center**
  - Debra Ollanketo, RN, BSN, CDE
- **Question & Answer Period**



# Webinar Logistics

- **All lines are muted**
- **Two ways to ask questions during webinar:**
  1. Type your question into the “chat” section and we will read your question aloud.
  2. Click the “raise hand” icon and we will call your name and unmute your line.



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**[YourDiabetesInfo.org/DiabetesMonth2015](http://YourDiabetesInfo.org/DiabetesMonth2015)**



**NATIONAL  
DIABETES  
MONTH**

***Diabetes Education and Support:  
Everyone Has a Role. What's Yours?***



## *Diabetes Education and Support: Everyone Has a Role. What's Yours?*



### **People Living with Diabetes**

If you have just been diagnosed with diabetes, or you have been living with diabetes for a while, diabetes education and support are important to help you stay healthy.

Diabetes education is needed throughout your lifetime, not just at diagnosis. Learning to manage your diabetes from the start can help you have fewer health problems from diabetes later.

Having a network of support can help you better cope with the day-to-day demands of living with diabetes.



### **Health Care Professionals**

Your patients' needs change over time. There are four critical times to assess, provide, and adjust diabetes self-management education and support:

- At diagnosis
- Annually
- When new complicating factors (diabetes related or other) influence self-management
- During transitions in care, such as age-related needs, changes in living situation, or new insurance that results in treatment change



### **Family and Caregivers**

When people have the support of their family and friends, they are able to better manage their diabetes. It is a hard disease to handle alone.

You can help your loved one cope with diabetes by showing your support.



### **Community Support**

The community plays an important role in providing education and support for people with diabetes. Support can come from community settings such as schools, the workplace, senior centers, and places of worship.



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# YourDiabetesInfo.org/DiabetesMonth2015

<http://ndep.nih.gov/partners-community-organization/national-diabetes-month/2015.aspx>

# Diabetes Education and Support: Everyone Has a Role. What's Yours?

People with Diabetes

Family & Caregivers

Health Care Professionals

Community



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Having a network of support can help you better cope with the day-to-day demands of living with diabetes.



## Resources for you

**[4 Steps to Manage Your Diabetes for Life](#)**: These four steps help people with diabetes understand, monitor, and manage their diabetes to help them stay healthy. This publication is helpful for people newly diagnosed with diabetes or who just want to learn more about controlling the disease.

**[Just One Step](#)**: Change begins with Just One Step: This tool helps people break down their goals to make modest but important lifestyle changes in small, achievable steps.

**[Make a Plan](#)**: Making changes in how to care for health is a matter of trying and learning. It's all about choosing a goal that's right and working toward it. This tool provides some questions to help people get started.

**[Diabetes HealthSense](#)**: Diabetes HealthSense is an online library that provides easy access to more than 160 resources from more than 80 organizations that support people with diabetes, people at risk for the disease, and those who care for them in making changes to live well or facilitating behavior change in others.

**[For People with Diabetes or High Blood Pressure](#)**: Diabetes and high blood pressure can damage the kidneys and lead to kidney disease. Learn more about the kidney connection and how to take steps to keep your kidneys healthy from the National Kidney Disease Education Program.



***Living with Diabetes: Finding the Support You Need*** video: This video provides people with diabetes tips for finding support in their families, friends, and communities.



***Partnering with Your Diabetes Care Team*** video: This video shows patients ways to work with their health care team to successfully manage their disease.

# Diabetes Education and Support: Everyone Has a Role. What's Yours?

People with Diabetes

Family & Caregivers

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Community



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## Resources for you

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[Diabetes HealthSense](#): Diabetes HealthSense is an online library that provides easy access to more than 160 resources from more than 80 organizations that support people with diabetes, people at risk for the disease, and those who care for them in making changes to live well or facilitating behavior change in others.

[Diabetes Resources for Older Adults](#): This collection of resources helps older adults learn how to better manage their diabetes or take steps to prevent or delay type 2 diabetes.

[When Your Child is Diagnosed with Diabetes: Parents' Questions for the Health Care Team](#): Parents of children with diabetes often have concerns about the disease, its impact on their family, and how to keep their children safe and healthy. Use these questions to talk with your child's health care team and learn about your child's diabetes care needs.

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## Improved Outcomes

Research has shown that diabetes self-management education and support improves diabetes outcomes, including helping to reduce A1C levels; reducing the onset or advancement of diabetes complications; improving lifestyle behaviors, such as eating a more healthful diet and exercising more frequently; and decreasing diabetes-related distress and depression.

Emotional well-being is an important part of diabetes care. Encourage your patients with diabetes to ask for support. Involve the patient and family members in these discussions. Some questions to help with this conversation include:

- How is diabetes affecting your daily life and that of your family?
- What questions do you have?
- What is the hardest part right now about your diabetes, causing you the most concern or is most worrisome to you about your diabetes?
- What is one thing you are doing or can do to better manage your diabetes?

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[Redesigning the Health Care Team](#): Diabetes Prevention and Lifelong Management: This guide provides practical resources to help health care professionals and organizations implement team care for people with diabetes.

[Guiding Principles for the Care of People With or at Risk for Diabetes](#): These guiding principles aim to identify and synthesize areas of general agreement among existing guidelines to help guide primary care providers and health care teams to deliver quality care to adults with or at risk for diabetes.

[Promoting Medication Adherence in Diabetes](#): This resource provides health care professionals with resources and information to promote medication adherence in their patients and among their teams.

[Diabetes Self-management Education and Support in Type 2 Diabetes: A Joint Position Statement of the American Diabetes Association, the American Association of Diabetes Educators, and the Academy of Nutrition and Dietetics](#) 

# Diabetes Education and Support: Everyone Has a Role. What's Yours?

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## Community Support

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## Resources for You

**[Helping the Student with Diabetes Succeed](#)**: A Guide for School Personnel: This comprehensive resource guide helps students with diabetes, their health care team, school staff, and parents work together to provide optimal diabetes management in the school setting.

**[Transitions from Pediatric to Adult Care](#)**: This resource can help students with diabetes—as well as the families and health care professionals who support them—as teens become adults and take more responsibility for diabetes self-management and their health care needs.

**[Diabetes at Work](#)** : Diabetes at Work is the first online resource specifically designed to address the management of diabetes in the workplace.

**[Diabetes HealthSense](#)**: Diabetes HealthSense is an online library that provides easy access to more than 160 resources from more than 80 organizations that support people with diabetes, people at risk for the disease, and those who care for them in making changes to live well or facilitating behavior change in others.

**[Be a Health Champion](#)** : You can be a health champion, and the Weight-control Information Network can help. In this outreach packet, we provide a variety of resources and strategies to help you educate people about how to control their weight through healthy eating and physical activity.

**[Kidney Sundays: A Toolkit](#)** : The National Kidney Education Program's Kidney Sundays Toolkit provides faith-based organizations with the tools and materials they need to include kidney health messages in programs and events. The materials are easy to use in a wide variety of settings with your organization.

# Diabetes Education and Support: Everyone Has a Role. What's Yours?



## Are You at Risk for Diabetes?

Education and support can help people make healthy lifestyle changes to prevent type 2 diabetes.



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## NIDDK Research

Learn more about participating in [NIDDK clinical trials](#).

[Next: Resources for Family and Caregivers >](#)



## Find Resources in Your Area

Find diabetes programs, diabetes educators, and other support in your area >



## Help Us Spread the Word

Use our promotional tools and social media messages to help spread the word >



world diabetes day

14 November

## World Diabetes Day

World Diabetes Day takes place on November 14th every year and is an official United Nations World Day led by the International Diabetes Federation >



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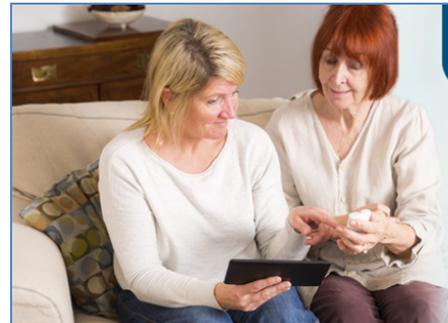
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# Help NDEP Spread the Word!



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# NDEP's Other Outreach Activities

- **National Diabetes Month Partner Mailing:**
  - Package of NDEP materials to support National Diabetes Month outreach
  - Limited quantities of hard copy materials were made available to partners who submitted request forms – all materials are available to download
  - Partners who submitted request forms should start receiving materials by mid-September
  - Partners have committed to provide feedback to NDEP by December 16
- **Traditional and Non-traditional Outreach:**
  - Outreach to national and regional media outlets (print, online, broadcast)
  - Social media engagement



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# Partner Presenter

Debra Ollanketo, RN, BSN, CDE

*Memorial Medical Center*

Ashland, Wisconsin



**Memorial  
Medical Center**

*Right here in the place we love.*



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# Memorial Medical Center: Ashland, Wi



**Wisconsin**





# Estimated prevalence of diabetes in Northern Wisconsin \*

## Ashland, Bayfield, and Iron Counties:

9.4% diagnosed  
3.5% undiagnosed

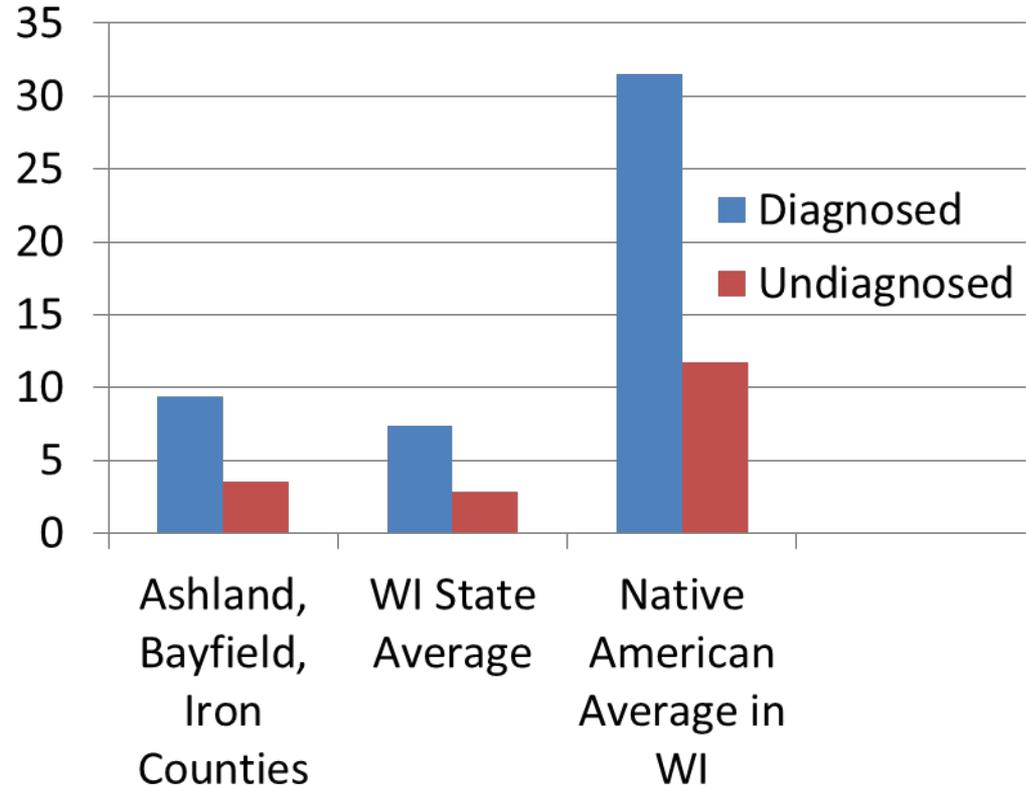
## WI State average:

7.4% diagnosed  
2.8% undiagnosed

## Native American average in Wisconsin:

31.5% diagnosed  
11.7% undiagnosed

## \*2011 Burden of Diabetes in Wisconsin





## **Prediabetes: How large of a problem is it?**

- **Estimated prediabetes prevalence in adults Ages 20+ is 35%**
- **For senior citizens 65 years and older the prevalence is 50%**





# Memorial Medical Center: Diabetes Education Program

- **Access to care is an issue including cost and transportation.**
- **Memorial Medical Center is an ADA recognized site for Diabetes Education.**
- **Advisory committee consists of:**
  - **Registered Dietitians,**
  - **Registered Nurse,**
  - **Physicians and Nurse practitioners from local clinics and a Native American Health clinic,**
  - **Social Worker, and**
  - **Two individuals with diabetes recommended providing Preventing Diabetes classes.**
- **The monthly class has been available for the past two years and participation is by physician and self referral.**



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# Diabetes Education Program: NDEP Materials

small steps  
big rewards

**YOUR GAME PLAN**

TO PREVENT TYPE 2 DIABETES

**INFORMATION FOR PATIENTS**

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ENGLISH

**4 Steps to Manage Your Diabetes for Life**

**INFORMATION FOR PATIENTS**

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**GET REAL!**

**YOU DON'T HAVE TO KNOCK YOURSELF OUT TO PREVENT DIABETES!**

Studies show that people of high risk for type 2 diabetes can prevent or delay the disease if they lose as little as 10 to 14 pounds if they weigh 200 pounds by walking 30 minutes 5 days a week and making healthy food choices. Keep in mind that small steps can lead to big rewards.

**Use these tips for ideas to move more and make healthy food choices.**

**Take your first step today!**

**Step 1 Move More.** Plan to get at least 30 minutes of physical activity 5 days each week to help you lose weight. You can get this amount in small ways throughout the day. If you have not been active, talk to your doctor and start slowly to build up to your goal. Here are some ideas to fit more physical activity into your day:

- ✓ Park your car farther away from stores, movie theaters, or your office.
- ✓ Use TV breaks to stretch, take a quick walk around your home, do some sit-ups, or march in place.
- ✓ Get your friends and family involved. Do a standing walking dance. Or do something that everyone enjoys—shoot hoops, take a hike, or line dance.
- ✓ Walk during your lunch break.
- ✓ Deliver a message to a co-worker in person instead of by email. Take the stairs to your office instead of the elevator.

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ENGLISH

**It's Not Too Late to Prevent Type 2 Diabetes**

**Tips for Older Adults**

**Take Your First Step Today**

Did you know that as you get older, you have a greater chance of getting type 2 diabetes? It's true. You have a greater chance of getting diabetes if you are age 45 or older, are overweight or obese, or have a family history of diabetes.

You can take steps to prevent or delay getting type 2 diabetes. If you are overweight, losing a modest amount of weight can help. A modest weight loss for a 200-pound person who wants to prevent or delay type 2 diabetes is about 10 to 14 pounds. Read this tip sheet to find out how.

**Step 1: Eat well to help prevent or delay type 2 diabetes.**

Taking steps to lose weight can include eating smaller meal portions and choosing healthy foods. Here are a few tips to help you get started with both.

Choose healthy foods. Eat more fruits and vegetables and fewer high-fat foods to help with weight loss.

- Choose whole grain foods such as whole wheat bread, crackers, cereals, brown rice, oatmeal, and barley.
- Eat a mix of colorful fruits and vegetables.
- Choose fish, lean meat, and chicken and turkey without the skin.
- Eat foods that have been baked, broiled, or grilled instead of fried.
- Drink water instead of juice and regular soda.

Choose low-fat or skim milk, yogurt, and cheese.

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# **Types of Free Community Programs 2014-2015**

- **Monthly two-hour Preventing Diabetes Class.**
- **Presentations to Native American youth group and Senior Nutrition site on the importance of healthy eating and exercise to prevent diabetes.**
- **Senior Center three hour-long preventing diabetes talks.**
- **Lion's Club health screening for preventing diabetes.**
- **Monthly Grocery Store Tours and periodic Healthy Cooking Class in conjunction with the local Food Co-op.**



## 2015 Health Fair

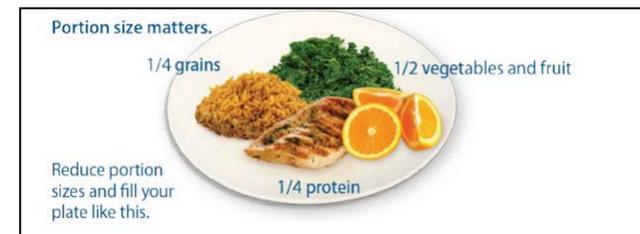
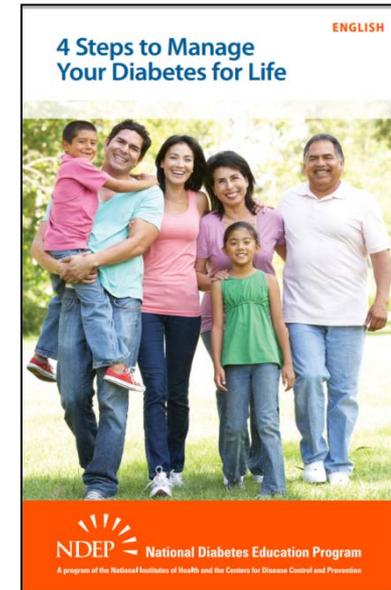


- Annual health fair for people 55+
- Screening for prediabetes
- Blood glucose testing and risk assessment
- Usual attendance is over 1000 people



# Quarterly Living with Diabetes Class Topics

- Diabetes and Heart Disease
- Preventing Complications: Focus on Kidney Health
- Healthy Cooking Demonstration
- Update on “What’s New” in Diabetes Care





# Setting Behavior Goals and Evaluation

- Completion of behavior goal plan.
- We compared attendance before and after the prediabetes class was offered free of charge.
- The prediabetes charge was \$30 and 5 people attended the class in 2012.
- There were 13 attendees in 2013.
- There were 19 attendees in 2014.

**Just One Step**    **Make a Plan**

Getting started. If you are dealing with a health issue, you may find that you struggle at one time or another. You're not alone. Making changes in how you care for your health is a matter of trying and learning. It's all about choosing a goal that's right for you and working toward it.

Here are some questions to help you get started.

Choose how to make your plan:

Start now:  
Fill out the form online and print your completed plan.\*

OR

Save for later:  
Save or print a blank plan that you can fill out later.

**PDF**

\* To protect your privacy, we do not save or store your answers. Closing this window will delete your answers.

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**1**

Think about what is important to your health. What are you willing and able to do?

**What's hardest about taking care of my health?**  
Example: I don't have the time to do what I need to do, such as exercising. I often feel guilty.

**Why is this important to me?**  
Example: I know that exercise can help me lose some weight.

**Why haven't I made this change before?**  
Example: I don't have time to exercise.

**How can I work around what gets in the way?**  
Example: I can try to find some time in my day to get out for a walk.



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# Success!

**“The class provided information that I could model into my life and that would work for me. I started looking at my food combinations and quantities and doubled my exercise routine.”**





# What We Learned: Scheduling

- **Senior citizens want the class in the early afternoon.**
- **Working people prefer to attend toward the end of the work day.**
- **3 to 5 p.m. is currently the time of the class.**
- **The class at the Senior Center was offered on three separate dates for one hour from 1 to 2 after the senior meal.**



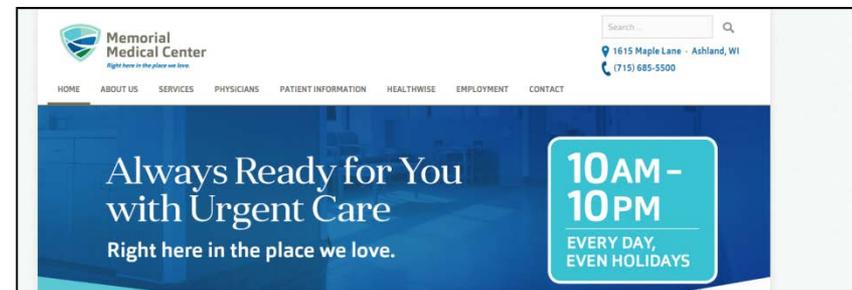


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# What We Learned: Advertising

- Provide all area clinics with posters for patient areas and exam rooms and patient flyer with the class dates and times.
- Advertise area meetings and events in local newspaper and Senior Center newsletter.
- Promotions via Memorial Medical Center website and Facebook.





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## What We Learned: Continuing education

- **Grocery store tours which are offered at 3 of the area grocery stores on a rotating basis**
- **Support group meetings**
- **Living with Diabetes**
- **Heart Healthy Cooking class**





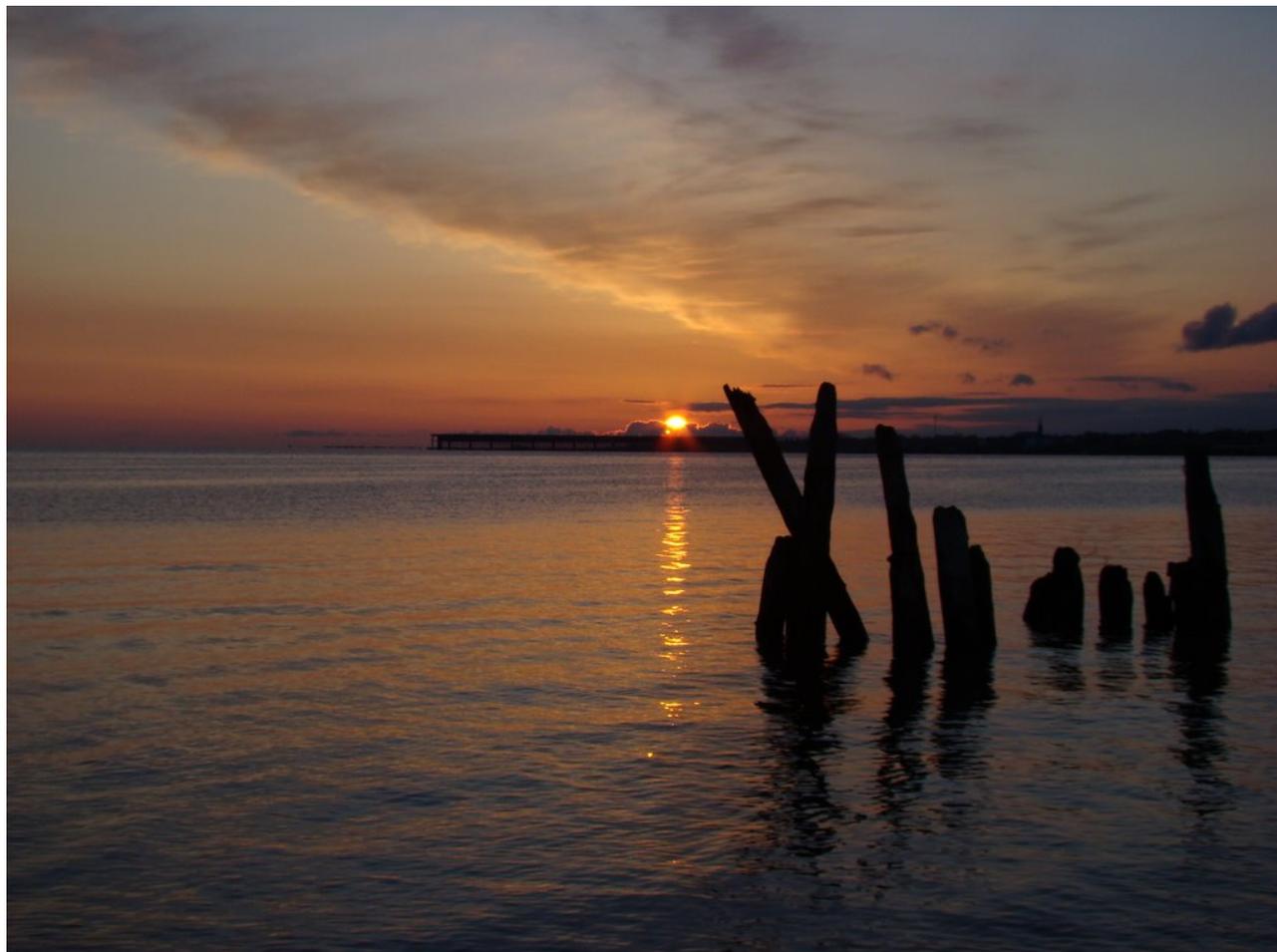
# What We Learned: Additional Opportunities

- **Plans for 2015-2016**
  - **Work in partnership with Senior Center to offer Preventing Diabetes classes.**
  - **Provide prediabetes screening at the 55 Plus Health Expo.**
  - **Continue to offer the monthly Preventing Diabetes class.**
  - **Working toward offering Tele-health consults with a rural Community Health Center.**



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# Questions?



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**[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org)**

**1-888-693-NDEP (1-888-693-6337)**

**TTY: 1-866-569-1162**

**Diane Tuncer, NDEP Deputy Director  
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