

**National Diabetes Education Program
National Diabetes Month 2016 Partner Promotions Call
August 30, 2016**

Diane Tuncer — Deputy Director, National Diabetes Education Program (NDEP), National Institutes of Health

Hi, good afternoon, and welcome to the NDEP National Diabetes Month Partner Promotions Call. I'm Diane Tuncer, Deputy Director of the NDEP at NIH. The purpose of today's call is to talk about how we can support your outreach efforts as you make your plans for National Diabetes Month. So what we're going to do is, we're going to talk about our theme for Diabetes Month and how you can find and use resources, including promotional tools to support your efforts.

I'm very pleased to have Susan Burkhart, Diabetes Education Coordinator with the Trinity Health Center for Diabetes Education, as our guest presenter. Susan will share insights, examples, challenges and lessons learned from her organization's efforts to support Diabetes Month outreach in her community. At the end of this webinar, we hope to leave you with ideas and a better understanding of how our resources can be used and incorporated in your outreach efforts for National Diabetes Month and throughout the year.

So before we start, a few housekeeping details: During the call, your phone lines will be placed on mute; GoToWebinar automatically places the attendees on mute, so you don't need to manually mute your phone or computer. During the Q&A portion, we ask that you type your question into the chat section on your computer, and what we'll do is, we'll read your question out loud.

So the NDEP's theme for National Diabetes Month is "Managing Diabetes — It's Not Easy, But It's Worth It." And this theme highlights the importance of managing diabetes to prevent health problems such as heart attacks, strokes, kidney disease, vision loss and amputation. More importantly, this theme does serve as a reminder to people who may be struggling with the demands of managing diabetes that they're not alone. So over the next few slides, I will show you how we have organized our resources for Diabetes Month and how we have tried to give emphasis on featuring messages and materials promoting diabetes self-management education and support.

So here is the — we've created a special webpage for National Diabetes Month, and this is what it looks like; this is the place where you will want to start. So from here, you can navigate and find promotional materials such as template newsletter content, talking points and content for use with social media.

So this is a rendering of our landing page, and this content that you see at the bottom will kind of be in the middle of the landing page when you see it online. That's where you will be able to navigate your resources that support areas such as diabetes management, prevention of the complications, building a network of support, as well as resources and tools that are geared more for use by health care professionals.

So I'm going to be giving you a deeper dive into these areas and a couple of other areas, which I tend to refer to as "buckets." So if you hear me mention buckets, just know that these boxes at the bottom and on the left-hand side — I'm referring to those as buckets.

So this page, our landing page for Diabetes Month, is not going to be live on our site until middle of next week, so you're actually getting a sneak preview right now. We will be making updates to the site between now and November, so I strongly encourage you to visit the site periodically to see what's new.

And you will be able to find this page starting — again, starting middle of next week at ndep.nih.gov/diabetesmonth2016.

So this is a closer look at the buckets that I mentioned on the previous slide. They include managing your diabetes, building a support system, preventing complications, and resources for health care professionals. And we also have a bucket for World Diabetes Day, and this is where you can find information from the International Diabetes Federation in observance of World Diabetes Day, which takes place November 14.

This year's theme for World Diabetes Day is "Eyes on Diabetes," and what we're offering to all of you as part of our theme and our outreach efforts is really complementary to that theme, particularly when you think about diabetes self-management, education and support to prevent pro — diabetes-related health problems such as eye disease. So as in years past, the NDEP does acknowledge World Diabetes Day, and we will promote World Diabetes Day through our communications channels, including our website and our social media channels.

So let's imagine that you click on the "Managing Your Diabetes Every Day" bucket. This is what you would see. Managing diabetes isn't easy, and we know that many people struggle with the day-to-day demands of diabetes. So what we tried to bring forward on this sub-page is a section that features resources such as "Know Your Blood Sugar Numbers," "Four Steps to Manage Your Diabetes for Life," "What I Need to Know About Physical Activity and Diabetes" — resources to support people with diabetes around important self-management "[distortion]."

You'll also see a link to our Diabetes HealthSense resource, which is an online library of resources, tools and programs that can be used to help people make lifestyle changes and cope with the demands of diabetes. All of these resources included in Diabetes HealthSense have been reviewed by leading independent experts on psychosocial issues, and they have specific expertise on how to make and sustain lifestyle changes. So if you aren't familiar with Diabetes HealthSense, that's really a unique element to this resource.

We are in the process of creating some new behavior change videos. These videos will feature real people living with diabetes who are sharing their experiences, and they'll be talking about topics such as coping with diabetes, diabetes and heart disease, hyperglycemia, hypoglycemia, kidney disease and finding support.

And so, you'll see a placeholder on the screen, "Coming Soon." That's where we will be providing links to those videos. Again, we will continue to be making updates to our Diabetes Month pages, but we have the placeholder here. And from this page, you can also find a link to locate other resources about managing diabetes, in addition to the resources featured on this page.

So now we're going to visit the next bucket. This is the "Building a Support System" bucket. Diabetes can be overwhelming, and we know that it's a hard disease to manage alone, and what we want to be able to do is share messages and resources that encourage and facilitate a network of support. And this network of support can include family; friends; and the larger community, such as places of worship, schools, workplaces and other community networks.

So what we've brought forward here are resources such as "How to Help a Loved One Cope with Diabetes." We have the NDEP school guide, which is a resource to help educate school personnel, parents and guardians, and students with diabetes about strategies for managing diabetes effectively in the school setting. And we are in the process of updating this resource and we — so stay tuned for news over the

next few weeks for the updated school guide, and the updated version of the school guide will be found here as well.

We have the New Beginnings Discussion Guide, which is a great tool that can be used to facilitate discussions about the emotional aspects of living with diabetes. And so, other resources featured here include “Diabetes at Work,” to address the workplace setting, and we have resources from the Weight Control Information Network’s — the resource is “Be a Health Champion” — and we have the “Kidney Sunday Toolkit,” from the National Kidney Disease Education Program. So those are just some of those featured resources that really support that theme of Building a Support System.

Now, if we looked in the “Preventing Complications” bucket, this is what you would find. We know from research that managing diabetes as early as possible can help prevent diabetes-related health problems. So the key messages that relate to this page is — that we want to communicate is that diabetes is a serious disease that requires self-management education and support as early as possible to prevent diabetes-related health problems in the future.

And so, here you can see that we’ve brought forward materials that can help people better understand how to delay or prevent serious health problems caused by diabetes. And there’s also a link to locate additional resources about preventing complications, in addition to the resources featured on this page.

And now we’ll move on to the bucket for health care professionals. So for health care professionals there are a lot of challenges that come into play when it comes to improving health outcomes for your patients. The information and resources that we feature here are intended to reinforce messages that support an integrated approach to diabetes care, and we want that integrated approach to address the medical, the psychosocial, as well as systems-of-care aspects.

So we brought forward resources such as “Promoting Medication Adherence in Diabetes,” which is a resource that provides health care professionals with information and resources to promote medication adherence in their patients and among their teams. We have “Guiding Principles for the Care of People with or at Risk for Diabetes,” which identifies and synthesizes areas of general agreement among existing guidelines, and this is a great resource to guide primary care providers and health care teams to deliver quality care to adults with or at risk for diabetes.

We have “Practice Transformation for Physicians and Health Care Teams.” If you aren’t aware, this site was recently updated and relaunched in May, and it’s designed to help physicians, health care professionals and health care administrators adapt to the changing system of health care delivery around diabetes. And we have resources such as the NDEP’s Peapod Toolkit. This toolkit shows pharmacists, podiatrists, optometrists and dentists how they can work with each other, as well as with other members of the health care team, to promote better outcomes for people with diabetes; so other members of the health care team could include other primary care providers, PAs, nurse educators and community health workers.

And again, I mentioned Diabetes HealthSense earlier, but what I want to highlight here is that, in addition to providing access to useful tools and programs that help facilitate the behavior change process, this resource also includes a selection of review articles, landmark studies and meta-analysis on the science of behavior change and psychological health. And so, for some of our partners, you know, I want to make sure that you are aware of that feature on this site as well.

And of course, because our overarching approach when it comes to diabetes self-management, education support — you know, we wanted to make sure we have a link to the joint position statement of the American Diabetes Association, American Association of Diabetes Educators and the Academy of Nutrition and Dietetics. So that's how we've tried to organize our resources for health care professionals in support of our theme.

So while our theme for Diabetes Month is “Managing Diabetes — It's Not Easy, But It's Worth It,” we know that it's not easy to make and sustain lifestyle changes to stay healthy, even if you don't have diabetes. So we know that we need to reach out to people with pre-diabetes and people at high risk for type 2 with important information about what they can do to delay or prevent type 2.

So on our pages, you will see a button on the left-hand side that reads, “Are You at Risk for Diabetes?” If you click on this button, this is where you're going to find resources that you can use to support your work as it relates to the primary prevention of type 2. You would find resources such as the NDEP's GAME PLAN Toolkit, information and resources to talk about family health history and diabetes, preventing diabetes in women with a history of gestational diabetes, as well as information and a link to the National Diabetes Prevention Program to encourage awareness of and referral to a CDC-certified DPP program.

So as I mentioned earlier, we have template materials such as talking points, a sample newsletter and other resources that you can use and/or adapt to meet your needs for your outreach promoting Diabetes Month. So here are two ways on the Diabetes Month landing page where you can find those promotional tools. You can find the promotional tools on the right-hand side, in that blue box that was just highlighted, as well as on the left-hand side, on the left navigation with the words “Promotional Tools.” So hopefully you see the highlight there. So those are two places where you can get to those resources. So if you were to click on those pla — one of those two spots, you would be able to see things such as cover photos for Facebook and Twitter and Word documents that include a sample press release, e-newsletter blurbs, two 30-second PSA scripts, talking points — and you'll also be able to find social media messages that you can use and adapt. And we will be using — in our social media messages for National Diabetes Month, we'll use “#diabetes” and “#nationaldiabetesmonth” to tag those messages.

So these materials will be available in both English and Spanish. If you go to the site next week, the English language will be up and shortly, and we have been doing the back translations for the Spanish language version, so those will be coming shortly.

And then finally, I want to just take a moment to remind our partners that we reached out to you in mid-July to offer a selection of print resources to support this year's theme, and here's a quick review of what that outreach entailed. So partners who responded to participate in that special offer needed to submit their requests a few weeks ago, so if you submitted your request by the deadline, you should expect to receive materials during the last week of September. Unfortunately, we don't have any more hard copies to send out, but the materials that were part of that special offer are available on our National Diabetes Month page, and you can certainly download them from those pages.

So for the partners who asked — who got their submission in on time and are going to be receiving materials, you also committed to provide us with feedback. So you will be hearing from us towards the end of November, and it's really important that we hear from you, because we really want to get your feedback so that we can understand how you've been able to incorporate and use resources. We want to get your feedback for how we organized the content. I know that it can be very challenging and difficult

to find a lot of the resources, so our goal in having this call with you and organizing our content in this way is to try to make it a lot easier for you.

So now we'll move on to the more — most important part of this webinar, and that's to introduce you to our guest speaker, Susan Burkhart. Susan is the Diabetes Education Coordinator at the Trinity Health Center for Diabetes Education in Minot, North Dakota. And so, Susan's going to share insights, examples, challenges and lessons learned from her efforts to support Diabetes Month in her community. And Susan, I want to thank you again for your time on this call, so I'll hand it over to you.

Susan Burkhart, R.N., M.S.N., C.D.E., B.C.-A.D.M., C.N.S. — Diabetes Education Coordinator, Trinity Health

Thank you, Diane. And my name is Susan Burkhart, like Diane mentioned. And in this slide, you'll see Minot — the introduction sign, and we live in a Scandinavian community. And on the right-hand side is the picture of the Scandinavian Heritage Park. And as I page down, this is a picture of our reception room, and by the window by the door — on the window by the door, you'll see the “Preventing Diabetes — It's Not Easy, But It's Worth It.” And I like that sign, because so many people — as they're leaving the center, I see them pointing at that and commenting to each other if it's a teen couple that have come in and making comments about — “Hmm, it is worth it; it says so.” So that's kind of fun to see.

And our next slide is “Diabetes in North Dakota,” and it is a major health problem in North Dakota. The prevalence of diabetes diagnosed among adults has increased from 3.1 percent in 1996 to 8.6 percent in 2012. North Dakota American Indians have a prevalence rate nearly twice that of non-Native residents. The 2008 prevalence of diabetes in Ward County, where Minot is located, was 7.3 percent, and surrounding counties in the Trinity Health service area had a 2008 prevalence ranging from 8.2 percent to 13.5 percent, so those are high prevalence rates.

And in Minot, North Dakota, there in our MediQHome Trinity database, which is a BlueCross BlueShield database, there are 4,436 people with diabetes. In the last 12 months, we've received referrals for diabetes education from 63 Trinity and UND Center for Family Medicine providers. There are also three non-Trinity clinics in Minot who also make referrals to the Trinity Diabetes Center.

The Center for Diabetes Education, our program — we had 671 people with diabetes who attended the Diabetes Center for Education between May 2015 and June 2016. People with diabetes of all ages receive individual diabetes education from an R.N. or R.N./C.D.E. and also from an R.D./L.R.D. Group classes and telephone follow-up are an integral and ongoing part of our program and continued — our program continued follow-up includes individual sessions or group classes, and that depends on the individual's identified needs, their insurance coverage and their personal preferences. We serve one to seven women with gestational diabetes per week, and we recently started classes for the Diabetes Empowerment Education Program, and we're preparing to start the Diabetes Prevention Program classes. And we have four staff members who are certified in each program.

Referrals are received from primary care providers as well as hospital discharge patients. Diabetes education staff are also receiving inpatient referrals, and that includes patients with pumps, newly diagnosed people with diabetes, those with elevated A1Cs and those who are new to insulin. We also have many referrals, such as people who stop in at the Center, or they call and ask for an appointment. And our office assistant is excellent at calling for referrals. And here's Heather, our talented and dedicated office assistant.

And that brings us to our National Diabetes Month activity last November 10, 2015: “Cooking Lite with Chef Dana Herbert.” And it was so much fun to have him here and to have lots of participants come to see what he was up to.

And these are the National Diabetes Education Program materials that were used to help people with diabetes during our activity, and — “Know Your Blood Sugar Numbers,” “We Have the Power to Prevent Diabetes,” “Tips for Teens with Diabetes” — and these were very popular with parents and grandparents — and “About Diabetes,” “Diabetes and Your Feelings,” “Be at a Healthy Weight,” and then one in Spanish for “Tips for Teens” — also “Did You Have Gestational Diabetes When you Were Pregnant?”, “How to Help a Loved One Cope with Diabetes,” “4 Steps to Manage Your Diabetes,” “Take Care of Your Feet for a Lifetime,” “Take Care of Your Heart. Manage Your Diabetes” — and this one was also very popular — and “Choose More than 50 Ways to Prevent Diabetes.”

This is Michelle Fundingsland, and she was another presenter, and she talked about “super activity,” and she demonstrated activities. And she gave information about where to obtain this book, *Exercise and Physical Activity*, which is an NIH 2015 book, a Go4Life book, and that’s also a very useful book in our Center.

Our program and staff — we have one part-time R.N. and one part-time R.N. C.D.E., one full-time R.N. C.D.E. and two dietitians who are at the Center, and they share their full time with diabetes, dialysis, cancer care, inpatient education — and also at a center for developmentally delayed individuals. And all staff members were involved in planning and presentation for our “Cooking Lite with Diabetes with Celebrity Chef Dana Herbert.” It was a collaborative effort with Novo Nordisk, with — Diabetes Academy Education Program.

And here is the flyer that we used. And this was put together by Novo Nordisk, and they presented it to different pharmacies, and we handed it out here at the Diabetes Center, and it was placed at each Trinity Clinic reception area. And there was also a newspaper ad, which prompted phone calls about the program. Lots of people said they heard about it from the newspaper. And partnering with Novo Nordisk was very positive for our budget.

This is the newspaper ad, and other media outlets included the *Minot Daily News*, Trinity Facebook page and website. And Kayla, a dietitian, promoted this program on the *Noon Show* at KMOT and KXMC-TV, and it was very interesting that Heather, our office assistant, received phone calls as soon as she was done speaking. That was so much fun — to be involved with that.

This is the media sources that were used. And the participants took an evaluation and indicated where they learned about this program, and 50 percent responded that they learned about it from the newspaper, 15 percent responded that they learned about it both from the newspaper and television, 15 percent responded they learned about it from flyers, and 20 percent responded that they learned by word of mouth or from Trinity Center for Diabetes Education staff.

And here is our staff, and they were available at the literature table to answer questions and assist with NDEP and Trinity handouts. And that is me on the left, and next is Sasha, then Michelle, Andrea and Chef Dana and Kayla. And here is Chef Dana and myself demonstrating preparing a salad, and Chef Dana was excellent at talking about using low fat and including the fruits and vegetables in everything that he made. And everybody received a taste of both the salad and the chili that was made that day, so that was fun.

This is Michelle, and again, she presented the super activity. And lots of people stopped by the desk and looked at that book — stopped by the tables and looked at that book and wrote down the access code and where to find it. So hopefully they were able to put that to use and order the book when they got home. And we did make sure that they knew it was a free book from the NIH.

The challenges and successes — the challenges for our activity, “Cooking Lite with Celebrity Chef Dana,” included communicating and keeping everybody informed of changes in plans, as well as planning and implementing avenues to reach people. And repeated planning sessions and discussion and ideas were used to meet these challenges.

One big success was Minot’s interest in learning about diabetes and cooking light for diabetes, and this was evidenced by the number of people who attended, which was approximately 60 people in the afternoon and 40 persons in the evening event. Another success was that there was a great interest in written resources and websites to obtain further information. Some phone apps were mentioned, and a few participants shared their successes with an app.

Some of the evaluation comments included “good recipes,” “definitely going to use the recipes,” “very good demo,” “keep offering up to date info.” And lessons learned from participants’ comments: “include more info for those who don’t have diabetes and those who support diabetic family members” and “more healthy eat recipes,” “how to make fruits and veggies more interesting.” Another participant verbally suggested that early in the afternoon — earlier than we had it in the afternoon — would be a better time for this type of activity.

Our plan for 2016 National Diabetes Month activities is to celebrate life with diabetes and award those with diabetes longevity for 25 years and 50 years living with diabetes. We also plan to have a North Dakota physician with diabetes presenting “Celebrating the Small Things with Diabetes,” and this is planned in collaboration with Eli Lilly Pharmaceutical.

And it’s always good to remember that managing diabetes — it’s not easy, but it’s worth it. And I say this because I have had diabetes for over 50 years, and I know it’s worth it. So thank you very much.

Diane Tuncer

Susan, thank you so much. That was really helpful and really relevant to what we were presenting today. You gave some great ideas, some very practical advice — and even with what you talked about in terms of the lessons learned — “include more information for those who don’t have diabetes and those who support family members with diabetes.” You know, when I think about the organization of the resources that I had presented, I’m hoping that everyone will see where they could go and find some of those resources so that, if they’re considering something similar, they’ll have those offerings.

And then one other point: When you talked about Michelle including the book *Exercise and Physical Activity* from NIH, that is a resource that is actually included in Diabetes HealthSense. So for anyone on the call who might want to find that resource or others, if you go to Diabetes HealthSense, there is a way to search — you know, “Help Me” — and by features like “Eat Healthy,” “Be Active,” “Manage My Weight,” “Cope with Stress” — so it’s kind of nice to find all — to be able to connect the dots in all those different ways. So thanks again, Susan.

Susan Burkhart

You’re welcome.

Diane Tuncer

So what we'll do is, we'll open things up for questions. Again, the lines are muted, but if you have a question, please type it into the chat section on your computer, and we'll just respond to any questions that come in. So Stephanie, I don't know if any questions have come through.

Stephanie Dufner, M.A. — Hager Sharp

Hi, Diane. We do have one. Our first question is for Susan. It asks, "When did Susan and her staff begin their outreach to local media outlets and pharmacies in Minot to help her organization promote National Diabetes Month?"

Susan Burkhart

We started with our promotion and planning in the summer, and then we worked with our marketing department, and we started working with them about August/September, and then they helped us get it into the papers and set up the newspaper and put it in the website and Facebook page for Trinity.

Stephanie Dufner

Thank you, Susan. We have another question that just came into the chat box. It is, "Does the center in Minot ever receive help from community volunteers who are involved with diabetes projects and diabetes awareness? If so, what type of help is needed, and how could volunteers help with outreach?"

Susan Burkhart

We have not had help outside of our center, other than Trinity employees and volunteers. I believe we could use volunteers for phone calls and for support, especially volunteers with diabetes. And we do talk about that type of thing sometimes — our staff in our meetings, but we haven't stepped out and accomplished anything in that area yet.

Stephanie Dufner

Thank you. Another question that came in is, "Can partners modify NDEP's e-newsletter blurb to include additional information about our organization?" That would be for you, Diane.

Diane Tuncer

Absolutely. We're hoping that you will be able to use the content that we have and tailor it. You can insert local statistics. We've tried to identify places where it could help, but certainly tailor it as you need. But you — there's an opportunity where you could include quotes from local leaders. So that's why we've tried to develop. We know that you all are so very busy, and if there's a way that we can help out so that you don't have to sit there and try to write a press release or a PSA script, you can do that, but certainly customize it.

Stephanie Dufner

Great. Another question we have is — this is for Susan: "In her presentation, Susan mentioned one of the challenges of planning her organization's National Diabetes Month Activities was commuting the plan's changes to all involved. Can you tell us what kind of changes you encountered in planning your activities?"

Susan Burkhart

Some of the challenges there were looking at the date and finding a date when all would be available. And other challenges included set-up, of course; the obtaining a room is one challenge, and we did have it at a hotel that had a large room available for us. And it was excellent to have that, because there were lots of

people who walked by and said, “Oh.” I mean, it was interesting, because some people said, “Oh, diabetes. Can I come?” And so we had even a few extra people who just happened to be at the hotel.

Other challenges were communicating with all of the staff who are not here on the same days. And of course, we used lots of email that way and lots of texts — things like that — and communicating with marketing and with setting up all of these pieces to the puzzle. Did that answer your question?

Stephanie Dufner

Yes, it did. The next question we have is for Diane: “What will the topics be for the new behavior change videos that Diane mentioned, if you could go over that again, please?”

Diane Tuncer

Oh, sure. So “Coping with Diabetes,” “Diabetes and Heart Disease,” “Hyperglycemia,” “Hypoglycemia,” “Kidney Disease” and “Finding Support.” So I think that’s one, two, three, four, five, six videos? Yes, and we’ll have those, you know, in addition to the other behavior change videos that can also be found on — you can get there through Diabetes HealthSense, or you can go to YouTube and Google NDEP, and you’ll find some of the videos there. So those aren’t up — the new ones aren’t up yet, but they will be in a few weeks.

Stephanie Dufner

Okay. The next question is, “How did Susan and her team come up with their theme for National Diabetes Month in 2015?”

Susan Burkhart

When we met for the first time, we came up with many different ideas, and we start looking at things right away — the beginning of the year and talking about November, because it’s such an important time that we can invite the community. How did we come up with this idea? It was kind of a process involving many different people putting in their insights and their personal ideas, as well as learning ideas from reps who stopped by and learning from other communities in North Dakota “what has worked for you.” So there was no specific answer to that; it was more of a conglomerate of different ideas and people communicating.

Stephanie Dufner

Thank you, Susan. Those are all the questions that we have in the queue so far.

Diane Tuncer

Sorry, I was on mute. I want to thank everybody for joining us today. And certainly, if you have any additional questions, you can contact me, diane.tuncer@nih.gov, and I can get in touch with Susan or put you in touch with Susan if you have questions. The PowerPoint slides from today’s call will be posted online. We need to get them 508 compliant, so there will be a little bit of a lag time, but you can certainly — when they’re posted, you can share those slides with your colleagues who weren’t able to make the call. In addition, we did include a link to the slides in the reminder that you all should have received this morning, so that’s another way if you need to get them right away. And we will be following up with an email survey from ndep@hagerssharp.com asking you to evaluate this call. Again, your feedback is really important to us. We want to — you know, if we’re going to have the opportunity to have time with you, we want to make it worth your time, so we please ask that — you know, we ask that you complete that evaluation. So Susan, again, thank you very much. And we’re available if any of you have questions, follow-up — anything. Please don’t hesitate to contact us. Thank you very much; that concludes the call.