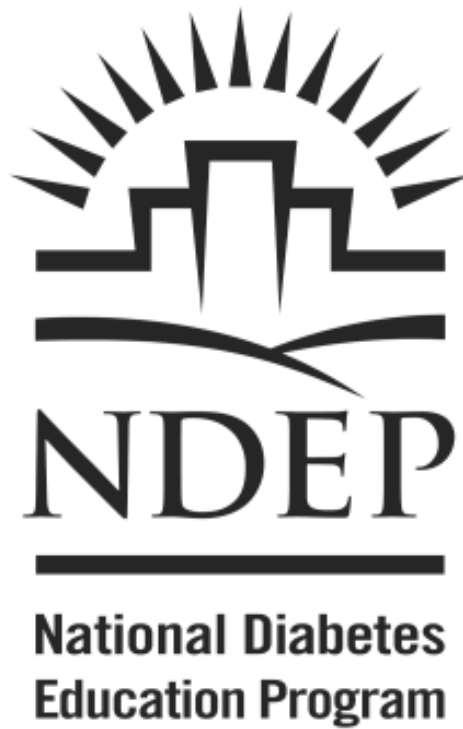


Partner Activities Survey Report

Activities Conducted During

July – December 2007



June 26, 2008

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Partner Activities Survey Report
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June 11, 2008

I. Introduction

The National Diabetes Education Program (NDEP) is the leading Federal Government public education program that promotes diabetes prevention and control. Currently, an estimated 175 organizations participate in NDEP's Partnership Network, helping to develop program initiatives and to bring them to life. The majority of NDEP partners represent government, non-profit, professional, or private organizations; others are individuals concerned about diabetes prevention and control.

- **Partners include members of the NDEP Steering Committee (SC) and members of NDEP Work Groups (WG)** who participate in periodic meetings and monthly conference calls to help NDEP develop, disseminate, and promote its messages and materials and implement its diabetes prevention and control activities.
- **Eight National Organization Partners (NOPs)** are funded by CDC to develop and implement activities to help disseminate NDEP messages and materials to audiences at high risk for diabetes. The NOPs are members of NDEP Work Groups and participate in Steering Committee meetings.
- **NDEP also partners with state Diabetes Prevention and Control Programs (DPCPs)** to disseminate diabetes messages and materials and implement activities at the state and local level. The CDC's Division of Diabetes Translation currently provides funding to DPCPs in 50 states, the District of Columbia, and eight U.S.-affiliated jurisdictions.

The Work Group and Steering Committee member organizations (including Federal Liaisons), National Organization Partners, and state Diabetes Prevention and Control Programs are the core groups in the NDEP Partnership Network. NDEP relies on these partners to help develop, disseminate, and promote program messages and resources.

II. Survey Methodology

In **Spring 2008**, NDEP conducted the **ninth round** of its online, web-based Partner Activities Survey. NDEP asked the core members of the Partnership Network -- Work Group members, Steering Committee members, National Organization Partners, and state Diabetes Prevention and Control Programs -- to report on the NDEP-related promotional activities they conducted from **July through December 2007**. The survey focused on partners' activities to use, promote, and disseminate NDEP's diabetes prevention and control campaign messages.

On April 9, 2008, NDEP sent emails to about 220 partners, directing them to the online survey site. Respondents were asked to complete the survey by April 23, but the survey deadline was extended to accept additional responses through April 25. Follow-up e-mails were sent and telephone calls were made during the weeks of April 14 and April 21 to remind partners to complete the survey.

III. Survey Response Rates

A total of 144 partners responded to the survey, the largest number ever to complete the survey and the highest response rate (65%) ever achieved for the NDEP Partner Activities Survey. Due to rotation of new members into the work groups and changes in staff at the NOPs and DPCPs, nine (9) respondents who completed the survey indicated they had not been on a NDEP Work Group or on the staff of a state DPCP during the survey period of July

through December 2007. Twelve (12) respondents, mostly DPCP staff, completed the survey for someone else listed on the NDEP rosters.

Of the 144 respondents:

- 36 were Steering Committee members
- 100 were members of at least one NDEP Work Group
- 8 were staff members from the National Organization Partners
- 56 were staff members from 52 state DPCPs

Table 1 shows the number of WG and SC members and DPCPs that responded to the current survey as well as to the six previous editions of the survey.

Table 1. Comparison of Survey Respondents by Date of Survey

	Spring 2005	Fall 2005	Spring 2006	Fall 2006	Spring 2007	Summer 2007	Spring 2008
AAAA Work Group	5	7	8	7	7	6	10
AI/AN Work Group	9	6	6	8	7	8	7
AAPI Work Group	10	9	9	9	13	8	8
BHS Work Group	6	8	10	6	9	9	12
C&A Work Group	10	7	8	9	8	13	16
Eval Work Group	--	--	4	3	6	4	7
HCP Work Group	9	13	11	11	12	8	14
H/L Work Group	8	6	8	9	16	18	16
OA Work Group	9	3	8	4	8	11	11
PPOD Work Group	8	8	5	7	3	9	9
Steering Committee	20	20	22	24	33	31	36
DPCP	28	34	45	42	46	51	56

IV. Summary of Findings

A. Promotion of NDEP Campaigns

Of the 144 respondents, 123 (85%) indicated they promoted at least one NDEP campaign:

- 89 (62%) promoted both diabetes prevention and control
- 24 (17%) promoted only diabetes prevention
- 10 (7%) promoted only diabetes control
- 21 (15%) did not promote either NDEP priority campaign message

Most Common Promotional Activities

Consistent with previous surveys, **the most common promotional activities continued to be:**

- making presentations (59%)
- exhibiting at conferences and meetings (54%)
- exhibiting at health fairs (42%)

One-third (33%) of respondents also reported placing articles in health professional publications and one-third (33%) placed messages in consumer media outlets.

Target Audiences

Of the 123 partners who promoted NDEP campaigns, 93% reported targeting people at risk for diabetes and/or people with the disease. When asked about specific target audience segments for their promotional activities, partners continued to report trying to reach the following audiences most often:

- health care professionals (65%)
- general audience of people at risk for diabetes and those with the disease (63%)
- older adults at risk for diabetes and those with the disease (41%)

Fewer than 40% reported targeting the high risk racial and ethnic subgroups, children and adolescents, school personnel, PPOD health care providers, and employers/the business community.

Detailed findings and descriptions of partners' promotional activities for each Work Group, National Organization Partners, and the state DPCPs are presented in Section VI.

B. Promotion of Other NDEP Resources

Promotion of NDEP Web Resources

Consistent with the previous survey, most of the respondents (85%) reported promoting at least one NDEP website.

- 81% promoted the main NDEP website www.ndep.nih.gov
- 37% promoted the *DiabetesatWork.org* site
- 28% promoted the *BetterDiabetesCare.gov* site

Of those who promoted at least one NDEP website, the **most commonly used promotional strategies** were including the websites in listings of diabetes resources in their own organization's materials (71%), including information about the websites in newsletter or journal articles (53%), and creating links from their organizations' websites to NDEP's websites (43%).

Use or Promotion of NDEP's *News & Notes*

NDEP provides partners with a variety of promotional articles, print ads, and press releases each month through the *News & Notes* e-newsletter. **Over three-fourths of the respondents (78%) indicated they used or promoted the e-newsletter from January through June 2007, mainly by forwarding it to colleagues (69%).**

C. Partnerships to Promote NDEP Campaign Messages and Materials

In addition to the promotional strategies described above, **45% of respondents reported creating partnerships with other organizations to promote NDEP priority campaign messages.** Respondents most often indicated they partnered with:

- state or local health promotion/disease prevention programs (63%)
- diabetes organizations and coalitions (61%)
- health professional organizations (55%)
- non-diabetes health organizations and coalitions (52%)
- health clinics (52%)
- businesses/worksites (47%)
- faith-based organizations (45%)

Examples of partnership activities include: co-sponsoring conferences, training sessions, workshops and CME programs; working together at diabetes expos and health fairs; linking websites; adapting NDEP messages and materials; initiating programs with employers and community-based organizations; partnering with chronic disease, obesity, and other health programs to incorporate diabetes prevention and control messages; and partnering with media outlets to run diabetes campaigns.

Detailed descriptions of partnership activities are included in Section VI.

D. Adapting NDEP Messages and Materials

About one-third of the respondents (32%) reported adapting or tailoring NDEP diabetes prevention or control messages. Examples of some of the creative products respondents have produced with the NDEP messages include placing NDEP messages on: pizza delivery boxes and PSAs on Super Bowl Sunday (a pilot partnership activity with the NDEP), billboards targeted to youth, flip flops, and door hangers with foot care tips.

More information about partners' activities to adapt or tailor NDEP messages can be found in Section VI.

E. Printing NDEP Materials

About two-thirds of respondents (64%) reported printing or copying diabetes prevention and/or diabetes control materials. Partners reported printing or copying a total of 237,529 copies of NDEP diabetes prevention or control materials, much less than the more than 600,000 reported in the previous survey. About one-third of the materials reproduced by respondents were for general audiences of people with diabetes or at risk for the disease (69,623 copies). Respondents reproduced over 34,000 copies of materials targeted to health care professionals and to African Americans and People of African Ancestry. Another roughly 30,000 copies were reproduced for children and adolescents.

Target Audience	# of Copies
General audience	69,623
Health care professionals	34,063
African American/People of African Ancestry	34,013
Children and adolescents	30,178
Hispanics/Latino Americans	22,341
Older adults	12,372
Employers/business community	12,332
Women who have had gestational diabetes	10,968
Asian Americans/Pacific Islanders	7,084
American Indians/Alaska Natives	4,555
Total	237,529

F. Feedback to NDEP

1. Suggestions for Helping Partners Promote NDEP Messages and Materials

Partners were asked what NDEP could do to assist them with promoting NDEP's messages and materials. Partners continued to praise NDEP for "doing a great job." As in previous surveys, partners asked for **access to larger quantities of materials** and **better/simplified methods of obtaining and printing NDEP materials**. Some suggested **providing more materials at low-literacy levels and in more languages (e.g., Somali)**.

Partners offered several new suggestions for NDEP in this survey, including: **diversifying photos to include rural scenes, more information on psychosocial issues, providing a framework and guidance for organizations to implement programs, placing more administrative items** such as work group reports, partner reports, etc. **on the NDEP website where they can be easily found, retained, and used when needed**. To expand the reach of NDEP's dissemination activities, one partner recommended **getting the e-mail distribution lists of all member organizations and e-mailing all members of all member organizations the NDEP newsletter monthly**. Partners also requested that NDEP **share creative promotional and local adaptations of PSAs, printed materials, and other products with the state DPCPs and other partners so they can see what other partners are doing**.

2. Suggestions for Improving Communications with Partners

To ensure that NDEP staff is sharing information and communicating effectively with partners, respondents were asked to provide comments and feedback on current communication methods. Consistent with previous surveys, the **majority of respondents indicated that NDEP's current e-mail communications work very well**.

V. Conclusions

NDEP's mission is to translate the current science about diabetes prevention and control and to develop media messages, educational materials, and promotional activities to reach consumers and health care providers with this important information. The program relies on members of the Partnership Network -- members of the NDEP Steering Committee, Work Groups, and the state DPCPs -- to help promote and disseminate NDEP's diabetes prevention and control messages to their own members and constituents.

NDEP conducts the Partner Activities Survey twice a year to gather process measures for program evaluation and to track partners' use and promotion of the program's priority campaign messages and other resources. The survey results provide the NDEP Steering Committee, the NDEP Work Groups, and staff with important direction for strategic program planning. The survey also provides important information for coordinating promotional activities with the state Diabetes Prevention and Control Programs.

The survey has become an important vehicle for gathering information on the wide array of partners' innovative promotional activities and feeding them back out to all members of the Partnership Network. NDEP has shortened the report for the current survey by summarizing the findings in the preceding sections and presenting the detailed findings and open-ended responses only in Section VI. Partners can scan Section VI for the responses from each Work Group, the NOPs, and the DPCPs for promotional, partnership, and message adaptation ideas.

NDEP partners continue to report numerous examples of innovative and targeted promotional activities to help spread the word about NDEP and its priority campaign messages to hundreds of thousands of consumers and health care providers. **NDEP encourages partners to use the results of the Partner Activities Survey** to help plan new activities for their Work Groups or for their own organizations' diabetes programs. **Partners also are encouraged to contact the individuals and organizations cited in the survey report** for more information about their activities or about the resources they have created when adapting NDEP campaign messages. **NDEP will continue to highlight**

partner activities through the *News & Notes* e-newsletter, the *NDEP Update* newsletter and in the partner section of the main NDEP website, www.ndep.nih.gov.

Survey respondents report promoting NDEP messages and priority campaigns through a variety of creative activities and events at the national, state, and local level. Partners' outreach activities are being targeted most often to the general audiences of people with diabetes and people at risk for the disease, older adults, and health care providers. Many also have initiated promotional activities with dozens of organizational partners and coalitions to help educate and inform target audiences about diabetes prevention and control.

Partners who responded to the current survey estimated they printed over 237,000 copies of NDEP materials from July through December 2007. This was a somewhat lower estimate than reported in the previous survey. NDEP continues to try to meet partners' needs for more materials to use at health fairs, meetings, and other events. Partners now can order larger quantities of materials through the National Diabetes Information Clearinghouse and NDEP works with partners individually to fulfill special requests for materials. NDEP will continue to produce high quality reproducible materials to enable partners to reprint their own at a low cost.

Whenever feasible, NDEP incorporates partners' feedback suggestions for new materials and promotional activities. Partner feedback has played a major role in shaping the content and format of NDEP's *News & Notes* monthly e-newsletter. These changes have been designed to make it as easy as possible for partners to forward this communications vehicle to their own networks and constituents. Similarly, NDEP is revamping its main website to be more user-friendly not only for consumers and health care professionals but also for partners.

NDEP received the highest number of responses to the Spring 2008 survey since the Partner Activities Survey was initiated in 2003. NDEP staff truly appreciates partners' efforts to complete the survey, taking the time to provide NDEP with reports on their activities and feedback on the program. The results of the current Partner Activities Survey are yet another demonstration of the talent and hard work that have contributed to the program's success.

VI. Partner Activities to Promote NDEP Campaign Messages

**Work Groups
National Organization Partners
State Diabetes Prevention and Control Programs**

A. African American/African Ancestry (AAAA) Work Group Activities

Promotion of NDEP Campaigns

**Table A-1. African American/African Ancestry (AAAA) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	10
Promoted both prevention and control campaign messages	6
Promoted only diabetes prevention campaign messages	2
Promoted only diabetes control campaign messages	0
Did not promote either NDEP priority campaign message	2

**Table A-2. African American/African Ancestry (AAAA) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	8
Activities	
Made presentations	5
Exhibited at health fairs	5
Placed messages in consumer media	5
Exhibited at conferences/meetings	4
Conducted training sessions/workshops	3
Placed articles in health professional publications	2

Partners' Descriptions of Their Promotional Activities

- Placed the NDEP TV PSAs in an inpatient hospital video program. (Lenore Coleman, AAAA WG).
- The NMA/NDEP Diabetes Education Program has in place six (6) Coalitions in six cities: Atlanta; Houston; Indianapolis; Los Angeles; Pine Bluff; and Washington, DC. For the reporting period July 2007 - December 2007, the Coalitions and the NMA Central Office conducted 28 outreach efforts that promoted the NDEP's diabetes prevention and control campaign messages and materials through health fairs and diabetes workshops and presentations. The NMA Central Office released seven (7) publications that discussed diabetes, the NDEP program, and products. This combination effort of the Coalitions and NMA Central Office had a reach of 161,702,633.

- Our November 2007 Media Campaign distributed two (2) print articles through NAPS, entitled, “A Diabetes Epidemic Among African Americans” and “You Can Prevent the Complications of Diabetes;” plus, distributed two (2) 30-second PSAs, one highlighting the “One Call, One Click” message and the other general health awareness on diabetes. According to NAPS, the articles had a reach of 120,343,752. This campaign is still ongoing.
- NMA Central also utilized its consumer magazine, Healthy Living, by placing an article entitled, “The Complications of Diabetes.” This magazine has a readership of 200,000.
- Dispatched four (4) E-Blasts to NMA members that featured the following articles: “Obesity--A Bad Habit that causes Diabetes,” “Obesity--The Rise,” “NMA Diabetes Program 2007 End of Year Recap” (this featured the “One Call, One Click” audio PSA and “End of Year Recap”). All articles directed the reader to the NMA Diabetes Education Program website, www.NMAdiabetesnet.org. During this reporting period, this NMA website had a hit count of 20,995. It was launched March 2007. (Roslyn Douglas, AAAA WG, HCP WG, NOP, SC)
- Our 7th diabetes day fair in Atlantic County, NJ annually draws between 350 - 500 community participants. The event, held in November, serves as a wonderful opportunity to partner with more than 15 community organizations and businesses to offer screenings and information that reinforce NDEP messages about the management of this serious, but controllable disease. For the 350 people attending this year, 207 received flu shots; 54 got pneumonia vaccinations; 70 received dilated eye exams, and 96 received cholesterol and blood sugar tests. More than 400 pieces of information from NDEP were distributed. Many of those attending also participated in the exercise and healthy cooking demonstrations as well as having their feet examined by a podiatrist.
- Initially, when the event began, we saw a large number of African Americans and Latinos attending the event, however, we are now seeing a dramatic increase in the number of Asians. People wait in line the morning of the event well in advance of the scheduled opening time. When we query participants about the event, they tell us that they look forward to the event and the information and screenings they will receive. Others tell us that through this forum they learned they had diabetes. It has motivated others to visit their doctor.
- (Carol Mallette, AAAA WG)
- The Black Women’s Health Imperative staff members have participated in numerous national meetings and conferences with health as a focus, both as presenters and exhibitors, and have utilized NDEP materials to promote diabetes awareness. Dissemination of materials at these national events has been well into the 2,500 range. Key conferences have included the national meetings of the membership of our national partners, Zeta Phi Beta Sorority and the AME Church Deliverance conference, each drawing close to 1,000 people.
- Staff presented workshop sessions entitled "Brown Sugar" and used "More than 50 Ways..." and the GAME PLAN as key pieces of information that were incorporated into the presentation. Additionally, these materials along with “It’s Not Too Late...” have been disseminated at community wellness events in Atlanta, Chicago, St. Croix and Baton Rouge. (Valerie Rochester, AAAA WG, NOP, SC)
- Participated in Annual Health Fair on October 25, 2007, The Tabernacle. Sabrina Harper presented about the work of NDEP and Diabetes. Reached over 350 attendees from more than 50 different nations. Materials used: “Know Your Numbers” cards, “Small Steps. Big Rewards.” booklets, and recipes and meal planner. (Magon Saunders, GA DPCP, AAAA WG)
- Conducted radio campaign and community outreach efforts. No evaluation results to report. (Victor Sutton, AAAA WG)

- Worked with staff to place a PSA about selected NDEP products in an issue of Minority Landowner Magazine; introduced NDEP to American Indians from Oklahoma; and distributed copies of the “50 Ways...” brochure to USDA staff. (Gladys Vaughn, AAAA WG, SC)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table A-3. African American/African Ancestry (AAAA) WG
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	10
Created partnerships	5
Did not create partnerships	4

**Table A-4. African American/African Ancestry (AAAA) WG
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	5
Types of Partner Organizations	
Diabetes organizations/coalitions	5
Faith-based organizations	5
Health Professional Organizations	3
Health clinics	3
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	2
State or local health promotion/disease prevention programs or grantees	2
Businesses/worksite programs	2
Tribal diabetes and/or health groups	0

Partners’ Descriptions of Their Partnership Activities

- The National Kidney Disease Education Program and the NMA produced a joint publication entitled, "Diabetes & High Blood Pressure: Make the Kidney Connection" (September 2007). The NMA has partnered with Eli Lilly for their “Fearless African American Connected & Empowered” Program (FACE). The Diabetes Education Program provides the anchor materials for this initiative (June 2007). (Roslyn Douglas, AAAA WG, HCP WG, NOP, SC)
- In addition to the partnerships for our diabetes day fairs we have put together a regional diabetes advisory council. This provides us with the opportunity to share and talk about NDEP resources. Our partners are very receptive to receiving the information and look to us as important diabetes resources. Additionally, shared with the NJ Diabetes Council any new products that NDEP has made available. The Council brings together many

professional resources from across the state and most of them are anxious to see and review the information, particularly endocrinologists who are looking to enhance outreach and education strategies for their patient population. We continue to partner with pharmaceutical companies and they are there to assist us with most outreach events. (Carol Mallette, AAAA WG)

- In addition to our national partnerships supporting our funded NDEP initiative, we also established partnerships in Chicago and Atlanta to support another initiative addressing overweight and obesity in Black women. We incorporated the NDEP materials we have been using into the training module and resources available to women participating in the new initiative, and established partnerships with 4 community-based organizations to promote the materials among their constituents. (Valerie Rochester, AAAA WG, NOP, SC)
- Partnered with ADA and AADE for conference presentations and exhibits. Distributed NDEP materials to more than 700 clients at August 25 Annual African American Conference -- Victory Over DM. Materials included: “Know Your Numbers” Cards, “Small Steps. Big Rewards” booklets, and recipe and meal planner. (Magon Saunders, GA DPCP, AAAA WG)
- Currently working with a Historically Black College and University. (Victor Sutton, AAAA WG)

Adapting NDEP Messages and Materials

**Table A-5. African American/African Ancestry (AAAA) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	10
Adapted or tailored materials	5
Did not adapt or tailor materials	4

How Partners Adapted or Tailored NDEP Messages and Materials

- All of our articles and media campaign efforts included NDEP messages on prevention and control. As the NMA Diabetes Education Program website has links to NDEP and NIH sites, all visitors automatically will be exposed to the vast resources offered. Included NDEP messages in our November 2007 Media Campaign described under Promotion Activities. (Roslyn Douglas, AAAA WG, HCP WG, NOP, SC)
- NDEP messages have been adapted for inclusion in program book (as ads) and for billboards, radio spots, and e-mail blasts. They also have been translated into Spanish. (Carol Mallette, AAAA WG)
- We adapted NDEP messages and materials to promote our community wellness events in St. Croix and in Atlanta. Messages were adapted and incorporated into promotional flyers that were distributed throughout the neighborhoods where the events took place. (Valerie Rochester, AAAA WG, NOP, SC)
- Downloaded materials and disseminated them at conferences and presentations. Also, ordered materials. I have my own resource station in my garage... looks like an NDEP store! (Magon Saunders, GA DPCP, AAAA WG)
- Used “50 Ways...” to show that recommendations were applicable to all racial groups; promoted “Power to Prevent...” and “50 Ways...” to organizations providing support for refugees. (Gladys Vaughn, AAAA WG, SC)

Printing NDEP Materials

**Table A-6. African American/African Ancestry (AAAA) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	8
Target Audience	# of Copies
African American/People of African Ancestry	10,350
General audience	7,975
Older adults	6,800
Employers/business community	6,760
Women who have had gestational diabetes	6,200
Children and adolescents	6,000
Health care professionals	750
Hispanics/Latino Americans	375
American Indians/Alaska Natives	50

B. American Indian and Alaska Native (AI/AN) Work Group Activities

Promotion of NDEP Campaigns

**Table B-1. American Indian and Alaska Native (AI/AN) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	7
Promoted both prevention and control campaign messages	6
Promoted only diabetes prevention campaign messages	1
Promoted only diabetes control campaign messages	0
Did not promote either NDEP priority campaign message	0

**Table B-2. American Indian and Alaska Native (AI/AN) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	7
Activities	
Made presentations	4
Exhibited at health fairs	4
Exhibited at conferences/meetings	3
Conducted training sessions/workshops	2
Placed messages in consumer media	2
Placed articles in health professional publications	0

Partners' Descriptions of Their Promotional Activities

- **Distributed materials at powwows and tribal cultural activities.** (Ronny Bell, AIAN WG)
- **Promoted through quarterly mailings of 28-item NDEP CD.** Promoted PPOD and “Teen Tips” through annual Health Care Professionals mailing to 300 people.
Promoted NDEP materials and articles in the AAIP Monthly Electronic Newsletter *E-Legacy*.
Promoted NDEP materials at the Native Awareness Diabetes Walk. Noelle Edwards was featured on Channel 5 News promoting the Walk.
Eight AAIP Mini-Grant Recipients disseminated a total of 2,800 pieces of NDEP materials at their events/activities.
Disseminated the NDEP materials at conferences, on the website, through the listserv, at the Diabetes Today Training, and at the AAIP Coalition Site visit. (Anita Cox, AIAN WG, NOP, SC)

- **Promoted the materials through meetings and at conferences.** (Carolee Dodge Francis, AIAN WG)
- **Promoted to local DM efforts/fairs/staff.** (Kansas Dubray, AIAN WG)
- **Presented NDEP campaign messages at the National Indian Health Board Annual Consumers Conference in Portland, OR to over 40 workshop attendees.** (Kelly Moore, AIAN WG, CA WG, SC)

Promoted through weight loss campaigns. All participants were asked to post at least one poster in the community to receive a “Health Buck.” **Ran a contest to submit answers to data on the posters** (e.g., what is the rate of diabetes among American Indians and Alaska Natives?).

Distributed radio PSAs. (Janine Rourke, AIAN WG)

- **Promoted through quarterly meetings and coordinator trainings.** (Tihtiyas Sabattus, AIAN WG)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table B-3. American Indian and Alaska Native (AI/AN) WG
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	7
Created partnerships	4
Did not create partnerships	3

**Table B-4. American Indian and Alaska Native (AI/AN) WG
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	4
Types of Partner Organizations	
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	3
Health clinics	2
State or local health promotion/disease prevention programs or grantees	2
Tribal diabetes and/or health groups	2
Health professional organizations	1
Diabetes organizations/coalitions	1
Faith-based organizations	1
Businesses/worksite programs	1

Partners' Descriptions of Their Partnership Activities

- 16 Partners were added to our partnership network making a total of 880 at the end of December. Estimated audience viewings for the NDEP Materials from partner feedback cards were as follows: Summer--17 feedback cards estimated 5,750 audience viewings; Fall--23 feedback cards estimated 10,350 Health Care Professional audience viewings and 15 feedback cards estimated 5,500 audience viewings. (Anita Cox, AIAN WG, NOP, SC)
- Coordinated with the Western Region Food Distribution on Indian Reservations group. (Carolee Dodge Francis, AIAN WG)
- Shared information regarding NDEP campaigns with CDC REACH US grantees. Some are focused on CVD or obesity, rather than diabetes. Some of the grantees are state-funded through CDC Centers of Excellence for Eliminating Disparities. (Kelly Moore, AIAN WG, CA WG, SC)
- Disseminated NDEP materials at monthly tribal meetings two times. (Janine Rourke, AIAN WG)

Adapting NDEP Messages and Materials

**Table B-5. American Indian and Alaska Native (AI/AN) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	7
Adapted or tailored materials	4
Did not adapt or tailor materials	3

How Partners Adapted or Tailored NDEP Messages and Materials

- For health fairs/employees/patients. (Kansas Dubray, AIAN WG)
- Developed campaign messages for use on billboards for AI/AN communities. (Kelly Moore, AIAN WG, CA WG, SC)
- Assisted a partner with tailoring a NDEP message to their target group using local images/pictures/persons. Developed similar posters using local community member images. (Janine Rourke, AIAN WG)
- Tailored flyers and posters. (Tihtiyas Sabattus, AIAN WG)

Printing NDEP Materials

**Table B-6. American Indian and Alaska Native (AI/AN) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	5
Target Audience	# of Copies
American Indians/Alaska Natives	800
Children and adolescents	450
Health care professionals	345
General audience	250
Women who have had gestational diabetes	70
Employers/business community	50
Older adults	30

C. Asian American and Pacific Islander (AAPI) Work Group Activities

Promotion of NDEP Campaigns

**Table C-1. Asian American and Pacific Islander (AAPI) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	8
Promoted both prevention and control campaign messages	6
Promoted only diabetes prevention campaign messages	2
Promoted only diabetes control campaign messages	0
Did not promote either NDEP priority campaign message	0

**Table C-2. Asian American and Pacific Islander (AAPI) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	8
Activities	
Exhibited at conferences/meetings	6
Made presentations	5
Placed messages in consumer media	5
Exhibited at health fairs	3
Conducted training sessions/workshops	3
Placed articles in health professional publications	1

Partners' Descriptions of Their Promotional Activities

- **Wrote letter-to-the-editor about ethnic/race-specific overweight/obesity guidelines.** (Wilfred Fujimoto, AAPI WG)
- **Conducted two workshops for nurses, two for doctors and other health care providers, and two for community leaders such as ministers, ministers' wives, and young men and women from different church denominations.** Workshops were given by the American Samoa DPCP, the LBJ Hospital diabetes educators, and DOH NDEP representative.
Held Diabetes Month activities, including a walk, exercises with nutrition, prevention and control talks, and question-and-answer sessions. **Lions Clubs of Hawaii and AS also helped** and donated tents and other materials to enhance participation and celebration of events.
TV and radio news stories ran continuously for weekly to bi-weekly periods.
(Tele Frost Hill, AAPI WG, SC)

- **Continued to promote NDEP at every opportunity both to staff and patients at the community health center where I work.** (Joseph Humphry, AAPI WG, HCP WG)
- **Promoted NDEP at health fairs and conferences on Nutrition and Physical Activity, including:** Elders and Action Conference (Portland, OR), Steeson Summer School University of Copenhagen Diabetes Expo (Chicago, IL), Southeast Asian Resource Action Center Leadership conference (Washington, DC), Annual Asian American Health Conference (New York, NY), IMPAACT Conference (Student Conference) (Storrs, CT), Women's Wellness Fair (Portland, OR), Khmer Heritage Night Fair (Portland, OR), St. Mercy Hospital Health Fair (Long Beach, CA).

Distributed PSA via radio station (Long Beach, CA) **and API newsletter, *Asian Health Reporter*** (Portland, OR). (Theanvy Kuoch, AAPI WG, NOP, SC)

- **Provided NDEP materials at the Asian health fairs around Dallas, at Asian Church, and at professional education conference.**
Shared with friends and family and employees at work.
Collaborated with Asian Breast Cancer Prevention Outreach Program to share educational materials with their clients. (Manja Lee, AAPI WG, SC)
- **Distributed materials at conferences and community health centers.** (Melinda Martin, AAPI WG)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table C-3. Asian American and Pacific Islander (AAPI) WG
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	8
Created partnerships	5
Did not create partnerships	3

**Table C-4. Asian American and Pacific Islander (AAPI) WG
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	5
Types of Partner Organizations	
Health professional organizations	5
Health clinics	5
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	4

	Number of Partners
Faith-based organizations	4
Diabetes organizations/coalitions	3
Businesses/worksites programs	3
State or local health promotion/disease prevention programs or grantees	2
Tribal diabetes and/or health groups	1

Partners' Descriptions of Their Partnership Activities

- **Most of our partnership activities are conducted with other organizations such as the cancer coalition and network, prevent child abuse and teen pregnancy prevention groups, churches, and other organizations.** Participation in partnerships includes talks on how people are affected by diabetes, experiences, and life stories of successes and failures. (Tele Frost Hill, AAPI WG, SC)
- **Partners of note include: pharmacy associations (CT), pharmacies (CA), supermarkets (CA & CT), association of diabetes educators (CT), OR DPCP, community health center (CT); community activists, universities, and community-based organizations, including Lao Association of CT, Asian Pacific American Coalition (CT), Oregon Health and Science University Hospital, CAAAV (NY), Cambodian Association of Philadelphia, Cambodian Network Council, Southeast Asian Socio-economic Development Center (RI), Fresno Hospital, Cambodian Community Development Inc. (CA), Cambodian Mutual Assistant Association of Greater Lowell (MA), and PRYSM (RI).** (Theanvy Kuoch, AAPI WG, NOP, SC)
- **Made great partnership with Korean Nurses Association of North Texas and Asian Breast Health Outreach Program to promote NDEP materials and participate in health fair.** (Manja Lee, AAPI WG, SC)

Adapting NDEP Messages and Materials

**Table C-5. Asian American and Pacific Islander (AAPI) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	8
Adapted or tailored materials	4
Did not adapt or tailor materials	4

How Partners Adapted or Tailored NDEP Messages and Materials

- **Adapted “Control Your Diabetes. For Life” campaign materials for Pacific Islanders. Adapted “Take Care of Your Heart” materials for Native Hawaiians.** (Nia Aitaoto, AAPI WG, NOP, SC)
- **Messages of control were done by doing the Samoan siva for all ages. Demonstrate cooking competitions with the best recipes with caloric values. In clinics, dentists came out with the best way to care for teeth**

and gave out tooth brushes. Provided ideas on how to control over-eating and other comments on how they can beat that. (Tele Frost Hill, AAPI WG, SC)

- Assisted in translating “4 Steps to Control Your Diabetes” in Khmer and inserted culturally appropriate pictures. Created cultural framework for disseminating NDEP materials in BALANCE curriculum. (Theanvy Kuoch, AAPI WG, NOP, SC)

Printing NDEP Materials

**Table C-6. Asian American and Pacific Islander (AAPI) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	5
Target Audience	# of Copies
General audience	4,800
Asian Americans/Pacific Islanders	4,240
Children and adolescents	600
Employers/business community	300
Older adults	200
Women who have had gestational diabetes	100
Health care professionals	100

D. Business and Health Strategies (BHS) Work Group Activities

Promotion of NDEP Campaigns

**Table D-1. Business and Health Strategies (BHS) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	12
Promoted both prevention and control campaign messages	9
Promoted only diabetes prevention campaign messages	1
Promoted only diabetes control campaign messages	0
Did not promote either NDEP priority campaign message	2

**Table D-2. Business and Health Strategies (BHS) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	10
Activities	
Made presentations	7
Exhibited at conferences/meetings	6
Exhibited at health fairs	5
Placed articles in health professional publications	5
Conducted training sessions/workshops	4
Placed messages in consumer media	3

Partners' Descriptions of Their Promotional Activities

- **For November Diabetes Month:** sent blast e-mail to listserv for occupational medicine physicians. Partnered with DPCP and county health department to do program at Trane. Developed packets of materials for Center for Health Transformation and the Chambers of Commerce. Worked with National Business Coalition on Health on diabetes seed grants to coalitions. Presented at United Methodist Health and Welfare national conference. (Pamela Allweiss, BHS WG)
- **Distributed NDEP materials at National Employers Health Meeting.** Provided NDEP materials at the Princeton University Health Center. Did numerous presentations to employers and community collaboratives around the seriousness of diabetes and the importance of good diabetes control. (Michael Barszcz, BHS WG)

- **Distributed prevention and control materials at the LULAC convention** as part of AHIP/ADA/LUCA diabetes campaign to take better care of your feet. **Placed article in *Medical Affairs Issues Report***, an online newsletter for health plans. **Invited Francine Kaufman to speak on diabetes prevention** for our virtual seminar related to cardiovascular metabolic risk reduction. (Rita Carreon, BHS WG)
- **Used the "My Game Plan Food and Activity Tracker" in materials for the workplace.** (Laurie Ferraro, BHS WG)
- **Provided information in the monthly AADE electronic newsletter that goes to diabetes educators.** Referenced NDEP materials at a meeting with the Midwest Business Group on Health and presented materials at a FACE event. (Karen Fitzner, BHS WG, OA WG)
- **Distributed and promoted NDEP prevention and control materials at the November Diabetes Update** in Marshfield, WI. Of note: the "Working Together" materials (NDEP-54 and 54S) were popular among the health professionals.
Provided Price County Health Department with a box of NDEP materials for their booth at the county fair and at a company wellness event at Phillips Plastics.
Placed full-page color ad ("50 Ways to Prevent Diabetes") in the October 2007 issue of *UMOJA*, a monthly journal about African American people news and social justice news published in Madison, Wisconsin.
Used "New Beginnings" program to build and establish a trusting relationship to reduce health disparities for Milwaukee's African American community members.
Provided 44 educational programs totaling 176 hours of community education to inner city, high risk populations affected by diabetes or at risk for diabetes. The program was designed to pilot a Diabetes Risk Education Program in a community otherwise not reachable. Other resources were shared throughout the programs.
Mass reproduced prevention "Tips for Kids" for statewide distribution. State Diabetes Advisory Group partners indicated in a survey that NDEP resources have had a "very" to "significant" impact in diabetes care for Wisconsin (64%) and 41% indicated NDEP resources had an impact on diabetes care in their organization.
Included NDEP resources frequently in our *Wisconsin Diabetes Weekly* newsletter, which is sent out to all Diabetes Advisory Group members, HMO Collaborative members, and other people interested in diabetes-related information and resources. We used the *NDEP News & Notes* newsletter as a resource for including information in the *Wisconsin Diabetes Weekly*.
Included NDEP information in the *Working with Diabetes* newsletter (about worksite wellness, specifically sharing the DiabetesAtWork.org website) and in the *Wisconsin Diabetes Weekly*. Included NDEP resources frequently in our *Working with Diabetes* newsletter, which is sent out bi-monthly to a corporate database of more than 400 Wisconsin companies, Diabetes Advisory Group members, and HMO Collaborative members.
Promoted "Diabetes at Work" Program at Wellness Council of Wisconsin annual conference, Wisconsin Association of Occupational Health Nurses annual conference, and Governor Doyle's 2007 Summit for Healthy Worksites.
Presented poster presentations on Wisconsin's Diabetes at Work corporate breakfasts at both the first annual CDC National Conference on Health Communication, Marketing and Media and the University of Wisconsin Population Health Institute Biennial Conference. (Pam Geis, WI DPCP, BHS WG)
- **Worked with the Healthy Cleveland Business Council to plan a workshop about addressing diabetes in the workplace.** Provided the business case for taking on diabetes and described what national and local employers are doing, including outcomes achieved. Also provided an overview of resources on diabetes, including NDEP and specifically DiabetesAtWork.org. (Melissa Stankus, BHS WG, SC)
- **Presented at Employer Leadership conference (Chicago), IHPM (AZ), National Association of Managed Care Medicine (Atlanta), Changing Diabetes Program (Atlanta), and Alabama Employers Coalition**

meeting. Promoted at health fairs and workplaces and in faith-based community. Distributed blast e-mails. (Pamella Thomas, BHS WG, SC)

- Used information in NDEP's diabetes prevention and control materials in creating several diabetes- related materials in-house for member organizations. (Leah Trahan, BHS WG)
- Promoted the NDEP School Guide. (Susan Young, TX DPCP, BHS WG)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table D-3. Business and Health Strategies (BHS) WG
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	12
Created partnerships	7
Did not create partnerships	5

**Table D-4. Business and Health Strategies (BHS) WG
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	7
Types of Partner Organizations	
Businesses/worksite programs	7
Health professional organizations	5
Diabetes organizations/coalitions	4
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	4
State or local health promotion/disease prevention programs or grantees	4
Health clinics	3
Faith-based organizations	3
Tribal diabetes and/or health groups	1

Partners' Descriptions of Their Partnership Activities

- **Partnered with United Methodist Ministries, Disease Management Association of America, and ACOEM Health and Productivity workgroup. Promoted partnerships between AAOHN and AADE.** (Pamela Allweiss, BHS WG)
- **Conducted roundtable workshop with health plans, employers, consumers, and medical societies** to address cardio-metabolic risk and diabetes prevention. (Rita Carreon, BHS WG)
- Collaborated with groups that are involved with the 10-City Project. (Karen Fitzner, BHS WG, OA WG)
- **Partnered with local public health department to promote the prevention and control messages using NDEP materials at the County Fair and a large employer-sponsored wellness event.** Used NDEP campaigns to develop a diabetes prevention project through a local county health department. Promoted NDEP materials during National Diabetes Month activities/trainings targeting people with diabetes, people at risk for diabetes, and health care providers. Used “New Beginnings” to create program for Milwaukee’s African American population. (Pam Geis, WI DPCP, BHS WG)
- **Worked with Congregational Health Nurses** to get programs going in various ethnic, faith-based organizations. (Pamella Thomas, BHS WG, SC)
- Did not become involved in NDEP until Nov/Dec 2007. After learning what the partnership is all about in the first conference call, **promoted the NDEP resources and website to our employer constituencies in Virginia, as well as to NBCH members and consultants.** Also informed chronic disease work groups facilitated by the business and health coalition. (Barbara Wallace, BHS WG)

Adapting NDEP Messages and Materials

**Table D-5. Business and Health Strategies (BHS) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	5
Adapted or tailored materials	3
Did not adapt or tailor materials	9

How Partners Adapted or Tailored NDEP Messages and Materials

- Tailored articles for health plan representatives. (Rita Carreon, BHS WG)
- Tailored messages for newsletters. (Pam Geis, WI DPCP, BHS WG)
- Used information from tip sheets, fact sheets, and specific information for businesses (e.g., "The Business Community Takes on Diabetes"). (Leah Trahan, BHS WG)

Printing NDEP Materials

**Table D-6. Business and Health Strategies (BHS) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	8
Target Audience	# of Copies
Children and adolescents	8,250
African American/People of African Ancestry	1,000
Employers/business community	650
General audience	605
Women who have had gestational diabetes	501
Hispanics/Latino Americans	200
Health care professionals	180
Older adults	152
Asian Americans/Pacific Islanders	50

E. Children and Adolescents (C&A) Work Group Activities

Promotion of NDEP Campaigns

**Table E-1. Children and Adolescents (C&A) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	16
Promoted both prevention and control campaign messages	11
Promoted only diabetes prevention campaign messages	4
Promoted only diabetes control campaign messages	1
Did not promote either NDEP priority campaign message	0

**Table E-2. Children and Adolescents (C&A) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	16
Activities	
Made presentations	10
Exhibited at conferences/meetings	8
Placed articles in health professional publications	6
Exhibited at health fairs	3
Conducted training sessions/workshops	3
Placed messages in consumer media	3

Partners' Descriptions of Their Promotional Activities

- **Distributed NDEP *News & Notes* through our grant school nurse listserv.**
Highlighted NDEP materials in our weekly electronic newsletter and mailed newsletter (e.g., “**The NDEP Corner**” is included each time).
Promoted NDEP materials and the website at our educational programs, S.C.O.P.E. and H.A.N.D.S.
Disseminated NDEP materials to school children at our MAP Program (CDC-NDEP funded project) affiliate sites.
Tracking numbers of members reached with publications and materials disseminated at educational programs and at the grant affiliate sites provide data on the number reached.
(Nichole Bobo, CA WG, NOP, SC)
- **Promoted the “One Call, One Click” flyer to hair stylist and fitness professionals.**

(Leslie Curtis, CA WG)

- **Mentioned NDEP in CWD** (www.childrenwithdiabetes.com). (Jeff Hitchcock, CA WG)
- **Distributed materials at several diabetes conferences and to faculty and others throughout my university's school of nursing. Spoke about the promotional activities** at all events in which I was a speaker, including the classes I teach. (Jane K. Kadohiro, CA WG)
- **Promoted NDEP's "Helping the Student with Diabetes Succeed" School Guide at every in-school and in-service presentation we made** across the country through "School Walk for Diabetes" and our "Safe at School" campaigns. **Also promoted the School Guide and gave copies away at the National Association of School Nurses Convention, Children with Diabetes Convention, AADE meeting, and ADA's Annual Scientific and Medical Sessions.** (Mary Pat King, CA WG)
- **Used and distributed the tip sheets and other NDEP educational materials** to health care professionals and to children with diabetes. (Sobha Kollipara, CA WG)
- **Integrated NDEP slides in Continuing Ed courses for more than 700 HCPs--10 locations and 3 teleconferences** to multiple sites in NY State. Remaining sites: Rochester, Syracuse, and Cheektowaga in NY; Palm Springs and San Diego in CA; Honolulu; and **Diabetes Sunday at Baptist Church** (260 parishioners in attendance). **Minister introduced diabetes topic, then provided me with 15 minutes to address congregation;** followed up with display of NDEP materials and distribution of "Tip Sheets for Kids" and "Small Steps. Big Rewards." (Catherine Marschilok, CA WG)
- **Presented NDEP campaign messages at National Indian Health Board Annual Consumers Conference in Portland, OR to over 40 workshop attendees.** (Kelly Moore, AIAN WG, CA WG, SC)
- **Shared "Move It!" kits, "Manage Your Diabetes for Your Heart" posters, and "We have the power!" posters, as well as "4 Steps" with CHR's and other community partners.** (Dawn Satterfield, CA WG)
- **Promoted NDEP materials at our annual contractors meeting, at our Task Force meeting, and at a statewide meeting for health disparities collaboratives.**
Promoted materials on listserv and displayed at health fairs.
Conducted media campaign in African American community and Hispanic/Latino community using NDEP materials. (Laura Shea, NY DPCP, CA WG)
- **Presented information about dealing with diabetes in the schools to nurses, dietitians, and parents of children with diabetes at Diabetes Education Day** (which had the UF mascots, Albert and Alberta, the alligators as special guests) **and at diabetes camp family weekends.**
Presented issues involved with diabetes management, using NDEP materials to diagnosis coders (for billing purposes) at a large regional conference to explain the complexities of diabetes management.
Spoke to Gainesville leadership at the Rotary Club about obesity and prevention using NDEP materials.
Discussed using NDEP materials statewide at the FL Governor's Diabetes Advisory Council.
Continued to use NDEP materials in obesity clinic and diabetes clinics and promoted the materials to referring physicians, diabetes educators, pediatric faculty, house staff and medical students, and dietitians. (Janet Silverstein, CA WG, SC)
- The American Alliance for Health, Physical Education, Recreation and Dance/American Association for Health Education first became involved with the NDEP activities during this time frame. **Inserted a notice about NDEP prevention education materials in our electronic newsletter,** which is circulated to all members who indicate an interest in health education and promotion. (Becky Smith, CA WG)

- Spoke to a group of about 80 school nurses and promoted the NDEP website and materials. (Gail Spiegel, CA WG)
- As a pediatric endocrinologist, lectured in Grand Rounds medical settings and distributed materials. Conducted interviews for newspaper. (Alfonso Vargas, CA WG, SC)
- Gave PowerPoint presentation. (Mary Vernon Smiley, CA WG)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table E-3. Children and Adolescents (C&A) WG
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	16
Created partnerships	7
Did not create partnerships	9

**Table E-4. Children and Adolescents (C&A) WG
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	7
Types of Partner Organizations	
Diabetes organizations/coalitions	5
State or local health promotion/disease prevention programs or grantees	5
Health professional organizations	4
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	4
Health clinics	2
Faith-based organizations	2
Businesses/worksites programs	1
Tribal diabetes and/or health groups	0

Partners' Descriptions of Their Partnership Activities

- Many of the **partnerships are happening at the local and state level under the direction of the MAP program at the grant affiliate sites** (local coalitions, state coalitions, state DPCPs). Negotiations/planning are occurring between our national office and a new partner, including dissemination of NDEP materials as part of the national program (disclosure when planning is complete). (Nichole Bobo, CA WG, NOP, SC)
- **Shared the NDEP materials with other organizations at meetings about childhood obesity.** (Sobha Kollipara, CA WG)
- **Partnered with local chapter of AADE, faith-based groups, adult diabetes grant, and prevention of type 2 diabetes in children grant.** (Catherine Marschilok, CA WG)
- **Shared information regarding NDEP campaigns with CDC REACH US grantees.** Some are focused on CVD or obesity, rather than diabetes; some of the grantees are state-funded through CDC Centers of Excellence for Eliminating Disparities. (Kelly Moore, AIAN WG, CA WG, SC)
- Worked with **faith-based organizations to develop materials.** Worked with our **diabetes coalitions to promote and develop NDEP materials.** Worked with **primary care association to promote materials.** (Laura Shea, NY DPCP, CA WG)
- **As a member of the ACT for Healthy Kids Coalition,** an organization of community leaders committed to helping schools implement the county school district wellness policy, **we put together a resource book, which included NDEP materials and a link to the website** that school personnel and local wellness committees can use for this purpose. Distributed the binder to all schools and contacted the schools, offering to give presentations and to help them implement the wellness policy using these materials. (Janet Silverstein, CA WG, SC)
- **Partnered with patients and public, distributing mostly the Children and Adolescents Work Group publications, and received very positive reaction.** Announced them at local, regional, national and international meetings (specifically the Colombian and Mexican Societies of Pediatric Endocrinology and the Latin American Society for Pediatric Endocrinology) (Alfonso Vargas, CA WG, SC)

Adapting NDEP Messages and Materials

**Table E-5. Children and Adolescents (C&A) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	16
Adapted or tailored materials	6
Did not adapt or tailor materials	10

How Partners Adapted or Tailored NDEP Messages and Materials

- **Using NDEP School Guide to develop a state guide (NM), revise a state guide (MN), revise NASN diabetes management educational programming, and to begin development of leveled diabetes curriculum for school personnel (per the School Guide being revised). Exploring ways to edit the “Teen Tip Sheets” to address the elementary school audience. NDEP School Guide influenced development of a magnet for bus drivers (NM).** (Nichole Bobo, CA WG, NOP, SC)
- **Used in materials being developed for local schools.** (Francine Kaufman, CA WG, SC)
- **Tailored “Small Steps. Big Rewards.” for people with developmental disabilities and teens.** (Catherine Marschilok, CA WG)
- **Developed campaign messages for use on billboards for AI/AN communities.** (Kelly Moore, AIAN WG, CA WG, SC)
- **Tailored messages for media campaign targeting African American and Hispanic/Latino populations.** (Laura Shea, NY DPCP, CA WG)

Printing NDEP Materials

**Table E-6. Children and Adolescents (C&A) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	11
Target Audience	# of Copies
Children and adolescents	6,155
General audience	5,475
Health care professionals	4,733
African American/People of African Ancestry	310
Older adults	100
Asian Americans/Pacific Islanders	100
Hispanics/Latino Americans	100
Women who have had gestational diabetes	50
American Indians/Alaska Natives	50
Employers/business community	30

F. Evaluation (EVAL) Work Group Activities

Promotion of NDEP Campaigns

**Table F-1. Evaluation (Eval) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	7
Promoted both prevention and control campaign messages	3
Promoted only diabetes prevention campaign messages	1
Promoted only diabetes control campaign messages	0
Did not promote either NDEP priority campaign message	3

**Table F-2. Evaluation (Eval) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	4
Activities	
Placed articles in health professional publications	3
Made presentations	2
Exhibited at conferences/meetings	1
Exhibited at health fairs	1
Conducted training sessions/workshops	1
Placed messages in consumer media	1

Partners' Descriptions of Their Promotional Activities

- **Used the AANP *Smartbrief* newsletter frequently to post links to NDEP materials and messages.** (Mary Goolsby, EVAL WG, HCP WG, SC)
- The California Diabetes Program has 5 regional field staff and these health promotion specialists work with many organizations and health professionals to promote our program and resources. **We included NDEP as a resource for all of our partners in most presentations and events that we conduct. Our web-based portal, called the Diabetes Information Resource Center, includes a Partner Profile of the NDEP** and includes direct links to specific NDEP website pages to make it easier for our partners to find resources we've promoted. All downloads and visits are tracked daily. An automatic tracking report is generated monthly and distributed to the contact name on the Partner Profile. We'd like to update the contact on the NDEP Partner Profile so that the appropriate person receives this tracking report. It will include all redirects from DIRC to the NDEP website. (Susan Lopez-Payan, CA DPCP, EVAL WG)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table F-3. Evaluation (Eval) WG
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	7
Created partnerships	1
Did not create partnerships	6

**Table F-4. Evaluation (Eval) WG
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	1
Types of Partner Organizations	
Health professional organizations	1
Diabetes organizations/coalitions	1
Health clinics	1
State or local health promotion/disease prevention programs or grantees	1
Businesses/worksites programs	1
Tribal diabetes and/or health groups	1
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	0
Faith-based organizations	0

Partners' Descriptions of Their Partnership Activities

- **We work with hundreds of partner organizations throughout California.** We drive all requests for information to our own Diabetes Information Resource Center (DIRC) at www.caldiabetes.org. We also list specific resources available through DIRC, such as the NDEP. By doing this, we can track our progress in promoting DIRC and specific resources. We can also gauge whether specific efforts of promotion produce a spike in web traffic.

As part of our diabetes and tobacco cessation project, we worked with American Indian clinics, with the goal of driving traffic to the California Smokers' Helpline by people with diabetes who smoke. In addition to promoting the helpline, NDEP materials targeting American Indians were promoted.

We do not have a media or printing budget, therefore, we work with partners to promote NDEP and they, in turn, reproduce materials. We do not know how many items are used or reproduced by our partners. (Susan Lopez-Payan, CA DPCP, EVAL WG)

Adapting NDEP Messages and Materials

**Table F-5. Evaluation (Eval) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	7
Adapted or tailored materials	1
Did not adapt or tailor materials	6

How Partners Adapted or Tailored NDEP Messages and Materials

- Adapted for use with minority populations. (David Marrero, EVAL WG, HCP WG)

Printing NDEP Materials

**Table F-6. Evaluation (Eval) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	3
Target Audience	# of Copies
General audience	701
Hispanics/Latino Americans	600
Health care professionals	500
African American/People of African Ancestry	400
Children and adolescents	200
American Indians/Alaska Natives	200
Asian Americans/Pacific Islanders	200
Older adults	100
Women who have had gestational diabetes	100
Employers/business community	100

G. Health Care Provider (HCP) Work Group Activities

Promotion of NDEP Campaigns

**Table G-1. Health Care Provider (HCP) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	14
Promoted both prevention and control campaign messages	7
Promoted only diabetes prevention campaign messages	2
Promoted only diabetes control campaign messages	1
Did not promote either NDEP priority campaign message	4

**Table G-2. Health Care Provider (HCP) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	10
Activities	
Placed articles in health professional publications	6
Made presentations	4
Conducted training sessions/workshops	2
Exhibited at conferences/meetings	1
Exhibited at health fairs	1
Placed messages in consumer media	1

Partners' Descriptions of Their Promotional Activities

- The NMA/NDEP Diabetes Education Program has in place six (6) Coalitions in six cities: Atlanta; Houston; Indianapolis; Los Angeles; Pine Bluff; and Washington, DC. For the reporting period July 2007 - December 2007, **the Coalitions and the NMA Central Office conducted 28 outreach efforts that promoted the NDEP's diabetes prevention and control campaign messages and materials through health fairs and diabetes workshops and presentations.**

The NMA Central Office **released seven (7) publications** that discussed diabetes, the NDEP program, and products. This combination effort of the Coalitions and NMA Central Office **had a reach of 161,702,633.** Our **November 2007 Media Campaign distributed two (2) print articles** through NAPS, entitled, "A Diabetes Epidemic Among African Americans" and "You Can Prevent the Complications of Diabetes;" plus, **distributed two (2) 30-second PSAs**, one highlighting the "One Call, One Click" message and the other general health awareness on diabetes. According to NAPS, the results had a reach of 120,343,752. This campaign is still on-

going.

NMA Central also utilized its consumer magazine, *Healthy Living*, by placing an article entitled, “The Complications of Diabetes.” This magazine has a readership of 200,000.

Dispatched four (4) E-Blasts to NMA members that featured the following articles: “Obesity--A Bad Habit that causes Diabetes,” “Obesity--The Rise,” “NMA Diabetes Program 2007 End of Year Recap” (this featured the “One Call, One Click” audio PSA and “End of Year Recap”). All articles directed the reader to the NMA Diabetes Education Program website, www.NMAdiabetesnet.org. During this reporting period, this NMA website had a hit count of 20,995. It was launched March 2007.

(Roslyn Douglas, AAAA WG, HCP WG, NOP, SC)

- **Placed articles in *MODE* newsletter.** Sent email to all DRTCs. **Included NDEP website in an article published by Walgreen’s** for people with diabetes. (Marti Funnell, HCP WG, SC)
- **Included mention of NDEP in presentations. Continued to educate AACE membership** on NDEP resources. (J. Michael Gonzalez-Campoy, HCP WG, SC)
- **Used the AANP *Smartbrief* newsletter** frequently to post links to NDEP materials and messages. (Mary Goolsby, EVAL WG, HCP WG, SC)
- **Continued to promote NDEP at every opportunity both to staff and patients at a community health center** where I work. (Joseph Humphry, AAPI WG, HCP WG)
- **Incorporated NDEP materials, specifically, "Control Your ABCs," into an NIH-funded project in 40 primary care clinics** across South Texas. (Michael Parchman, HCP WG)
- **Placed newsletter articles on the BetterDiabetesCare website and on the 10th anniversary** with information on ordering materials and the slides available on the NDEP website. (Sandra Parker, HCP WG, SC)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table G-3. Health Care Provider (HCP) WG
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	14
Created partnerships	4
Did not create partnerships	10

**Table G-4. Health Care Provider (HCP) WG
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	4
Types of Partner Organizations	
Health professional organizations	3
Health clinics	2
Diabetes organizations/coalitions	1
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	1
State or local health promotion/disease prevention programs or grantees	1
Faith-based organizations	1
Businesses/worksites programs	1
Tribal diabetes and/or health groups	0

Partners' Descriptions of Their Promotional Activities

- **The National Kidney Disease Education Program and the NMA produced a joint publication entitled, "Diabetes & High Blood Pressure: Make the Kidney Connection"** (September 2007). **NMA has partnered with Eli Lilly** for their "Fearless African American Connected & Empowered" Program (FACE). The National Diabetes Education Program provides the anchor materials for this initiative. (June 2007) (Roslyn Douglas, AAAA WG, HCP WG, NOP, SC)
- **Introduced a resolution at the AMA House of Delegates asking the AMA to introduce policy to support NDEP.** Second resolution at Hawaii meeting dealt with the use of NDEP resources in Hawaiian and Pacific Islander populations. (J. Michael Gonzalez-Campoy, HCP WG, SC)

Adapting NDEP Messages and Materials

**Table G-5. Health Care Provider (HCP) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	14
Adapted or tailored materials	4
Did not adapt or tailor materials	10

How Partners Adapted or Tailored NDEP Messages and Materials

- **Included NDEP messages on prevention and control in all of our articles and media campaign efforts.** As the **NMA Diabetes Education Program website has links to NDEP and NIH sites**, all visitors automatically will be exposed to the vast resources offered. Included NDEP messages in our November 2007 Media Campaign described under Promotion Activities.
(Roslyn Douglas, AAAA WG, HCP WG, NOP, SC)
- **Adapted materials for use with minority populations.** (David Marrero, EVAL WG, HCP WG)
- **Adapted the "Control Your ABCs" materials to meet the needs of primary care physicians and office staff for use with their difficult-to-control patients.** (Michael Parchman, HCP WG)
- **Used materials to help medical center expand diabetes education program.** (Katherine Tuttle, HCP WG, SC)

Printing NDEP Materials

**Table G-6. Health Care Provider (HCP) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	9
Target Audience	# of Copies
General audience	6,700
African American/People of African Ancestry	6,260
Older adults	6,030
Women who have had gestational diabetes	6,020
Children and adolescents	6,010
Employers/business community	6,000
Health care professionals	1,035
Hispanics/Latino Americans	360
Asian Americans/Pacific Islanders	20

H. Hispanic and Latino (H/L) Work Group Activities

Promotion of NDEP Campaigns

**Table H-1. Hispanic/Latino (H/L) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	16
Promoted both prevention and control campaign messages	9
Promoted only diabetes prevention campaign messages	3
Promoted only diabetes control campaign messages	0
Did not promote either NDEP priority campaign message	4

**Table H-2. Hispanic/Latino (H/L) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	12
Activities	
Made presentations	8
Exhibited at conferences/meetings	7
Exhibited at health fairs	6
Conducted training sessions/workshops	5
Placed messages in consumer media	4
Placed articles in health professional publications	2

Partners' Descriptions of Their Promotional Activities

- **Made presentations to community-based organizations and employees in private companies and government offices**, including the EEOC and the Metropolitan Washington Airport Authority in Washington, DC and Northern Virginia, **reaching a total of 311 people**. (Isabel Almendarez, H/L WG, SC)
- **Promoted NDEP diabetes materials through:** a) **provider and consumer trainings** on diabetes prevention and control conducted by the five CBO partner agencies, b) **conferences, health fairs, "charlas" and other educational outreach** conducted in local communities served by the five CBO partner agencies, and c) **the Alliance's toll-free helpline, "Su Familia,"** to consumer callers with concerns about diabetes. (Paul Baker, H/L WG, NOP, SC)
- Routinely provided information on the NDEP website to our partners. **Included overviews** of the "Control Your Diabetes. For Life," "Be Smart About Your Heart," and "Small Steps. Big Rewards." campaigns and Diabetes at Work website **in the participant materials for the 2007 Diabetes Assessment Congress**. Approximately 60

partners attended the Assessment Congress. 100% of the Assessment Congress evaluation respondents “agreed” or “strongly agreed” that the participant materials were useful.

Arranged for information on Diabetes at Work to be provided to the Governor-appointed Statewide Workgroup on Employee Wellness. Promoted use of the Better Diabetes Care website to the County Health Departments (CHD).

Currently developing an on-line education module on the NDEP "Feet Can Last A Lifetime" Campaign. The provision of web-based continuing education has proven to increase the knowledge of health care providers and removes the barriers related to travel and other time conflicts.

We are appreciative of the work of NDEP and look forward to continuing to promote the campaign materials and messages.

(Alisha Bradley-Nelson, FL DPCP, H/L WG)

- **Forwarded NDEP News & Notes to stakeholders within my state.** (Javier Carrillo, CA DPCP, H/L WG)
- **Encouraged our partners to use NDEP materials at our quarterly Diabetes Advisory Council meeting** during my DPCP update. (Judith Gabriele, NM DPCP, H/L WG)
- **Promoted NDEP's diabetes prevention campaign through our trainings/workshops/presentations on healthy lifestyles** as a resource for agencies and families seeking additional information. (Josephine Garza, H/L WG)
- Washoe County Tribal Health Wellness Coordinator, Kim Neiman, **initiated and implemented a billboard in Gardnerville, Nevada, of the National Diabetes Education Program's "Prevent Type 2 Diabetes" campaign.** (Beth Handler, NV DPCP, H/L WG)
- On October 20, 2007, the Texas Diabetes Council and the Texas Chapter of the American Association of Clinical Endocrinologists **presented "An Update on Managing Diabetes in Texas: Getting to Target"** at the South Padre Island Convention Center. Members of the Council's Medical Professionals Advisory Subcommittee presented treatment guidelines and algorithms they develop and update quarterly. **Highlighted NDEP materials through order forms provided to meeting attendees.**
Exhibited materials for health professionals at the "Diabetes Management: It Takes a Team Symposium" held November 9, 2007 at the University of Texas Southwestern Medical Center at Dallas. Diabetes Toolkits distributed at both events included the revised Diabetes Medications Supplement for 2007. (Richard Kropp, TX DPCP, H/L WG)
- **Promoted the recipe booklet and gave copies to participants. Also used the “Movimiento” CD.** (Genoveva Martinez, TX DPCP, H/L WG)
- **NDEP messages are integrated in our HOY health vignettes.** Vignettes are presented in various settings including health fairs, schools, and other social/community events. Our 5 sites take the opportunity to distribute NDEP handouts after their vignette presentations as well.
Continued to place a web banner at a Hispanic News listserv. NDEP message is prominently placed in the Health and Calendar section of “Hispanic Tips,” which goes out to over 1,000 individuals. (Marisol Morales, H/L WG, NOP, SC)
- **Provided copies of NDEP Prevention and Control messages to Coalition members at meetings in July and October of 2007.** Included the "If You Have Diabetes, Know Your Blood Sugar Numbers" brochure in the English toolkits and the Spanish version "Si Usted Tiene Diabetes, Sepa los Niveles de Azúcar en su Sangre" brochure in the Diabetes Self-Management Toolkits that were produced in Spanish. **Included a postage-paid evaluation card in each toolkit and have received very favorable feedback** and will make improvements to the next production based on the comments. (Carmen Ramirez, AZ DPCP, H/L WG)

- **Participated in a media tour with the APMA where PPOD messages were also part of talking points.** (Jaime Torres, H/L WG, PPOD WG)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table H-3. Hispanic/Latino (H/L) WG
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	16
Created partnerships	6
Did not create partnerships	10

**Table H-4. Hispanic/Latino (H/L) WG
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	6
Types of Partner Organizations	
Diabetes organizations/coalitions	4
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	4
State or local health promotion/disease prevention programs or grantees	4
Health clinics	3
Health professional organizations	2
Businesses/worksite programs	1
Tribal diabetes and/or health groups	1
Faith-based organizations	0

Partners’ Descriptions of Their Partnership Activities

- **Partnership activities included:** a) **expansion of local diabetes coalition membership** at all five partner agencies, which included local health clinics, and state and local health promotion/disease prevention agencies, and b) **initiated collaboration with the Louisiana DPCP.** (Paul Baker, H/L WG, NOP, SC)
- **Secured inclusion of NDEP (English and Spanish) materials during Bi-national Health Week activities.** (Javier Carrillo, CA DPCP, H/L WG)
- **Promoted the recipe booklet at a local restaurant** to display the recipes on their menu as healthy options. (Genoveva Martinez, TX DPCP, H/L WG)

- **As part of our annual Heart Healthy Day in September, integrated NDEP resources that included heart disease references.** These materials were in our 4 sites along with our other partner products. (Marisol Morales, H/L WG, NOP, SC)
- **Partnered with the WIC Program to co-sponsor a conference on Gestational Diabetes.** The AZ DPCP identified the presenters and **included in the conference packets the tip sheets, "It's Never Too Early to Prevent Diabetes. A Lifetime of Small Steps for a Healthy Family" and the Spanish version, "Nunca es Muy Temprano para Prevenir la Diabetes. Pequeños Pasos por Toda la Vida para una Familia Sana."** **About 250 health professionals attended the conference,** including doctors, nurse parishioners, registered dietitians, and registered nurses. CMEs and CEUs were provided and CPE codes were provided for the registered dietitians. Evaluation results noted high satisfaction with the educational resources that were provided. Launched the Healthy Arizona Worksites website in Fall 2007 and had the diabetesatwork.org website as a resource link. (Carmen Ramirez, AZ DPCP, H/L WG)

Adapting NDEP Messages and Materials

**Table H-5. Hispanic/Latino (H/L) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	16
Adapted or tailored materials	4
Did not adapt or tailor materials	12

How Partners Adapted or Tailored NDEP Messages and Materials

- **Created health skits/vignettes with NDEP prevention messages. Adapted the storylines to meet the needs of our Latina/o audience.** (Marisol Morales, H/L WG, NOP, SC)
- **Continued to reproduce the "Be Smart About Your Heart. Control the ABCs of Diabetes" logo on door hangers with Foot Care Tips (in English and Spanish)** included in the Diabetes Self-Management Toolkits and that were distributed to an additional 1,394 individuals. Partnered with community health centers, county health departments, and tribal health departments to distribute the diabetes toolkits. (Carmen Ramirez, AZ DPCP, H/L WG)
- Promoted with APMA materials. (Jaime Torres, H/L WG, PPOD WG)

Printing NDEP Materials

**Table H-6. Hispanic/Latino (H/L) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	10
Target Audience	# of Copies
General audience	23,822
Hispanics/Latino Americans	4,956
Women who have had gestational diabetes	708
Health care professionals	578
American Indians/Alaska Natives	420
African American/People of African Ancestry	265
Employers/business community	220
Older adults	150
Children and adolescents	100
Asian Americans/Pacific Islanders	74

I. Older Adults (OA) Work Group Activities

Promotion of NDEP Campaigns

**Table I-1. Older Adults (OA) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	11
Promoted both prevention and control campaign messages	9
Promoted only diabetes prevention campaign messages	1
Promoted only diabetes control campaign messages	1
Did not promote either NDEP priority campaign message	0

**Table I-2. Older Adults (OA) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	11
Activities	
Made presentations	5
Exhibited at conferences/meetings	4
Placed articles in health professional publications	4
Exhibited at health fairs	2
Conducted training sessions/workshops	1
Placed messages in consumer media	0

Partners' Descriptions of Their Promotional Activities

- NANASP only joined NDEP in December so our activities were limited but we did **reference NDEP in our newsletter and Washington Bulletins that go to members.** (Robert Blancato, OA WG)
- Through AADE and my local chapter (Central Illinois), **sent email messages encouraging diabetes educators to access and use NDEP materials. Sent NDEP information, including URL, to local members of the Illinois Advanced Practice Nurses Group.**

Used NDEP URL in all diabetes-related lectures and guest lectures for nursing students at all levels. Promoted use of NDEP to practicing nurses in hospital settings as well as every time I speak on the topic of diabetes resources. (Sandra Burke, OA WG)

- **In November 2007, released two health observance listserv email messages to remind providers of Medicare's coverage of diabetes screening tests** and to ask providers to help CMS ensure that people with

Medicare are assessed for and informed about their risk factors for diabetes or pre-diabetes. **Included a link to NDEP materials** to assist in their education of beneficiaries. (Barbara Cebuhar, OA WG)

- Described high-level activities. (David Dietz, OA WG)
- **Provided information in the AADE electronic monthly newsletter that goes to diabetes educators.** Referenced NDEP materials at a meeting with the Midwest Business Group on Health and presented materials at a FACE event. (Karen Fitzner, BHS WG, OA WG)
- **Presented at AADE annual meeting concurrent session in program on diabetes in elderly, at statewide Nurse Practitioner Annual Conference in Seattle and at local universities to physical therapy students.** (Linda Haas, OA WG, SC)
- **Promoted the NDEP messages on diabetes education, control, and prevention at the Lions International Convention in Chicago, July 2007, as part of a diabetes awareness "Strides Walk" for Lions attendees. Over 300 "Strides" kits containing NDEP materials were handed out after the 2nd annual convention "Strides Walk" for diabetes awareness.** (Marilee Kadar, OA WG, SC)
- **Spoke to a group of 100 professionals at the Institute for Nutritional Sciences, Shanghai Institutes for Biological Sciences, and Chinese Academy of Sciences, in Shanghai, China in October, 2008, promoting both the prevention and control messages and the NDEP website with all of its materials.** Additionally, spoke to a group of 100 women over age 50 on "It's Not Too Late to Prevent Diabetes" in Las Vegas in November. (Carolyn Leontos, OA WG, SC)
- **Distributed NDEP "Power to Control" and "It's not too late to prevent diabetes" messages at MDSP kickoff event in Columbus, GA on July 19. Distributed "Power to Control" and "4 Steps" (in Spanish) at the National Hispanic Council on Aging Conference Oct. 31-Nov.2 in Dallas. Distributed "Power to Control" at the NASUA Conference in Albuquerque.** (Sarah Nordstrom, OA WG)
- **Modified NDEP prevention messages for our ADA Diabetes EXPO-Minneapolis poster. Created different messages in 2006 and 2007. The 2006 message was: "Now is the time to prevent diabetes: If you have diabetes, your family is at risk. Here's how to prevent diabetes." The 2007 message was: "Type 2 diabetes runs in families. Talk to your family about how to avoid getting diabetes. If you have diabetes, take steps to control it."**
Also distributed NDEP and related consumer education materials.
Interviewed EXPO attendees about the message and materials. Many 2006 attendees reacted to message with surprise. In 2007, people were moved to action.

Lessons learned from exhibiting at ADA Diabetes Expos:

- The ADA Diabetes EXPO is a good venue for consumer education and is growing (attendance TRIPLED in 2007 to over 10,000).
- NDEP prevention materials were popular with consumers.
- Providers look for patient resources at EXPO.
- Poster and materials gave the NDEP 1-800 number, and calls are tracked by NDEP (NDEP has been tracking 1-800 calls by Minnesota zip and area code since 2006.). There was a slight increase from '06 to '07, but overall numbers of people accessing the website are low.
- Health professionals attending the Diabetes EXPO are requesting quantities of NDEP prevention materials.
- DPCPs could use tracking to identify "hot spots" of interest.

CDC's Diabetes Primary Prevention Initiative (DPPI) created resource lists for 5 target audiences: health professionals, consumers, employers, communities, and policy makers. All of them reference NDEP websites and materials.

Distributed the DPPI resource lists to our 11 Prevention Awareness Action Group (PAAG) partners and saw an increase in the number of “Tips for Kids” and “Tips for Teens” materials being requested from NDEP (NDEP has been tracking requests by area and zip code for us). PAAG members promoted the “Tip Sheets for Kids” in newsletters, including one to school nurses who requested the materials.

The family history message was the theme of the Health Department’s booth at the Minnesota State Fair, one of the largest such events in the country. Our “Diabetes Runs in Families” tip sheet, which includes material from Small Steps Big Rewards, was distributed with similar sheets for other conditions to roughly 20,000 fair attendees.

The Minnesota Diabetes Collaborative (MN-DC), a group involving 15 of the state’s leading health organizations, including the DPCP, incorporated the “Small Steps. Big Rewards.” message into a diabetes family history message fan for health fairs. Additional NDEP-based prevention materials and awareness promotions are planned.

The MN-DC also drafted a flip chart for use by lay health workers and educators based on NDEP’s Control Your Diabetes. For Life. low literacy patient handout. The flipchart provides an educational script for each image on the handout. Content was derived from NDEP and other sources.

In December, launched the “I CAN Prevent Diabetes Program,” a 16-week DPP initiative involving 4 community sites. As part of the initiative, we redesigned the “My Game Plan” weekly food and activity tracker so that it can be mass-produced easily by each site, and printed 600 copies for the pilot. One of the sites is presenting the program in Spanish and has been using Spanish-language NDEP prevention materials. All sites are using “Small Steps. Big Rewards.” materials for their work with communities and community clinics.

The Oregon Department of Health Genomics Program translated our NDEP-based “Now is the time to prevent diabetes” flyer/poster into Spanish for their work. Their translation will be included in the DPPI resource list and toolkits.

A website promoting the ECHO television program DVDs in six languages also offers links to multilingual NDEP materials. The ECHO series, designed for recent immigrants, partnered with us to air a diabetes education program in 2006.

(Laurel Reger, MN DPCP, OA WG)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table I-3. Older Adults (OA) WG
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	11
Created partnerships	2
Did not create partnerships	9

**Table I-4. Older Adults (OA) WG
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	2
Types of Partner Organizations	
Health professional organizations	2
Diabetes organizations/coalitions	2
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	1
Health clinics	1
State or local health promotion/disease prevention programs or grantees	1
Businesses/worksite programs	1
Faith-based organizations	0
Tribal diabetes and/or health groups	0

Partners’ Descriptions of Their Partnership Activities

- Partnership is a loose term—we are collaborating with groups that are involved with the 10-City Project. (Karen Fitzner, BHS WG, OA WG)
- **Strengthened our partnership with “4 Steps” communities**, including their clinics, YMCAs and local public health staff, through the “I CAN Prevent Diabetes” pilot. Involved communities are using and promoting NDEP. **Developed or strengthened relationships with the more than 60 sponsors and exhibitors at our annual “Many Faces of Community Health” conference.** Our exhibit featured our NDEP-based family history poster and distributed a variety of NDEP resources to the 200+ attendees, representing community organizations and health professionals.
Partnered with a long-term care (LTC) trade association to distribute NDEP materials for older adults at a health fair for seniors. Also referencing these materials in a toolkit we are developing for LTC facilities. Drafts of the toolkit have been distributed to over 20 LTC partners for review.
The Minnesota Diabetes Collaborative (www.mn-dc.org) is partnering with community health workers and clinics to develop a patient education flip chart that explains components of an NDEP-based low literacy handout.
Partnered with the local ADA office to distribute pedometers with the “Small Steps. Big Rewards.” inscription at the 2007 Diabetes EXPO attended by over 10,000 people. The pedometers were accompanied by a walking brochure with NDEP’s website and 1-800 telephone number. This is our 4th year distributing pedometers at the Expos.
In December, Delta Dental of Minnesota launched a demonstration project that will enable dentists to conduct simple diabetes screening tests to help reduce the incidence of undiagnosed diabetes. We are **sharing PPOD materials with them.**
(Laurel Reger, MN DPCP, OA WG)

Adapting NDEP Messages and Materials

**Table I-5. Older Adults (OA) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	11
Adapted or tailored materials	2
Did not adapt or tailor materials	9

How Partners Adapted or Tailored NDEP Messages and Materials

- **Prepared a press release on our website home page to promote Diabetes Awareness Month** and the vast array of educational materials available from NDEP. Highlighted the partnership with NDEP. **Promoted the "One Call, One Click" campaign and also linked to NDEP's main website and the site for Spanish-language materials.**
Sent out a mass email to our diabetes chairpersons, district governors and council chairpersons (Lions leadership members) to promote diabetes awareness month and included a link to the NDEP website. **The email was sent in the following languages: English, French, Chinese, Japanese and Portuguese.**
During the months of July, September and October, promoted diabetes awareness and World Diabetes Day in the monthly newsletters posted on our website at our PR section. Each newsletter contained a link to NDEP website.
(Marilee Kadar, OA WG, SC)
- **We have adapted NDEP prevention and control messages for several projects,** as outlined in highlights of our promotion activities. These include: **the MN-DC low literacy patient education flipchart, the "Diabetes runs in families" poster and tip sheet, the "I CAN Prevent Diabetes Program's" weekly food and activity tracker, and the MN-DC "family history" message fan.** We have also learned much from tracking use of the 1-800 NDEP telephone number, which we have listed on our modified materials. Thanks to NDEP for tracking and reporting the calls to us. (Laurel Reger, MN DPCP, OA WG)

Printing NDEP Materials

**Table I-6. Older Adults (OA) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	5
Target Audience	# of Copies
General audience	1,504
Older adults	1,402
Children and adolescents	800
Hispanics/Latino Americans	500
Health care professionals	405
African American/People of African Ancestry	100
American Indians/Alaska Natives	100
Women who have had gestational diabetes	1

J. Pharmacy, Podiatry, Optometry, and Dentistry (PPOD) Work Group Activities

Promotion of NDEP Campaigns

**Table J-1. Pharmacy Podiatry Optometry and Dentistry (PPOD) WG
Promotion of NDEP Campaigns**

	Number of Partners
Total	8
Promoted both prevention and control campaign messages	4
Promoted only diabetes prevention campaign messages	2
Promoted only diabetes control campaign messages	0
Did not promote either NDEP priority campaign message	2

**Table J-2. Pharmacy Podiatry Optometry and Dentistry (PPOD) WG
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	6
Activities	
Made presentations	4
Exhibited at conferences/meetings	2
Exhibited at health fairs	2
Placed articles in health professional publications	1
Placed messages in consumer media	1
Conducted training sessions/workshops	0

Partners' Descriptions of Their Promotional Activities

- **Gave a lecture on PPOD and NDEP at the American Academy of Optometry meeting in Tampa, FL.** Approximately 80 optometrists from across the U.S. and Europe attended. **Instructed 27 first-year optometry students and introduced them to PPOD and NDEP materials.** Encouraged them to visit the NDEP website for more information. (Walter Ball, PPOD WG, SC)
- **Spoke at a local Rotary club.** (Dennis Frisch, PPOD WG)
- **Conducted three continuing education programs that specifically related to diabetes mellitus as well as the link between oral health and systemic health.** The programs were offered to **200 dental hygienists in California, 300 dentists, dental hygienists, dental assistants and front office staff in Buffalo, and 75 dental hygienists and dentists in San Francisco.** All courses were 3 hours in length. Included an entire portion of my

PowerPoint presentation on NDEP prevention and control materials and the PPOD work group and the materials they developed. (JoAnn Gurenlian, PPOD WG, SC)

- **Promoted NDEP through NOA's newsletter and on website, www.natoptassoc.org.** (Susan Primo, PPOD WG)
- **Promoted NDEP at church-related health fair and a community health fair.** (Gina Thornton-Evans, PPOD WG)
- **Participated in a media tour with APMA where the PPOD messages were also part of talking points.** (Jaime Torres, H/L WG, PPOD WG)

Partnerships to Promote NDEP Campaign Messages and Materials

Table J-3. Pharmacy Podiatry Optometry and Dentistry (PPOD) WG Partnerships to Promote NDEP Campaign Messages and Materials

	Number of Partners
Total	8
Created partnerships	1
Did not create partnerships	7

Table J-4. Pharmacy Podiatry Optometry and Dentistry (PPOD) WG Types of Partner Organizations

	Number of Partners
Partners Reporting Partnerships	1
Types of Partner Organizations	
Health professional organizations	1
Diabetes organizations/coalitions	0
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	0
Health clinics	0
State or local health promotion/disease prevention programs or grantees	0
Faith-based organizations	0
Businesses/worksites programs	0
Tribal diabetes and/or health groups	0

Partners' Descriptions of Their Partnership Activities

- Worked with **National Optometric Association**. (Susan Primo, PPOD WG)

Adapting NDEP Messages and Materials

**Table J-5. Pharmacy Podiatry Optometry and Dentistry (PPOD) WG
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	8
Adapted or tailored materials	2
Did not adapt or tailor materials	6

How Partners Adapted or Tailored NDEP Messages and Materials

- Prepared press release. (Susan Primo, PPOD WG)
- Promoted with APMA materials. (Jaime Torres, H/L WG, PPOD WG)

Printing NDEP Materials

**Table J-6. Pharmacy Podiatry Optometry and Dentistry (PPOD) WG
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	6
Target Audience	# of Copies
Hispanics/Latino Americans	150
General audience	130
Children and adolescents	50
Women who have had gestational diabetes	50
African American/People of African Ancestry	50
Health care professionals	12

K. National Organization Partner (NOP) Activities

Promotion of NDEP Campaigns

**Table K-1. National Organization Partners (NOP)
Promotion of NDEP Campaigns**

	Number of Partners
Total	8
Promoted both prevention and control campaign messages	8
Promoted only diabetes prevention campaign messages	0
Promoted only diabetes control campaign messages	0
Did not promote either NDEP priority campaign message	0

**Table K-2. National Organization Partners (NOP)
Activities to Promote NDEP Campaign Messages**

	Number of Partners
Partners Who Promoted NDEP Campaigns	8
Activities	
Exhibited at conferences/meetings	7
Exhibited at health fairs	7
Made presentations	6
Conducted training sessions/workshops	6
Placed messages in consumer media	6
Placed articles in health professional publications	3

Partners' Descriptions of Their Promotional Activities

- **Promoted NDEP diabetes materials through:** a) **provider and consumer trainings** on diabetes prevention and control conducted by the five CBO partner agencies, b) **conferences, health fairs, "charlas" and other educational outreach** conducted in local communities served by the five CBO partner agencies, and c) **the Alliance's toll-free helpline, "Su Familia,"** to consumer callers with concerns about diabetes. (Paul Baker, H/L WG, NOP, SC)
- **Distributed NDEP News & Notes through our grant school nurse listserv.** **Highlighted NDEP materials** in our weekly electronic newsletter and mailed newsletter (e.g., **"The NDEP Corner"** is included each time). **Promoted NDEP materials and the website at our educational programs, S.C.O.P.E. and H.A.N.D.S.**

Disseminated NDEP materials to school children at our MAP Program (CDC-NDEP funded project) affiliate sites.

Tracking numbers of members reached with publications and materials disseminated at educational programs and at the grant affiliate sites provide data on the number reached.

(Nichole Bobo, CA WG, NOP, SC)

- **Promoted through quarterly mailings of 28-item NDEP CD. Promoted PPOD and “Teen Tips” through annual Health Care Professionals mailing to 300 people.**
Promoted NDEP materials and articles in the AAIP Monthly Electronic Newsletter *E-Legacy*.
Promoted NDEP materials at the Native Awareness Diabetes Walk. Noelle Edwards was featured on Channel 5 News promoting the Walk.
Eight AAIP Mini-Grant Recipients disseminated a total of 2,800 pieces of NDEP materials at their events/activities. Disseminated the NDEP materials at conferences, on the website, through the listserv, at the Diabetes Today Training, and at the AAIP Coalition Site visit.
(Anita Cox, AIAN WG, NOP, SC)
- **The NMA/NDEP Diabetes Education Program has in place six (6) Coalitions in six cities: Atlanta; Houston; Indianapolis; Los Angeles; Pine Bluff; and Washington, DC.** For the reporting period July 2007 - December 2007, the Coalitions and the NMA Central Office **conducted 28 outreach efforts that promoted the NDEP's diabetes prevention and control campaign messages and materials through health fairs and diabetes workshops and presentations. The NMA Central Office released seven (7) publications that discussed diabetes, the NDEP program, and products. This combination effort of the Coalitions and NMA Central Office had a reach of 161,702,633.**
Our **November 2007 Media Campaign distributed two (2) print articles through NAPS**, entitled, “A Diabetes Epidemic Among African Americans” and “You Can Prevent the Complications of Diabetes;” plus, **distributed two (2) 30-second PSAs**, one highlighting the “One Call, One Click” message and the other general health awareness on diabetes. **According to NAPS, the articles had a reach of 120,343,752.** This campaign is still on-going.
NMA Central also utilized its consumer magazine, *Healthy Living*, by placing an article entitled, “The Complications of Diabetes.” This magazine has a readership of 200,000.
Dispatched four (4) E-Blasts to NMA members that featured the following articles: “Obesity--A Bad Habit that causes Diabetes,” “Obesity--The Rise,” “NMA Diabetes Program 2007 End of Year Recap” (this featured the “One Call, One Click” audio PSA and “End of Year Recap”). **All articles directed the reader to the NMA Diabetes Education Program website, www.NMAdiabetesnet.org.** During this reporting period, this NMA website had a hit count of 20,995. It was launched March 2007.
(Roslyn Douglas, AAAA WG, HCP WG, NOP, SC)
- **Promoted NDEP at health fairs and conferences on Nutrition and Physical Activity, including:** Elders and Action Conference (Portland, OR), Steeson Summer School University of Copenhagen Diabetes Expo (Chicago, IL), Southeast Asian Resource Action Center Leadership conference (Washington, DC), Annual Asian American Health Conference (New York, NY), IMPAACT Conference (Student Conference) (Storrs, CT), Women's Wellness Fair (Portland, OR), Khmer Heritage Night Fair (Portland, OR), and St. Mercy Hospital Health Fair (Long Beach, CA).
Distributed PSA via radio station (Long Beach, CA) **and API newsletter, *Asian Health Reporter*** (Portland, OR).
(Theanvy Kuoch, AAPI WG, NOP, SC)
- **NDEP messages are integrated in our HOY health vignettes. Vignettes are presented in various settings including health fairs, schools, and other social/community events.** Our 5 sites take the opportunity to **distribute NDEP handouts after their vignette presentations as well.** We have also continued to place a web banner at a Hispanic News listserv. **NDEP message is prominently placed in the Health and Calendar section of “Hispanic Tips” which goes out to over 1,000 individuals.** (Marisol Morales, H/L WG, NOP, SC)

- **The Black Women’s Health Imperative staff members have participated in numerous national meetings and conferences with health as a focus, both as presenters and exhibitors, and have utilized NDEP materials to promote diabetes awareness.** Dissemination of materials at these national events has been well into the 2,500 range. **Key conferences** have included the national meetings of the membership of our national partners, **Zeta Phi Beta Sorority** and the **AME Church Deliverance** conference, each drawing close to 1,000 people. **Staff presented workshop sessions entitled "Brown Sugar" and used "More than 50 Ways..." and the GAME PLAN as key pieces of information** that were incorporated into the presentation. Additionally, these materials along with “It's Not Too Late...” have been **disseminated at community wellness events in Atlanta, Chicago, St. Croix and Baton Rouge.**
(Valerie Rochester, AAAA WG, NOP, SC)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table K-3. National Organization Partners (NOP)
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners
Total	8
Created partnerships	7
Did not create partnerships	1

**Table K-4. National Organization Partners (NOP)
Types of Partner Organizations**

	Number of Partners
Partners Reporting Partnerships	8
Types of Partner Organizations	
Diabetes organizations/coalitions	7
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	6
Health clinics	5
State or local health promotion/disease prevention programs or grantees	5
Faith-based organizations	5
Businesses/worksite programs	5
Health professional organizations	4
Tribal diabetes and/or health groups	1

Partners' Descriptions of Their Partnership Activities

- **Partnership activities included:** a) **expansion of local diabetes coalition membership** at all five partner agencies, which included local health clinics, and state and local health promotion/disease prevention agencies, and b) **initiated collaboration with the Louisiana DPCP.**
(Paul Baker, H/L WG, NOP, SC)
- Many of the **partnerships are happening at the local and state level under the direction of the MAP program at the grant affiliate sites** (local coalitions, state coalitions, state DPCPs). Negotiations/planning are occurring between our national office and a new partner, including dissemination of NDEP materials as part of the national program (disclosure when planning is complete). (Nichole Bobo, CA WG, NOP, SC)
- **16 Partners were added to our partnership network making a total of 880** at the end of December. **Estimated audience viewings for the NDEP Materials from partner feedback cards** were as follows: Summer--17 feedback cards estimated 5,750 audience viewings; Fall--23 feedback cards estimated 10,350 Health Care Professional audience viewings and 15 feedback cards estimated 5,500 audience viewings. (Anita Cox, AIAN WG, NOP, SC)
- **The National Kidney Disease Education Program and the NMA produced a joint publication entitled, "Diabetes & High Blood Pressure: Make the Kidney Connection"** (September 2007). **The NMA has partnered with Lilly for their Fearless African American Connected & Empowered Program (FACE).** The Diabetes Education Program provides the anchor materials for this initiative (June 2007). (Roslyn Douglas, AAAA WG, HCP WG, NOP, SC)
- **Partners of note include: pharmacy associations (CT), pharmacies (CA), supermarkets (CA & CT), association of diabetes educators (CT), OR DPCP, community health center (CT); community activists, universities, and community-based organizations, including** Lao Association of CT, Asian Pacific American Coalition (CT), Oregon Health and Science University Hospital, CAAAV (NY), Cambodian Association of Philadelphia, Cambodian Network Council, Southeast Asian Socio-economic Development Center (RI), Fresno Hospital, Cambodian Community Development Inc. (CA), Cambodian Mutual Assistant Association of Greater Lowell (MA), and PRYSM (RI).
(Theanvy Kuoch, AAPI WG, NOP, SC)
- **As part of our annual Heart Healthy Day in September, integrated NDEP resources that included heart disease references.** These materials were in our 4 sites along with our other partner products. (Marisol Morales, H/L WG, NOP, SC)
- In addition to our national partnerships supporting our funded NDEP initiative, we also **established partnerships in Chicago and Atlanta to support another initiative addressing overweight and obesity in Black women. Incorporated the NDEP materials we have been using into the training module and resources available to women participating in the new initiative, and established partnerships with 4 community-based organizations** to promote the materials among their constituents.
(Valerie Rochester, AAAA WG, NOP, SC)

Adapting NDEP Messages and Materials

**Table K-5. National Organization Partners (NOP)
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners
Total	8
Adapted or tailored materials	6
Did not adapt or tailor materials	2

How Partners Adapted or Tailored NDEP Messages and Materials

- **Adapted “Control Your Diabetes. For Life” campaign materials for Pacific Islanders. Adapted “Take Care of Your Heart” materials for Native Hawaiians.** (Nia Aitaoto, AAPI WG, NOP, SC)
- **Using NDEP School Guide to develop a state guide (NM), revise a state guide (MN), revise NASN diabetes management educational programming, and to begin development of leveled diabetes curriculum for school personnel (per the School Guide being revised). Exploring ways to edit the “Teen Tip Sheets” to address the elementary school audience. NDEP School Guide influenced development of a magnet for bus drivers (NM).** (Nichole Bobo, CA WG, NOP, SC)
- **All of our articles and media campaign efforts included NDEP messages on prevention and control.** As the NMA Diabetes Education Program website has links to NDEP and NIH sites, all visitors automatically will be exposed to the vast resources offered. Included NDEP messages in our November 2007 Media Campaign described under Promotion Activities. (Roslyn Douglas, AAAA WG, HCP WG, NOP, SC)
- **Assisted in translating “4 Steps to Control Your Diabetes” in Khmer and inserted culturally appropriate pictures. Created cultural framework for disseminating NDEP materials in BALANCE curriculum.** (Theanvy Kuoch, AAPI WG, NOP, SC)
- **As in previous years, NLHN created health skits/vignettes with NDEP prevention messages. The storylines were adapted to meet the needs of our Latina/o audience.** (Marisol Morales, H/L WG, NOP, SC)
- **Adapted NDEP messages and materials to promote our community wellness events in St. Croix and in Atlanta. Messages were adapted and incorporated into promotional flyers that were distributed throughout the neighborhoods where the events took place.** (Valerie Rochester, AAAA WG, NOP, SC)

Printing NDEP Materials

**Table K-6. National Organization Partners (NOP)
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	9
Target Audience	# of Copies
General audience	10,600
African American/People of African Ancestry	7,800
Children and adolescents	6,600
Employers/business community	6,250
Women who have had gestational diabetes	6,100
Older adults	6,000
Hispanics/Latino Americans	4,250
Health care professionals	4,083
Asian Americans/Pacific Islanders	3,190
American Indians/Alaska Natives	300

L. State Diabetes Prevention and Control Program (DPCP) Activities

Promotion of NDEP Campaigns

**Table L-1. State Diabetes Prevention and Control Programs (DPCP)
Promotion of NDEP Campaigns**

	Number of Partners	Percent
Total	55	100%
Promoted both prevention and control campaign messages	34	62%
Promoted only diabetes prevention campaign messages	9	16%
Promoted only diabetes control campaign messages	7	13%
Did not promote either NDEP priority campaign message	5	9%

**Table L-2. State Diabetes Prevention and Control Programs (DPCP)
Activities to Promote NDEP Campaign Messages**

	Number of Partners	Percent
Partners Who Promoted NDEP Campaigns	50	98%
Activities		
Exhibited at conferences/meetings	34	68%
Made presentations	31	62%
Exhibited at health fairs	30	60%
Placed messages in consumer media	23	46%
Conducted training sessions/workshops	18	36%
Placed articles in health professional publications	18	36%

Partners' Descriptions of Their Promotional Activities

- **Shared the AA curriculum with the largest AA church in town**, which is teaching it. Shared with a local CHC who is doing a lay-educator diabetes program for APIs. (Barbara Stillwater, AK DPCP)
- **Conducted a series of Systems Thinking Workshops for health care professionals** who work with people with diabetes and people at risk for diabetes. **Highlighted NDEP materials** such as “New Beginnings” DVD and VHS tape, “Four Steps to Control Your Diabetes for Life,” and the “New Beginnings Manual.” **Worked with the DAC to send NDEP radio spots to radio stations in Alabama counties in November.** (Kyle Reynold, AL DPCP)

- **Used messages geared towards African Americans and Latinos as PSAs and in newspapers targeted to those communities.** General print ads (Life Saver campaign) went to all Arkansans in local newspapers during flu season. Used the web-based “One Call, One Click” PSAs. (Khadijah Uqdah, AR DPCP)
- TV program, workshop, meetings. (Pasa Turituri, AS DPCP)
- **Provided copies of NDEP Prevention and Control messages to Coalition members at meetings in July and October of 2007.** Included the "If You Have Diabetes, Know Your Blood Sugar Numbers" brochure in the English toolkits and the Spanish version "Si Usted Tiene Diabetes, Sepa los Niveles de Azúcar en su Sangre" brochure in the Diabetes Self-Management Toolkits that were produced in Spanish. **Included a postage-paid evaluation card in each toolkit and have received very favorable feedback** and will make improvements to the next production based on the comments. (Carmen Ramirez, AZ DPCP, H/L WG)
- Forwarded NDEP *News & Notes* to stakeholders within my state. (Javier Carrillo, CA DPCP, H/L WG)
- The California Diabetes Program has 5 regional field staff and these health promotion specialists work with many organizations and health professionals to promote our program and resources. **We include NDEP as a resource for all of our partners in most presentations and events that we conduct. Our web-based portal, called the Diabetes Information Resource Center, includes a Partner Profile of the NDEP and includes direct links to specific NDEP website pages to make it easier for our partners to find resources we've promoted.** All downloads and visits are tracked daily. An automatic tracking report is generated monthly and distributed to the contact name on the Partner Profile. We'd like to update the contact on the NDEP Partner Profile so that the appropriate person receives this tracking report. It will include all redirects from DIRC to the NDEP website. (Susan Lopez-Payan, CA DPCP, EVAL WG)
- **Promoted NDEP at First Cathedral Health Fair;** this large African American church **attracted 1,373 attendees in Nov 2007.** (Cindy Kozak, CT DPCP)
- **Promoted the "New Beginnings" materials at all of our faith-based events** (health fairs and community presentations). **Played the music CD/DVD "Step by Step. Moving Toward the Prevention of Type 2 Diabetes" at all of the faith-based events.** (Delia Houseal, DC DPCP)
- **Placed direct advertising targeted to the defined high-risk primary target audiences to increase awareness of complications, diabetes control, and primary prevention of the disease. The 25-week media campaign** consisted of the following NDEP TV spots: 1) “Taking Control,” designed for multiracial audience, talks about the complications of diabetes and the importance of good control. 2) “Puzzle,” designed for general audience, talks about diabetes and its complications. 3) “Family Reunion,” designed for African American audience, talks about the importance of good diabetes control. **The campaign was designed to increase awareness of the complications and the importance of good control of diabetes in Delawareans, with an emphasis on A1C testing, healthy nutrition, being physically active, eye and foot care, and primary prevention.** It included the following: **3,772 30-second commercials on chosen cable and major networks (FOX & CBS),** number of commercials, reach and frequency to match targeted audience. Three already-produced NDEP PSAs will rotate equally: “Puzzle,” “Family Reunion,” and “Taking Control.” Monthly invoices and affidavits of performance show exact time, date, cost, and title of each commercial that was run. The placement locations included morning, noon, evening and Sunday news, Regis, Mr. Food, Rachael Ray, Price is Right, Wheel of Fortune, Jeopardy, BET, CNN, Lifetime, Nick at Night and day, night and prime time rotations. **There were 100 calls referred by the DPCP from the Delaware Helpline.** These people were directed to appropriate sources to address their supplies, services, and medication needs. **During the campaign period, 407,042 households were reached throughout the state.**

Participated at the Delaware State Fair. During the 10-day period, 6,000 to 8,000 attendees visited our booth and thousands of NDEP educational materials were distributed to high risk Delawareans.

Several community outreach initiatives were scheduled with our program by the trainer/educator.

(Don Post, DE DPCP)

- **Routinely provided information on the NDEP website to our partners. Included overviews of the “Control Your Diabetes. For Life,” “Be Smart About Your Heart,” and “Small Steps. Big Rewards.” campaigns and Diabetes at Work website in the participant materials for the 2007 Diabetes Assessment Congress.** Approximately 60 partners attended the Assessment Congress. 100% of the Assessment Congress evaluation respondents “agreed” or “strongly agreed” that the participant materials were useful.
Arranged for information on Diabetes at Work to be provided to the Governor-appointed Statewide Workgroup on Employee Wellness.
Promoted use of the Better Diabetes Care website to the County Health Departments (CHD).
Currently developing an on-line education module on the NDEP "Feet Can Last A Lifetime" Campaign.
The provision of web-based continuing education has proven to increase the knowledge of health care providers and removes the barriers related to travel and other time conflicts. We are appreciative of the work of NDEP and look forward to continuing to promote the campaign materials and messages.
(Alisha Bradley-Nelson, FL DPCP, H/L WG)
- **Participated in Annual Health Fair on October 25, 2007, The Tabernacle.** Sabrina Harper presented about the work of NDEP and Diabetes. **Reached over 350 attendees from more than 50 different nations.** Materials used: “Know Your Numbers” Cards, “Small Steps. Big Rewards” booklets, and recipes and meal planner.
(Magon Saunders, GA DPCP, AAAA WG)
- **Worked with PPOD groups to get self-management messages to adults with type 2 diabetes.**
(Jean Calomeni, ID DPCP)
- **For November 2007, the Indiana State Department of Health and the DPCP partnered with the Indianapolis Woman Magazine to publish an 8-page spread on diabetes in their monthly publication.** Included in the spread the NDEP messages and information from the “Small Steps” campaign and the “ABCs of Diabetes” message along with facts and personal stories. (Laura Heinrich, IN DPCP)
- **Promoted NDEP's campaign messages and materials by making these resources available to the 44 clinics involved in the Diabetes Quality of Care Project as well as other health care organizations around the state.** We give samples and keep materials in stock for order by clinics. Additionally, we **display all materials we have available at meetings and conferences** for this group. (Tara Schooler, KS DPCP)
- **Sent a statewide news release to 149 newspapers, 126 radio stations, and 29 television stations for American Diabetes Month in November 2007.** Release was titled "Are You at Risk for Diabetes?" and promoted “Small Steps. Big Rewards” materials, "Control Your Diabetes. For Life." materials, and the NDEP website.
Sent a news release to the same media in March for the “Diabetes Alert.” The “Diabetes Alert” article promoted the NDEP website for more information about diabetes, its risks, and prevention.
Also sent both releases to the Hispanic media, including 10 newspapers, 3 magazines, several newsletters, 7 radio stations, and 2 websites. The Hispanic newspapers reached at least 63,000 individuals in the Hispanic population and one of the websites reported over 1 million hits.
The 4th quarter 2007 Kentucky Diabetes Connection, a newsletter published by KDPCP and partners that goes to over 1,500 health care professionals across the state, promoted the PowerPoint Set "Diabetes: The Numbers," a movie theater message of NDEP's "Thunder and Lightning" that was used in a KY Appalachian county, and a billboard, "Take These Small Steps Now to Prevent Diabetes" that was placed in a KY Appalachian county.
The 1st quarter 2008 Kentucky Diabetes Connection covered the NDEP Super Bowl Sunday promotion piloted in Louisville with several small pizza shops. Since Super Bowl Sunday is the biggest pizza delivery day

of the year, the KDPCP participated with NDEP and Hager Sharp to promote the "One Call, One Click" campaign. Besides having the message on all pizza boxes, **the television coverage about the project reached an audience of around 154,524.** A final report will be released by Hager Sharp on this pilot project soon. **One of the local health departments in eastern Kentucky placed a billboard "Hey Kids...Be Active, Eat Well & Lower Your Risk for Type 2 Diabetes" that reached around 230,000.**

In western Kentucky, the NDEP messages, "Get Real. You Don't Have to Knock Yourself Out" and "Get Real. You Don't Have to Eat Like This," were placed on the sides of transit buses. They were left up for several months and **reached 50,000 individuals weekly.**

(Linda Leber, KY DPCP)

- **Provided NDEP materials to individuals seeking to conduct diabetes prevention and education activities with youth.** (Natasha McCoy, LA DPCP)
- **Demonstrated how NDEP materials can be used with our Diabetes Today coalitions for their activities.** They receive a small amount of funding from the DPCP to provide an activity and we recommend certain themes, including prevention and control topics. **As an example, the "Take Care of Your Feet for a Lifetime" booklet was used at a diabetes fair in November.** Coalition members provided a podiatrist and CDE to screen feet. They collected data on the number of people screened; number referred to care; number currently doing foot self-exams; and number referred on to smoking cessation programs. Follow-up to take place March 2008 to determine what percent still checking their feet, attending smoking cessation classes, and have seen a podiatrist. **Also use the NDEP materials in our own support group here at the state health department.** **Lastly, we use NDEP products and messages as we construct a monthly educational support tool that is emailed to providers and available on our website.**
(Daria Rovinski, MD DPCP)
- **Distributed the NDEP materials at the Common Ground Fair, one of Maine's largest agricultural fairs in September 2007, and attended by thousands of people.** Many questions were answered and people were directed to appropriate resources. (Lucinda Hale, ME DPCP)
- **Coordinated statewide NDEP campaigns with National Kidney Foundation of Michigan (NKFM). NKFM communications staff coordinates PSA campaign materials for all diabetes networks.** Networks' funding was cut in summer 2007, with one network closed 6/30/07. FY 07-08 funding was so tentative until late October that several network staff accepted positions with other organizations. Delayed resumption of contract funding and the need to literally unpack and hire new staff caused decline in network activity from October thru December 2007. This will impact on numbers we report. (Jean Chickering, MI DPCP)
- **Promoted the new teen website and materials via a news release in December 2007.** The DPCP Coordinator received calls from 4 radio stations specifically interested in the teen resources. Three stations asked questions and recorded responses for later use. One station had a live interview for a half-hour. **Also promoted World Diabetes Day within our department by asking employees to "wear blue" and included information about the NDEP website in that message.**
(Victoria Warren, MO DPCP)
- **Conducted statewide radio campaign to promote "Small Steps. Big Rewards." during the month of November. Also, conducting ongoing radio campaign promoting "More than 50 Ways to Prevent Diabetes" on a historically black college/university radio station.** Posted "More than 50 Ways to Prevent Diabetes" on Health Department Website. "Small Steps. Big Rewards.," "More Than 50 Ways to Prevent...," "Four Steps to Control..." and "Feet Can Last A Lifetime" are standard publications for all events. **Distributed "More Than 50 Ways to Prevent..." and "Four Steps to Control..." at World Diabetes Day event held at the State Capitol.**
(Bettye Daniel, MS DPCP)

- **Implemented Montana Diabetes and Cardiovascular Prevention Program** through funding from 2007 MT legislature. **Funded four sites to translate the DPP to Montana. Provided tools from NDEP**, including log books, fat counters, etc. for use in their programs. We are just starting to receive data from the four sites...stay tuned.

Gave health fair talk on diabetes prevention and had “Small Steps. Big Rewards.” booklets reprinted and used as handout at talk. Networked with community health center at health fair and provided several copies to them for a prevention program they are implementing.

Encouraged partners to use the “ABCs of Diabetes” folder that is incorporated into the "letters" section of our DQCMS registry. Our registry is now programmed so that our surveillance sites can pull the patients’ most recent ABCs into the folder and mail to their patients.

(Helen Amundson, MT DPCP)
- **Distributed NDEP “Game Plan” toolkits at the NC Family Physicians Winter meeting.**

We are still receiving results of promoting “The Debilitator” and “New Beginnings” Guide from last year. Received reports of three additional trainings with 15 participants during this time.

Formed a new partnership with a youth enrichment program at North Carolina State University (MSEN) and they used the newly developed kids’ materials and test.

Included foot care materials in the training packets for our Diabetes Education Recognition Program.

(April Reese, NC DPCP)
- **Distributed NDEP materials to those who attended professional diabetes workshops and conferences. Provided NDEP materials to 50 students and faculty at the University of Nebraska Medical Center, Dental College, Lincoln, as part of a lecture on diabetes.**

Included NDEP “Tip Sheets for Kids” in packets of materials that featured the Eagle Series Book. Packets were sent to 260 groups across Nebraska, including tribes, tribal schools, community centers, extension educators, diabetes educators, and others. A survey was included to determine use of the materials.

The NDEP publications, “Prevenamos La Diabetes Tipo 2” and “Hispanics/Latinos: Help Control a Growing Epidemic by Managing the ABCs of Diabetes,” were placed as an insert into the Hispanic Newspaper El Perico that has a distribution of 600.

(Kathy Goddard, NE DPCP)
- Placed NDEP messages in newspapers. (Henry Sherel, NJ DPCP)
- **Encouraged our partners to use NDEP materials at our quarterly Diabetes Advisory Council meeting during my DPCP update.** (Judith Gabriele, NM DPCP, H/L WG)
- **Washoe County Tribal Health Wellness Coordinator, Kim Neiman, initiated and implemented a billboard in Gardnerville, Nevada, of the NDEP’s "Prevent Type 2 Diabetes" campaign.** (Beth Handler, NV DPCP, H/L WG)
- **Promoted NDEP materials at our annual contractor meeting, at our Task Force meeting and at a statewide meeting for health disparities collaboratives.** Materials promoted on listserv and displayed at health fairs.

Conducted media campaign in African American community and Hispanic/Latino community, using NDEP materials. (Laura Shea, NY DPCP, CA WG)
- **During the community day symposium of the “Global Diabetes Summit,” held November 29, 2007-December 1, 2007 in Columbus, OH, displayed CDC and NDEP materials,** including “Take Charge” manuals, flu/pneumonia vaccine, gestational diabetes, and “Be Smart about Your Heart. Control the ABCs of Diabetes.”

Displayed the gestational diabetes logo on the last three quarterly ODPCP newsletters.

Circulated NDEP prevention/control articles in ODPCP newsletters. (Updated NDEP publications, “Preventing Type 2 Diabetes When You're on the Go” and “Introducing “One Call, One Click.”)

Distributed NDEP publications at the Association of County Health Commissioners meeting.

Aired PSAs (flu, pneumonia, control campaign) from early fall throughout winter months.
(Thomas Joyce, OH DPCP)

- Used “Small Steps. Big rewards.” (Darrell Eberly, OK DPCP)
- **Used NDEP PSAs in a TV media campaign (English and Spanish media markets - Katu 2 and Univision).** Goal of campaign was to increase participation at the ADA Diabetes EXPO and raise awareness about Diabetes Alert Day. **Attendance at the Diabetes EXPO increased significantly from the prior year.** **Sent out NDEP updates frequently on Oregon Diabetes Coalition listserv and in every issue of the *Oregon Diabetes Coalition Quarterly Electronic Newsletter*.** Updates included links to online NDEP information. **Placed print ad in Spanish-language newspaper** (language and graphic in ad were originally taken from NDEP materials and adapted from a Minnesota Department of Health ad). **Displayed NDEP materials and distributed them at numerous events in Oregon,** including the Lloyd Center farmers' market, Oregon Rural Health Conference, a Diabetes Awareness Day event at a local church, ADA Diabetes Practice Update and the African American Health Coalition Wellness Village. **Advertised NDEP web link during November on the Oregon Healthy Worksite Initiative web page.**
(Carrie Washburn Beck, OR DPCP)
- **Shared “Diabetes at Work” presentation at breakfast of 130 employers.** (Jan Miller, PA DPCP)
- **Promoted NDEP messages at health fairs in 5 health regions of Puerto Rico Department of Health. Gave three NDEP presentations for health care providers and one workshop for health care providers.** (Leonardo Perez, PR DPCP)
- **Used NDEP materials in prevention campaigns and health fairs and they served to inspire the production of local versions of diabetes education materials.** (Waldert Rivera-Saez, PR DPCP)
- **Added “Diabetes at Work” fact sheets and lesson plans and other NDEP materials to our in-house educational resource center** so that community entities could have access to them without having to go through us.
Partnered with the *IMARA Woman* magazine, a health empowerment magazine for women of color. They publish six issues a year and **we have placed several articles and ads from the NDEP website.** **Disseminated many of the campaign messages and materials during health fairs** that our Lay Health Facilitator attends or sent packages to.
Partnered with barber shops and beauty shops to disseminate diabetes-related prevention and control messages through their shops.
Developed an educational curriculum, “Diabetes 101,” using several of the NDEP tag slogans and pictures. In presentations given to the community and to professionals, utilized NDEP tag slogans and pictures. Utilized the “Recipe and Meal Planner” Guide and the “Movimiento” and “Step by Step” CD/DVDs as door prizes during trainings.
Forwarded information on the publications and resources for children and adolescents to our Adolescent and School Health Program Coordinator. Coalitions that we fund through mini-grants use campaign messages and materials in their communities.
(Rhonda Hill, SC DPCP)
- N/A. (Daniel Mitchell, TN DPCP)
- On October 20, 2007, the Texas Diabetes Council and the Texas Chapter of the American Association of Clinical Endocrinologists **presented "An Update on Managing Diabetes in Texas: Getting to Target"** at the South Padre Island Convention Center. Members of the Council's Medical Professionals Advisory Subcommittee presented treatment guidelines and algorithms they develop and update quarterly. **Highlighted NDEP materials through order forms provided to meeting attendees.**

Exhibited materials for health professionals at the "Diabetes Management: It Takes a Team" Symposium held November 9, 2007 at the University of Texas Southwestern Medical Center at Dallas. Diabetes toolkits distributed at both events included the revised 2007 Diabetes Medications Supplement.
(Richard Kropp, TX DPCP, H/L WG)

- Promoted the recipe booklet and gave copies to participants. Also used the "Movimiento" CD. (Genoveva Martinez, TX DPCP, H/L WG)
- Promoted the NDEP School Guide. (Susan Young, TX DPCP, BHS WG)
- **Highlighted NDEP materials in our quarterly newsletter.** This newsletter is distributed electronically to over 400 partners. Posted a link to NDEP materials on program website. Promoted materials to appropriate partners through emails and face-to-face meetings.
Shared "Working Together to Manage Diabetes" with the Oral Health Program at the Utah Department of Health and also promoted it to our contracted local health departments as a way to reach out to providers in their area. Forwarded *News & Notes* to local contractors.
Shared new youth diabetes fact sheets and online quiz with the statewide youth empowerment group, "Power in You" that was organized by Governor Huntsman's wife.
Used NDEP materials to build partnerships in the African American community in Utah. Shared NDEP materials and encouraged an African American faith-based organization to utilize these materials in their grant proposal for mini-grant funding. They did and were selected for funding. This summer they are planning to bring Mother Love's bus tour to Utah.
(Jane Duncan, UT DPCP)
- In November, we worked with our communications department and **developed a news release and PSA on "A Flu Shot Could Save Your Life,"** which was sent out statewide and placed in the Department of Human Resources newsletter. **Also worked with CommonHealth, Virginia's state employee wellness program,** to increase vaccination rates by offering free flu shots to all state employees who participate in the health benefits plan. In previous years, the cost has been \$25. (Nancy Pribble, VA DPCP)
- Promoted the NDEP's diabetes prevention and control campaign messages and materials at meetings such as the Diabetes Advisory Council meeting and health awareness fairs. (Sandra I. Charles, VI DPCP)
- **Worked with our state (CDC) Nutrition and Physical Activity program on an intervention using peer physical activity (PA) coaches** to enhance consumers' experiences in 5 community-based PA programs. **Adapted Maine's MoveMore training materials to fit Vermont's program.** Also **developed a brochure designed to drive consumers at risk for diabetes to web-based resources.** (Robin Edelman, VT DPCP)
- **Promoted use of the NDEP materials at our annual state diabetes network meeting.** Also, **encouraged our regional diabetes coalitions to use the materials with their community awareness campaigns.** One regional coalition used PSAs and partnered with local media to promote the NDEP messages. (Laura Pennington, WA DPCP)
- **Distributed and promoted NDEP prevention and control materials at the November Diabetes Update** in Marshfield, WI. Of note: the "Working Together" materials (NDEP-54 and 54S) were popular among the health professionals.

Provided Price County Health Department with a box of NDEP materials for their booth at the county fair and at a company wellness event at Phillips Plastics.
Placed full-page color ad ("50 Ways to Prevent Diabetes") in the October 2007 issue of UMOJA, monthly journal about African American people news and social justice news published in Madison, Wisconsin.

Used “New Beginnings” program to build and establish a trusting relationship to reduce health disparities for Milwaukee’s African American community members.

Provided 44 educational programs totaling 176 hours of community education to inner city, high risk populations affected by diabetes or at risk for diabetes. The program was designed to pilot a Diabetes Risk Education Program in a community otherwise not reachable. Other resources were shared throughout the programs.

Mass reproduced prevention “Tips for Kids” for statewide distribution. State Diabetes Advisory Group partners indicated in a survey that NDEP resources have had a “very” to “significant” impact in diabetes care for Wisconsin (64%) and 41% indicated NDEP resources had an impact on diabetes care in their organization.

Included NDEP resources frequently in our *Wisconsin Diabetes Weekly* newsletter, which is sent out to all Diabetes Advisory Group members, HMO Collaborative members, and other people interested in diabetes-related information and resources. We used the NDEP *News & Notes* newsletter as a resource for including information in the *Wisconsin Diabetes Weekly*.

Included NDEP information in the *Working with Diabetes* newsletter (about worksite wellness, specifically sharing the DiabetesAtWork.org website) and in the *Wisconsin Diabetes Weekly*. NDEP resources are frequently included in our *Working with Diabetes* newsletter, which is sent out bi-monthly to a corporate database of more than **400 Wisconsin companies, Diabetes Advisory Group members, and HMO Collaborative members.**

Promoted “Diabetes at Work” Program at Wellness Council of Wisconsin annual conference, Wisconsin Association of Occupational Health Nurses annual conference, and Governor Doyle’s 2007 Summit for Healthy Worksites.

Presented poster presentations on Wisconsin’s Diabetes at Work corporate breakfasts at both the first annual CDC National Conference on Health Communication, Marketing and Media and the University of Wisconsin Population Health Institute Biennial Conference.

(Pam Geis, WI DPCP, BHS WG)

- **Used the NDEP messages in radio and TV PSAs throughout the year.** Also have the NDEP as a link on our diabetes website. (Peggy Adams, WV DPCP)
- **Provided information on the latest NDEP campaigns during our Diabetes Advisory Council Meetings,** including "One Call, One Click" and "Prevengamos La Diabetes Tipo 2 Paso a Paso."
(Star Morrison, WY DPCP)

Partnerships to Promote NDEP Campaign Messages and Materials

**Table L-3. State Diabetes Prevention and Control Programs (DPCP)
Partnerships to Promote NDEP Campaign Messages and Materials**

	Number of Partners	Percent
Total Number of Survey Respondents in DPCP Group	55	100%
Created partnerships	34	62%
Did not create partnerships	21	38%

**Table L-4. State Diabetes Prevention and Control Programs (DPCP)
Types of Partner Organizations**

	Number of Partners	Percent
Partners Reporting Partnerships	34	62%
Types of Partner Organizations		
State or local health promotion/disease prevention programs or grantees	26	76%
Diabetes organizations/coalitions	22	65%
Health clinics	18	53%
Health professional organizations	17	50%
Non-diabetes health organizations/coalitions (e.g., cardiovascular disease or obesity prevention)	17	50%
Faith-based organizations	17	50%
Businesses/worksites programs	17	50%
Tribal diabetes and/or health groups	9	26%

Partners' Descriptions of Their Partnership Activities

- Partnered with **Social Workers Training, Diabetes Today Sites, Systems Thinking Training, ACES Conference Planning**. (Kyle Reynold, AL DPCP)
- **Grantees used materials** as educational resources in their interventions. (Khadijah Uqdah, AR DPCP)
- **Partnered with the WIC Program to co-sponsor a conference on Gestational Diabetes**. The AZ DPCP identified the presenters and included in the conference packets the tip sheets, "It's Never Too Early to Prevent Diabetes. A Lifetime of Small Steps for a Healthy Family" and the Spanish version, "Nunca es Muy Temprano para Prevenir la Diabetes. Pequeños Pasos por Toda la Vida para una Familia Sana." **About 250 health professionals attended the conference**, including doctors, nurse parishioners, registered dietitians, and registered nurses. CMEs and CEUs were provided and CPE codes were provided for the registered dietitians. Evaluation results noted high satisfaction with the educational resources that were provided.

Launched the Healthy Arizona Worksites website in Fall 2007 and had the diabetesatwork.org website as a resource link.

(Carmen Ramirez, AZ DPCP, H/L WG)

- Secured inclusion of NDEP (English and Spanish) materials during **Bi-national Health Week activities**. (Javier Carrillo, CA DPCP, H/L WG)
- **We work with hundreds of partner organizations throughout California.** We drive all requests for information to our own Diabetes Information Resource Center (DIRC) at www.caldiabetes.org. **We also list specific resources available through DIRC, such as the NDEP.** By doing this, we can track our progress in promoting DIRC and specific resources. We can also gauge whether specific efforts of promotion produce a spike in web traffic.
As part of our diabetes and tobacco cessation project, we worked with American Indian clinics, with the goal of driving traffic to the California Smokers' Helpline by people with diabetes who smoke. In addition to promoting the helpline, NDEP materials targeting American Indians were promoted.
We do not have a media or printing budget, therefore, **we work with partners to promote NDEP and they, in turn, reproduce materials.** We do not know how many items are used or reproduced by our partners.
(Susan Lopez-Payan, CA DPCP, EVAL WG)
- **Partnered with the DC Department of Health Cardiovascular Health Program to compile a packet of educational materials promoting the prevention and control of cardiovascular disease and diabetes.** The packets were sent to several clinics in the District of Columbia.
(Delia Houseal, DC DPCP)
- **Through the use of contractors and funds provided by either CDC or the Delaware Health Fund (tobacco settlement) dollars, outreach initiatives included:** increasing A1C testing, flu shots, implementation of community blood screenings, community programs targeting multicultural populations in Delaware, comprehensive work in the Federally Qualified Health Centers and five community clinics, and health fairs. **Conducted trainings, worksite education, and presentations at dozens of events,** including Office of Women's Health state conference, Depression and Bipolar Support Alliance, training for nurse case managers, Annual Diabetes Expo, School Nurses Annual Update, Care Giver Program (JDRF), Colonial School District Wellness Challenge, WIC, Annual Latina Conference, 1st State Community Action, Valero Health Fair, and numerous other sites). **All projects and distribution included NDEP materials appropriate for the targeted audience.**
(Don Post, DE DPCP)
- **Partnered with ADA and AADE for conference presentations and exhibits.** At August 25, 2008 **Annual African American Conference, "Victory Over DM,"** distributed NDEP materials to more than 700 clients, including "Know Your Number" cards, "Small Steps. Big Rewards." booklets, and Recipes and Meal Planner.
(Magon Saunders, GA DPCP, AAAA WG)
- **Partnered with the State Department of Health's Office of Women's Health on a diabetes grant from HHS.** We are working with them to promote NDEP materials and get the local community grantees to use them. (Laura Heinrich, IN DPCP)
- **Partnered with the WIC program**—conducted presentation on Gestational Diabetes and promoted and distributed the "It's Not Too Early..." brochure in WIC clinics statewide.
Provided NDEP Materials at health fair at the **State of Maine Employees' Wellness Center.**
Promoted and distributed NDEP materials to **cardiac rehab facilities.**
Partnered with a local pharmacy to promote NDEP materials in the store.
(Lucinda Hale, ME DPCP)
- **Presented Father's Day seminar and National Diabetes Day seminar.** (Ione deBrum, MH DPCP)

- **Partnering with National Kidney Foundation of Michigan.** Funding cuts decreased activity during June thru September. Resumption with FY 07-08. Less emphasis on radio component. **Focusing on statewide coordination of PSAs and materials to reinforce message on a consistent statewide basis.** (Jean Chickering, MI DPCP)
- **Distributed NDEP materials and website information to the DPCP grantees, including churches and community health centers. NDEP materials also branded and stocked in the Central Supply** which is accessed by 82 local health departments and 9 Public Health Districts. (Bettye Daniel, MS DPCP)
- **Implemented four translation prevention programs** with funding from the MT 2007 legislature using MSA funds. Wrote RFP and received 16 proposals; have 4 sites up and running. **Training for prevention program lifestyle coaches was provided by American Indian site lifestyle coach trainers.** (Helen Amundson, MT DPCP)
- See Highlights of Promotion Activities. (April Reese, NC DPCP)
- **Provided NDEP materials to the State Unit on Aging to provide to their local senior center sites.** Included NDEP materials with Eagle book series. Provided NDEP materials, catalogue of materials, and website information to many groups and agencies. (Kathy Goddard, NE DPCP)
- **Worked with faith-based organizations to develop materials, worked with our diabetes coalitions to promote and develop NDEP materials, and worked with primary care association to promote materials.** (Laura Shea, NY DPCP, CA WG)
- **Created partnership with the International Diabetes Federation to host the Global Diabetes Summit, Columbus Ohio, Nov. 29-Dec. 1, 2007.** The State Request for Proposal required the sub-grantees to use the NDEP materials for prevention and control of diabetes information for participants. (Thomas Joyce, OH DPCP)
- **Developed strong partnership with local TV news media organizations (Katu 2 and Univision). Developed partnership with local faith-based organization. Strengthened relationship with Oregon DHS Worksite Program, Oregon Genetics Program, and the African American Health Coalition.** (Carrie Washburn Beck, OR DPCP)
- Participated in **health fair at supermarket and school; Primary Health Care Center; and Saving and Credit Coop.** (Leonardo Perez, PR DPCP)
- **Ordered promotional materials for a partnership we established with a coalition in a rural area.** Information was used for prevention and control of diabetes for the general public. Information was placed in local health departments, a community wellness center, and faith-based organizations. (Daniel Mitchell, TN DPCP)
- **Promoted the recipe booklet at a local restaurant to display the recipe on their menu as a healthy option.** (Genoveva Martinez, TX DPCP, H/L WG)
- **NDEP educational materials played a key role in helping our program build partnerships with the African American community. Through sharing NDEP materials with community contacts, we were able to develop a work plan and formal partnership with a faith-based coalition that currently focuses on tobacco prevention and control.** They will now be sharing diabetes educational materials through the outreach workers assigned to each of the congregations. They are also planning to bring Mother Love's Diabetes Bus Tour to Utah to kick off their events. As they build capacity, this group would also like to implement the newly revised "Power to Prevent" curriculum in their community.

NDEP materials have also been promoted through partnerships with other health promotion programs. The Utah Department of Health Bureau of Health Promotion programs partnered to create a toolkit to promote worksite wellness. The NDEP Diabetes at Work program is promoted in the Diabetes section of this toolkit. The toolkit will be finalized and promoted to worksites in the coming months.

(Jane Duncan, UT DPCP)

- **Conducted three trainings on the “New Beginnings” Curriculum and incorporated its companion piece, “The Debilitator” film.** One training was for a local health department's chronic disease staff that had one participant facilitate the training at her church and reached 10 congregants. The two other trainings were done in late March with community health workers and will follow up in the next few months to determine their reach. (Nancy Pribble, VA DPCP)
- **The VIDPCP partnered with the VI Housing, Parks, & Recreational Facility to promote a diabetes bulletin board project for the DPCP** where diabetes messages and educational materials on diabetes were posted for participants to increase their awareness of diabetes, its risk factors, and complications in the community. (Sandra I. Charles, VI DPCP)
- **Created an advisory committee and started planning for an intervention with dental professional organizations.** (Robin Edelman, VT DPCP)
- **Regional coalitions used NDEP materials for their community awareness campaigns,** along with health clinics posting NDEP information. (Laura Pennington, WA DPCP)
- **Partnered with local public health department to promote the prevention and control message through the NDEP materials at the County Fair and a large employer-sponsored wellness event. Used NDEP campaigns to develop a diabetes prevention project through a local county health department. Promoted NDEP materials during National Diabetes Month activities/trainings targeting people with diabetes, people at risk for diabetes, and health care providers. Used “New Beginnings” to create a program for Milwaukee’s African American population.** (Pam Geis, WI DPCP, BHS WG)
- **Partnered with two pizza businesses to promote the Super Bowl Sunday event.** (Peggy Adams, WV DPCP)
- **Partnered with the Migrant Health Program and provided materials for their health fair.** As part of our Diabetes Advisory Council, we have a Worksite Wellness work group that is reviewing the Diabetes at Work program. (Star Morrison, WY DPCP)

Adapting NDEP Messages and Materials

**Table L-5. State Diabetes Prevention and Control Programs (DPCP)
Adapting or Tailoring NDEP Messages and Materials**

	Number of Partners	Percent
Total	55	100%
Adapted or tailored materials	20	36%
Did not adapt or tailor materials	35	64%

How Partners Adapted or Tailored NDEP Messages and Materials

- **Created a new display board and featured it at conferences. This board featured available NDEP materials.** (Kyle Reynold, AL DPCP)
- **Used “Small Steps. Big Rewards” and “Prevent and Control Diabetes” slogans on the billboard and on flip flops.** (Pasa Turituri, AS DPCP)
- **Continued to reproduce the "Be Smart About Your Heart. Control the ABCs of Diabetes" logo on door hangers with Foot Care Tips (English & Spanish)** that are included in the Diabetes Self-Management Toolkits that were distributed to an additional 1,394 individuals. The DPCP partnered with community health centers, county health departments and Tribal health departments to distribute the diabetes toolkits. (Carmen Ramirez, AZ DPCP, H/L WG)
- **Downloaded materials and disseminated them at conferences and presentations. Also, ordered materials. I have my own resource station in my garage...looks like an NDEP store!** (Magon Saunders, GA DPCP, AAAA WG)
- **Used NDEP’s Medicare piece in one for Idaho. Used “Take Care of Your Feet for a Lifetime” messages in a handout for “Fit and Fall-Proof” class attendees.** (Jean Calomeni, ID DPCP)
- **Adapted the "Tips for Teens--Be Active" messages for a billboard with the message "Hey Kids...Be Active, Eat Well & Lower Your Risk for Type 2 Diabetes."** The billboard included the NDEP logo and the “Control Your Diabetes. For Life.” logo. It was personalized with the local health department name and telephone number. **The statewide press releases were personalized with Kentucky information and data.** (Linda Leber, KY DPCP)
- **During a diabetes support group meeting, used the "Tips for Feeling Better..." tip sheet for learning to set short-term goals. In our monthly educational support tool, we summarized material from "Take Care of Your Feet..." and put the link for the website as a reference and resource.** (Daria Rovinski, MD DPCP)
- **Tailored NDEP messages in a way that best fit our own setting.** (Ione deBrum, MH DPCP)
- **Wrote our own press release about diabetes, using the teen materials as one of the "hooks."** (Victoria Warren, MO DPCP)
- **Adapted “Small Steps. Big Rewards.” for a one-time statewide radio campaign and adapted “More than 50 Ways...” for an ongoing campaign aired on an HBCU radio station.** (Bettye Daniel, MS DPCP)
- **Put image and message on billboards.** (Henry Sherel, NJ DPCP)
- **Tailored messages for media campaign targeting African American and Hispanic/Latino populations.** (Laura Shea, NY DPCP, CA WG)
- **Used PSA, news articles on flu vaccine, “ABCs of Diabetes,” and gestation diabetes messages.** (Darrell Eberly, OK DPCP)
- **Used Diabetes at Work materials to develop a presentation on diabetes at work for situations when a computer wasn’t available.** (Jan Miller, PA DPCP)

- **Used NDEP materials for professional trainings and the development of local educational materials.** (Waldert Rivera-Saez, PR DPCP)
- Working with our communications department, Virginia's DPCP created a newsletter and a public service announcement that was sent throughout the state in November to encourage people with diabetes to get the flu shot. (Nancy Pribble, VA DPCP)
- **Created a diabetes risk brochure that uses some of the messages and resources of NDEP,** but I used this brochure mostly to link to nutrition and physical activity programs in my state, along with the ADA diabetes risk screening tool. (Robin Edelman, VT DPCP)
- **Tailored messages for newsletters.** (Pam Geis, WI DPCP, BHS WG)
- **Adapted the PSAs for radio and TV.** (Peggy Adams, WV DPCP)

Printing NDEP Materials

**Table L-6. State Diabetes Prevention and Control Programs (DPCP)
Materials Printed or Copied for Specific Target Audiences**

Partners Who Printed or Copied NDEP Materials	36
Partners Who Indicated Specific Target Audiences	35
Target Audience	# of Copies
General audience	48,662
Health care professionals	26,958
African American/People of African Ancestry	22,343
Hispanics/Latino Americans	16,456
Children and adolescents	15,988
Employers/business community	4,542
Women who have had gestational diabetes	4,327
American Indians/Alaska Natives	3,605
Older adults	3,560
Asian Americans/Pacific Islanders	2,724