Amplifying the National Prediabetes Awareness PSA Campaign

RightCare Initiative University of Best Practices Meeting
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Prevention First (1305) and Lifetime of Wellness (1422)
Objectives

- CDPH diabetes prevention work
- Present national Prediabetes Awareness Campaign – CA’s Role
- Coordination with State and Local partners to leverage campaign
86 MILLION AMERICANS
MAYBE EVEN YOU,
HAVE PREDIABETES.
PERSON-THINKING
‘BUT-PROBABLY-NOT-ME’

No one is excused from prediabetes. It’s real, but it can be reversed. Know where you stand at DoITHavePrediabetes.org, or talk to your doctor today.

DoITHavePrediabetes.org

California Department of Public Health
Background

Burden of Diabetes in California, 2014 report
California Department of Public Health (CDPH)
Chronic Disease Control Branch
Diabetes Burden in California
Diagnosed Diabetes by Age

Figure 1. Type 1 and Type 2 Diagnosed Diabetes by Age, 2011–2012

Source: California Health Information Survey (CHIS) 2011–2012 Adult Survey.
Response to "Other than during pregnancy, has/had a doctor ever told you that you have diabetes or sugar diabetes?" and "Were you told that you had Type 1 or Type 2 diabetes?"
"Other diabetes types" not shown.
Diabetes Burden in California’s Ethnic Populations

Figure 2. Type 2 Diagnosed Diabetes by Gender and Race/Ethnicity, 2011-2012

- **Gender**
  - Male: 7.2%
  - Female: 6.4%

- **Race/Ethnicity**
  - Hispanic: 10.5%
  - African American: 8.8%
  - American Indian/Alaska Native: 7.5%
  - Asian/Pacific Islander: 6.2%
  - Non-Hispanic White: 4.9%

Source: California Health Information Survey (CHIS) 2011-2012 Adult Survey.
Response to "Other than during pregnancy, has/had a doctor ever told you that you have diabetes or sugar diabetes?" and "Were you told that you had Type 1 or Type 2 diabetes?"
American Indian or Alaska Native or other single and multiple race not shown due to unstable estimates.
Diabetes Burden in California by the Social Determinants of Health

Figure 3. Type 2 Diagnosed Diabetes by Education and Poverty Level, 2011–2012

<table>
<thead>
<tr>
<th>Education</th>
<th>Age-adjusted Prevalence (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade School</td>
<td>9.9</td>
</tr>
<tr>
<td>High school, GED &amp; vocational</td>
<td>7.1</td>
</tr>
<tr>
<td>College graduate</td>
<td>4.8</td>
</tr>
<tr>
<td>Poverty Level</td>
<td></td>
</tr>
<tr>
<td>0–99%</td>
<td>8.7</td>
</tr>
<tr>
<td>100–199%</td>
<td>9.1</td>
</tr>
<tr>
<td>200–299%</td>
<td>7.3</td>
</tr>
<tr>
<td>300% or more</td>
<td>5.3</td>
</tr>
</tbody>
</table>

Source: California Health Information Survey (CHIS) 2011–2012 Adult Survey. Response to "Other than during pregnancy, has/had a doctor ever told you that you have diabetes or sugar diabetes?" and "Were you told that you had Type 1 or Type 2 diabetes?"
Diabetes Prevention in Action
State Level

• CDPH is committed to support diabetes prevention efforts throughout the state.
• CDPH administers two Centers for Disease Control and Prevention-(CDC) funded programs that address diabetes.
  – Prevention First program
  – Lifetime of Wellness program.
Prevention First

- The *Prevention First* program addresses cardiovascular disease, diabetes, obesity and school health in a coordinated manner.

- *Prevention First* activities are conducted at the state and local level to reduce the prevalence of diabetes and heart disease.
Prevention First Activities

- Local health departments (LHDs)
  - Alameda, Madera, Monterey and Sacramento

- State and Local activities
  - Increase awareness of high blood pressure among patients
  - Increase awareness of prediabetes among people at high risk for type 2 diabetes
  - Promote participation in diabetes self-management education
  - Increasing the use of team-based care in health systems
  - Increase the use of CDC-recognized lifestyle change and chronic disease self-management programs in community settings
Lifetime of Wellness

• The *Lifetime of Wellness* program addresses cardiovascular disease, diabetes management and obesity at the local level.

• Local Health Departments
  – Fresno, Tulare, Merced, Shasta, San Joaquin and Solano counties
Lifetime of Wellness
Local Health Dept. Activities

- Utilize data to build support for lifestyle change
- Engage communities to build support for lifestyle changes
- Increase coverage for lifestyle-change programs
- Identify patients with hypertension and prediabetes
- Engage community health workers to link patients with high blood pressure and prediabetes to community resources
- Implement referral systems between health systems and community resources
Stakeholder Engagement

- Prevent Diabetes STAT: Screen, Test, Act - Today™ (PDSTAT)
- Healthy Hearts California
Prevent Diabetes STAT™: California Meeting Debrief

• Prevent Diabetes STAT: Screen, Test, Act - Today™
  – Center for Disease Control and Prevention, American Medical Association, and the National Association of Chronic Disease Directors hosted PDSTAT:CA stakeholder meeting
  – September 2-3, 2015 in Los Angeles
  – Over 180 attendees
  – Format
  • Day 1: General Education Session
  • Day 2: Action Planning Session
Prevent Diabetes STAT™: California Workgroups

- PDSTAT Workgroups
  - Awareness
  - Availability
  - Screening, Testing and Referral
  - Coverage 1 and Coverage 2
Prevent Diabetes STAT™: California Meeting Debrief

- **Purpose:** Develop an action plan to scale and sustain the National DPP
- **Invitees:** Payers, Employers, Providers, Others
- **Focus:**
  - Increase awareness of prediabetes;
  - Increase health plan and employer coverage of the CDC-recognized lifestyle change program;
  - Increase clinical screening, testing, and referral to the CDC-recognized lifestyle change program;
  - Increase the availability of CDC-recognized lifestyle change programs.
Workgroup Priorities

• Awareness:
  – Leverage national Prediabetes Awareness campaign, ensure synergy in messaging across state to increase consumer awareness in a coordinated way with cities and counties
  – Increase awareness of healthcare providers to discuss prediabetes with patients
Workgroup Priorities

• Availability:
  – Clinical integration and referrals to existing and future CDC-recognized lifestyle change programs (LCPs)
  – Establish trust and increase buy-in and commitment for diabetes prevention and CDC-recognized LCPs
Workgroup Priorities

• **Screening, Testing, and Referral (STR):**
  
  – Initiate meaningful health systems change that will increase STR through training physicians and care teams on existing and emerging tools & resources
  
  – In the next 12-18 months, engage the community in such a way that bridges gaps between risk for prediabetes and access to the National DPP
Workgroup Priorities

• **Coverage 1:**
  - Medi-Cal Reimbursement – Medicaid plan
  - Private and state health plan coverage

• **Coverage 2:**
  - Broad-based insurance coverage/payer business case
  - State-wide integrated support mechanisms
CDPH Next Steps

• Strategic Planning
  – 4 workgroups lead by CDPH Staff
  – CDC, AMA, NACDD providing technical assistance to CA
  – Hired consultant to facilitate workgroup sessions and in-person meetings
  – 2 future convenings
    • June 2016
    • September 2016
American Medical Association, American Diabetes Association, Centers for Disease Control and Prevention in collaboration with AdCouncil

NATIONAL PREDIABETES AWARENESS PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN
National Prediabetes Awareness Campaign

- AMA, ADA and CDC with AdCouncil prediabetes public service advertising campaign
- **No one is excused from prediabetes.**
- Increase awareness of prediabetes
  - Take online risk test
  - Talk to your doctor
  - Enroll in National DPP program
National Prediabetes Awareness Campaign

• The campaign utilizes a multi-faceted approach to reach adults 40-60 via:
  • National media coverage
  • Television and radio commercials
  • Billboard and online advertisements
  • Social media promotion and text messaging
• PSA is in both English and Spanish
• Technical assistance will be provided if necessary
California Department of Public Health

Posters, Transit Ads, Risk Test

86 MILLION
AMERICANS
MAYBE EVEN YOU,
HAVE PREDIABETES.
PERSON-ABOUT-TO-
FACT-CHECK-THIS-FACT.

If you scored 5 or higher:
You’re likely to have prediabetes and are at
high risk for type 2 diabetes. However, only your
doctor can tell you if you have type 2 di-
betes or prediabetes is condition that provides
a health warning sign for diabetes. Talk to your
doctor to find out if your diabetes.

Lower your Risk
Type 2 diabetes is more common in African Americans, Latinos, American Indians, Asian Americans and Pacific Islanders.

For more information, visit us at
DoIhavePrediabetes.org
Online Campaign Resources

• Lifestyle tips and links to CDC’s National Diabetes Prevention Program
• Call to Action: DolHavePrediabetes.org
• Share the Social Media Toolkit
• AMA, CDC Preventing Type 2 Diabetes provider toolkit
TV Ads – “Bacon Lovers”

https://www.youtube.com/channel/UCFG5XgDdJHkz2aW7UJ2jn7A
Tools for Providers

- Engage health care teams
- Identify high-risk patients
- Educate and engage patients
- Refer to local programs
- Clarify diabetes prevention program structure and expectations

[Image: Prevent Diabetes STAT]

[Image: Preventing Type 2 Diabetes]

[Website: www.preventdiabetesstat.org]

86 MILLION AMERICANS HAVE PREDIABETES

WHAT YOU SHOULD KNOW ABOUT PREDIABETES
CA Prediabetes Awareness Campaign

- Collaboration is Key
- Working with 1305 and 1422 LHDs, and 1422-funded Los Angeles and San Diego Counties, and National DPP providers
- Lead by PDSTAT Awareness Workgroup
- Input from Diabetes Coalition of CA and Healthy Hearts CA alliance
State Marketing Plan

• Social Media
• Earned Media – State and Local Level
• Promotions
  – Newsletters, websites, emails
• Distribution of materials to CHWs, healthcare and National DPP providers; and partners
• Provide training and technical assistance
• Coordinate National Promotions with LHDs and Partners
  – Diabetes Alert Day – March 22
  – National Diabetes Month – November 2016
State Marketing Plan

• Worksite Wellness
  – National Public Health Week
  – HealthierU promotions
  – Included in annual health screenings

• Coordinating with CDPH Nutrition Education and Obesity Prevention Branch (NEOPB)
  – Statewide media campaign
  – Educational Materials
  – Champion Doctors’ initiative
Promotional Materials Available

- CA National Diabetes Prevention Program
  - Brochures and Flyers
- Preventing Type 2 Diabetes provider toolkit
  - Available online and hard copy
Working Together
Diabetes Prevention: Our Goals

• Increase awareness of prediabetes among people at high risk for type 2 diabetes

• Promote participation in diabetes self-management education (DSME)

• Increase use of team-based care in health systems

• Increase the use of CDC-recognized lifestyle change and chronic disease self-management programs in community settings
Diabetes Prevention: Our Goals

• Engage communities to build support for lifestyle changes
• Increase coverage for lifestyle change programs
• Identify patients with hypertension and prediabetes
• Engage community health workers to link patients with high blood pressure and prediabetes to community resources
• Implement referral systems between health systems and community resources
What You Can Do

• Promote awareness of prediabetes among high risk patients and populations
  – doihaveprediabetes.org or American Diabetes Association online or paper copy of risk test
• Refer patients with prediabetes to National DPP
• Recommend and advocate that all health plans include National DPP as a covered benefit
• Advocate, Adopt and/or Implement clinic protocols/policies to refer persons with prediabetes to National DPP
What You Can Do

• Use electronic health records to:
  – Identify and target patients at risk or prediabetes of management control of diabetes
  – Adopt evidence-based treatment protocols
  – Provide decision support for their health care team and reminders for patients
  – Implement clinic protocols/policies to refer persons with prediabetes to National DPP
Questions

Thank you!
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