

KNOW WHERE YOU STAND

DoIHavePrediabetes.org

(It'll only take a minute!)



Amplifying the National Prediabetes Awareness PSA Campaign

**RightCare Initiative University of Best Practices Meeting
Los Angeles, March 25, 2016**

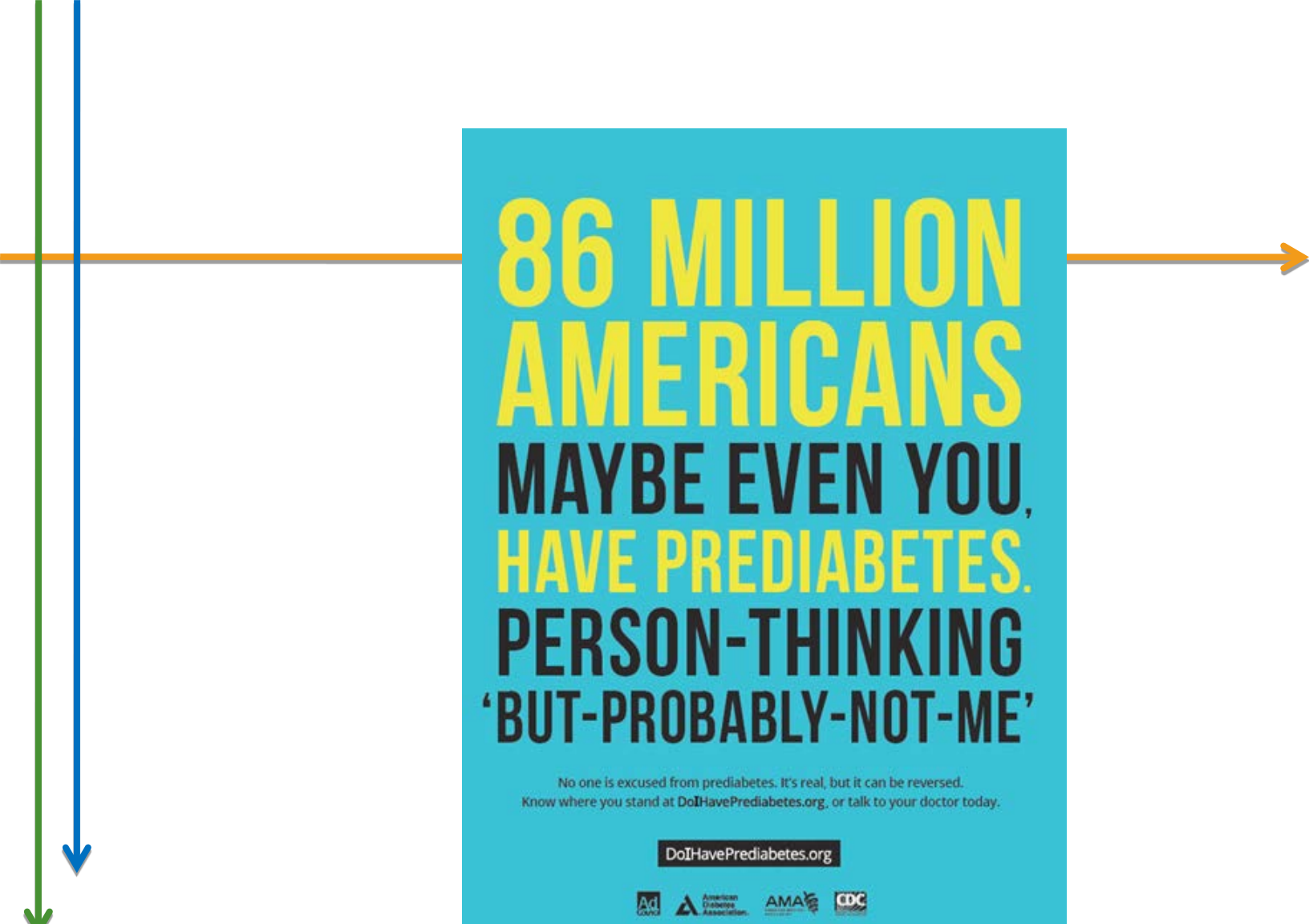
**Mary N. Rousseve
Communications Lead**

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 DoIHavePrediabetes.org, or talk to your doctor today.

DoIHavePrediabetes.org



www.type12.11

Background

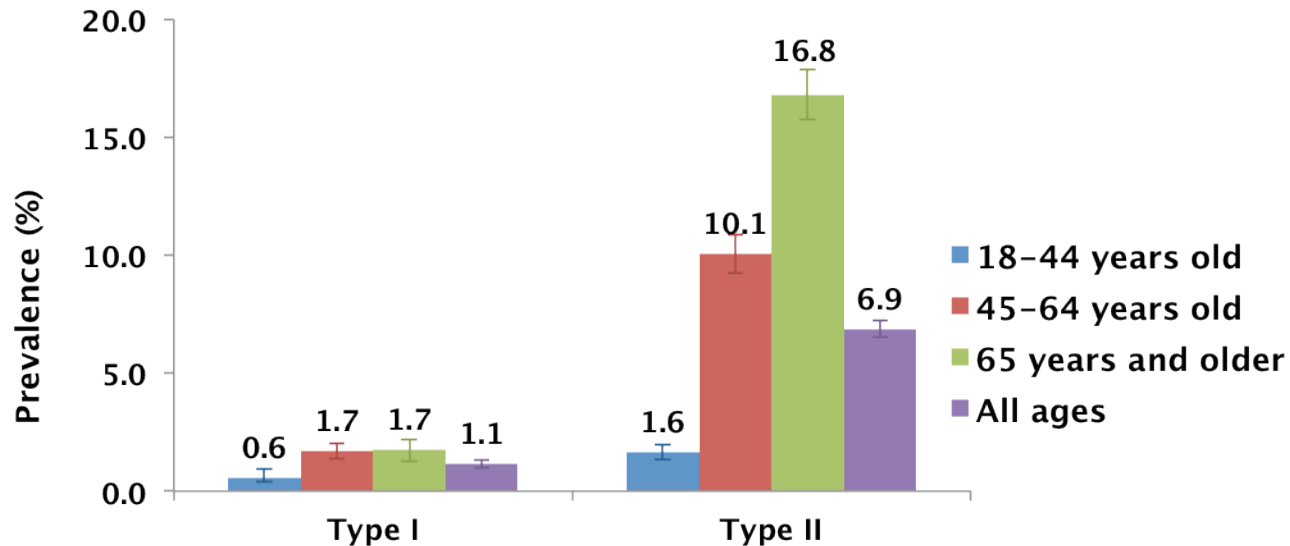
Burden of Diabetes in California, 2014 report
California Department of Public Health (CDPH)
Chronic Disease Control Branch



Diabetes Burden in California

Diagnosed Diabetes by Age

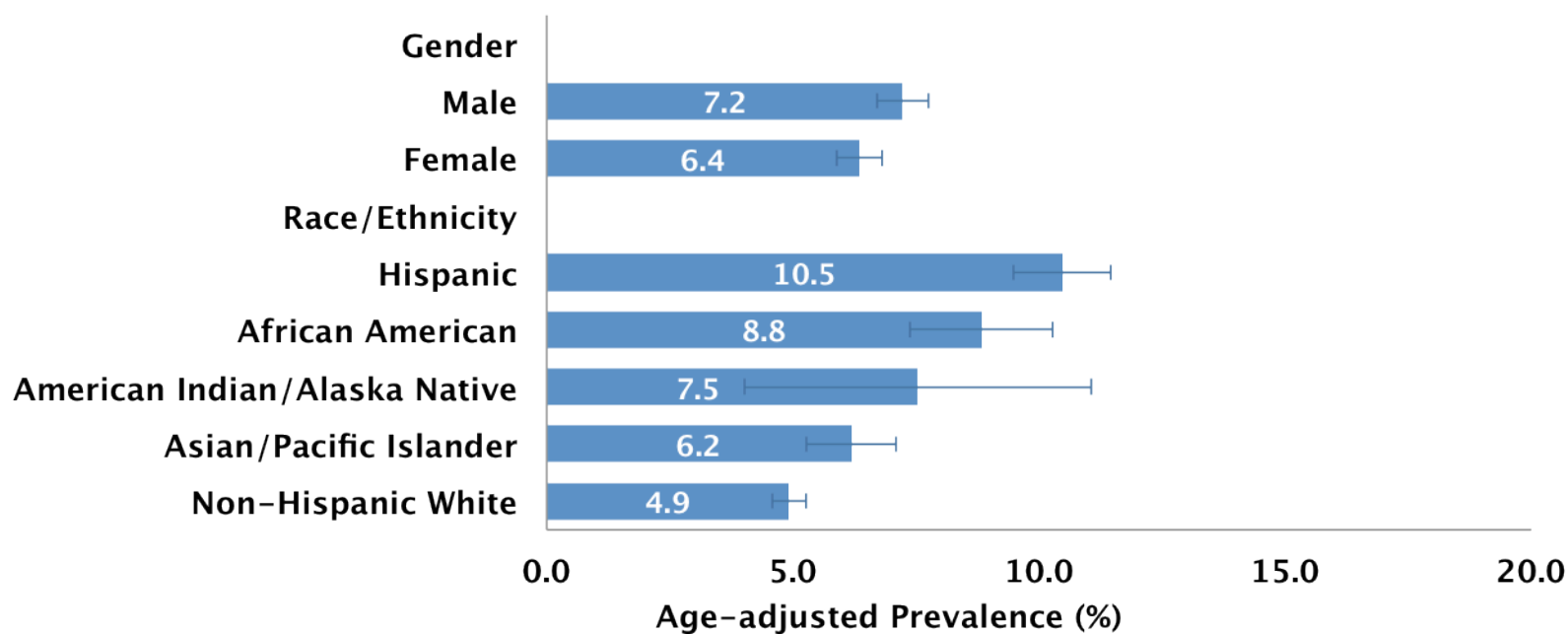
Figure 1. Type 1 and Type 2 Diagnosed Diabetes by Age, 2011-2012



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

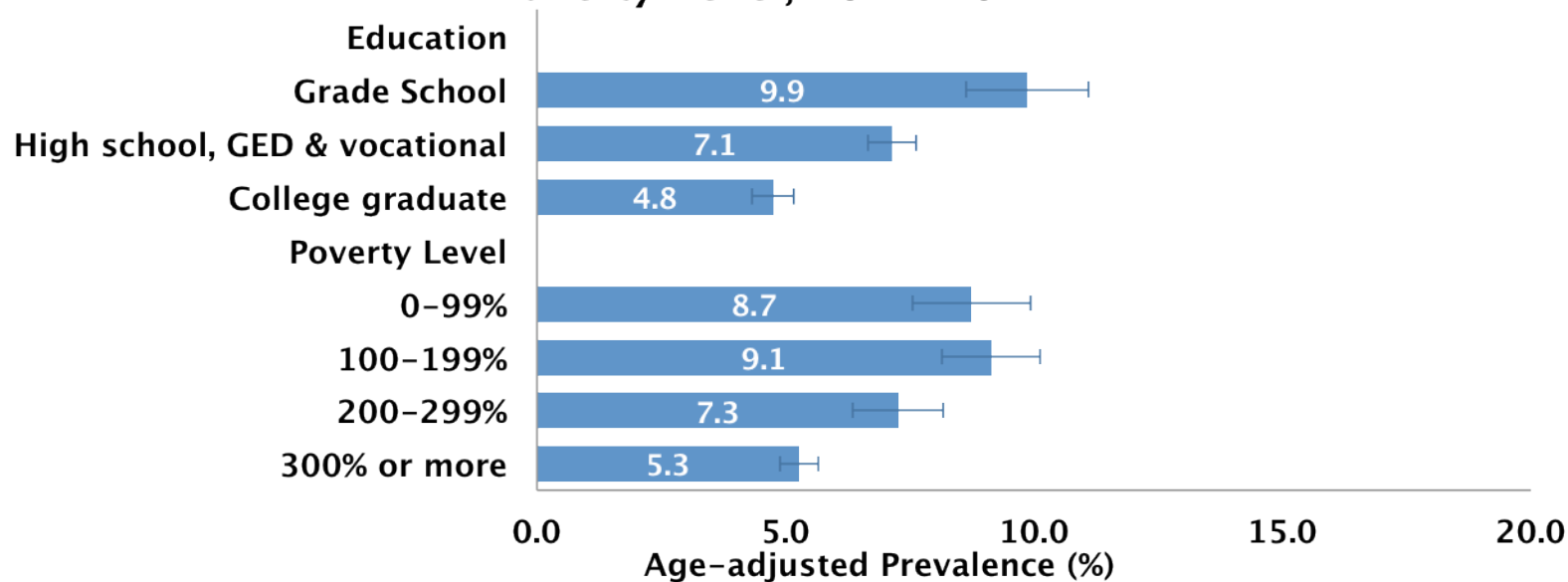
Figure 2. Type 2 Diagnosed Diabetes by Gender and Race/Ethnicity, 2011-2012



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



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

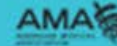
- Strategic Planning
 - 4 workgroups lead by CDPH Staff
 - CDC, AMA, NACDD providing technical assistance to CA
 - Hired consultant to facilitate workgroup sessions and in-person meetings
 - 2 future convenings
 - June 2016
 - September 2016



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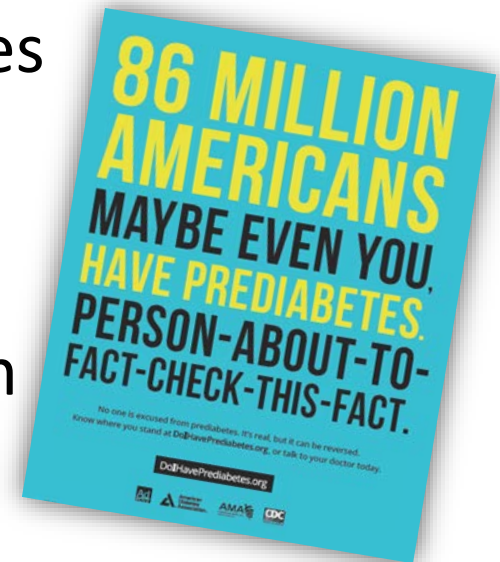
American Medical Association, American Diabetes Association, Centers for Disease Control and Prevention in collaboration with AdCouncil

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

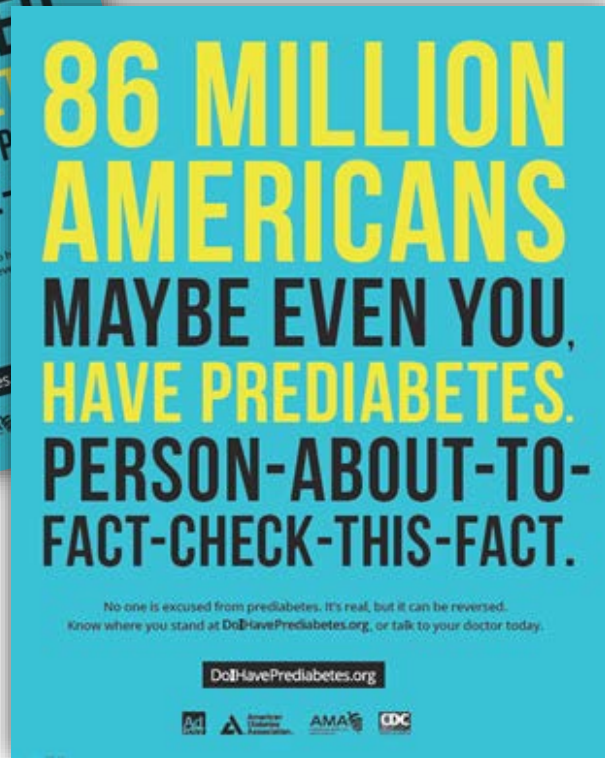


National Prediabetes Awareness Campaign

- 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



Posters, Transit Ads, Risk Test



DO YOU HAVE PREDIABETES?

Prediabetes Risk Test

- How old are you?
 - Less than 40 years (0 points)
 - 40-49 years (1 point)
 - 50-59 years (2 points)
 - 60 years or older (3 points)
- Are you a man or a woman?
 - Man (1 point) Woman (0 points)
- If you are a woman, have you ever been diagnosed with gestational diabetes?
 - Yes (1 point) No (0 points)
- Do you have a mother, father, sister, or brother with diabetes?
 - Yes (1 point) No (0 points)
- Have you ever been diagnosed with high blood pressure?
 - Yes (1 point) No (0 points)
- Are you physically active?
 - Yes (0 points) No (1 point)
- What is your weight status? (see chart at right)
 - (1 Point) (2 Points) (3 Points)

Write your score in the box.

Height	Weight (lbs)		
4'10"	115-142	143-190	191+
4'11"	124-147	148-197	198+
5'0"	128-152	153-201	202+
5'1"	132-157	158-210	211+
5'2"	136-163	164-217	218+
5'3"	141-168	169-224	225+
5'4"	145-173	174-231	232+
5'5"	150-179	180-238	240+
5'6"	155-185	186-246	247+
5'7"	159-190	191-254	255+
5'8"	164-196	197-261	262+
5'9"	168-202	203-269	270+
5'10"	174-208	209-277	278+
5'11"	179-214	215-285	286+
6'0"	184-220	221-293	294+
6'1"	189-226	227-301	302+
6'2"	194-232	233-310	311+
6'3"	200-239	240-318	319+
6'4"	205-245	246-327	328+

Add up your score.

LOWER YOUR RISK

Here's the good news: It's possible with small steps to lower prediabetes... and these measures can help you live a longer and healthier life.

If you are at high risk, the best thing to do is contact your doctor to see if additional testing is needed.

Visit DoIHavePrediabetes.org for more information on how to make small lifestyle changes to help lower your risk.

For more information, visit us at DoIHavePrediabetes.org

AAHA American Diabetes Association AMA CDC



Online Campaign Resources

- Lifestyle tips and links to [CDC's National Diabetes Prevention Program](#)
- Call to Action: [DoIHavePrediabetes.org](#)
- Share the [Social Media Toolkit](#)
- AMA, CDC Preventing Type 2 Diabetes provider toolkit

TV Ads – “Bacon Lovers”

<https://www.youtube.com/channel/UCFG5XgDdJHkz2aW7UJ2jn7A>



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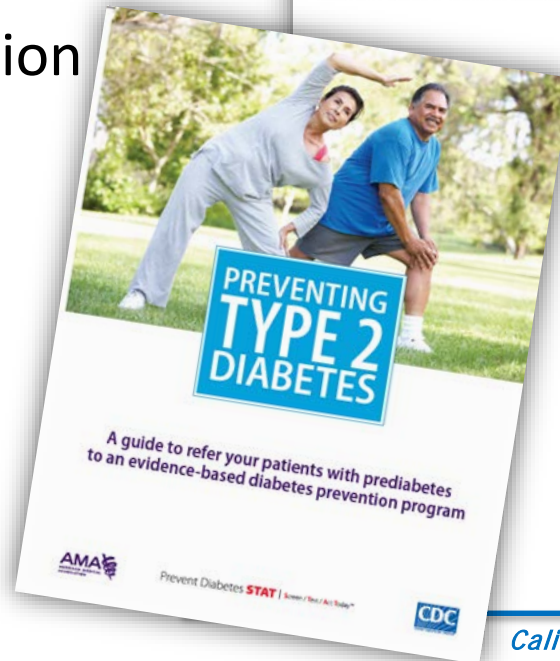
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Tools for Providers

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



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



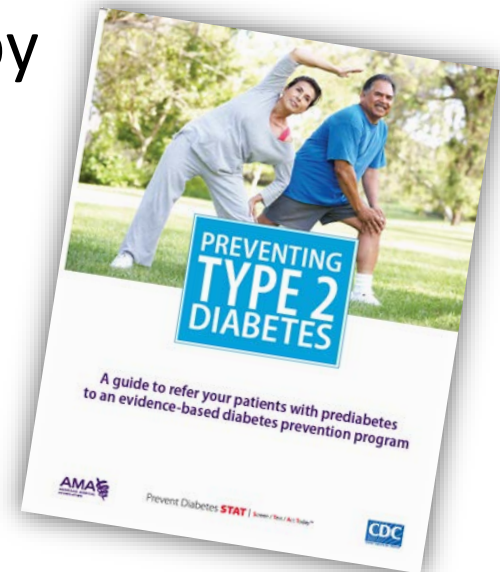
State Marketing Plan

- 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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