Diabetes Prevention in California: Promoting Awareness and Scaling-Up the National Diabetes Prevention Program

Right-Care Initiative University of Best Practices Meeting
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Meeting Objectives

- Present Burden of Diabetes
- Present Prevent Diabetes STAT: Screen, Test, Act - Today™ (PDSTAT)
- Present national Prediabetes Awareness Campaign – CA’s Role
- Coordination with State and Local partners to leverage campaign
Diabetes Burden in California
Diagnosed Diabetes by Age

Figure 1. Type 1 and Type 2 Diagnosed Diabetes by Age, 2013-2014

Source: California Health Interview Survey (CHIS) 2013-2014 Adult Survey.
Diabetes prevalence is based on answers to the question "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 Burden in California’s Ethnic Populations

Figure 2. Type 2 Diagnosed Diabetes by Gender and Race/Ethnicity, 2013-2014

<table>
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<th>Gender</th>
<th>Non-Hispanic White</th>
<th>Male</th>
<th>Female</th>
<th>African American</th>
<th>Male</th>
<th>Female</th>
<th>Asian/Pacific Islander</th>
<th>Male</th>
<th>Female</th>
<th>American Indian/Alaska Native</th>
<th>Male</th>
<th>Female</th>
<th>Hispanic</th>
<th>Male</th>
<th>Female</th>
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Source: California Health Interview Survey (CHIS) 2013-2014 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?" Native American estimate is unstable due to small sample size.
Diabetes Burden in California by the Social Determinants of Health

Figure 3. Type 2 Diagnosed Diabetes by Education and Poverty Level, 2013-2014

- **Education**
  - Grade school: 11.9
  - High school, GED & vocational: 7.4
  - College graduate: 5.2

- **Federal Poverty Level**
  - 0–99%: 11.0
  - 100–199%: 10.0
  - 200–299%: 8.7
  - 300% or more: 5.0

Source: California Health Interview Survey (CHIS) 2013-2014 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?"
Prediabetes in California

- UCLA – estimates 42% of California adults have prediabetes
- CDC cites 38% prevalence in California
- 15-30% of prediabetes patients will progress to diabetes within 5 years
- UC Merced report – $13.9 Billion in health care costs for California
Prediabetes

Diabetes is Just the Tip of the Iceberg!

29 Million with Type 2 Diabetes (9.3% of the Population)

86 Million with Prediabetes (37% of the Population)

77 Million of those with Prediabetes are UNDIAGNOSED

Stakeholder Engagement

Prevent Diabetes STAT: Screen, Test, Act - Today™ (PDSTAT)
Prevent Diabetes STAT: Screen, Test, Act - Today™

• National Technical Assistance Providers:
  – Centers for Disease Control and Prevention (CDC)
  – American Medical Association (AMA)
  – National Associations of Chronic Disease Directors (NACDD)

• Working with selected states to scale-up and sustain the National Diabetes Prevention Plan
Prevent Diabetes STAT™: California Meeting Debrief 2015

• PDSTAT
  – CDC, AMA, and the NACDD hosted PDSTAT:CA stakeholder meeting
  – September 2-3, 2015 in Los Angeles
  – Over 120 attendees
  – Format
    • Day 1: General Education Session
    • Day 2: Action Planning Session
Our Purpose

Develop and Implement an action plan to scale-up and sustain the National Diabetes Prevention Program in California.
Process

LAUNCH
• Los Angeles Meeting
• Focus Areas Set/Pillar Groups Formed
• Start of action planning

JUNE 2016

PLAN DEVELOPMENT
• Sacramento Meeting
• Action planning for priorities

SEPTEMBER 2015

IMPLEMENTATION
• Sacramento Meeting
• Action Plan Launched and Implementation Begun

SEPTEMBER 2016

Pillar Groups
• Develop recommendations for the action plan to accomplish the priorities
• Facilitate implementation of the action plan

Executive Committee
• Representative members of Pillar Groups and National Technical Assistance Providers
• Ensure alignment with other initiatives and across Pillar areas
Action Plan Pillars

- **Awareness:** Increase awareness of prediabetes (marketing/communications)
- **Availability:** Increase the availability of CDC-recognized lifestyle change programs
- **Screen, Test, and Referral:** Increase clinical screening, testing, and referral to CDC-recognized lifestyle change program
- **Coverage:** Increase health plan and employer coverage 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
State and Local Diabetes Prevention Efforts
Diabetes Prevention in Action
State Level

• CDPH is committed to support diabetes prevention efforts throughout the state.
• CDPH administers two 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
NATIONAL PREDIABETES AWARENESS PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

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

California Department of Public Health
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
Posters, Transit Ads, Risk Test

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

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

Do YOU HAVE PREDIABETES?

Prediabetes Risk Test

If you scored 5 or higher:
You’re likely to have prediabetes. However, only your doctor can tell you if you have type 2 diabetes or prediabetes. It’s important to talk to your doctor to find out if additional testing is needed.

Type 2 diabetes is more common in African Americans, Hispanics/Latinos, American Indians, Asian Americans, and Pacific Islanders.

Lower your risk: Take small steps in the right direction—like eating healthier or making adjustments to your lifestyle. If you have any questions, contact your doctor about additional testing.

For more information, visit DoILovePrediabetes.org.
Online Campaign Resources

- Lifestyle tips and links to [CDC’s National Diabetes Prevention Program](https://www.cdc.gov/diabetes/prediabetes/index.htm)
- Call to Action: [DoIHavPrediabetes.org](http://DoIHavPrediabetes.org)
- Share the [Social Media Toolkit](https://www.cdc.gov/diabetes/prediabetes/social-media-toolkit.htm)
- 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

www.preventdiabetesstat.org
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
- Included in Healthy Hearts California alliance Prediabetes/Self-Management & Physical Activity Team
**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
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
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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