




**38% OF ADULTS
IN CALIFORNIA
HAVE PREDIABETES.**

KNOW WHERE YOU STAND

DoIHavePrediabetes.org



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

**Right-Care Initiative University of Best Practices Meeting
Sacramento, June 13, 2016**

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Prevention First (1305) and Lifetime of Wellness (1422)



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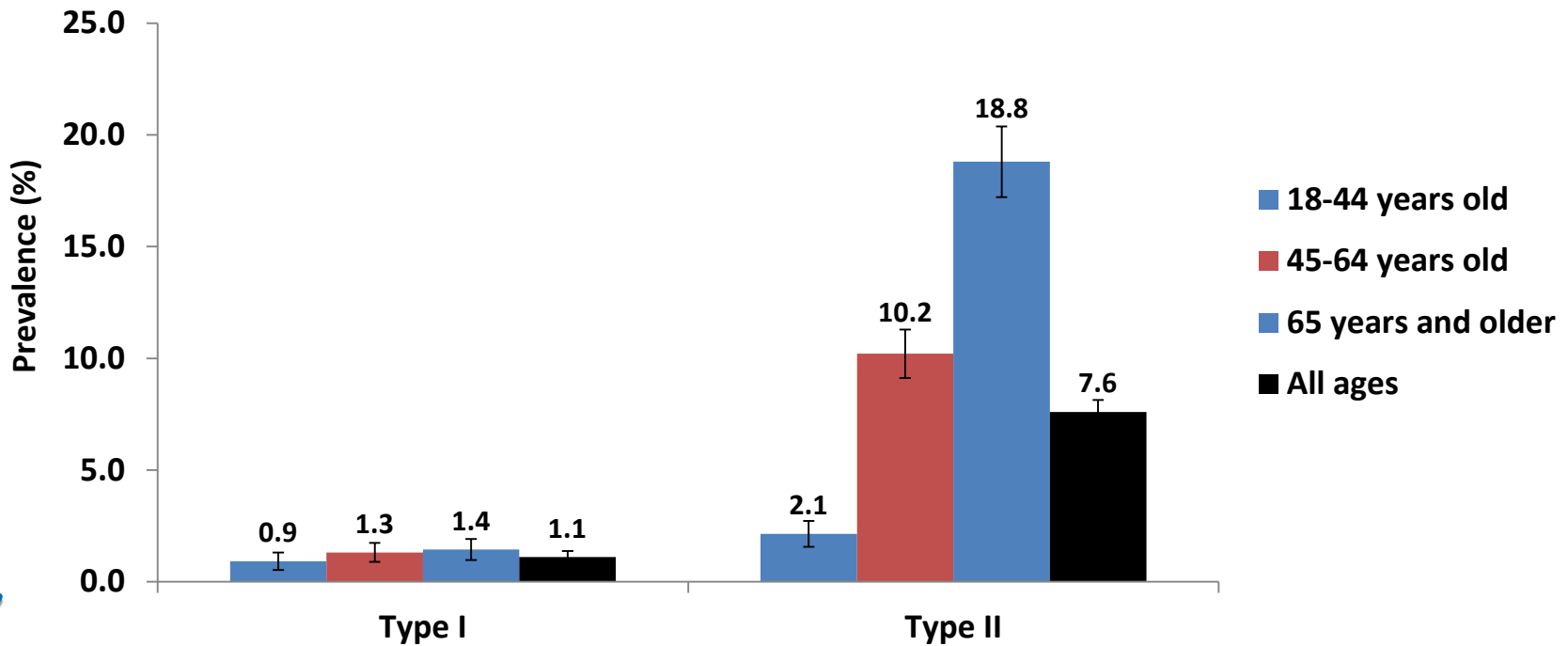
Meeting Objectives

- 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

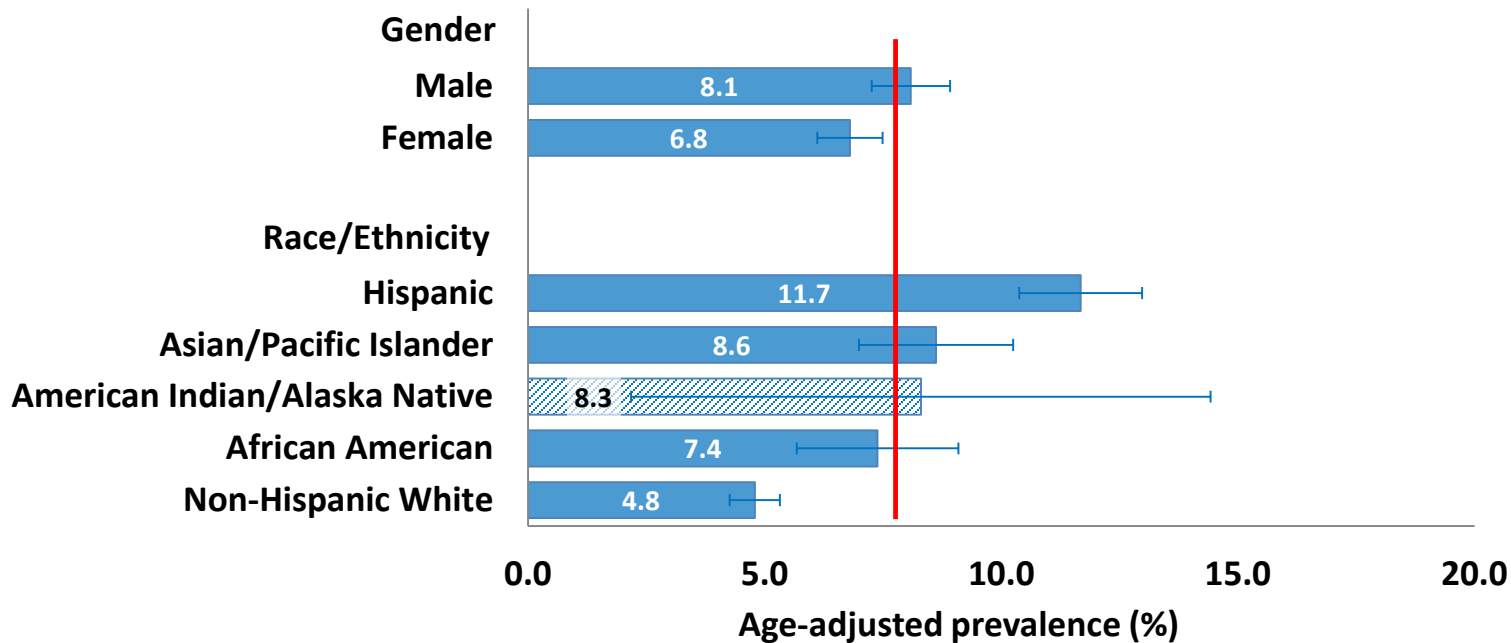


Source: California Health Interview Survey (CHIS) 2013-2014 Adult Survey.

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



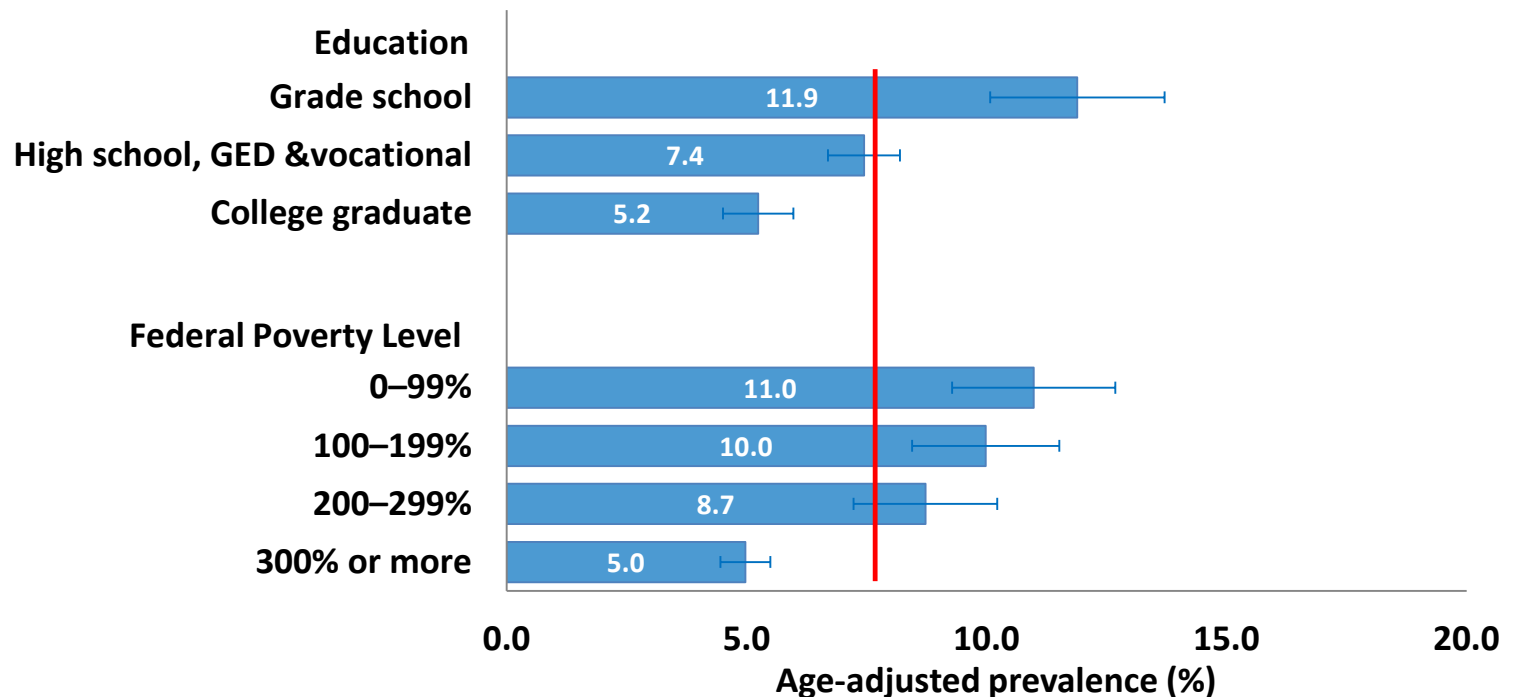
Source: California Health Interview Survey (CHIS) 2013-2014 Adult Survey.

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



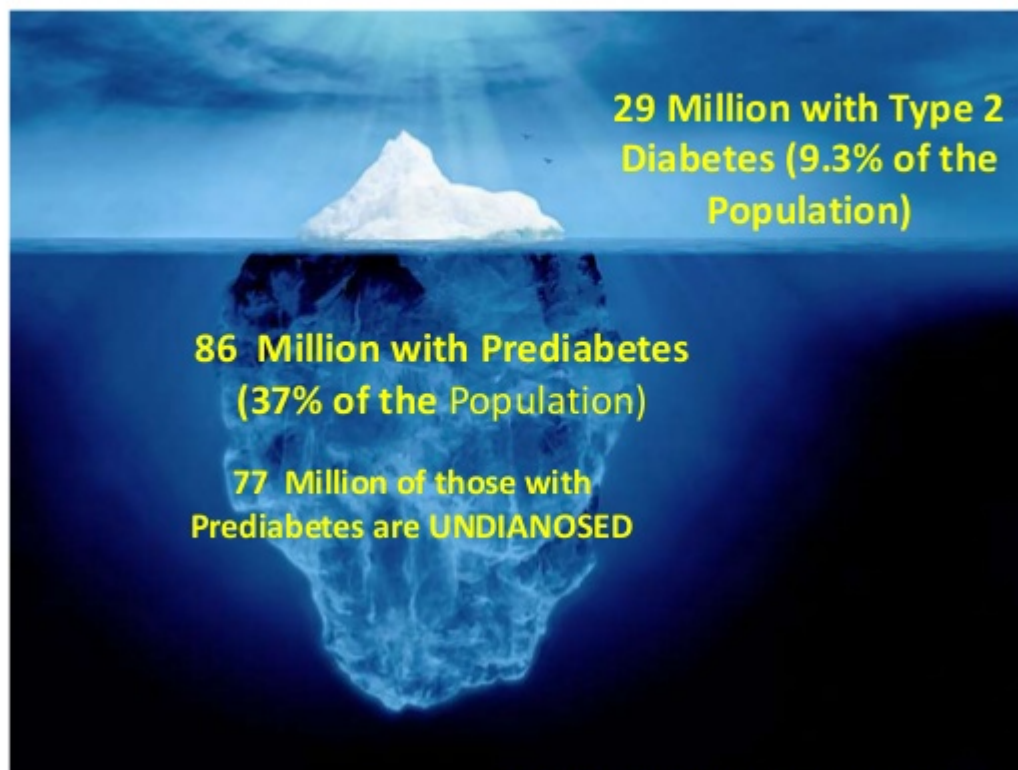
Source: California Health Interview Survey (CHIS) 2013-2014 Adult Survey.
Response to "Other than during pregnancy, has/had a doctor ever told you that you have diabetes or sugar diabetes?"
and "Were you told that you had Type 1 or Type 2 diabetes?"

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!



CDC and Prevention. National Diabetes Statistics Report, 2014. <http://www.cdc.gov/diabetes/pubs/statsreport14/national-diabetes-report-web.pdf>.
MMWR Morbidity and Mortality Weekly Report. 2013;62:209-212.

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

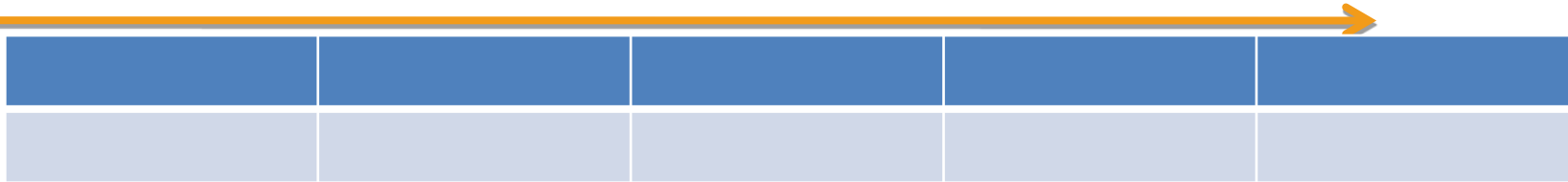
- PDSTAT
 - CDC, AMA, and the NACDD hosted PDSTAT:CA stakeholder meeting
 - September 2-3, 2015 in Los Angeles
 - Over 120 attendees
 - Format
 - Day 1: General Education Session
 - Day 2: Action Planning Session

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

SEPTEMBER 2015

PLAN DEVELOPMENT

- Sacramento Meeting
- Action planning for priorities

JUNE 2016

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

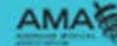
- Utilize data to build support for lifestyle change
- Engage communities to build support for lifestyle changes
- Increase coverage for lifestyle-change programs
- Identify patients with hypertension and prediabetes
- Engage community health workers to link patients with high blood pressure and prediabetes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



KNOW WHERE YOU STAND

DoIHavePrediabetes.org

(It'll only take a minute!)



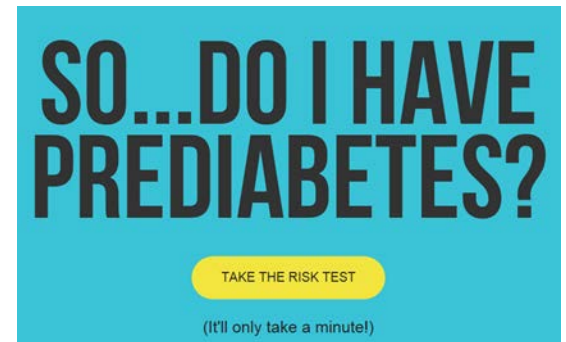
NATIONAL PREDIABETES AWARENESS PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

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

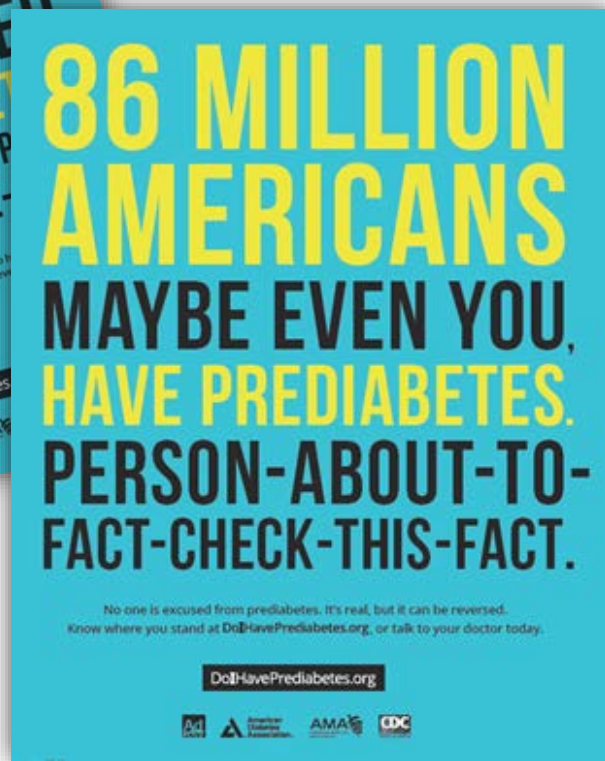


National Prediabetes Awareness Campaign

- 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



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"	119-142	143-190	191+
4'11"	124-147	148-197	198+
5'0"	129-152	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	180-239	240+
5'6"	155-185	186-246	247+
5'7"	159-190	191-254	255+
5'8"	164-196	197-261	262+
5'9"	169-202	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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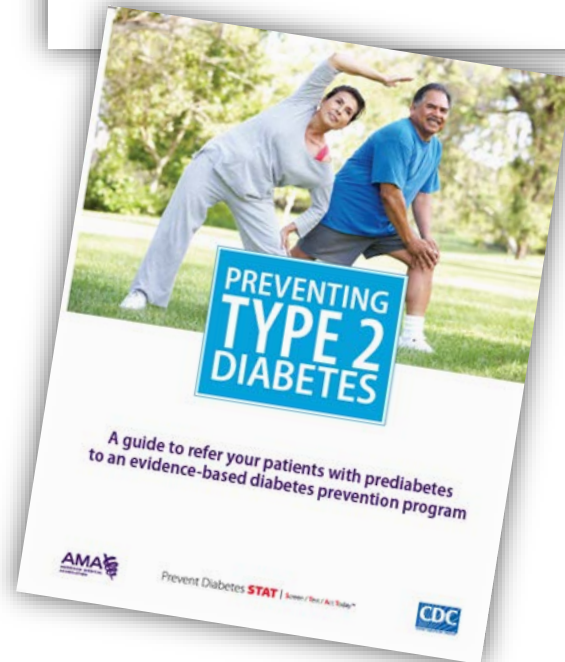
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Tools for Providers

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

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



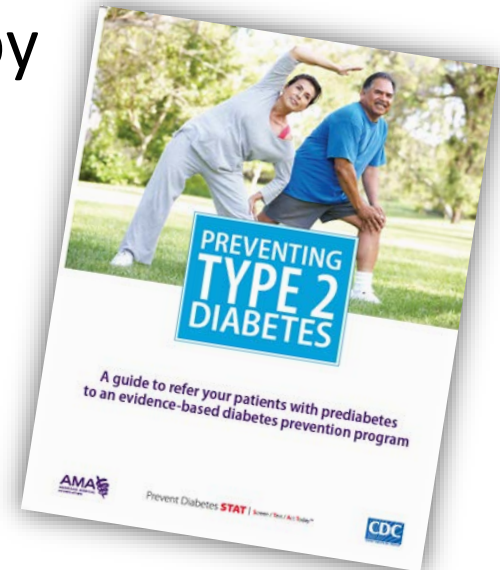
State Marketing Plan

- 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



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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