

# THE NATIONAL DIABETES PREVENTION PROGRAM

## Content for Consumer and Health Care Provider (HCP) Materials

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National Center for Chronic Disease Prevention and Health Promotion  
Division of Diabetes Translation

[www.cdc.gov/diabetes](http://www.cdc.gov/diabetes)



# WELCOME REMARKS

POTENTIAL  
PARTICIPANTS  
(CONSUMERS)

HEALTH CARE  
PROVIDERS

EMPLOYERS

INSURERS

# AUDIENCES



# Consumer Materials

- Fact Sheet
- Brochure
- Articles
- Press Releases
- Radio Scripts
- Social Media
- Web Content

*The fact sheet provides information about prediabetes and risk factors for type 2 diabetes, along with an overview of the National Diabetes Prevention Program lifestyle change intervention. We suggest having printed copies available for individuals to take home and read at their leisure or share with others including their health care providers. Replace yellow highlighted text with information specific to your program.*

#### Content for Fact Sheet

#### The [Organization/Program Name] Reduces Your Risk of Type 2 Diabetes

If you have prediabetes or other risk factors for type 2 diabetes, now is the time to take charge of your health and make a change. The [Organization/Program Name] can help!

[Organization/Program Name] is part of the National Diabetes Prevention Program led by the Centers for Disease Control and Prevention (CDC). It features an approach that is proven to prevent or delay type 2 diabetes and includes:

- Trained lifestyle coach
- CDC-approved curriculum
- Group support
- 16 weekly meetings
- 6 monthly follow-up meetings

**MOTIVATING**  
**COMPELLING**  
**EMPOWERING**

CALL TO  
ACTION

Contact the program to learn more, or talk to your doctor about your risk for type 2 diabetes.

# Examples- Raising Awareness

- For states with few programs
  - Situation assessment
  - Prioritize audiences
  - Web content for your website
  - Risk test widget and paper forms
  - Inform organizations with the capacity to offer the program



# Examples- Raising Awareness

- For States with many programs
  - Start with situational assessment, and be strategic with your priorities.
  - Find out who is covering the program either large employer or insurance companies and make sure those covered are being reached
  - Collaborate with state diabetes coalitions or other associations to address prediabetes

## Examples- Recruiting

- Meet with program sites to determine recruitment needs, and help drive traffic
- Utilize social media platforms with CDC messages to strengthen recruitment efforts
- Continue to encourage new organizations to offer the program...collect testimonials from existing organizations to share
- Develop brochures, fact sheets, articles etc. to increase participant uptake

# HCP Materials

- Talking points
- PowerPoint slides
- Elevator speech
- Fact sheet
- Recommendation form
- Outreach toolkit
- Mailing insert

SCIENTIFIC

CREDIBLE

PROVEN

#### WHAT PARTICIPANTS ARE SAYING...

"I've tried so many things before, but without the program I would never have done this on my own."

David

"I'm so excited because I went to the doctor last week and all of my numbers were down, and I officially no longer have prediabetes."

Vivien

#### How Does [Your Organization/Program name] Work?

[Your Organization/Program name] empowers patients with prediabetes and those at risk for type 2 diabetes to take charge of their health and well-being. Participants meet in groups with a trained lifestyle coach for 16 weekly sessions and 6 monthly follow-up sessions to learn ways to incorporate healthier eating and moderate physical activity, as well as problem-solving, stress-reduction, and coping skills, into their daily lives.

#### How Can My Patients Access [Your Organization/Program name] near them?

[Your Organization/Program name] is a community-based program, so your patients can find it in varied locations like health care facilities, faith-based organizations, wellness centers, and worksites. Many private insurers, employers, government agencies, health care facilities, and community-based organizations offer access to and coverage of the program. [Your Organization/Program name] may be free to many of your patients based on their insurance coverage. [Note: Provide as much specific information as you can about the cost and coverage for your program]

#### Recommending Patients Is Easy!

Simply use the recommendation form available to share information about your local [Your Organization/Program name] program and recommend those patients who are at risk for type 2 diabetes. To learn more or to request recommendation forms, please contact:

[Local program name]

[Program contact name]

[Address 1]

[Address 2]

[Phone number]

[Email address]

PROGRAM MAY  
BE COVERED BY  
INSURERS



KEY  
FINDINGS



LOCAL AVAILABILITY

## Recommendation Form

This is a recommendation for an adult patient to participate in the PreventT2 program. Make a copy and provide the completed form to the patient, who may contact their local program for more information and to enroll.

(First Name) (MI) (Last Name)

Enroll in the PreventT2 Lifestyle Change Program based on the following eligibility criteria:

- 18 years or older
- BMI  $\geq 24$  kg/m<sup>2</sup> ( $\geq 22$  if Asian)
- Diagnosis of prediabetes or GDM based on (check one or more)
  - Fasting blood glucose (range 100–125 mg/dl)
  - 2-hour glucose (range 140–199 mg/dl)
  - HbA1c (range 5.7–6.4)
  - Previous GDM (may be self-reported)

### Health Care Provider Information

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC), and is scientifically proven to prevent or delay the onset of type 2 diabetes for patients at high risk or with prediabetes.

For more information, contact your local PreventT2 program at:

[Insert local program name]  
[Insert program contact name]  
[Insert address 1]  
[Insert address 2]  
[Insert person's phone number]  
[Insert person's email address]

AWARENESS  
& TESTING



DESIRED  
OUTCOMES



RECOMMENDATION

# Examples- Recruiting

- For states with enhanced funding
  - Again, start with an assessment of your situation... where do you already have relationships you can leverage?
  - ID HCPs that are currently referring to programs or that are actively working to prevent Type 2 (testimonials)
  - Setup conversations to share more about this program.
  - Meet with existing programs to help drive traffic
  - Using provided materials, develop promo kit
  - Write an article for medical association journals/ newsletters etc.

# EMPLOYER & INSURER MATERIALS



IMPROVE WELL-BEING OF  
EMPLOYEES/MEMBERS



**SOLUTION  
FOCUS**



REDUCE  
HEALTHCARE  
COSTS



QUESTIONS



**For more information please contact :**

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

