

# Collective Impact Report

## EXECUTIVE BRIEF



October 2018

### State Engagement Model Catalyzes Action and Collective Impact

#### Development of the NACDD/CDC State Engagement Model

Prediabetes is a serious condition affecting one out of three adults in America—that’s 84 million people. To meet the challenge of preventing type 2 diabetes among adults with prediabetes, Congress authorized the Centers for Disease Control and Prevention (CDC) to establish the National Diabetes Prevention Program (National DPP). A key component of the National DPP is a proven, intensive, lifestyle change program.

To help expand the National DPP, NACDD and CDC collaborated to develop a partner engagement approach, called the NACDD/CDC State Engagement Model. The primary purpose of the model (see graphic on page 2) is to enhance stakeholder engagement to catalyze commitment and action. The model generates coordinated and collective action among diverse

stakeholders, rather than activities in silos. The model builds upon existing National DPP efforts and was executed and refined in 35 states between 2012 and 2018.

A centerpiece activity—the State Engagement Meeting (StEM)—brings together diverse stakeholders to raise awareness and advance the prevention of type 2 diabetes. At the StEM, stakeholders partner with State Health Departments to develop an action plan focusing on four complementary pillars of the National DPP: 1) Awareness, 2) Availability, 3) Coverage, and 4) Screening, Testing and Referral. This executive brief highlights the collective action and impact State Health Departments have achieved through their partnership with stakeholders.

## NACDD/CDC State Engagement Model

*Catalyzing Action and Collective Impact of the National DPP*



### Actions to Scale and Sustain the National DPP Lifestyle Change Program

Using the model, state and local partners develop and implement action plans to advance a common goal of increasing enrollment in the National DPP lifestyle change program. Their collective activities support four pillars of the National DPP as defined on the following page, along with examples of actions State Health Departments and their partners are taking.

Partner engagement promotes building public and private-sector relationships

to enhance success in each of the pillar areas. State Health Departments and local stakeholders, including healthcare providers, health plans and employers, state/local government, and community organizations, form strategic partnerships to advance the goals of the National DPP. In addition, NACDD enlists a national team of experts including CDC’s Division of Diabetes Translation, the American Medical Association, the American Association of Diabetes Educators, and Leavitt Partners.

Pillars of the National DPP	Sampling of Actions Taken by States and Partners
<p>Increase <b>AWARENESS</b> of prediabetes and the effectiveness of the National DPP lifestyle change program</p>	<ul style="list-style-type: none"> <li>• Sponsor websites and multimedia campaigns with print, radio, and social media</li> <li>• Identify healthcare provider champions</li> <li>• Make the case for coverage and present to employers</li> <li>• Create a centralized state-specific resource hub</li> <li>• Host summits to engage partners and catalyze action</li> </ul>
<p>Increase <b>AVAILABILITY</b> of National DPP lifestyle change programs, delivery options, and class locations</p>	<ul style="list-style-type: none"> <li>• Recruit and train lifestyle coaches</li> <li>• Recruit new organizations</li> <li>• Engage diabetes self-management education and support programs to offer diabetes prevention</li> <li>• Reduce gaps in access <ul style="list-style-type: none"> <li>– Implement program in rural and underserved areas</li> <li>– Partner to promote and increase minority participation from communities of color</li> </ul> </li> <li>• Work with employers to increase availability through worksite clinic/wellness vendors</li> </ul>
<p>Increase public and private payer and employer <b>COVERAGE</b> of the National DPP lifestyle change program</p>	<ul style="list-style-type: none"> <li>• Expand coverage by commercial health plans</li> <li>• Launch pilots and increase coverage by State Medicaid agencies and Medicaid Managed Care Organizations</li> <li>• Grow employer and state government coverage</li> <li>• Educate business leaders about effectiveness and value</li> </ul>
<p>Establish policies and practices to <b>SCREEN, TEST &amp; REFER</b> patients with prediabetes to CDC-recognized organizations</p>	<ul style="list-style-type: none"> <li>• Educate healthcare provider organizations about screening/testing for prediabetes, and options for referrals</li> <li>• Promote screening and referral tools and online risk test to healthcare extenders</li> <li>• Use EHR data to identify patients at highest risk</li> <li>• Partner with state medical societies</li> </ul>

## Enhancing Collective Impact

Outcomes from the implementation of state-specific National DPP action plans contributed to the collective impact results presented here.

### New and renewed partners engage in the National DPP

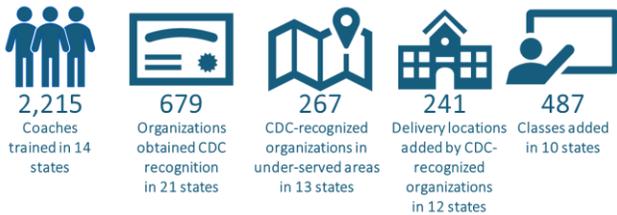


### Clinicians and community members learn about the National DPP

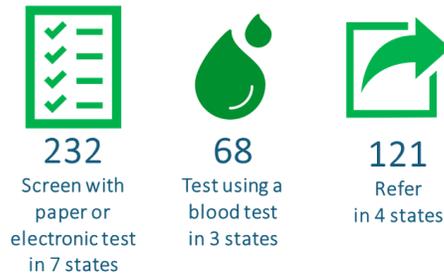


**34,355** Licensed Providers  
**11,094** Non-Licensed Individuals

### Organizations offer the National DPP



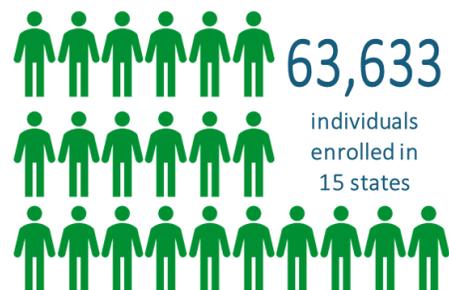
### Organizations screen/test and refer to the National DPP



### Payers and employers offer coverage of the National DPP



### Individuals enroll in the National DPP



This data is from April 2018 NACDD survey of 30 State Health Departments about their accomplishments between 2012 and 2018 using the NACDD/CDC State Engagement Model and complementary activities supported by several CDC funding initiatives. More details available in the full report.

## Learn More and Take Action

Read more about the experience and successes of 30 states, their partners and select national partners in the [National DPP State Engagement Model Collective Impact Report](#).

- Discover how one state more than tripled the number of available National DPP lifestyle change programs
- Learn how one state gained Medicaid, commercial, and state employee coverage
- Find out how partner organizations can help increase screening, testing, and referrals
- Read about notable state strategies for partner engagement

Take action today to scale and sustain the National DPP lifestyle change program. Below are action steps you can take:

- Learn more at the [CDC National DPP](#)
- Find out what your organization does and can do to support efforts to scale and sustain the National DPP
- Contact [NACDD](#) to connect with State Health Department staff who are working on National DPP efforts so you can contribute to—and benefit from—the collective impact
- Learn more about [NACDD's diabetes work](#)

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