



NATIONAL ASSOCIATION OF  
**CHRONIC DISEASE DIRECTORS**  
Promoting Health. Preventing Disease.

# Diabetes State Specialist Awareness Toolkit:

## A Recipe for Success



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# INTRODUCTION

The National Diabetes Prevention Program (National DPP) and diabetes self-management education and support (DSMES) services effectively prevent and manage diabetes, respectively. State Health Departments (SHD) have the task with increasing participation in these programs by providing technical assistance (TA) to program providers.

The National Association of Chronic Disease Directors (NACDD), in partnership with the Centers for Disease Control and Prevention (CDC) and other leaders in diabetes, developed and launched the State Specialists Program for SHD staff in 2020 to support TA efforts.

The State Specialists Program is for SHD diabetes staff working to expand access to and participation in diabetes prevention and management programs. This workforce training and development program combines extensive training and peer networking, resulting in a workforce with the skills and competencies to provide TA to support expanding access to and participation in diabetes programs, particularly in communities experiencing higher rates of prediabetes and diabetes.

## Toolkit Purpose

This toolkit will help you and other State Specialists create awareness of how you can support diabetes prevention and management programs in their efforts to expand access and availability to the National DPP and DSMES services in your state. The Toolkit provides you with tools and resources to increase awareness of your efforts to ensure programs can continue to provide services to help decrease type 2 diabetes risk and improve diabetes-related outcomes, with an emphasis among communities most affected by diabetes.

This toolkit can help you:

- Increase awareness among programs of the benefits of consulting with State Specialists, including types of TA you can provide.
- Expand your reach to support organizations seeking to develop, expand, and sustain diabetes programming in your state.
- Build and sustain relationships with new and existing delivery organizations and partners.



## WHAT IS IN THE TOOLKIT?

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This toolkit provides tools and resources developed by other State Specialists that you can use to engage program and service providers in your state including:

- A signature line.
- Outreach message templates for new and existing program providers.
- State Specialist Fact Sheet template.
- A PowerPoint template.
- Critical sections for newsletter or email updates.
- Ideas for social media campaigns.

Pick and choose the tools and resources that align with your outreach efforts and modify them, as needed. While some resources are specific to National DPP or DSMES, you can adapt them to meet your needs.

## WHY PROMOTE STATE SPECIALIST SERVICES?

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The State Specialists Program has provided you with the knowledge and skills to deliver expert support to National DPP program providers and DSMES service providers who have many requirements to ensure the proper delivery of these programs and services.

Promoting your services is critical to their success as you can:

- Provide guidance on building quality programming to support participants.
- Identify ways to increase access and participation among populations most affected by diabetes.
- Discuss best practices for recruitment, engagement, retention, and program sustainability.
- Advise on current program and service delivery requirements and methods for meeting those requirements.



# THE ESSENTIALS

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Consider these essentials as you prepare:

- 1. Messaging and Communication**

Use consistent messaging and communication. Nurture new connections and partnerships through follow-up and relationship-building. Build trust with diabetes program and service providers by providing timely and accurate responses to their queries.
- 2. Tools & Resources**

Gather your existing tools and resources to aid you in developing your outreach messages. Consider a variety of methods to increase awareness of State Specialist services including information on your website, fact sheets, e-mail outreach, newsletters, and social media.
- 3. Self-Promotion**

Create awareness of your role as a State Specialist when you attend community events, network meetings, Lifestyle Coach trainings, and other professional encounters. Promote your services broadly to build new partnerships and ensure access for diabetes delivery organizations who need additional support.



## OVERVIEW OF OUTREACH TOOLS

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Determine what tools and resources you will need for your outreach efforts. Use existing tools and resources developed by other State Specialists, including:

- An email signature line.
- Sample email messages for interested, new, or existing National DPP program delivery providers.
- Sample email messages for interested, new, or existing DSMES service delivery providers.

Strategize how you will can use these tools to reach out to individual organizations or in mass communications. Tailor the tools and resources to meet your needs and adjust based on the messages you will communicate to new and existing program delivery providers.



### Food for Thought

Having outreach tools and resources in place to develop connections is essential to establishing and cultivating relationships with state and local organizations.



# EMAIL SIGNATURE TEMPLATE

**Identify as a State Specialist in all your email communications to build awareness of your role among your partners.** Your signature line identifies who you are, the company you represent, your credentials, and your services.

Highlight your State Specialist designation to create awareness of your expertise and ability to offer advanced technical assistance to National DPP program providers and DSMES service providers.



## Spice It Up!

Design a free [virtual business card](#) using Adobe Express. Choose from several templates and update with your information.



# NATIONAL DPP INTERESTED PROVIDER TEMPLATE

**Modify this email template if you are a National DPP State Specialist working with organizations who have expressed interest in becoming National DPP providers.** Use this template to provide information about the National DPP, key resources, and how to become a CDC-recognized National DPP lifestyle change program provider. Include ways you can assist the organization as they seek CDC recognition and offer to meet with them throughout the process.

Subject: Learn more about National DPP recognition

Attachments: **[Insert State]** National DPP Comprehensive Overview

Hello **[Insert Name]**,

I appreciate your interest in becoming a recognized provider of the National Diabetes Prevention Program (National DPP). As the **[Insert State]** National DPP State Specialist, I support organizations such as worksites, clinics, and community-based organizations as they seek to prevent type 2 diabetes in their workforce and communities.

[The National DPP program](#) is a partnership of public and private organizations working to prevent or delay type 2 diabetes. As you pursue recognition, you must meet the Centers for Disease Control and Prevention's (CDC) [Diabetes Prevention Recognition Program \(DPRP\) Standards](#) and complete the accompanying [DPRP Application](#). The DPRP Standards ensure you are delivering a high-quality National DPP lifestyle change program.

You will first complete an [Organizational Capacity Assessment](#) to determine your organization's capacity and readiness to offer the program. This information will also help me tailor a personalized technical assistance plan to guide your efforts. I attached our **[Insert State]** National DPP Comprehensive Overview as a starting point. I look forward to continuing to support you as you take the steps necessary **[Select One: to begin or to expand]** your diabetes programming. Contact me with questions that develop as you move forward.

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Optional final paragraph:

I look forward to talking to you on **[Insert Date]** to discuss the program in depth and answer any questions you have after looking through the attached information.

\*\*\*\*\*

**[Insert Closing Statement]** such as Have a great week!]

**[Insert Signature Line]**



## NATIONAL DPP NEWLY RECOGNIZED PROVIDER OUTREACH

**Welcome newly listed CDC-recognized National DPP delivery organizations in your state and introduce yourself as their National DPP State Specialist.** Explain how you can help them navigate the process of implementing and sustaining the National DPP in their organization and the types of technical assistance you can offer.

Subject: Congratulations on National DPP recognition and next steps

Hello **[Insert Name, if available]**,

Congratulations on your recent recognition as a Centers for Disease Control and Prevention (CDC)-recognized National Diabetes Prevention Program (National DPP) provider. We are excited to have you join our network of National DPP lifestyle change program providers in **[Insert State]**. As you start, I wanted to make sure you knew of my services as a CDC-trained National DPP State Specialist for **[Insert State]**. In this role, I provide free, high-quality, tailored technical assistance to organizations implementing the National DPP. I supplement the support CDC's National DPP Customer Service Center (CSC) offers.

As stated in your CDC Diabetes Prevention Recognition Program (DPRP) welcome message, create an account with the CSC to ensure you receive relevant and important updates related to the National DPP. To create an account, select the login button and complete the registration form. Add me as your National DPP State Specialist in your organization's profile section in the CDC's Diabetes Prevention Recognition Program Portal. Adding me will allow me to provide tailored technical assistance including time-sensitive updates, renewal reminders, and other relevant information. Additionally, please copy me when you seek help from the CDC as I may be able to provide immediate assistance or facilitate the technical assistance process with the CSC.

Reach out with any questions or if you need any immediate technical assistance. I appreciate your commitment to preventing type 2 diabetes in **[Insert State]**. I look forward to working with you.

Sincerely,

**[Insert Email Signature]**



# NATIONAL DPP EXISTING PROVIDER PORTAL UPDATE REQUEST

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**Encourage CDC-recognized National DPP delivery organizations in your state to list you as their National DPP State Specialist on their CDC portal account.** Explain how you can help them navigate the process of implementing and sustaining the National DPP in their organization and the importance of you being listed in their CDC portal.

Subject: Update DPRP Portal for Additional Support

Hello **[Insert Name, if available]**,

Thank you for serving as a Centers for Disease Control and Prevention (CDC)-recognized National Diabetes Prevention Program (National DPP) provider. I participated in an extensive CDC-led training to serve as the **[Insert State]** National DPP State Specialist to provide free, high-quality, tailored technical assistance to organizations planning to implement or implementing the National DPP. My role is to supplement and tailor CDC's National DPP Customer Service Center (CSC) support.

Please add me as your National DPP State Specialist in your organization's profile section in the CDC's Diabetes Prevention Recognition Program Portal. Adding me will allow me to provide tailored technical assistance including time-sensitive updates, renewal reminders, and other relevant information.

Reach out with any questions or if you need immediate technical assistance. I appreciate your commitment to preventing type 2 diabetes in **[Insert State]**. I look forward to working with you.

Sincerely,

**[Insert Email Signature]**



# DSMES INTERESTED PROVIDER TEMPLATE

**Modify this email template if you are a DSMES State Specialist working with organizations who have expressed interest in offering DSMES services.** Use this template to provide information about DSMES, essential resources, and DSMES accreditation and recognition processes. Include ways to assist the organization as they seek accreditation/recognition and offer to meet with them throughout the process.

Subject: Tips for DSMES planning

Attachments: **[Insert State]** DSMES Comprehensive Overview

Hello **[Insert Name]**,

I appreciate your interest in becoming an accredited or recognized provider of diabetes self-management education and support (DSMES) services. As the **[Insert State]** DSMES State Specialist, I support organizations such as worksites, clinics, and community-based organizations as they seek to provide services to people with diabetes in their workforce and communities.

DSMES is a proven, cost-effective way to help improve health behaviors and health outcomes for people with diabetes. The Centers for Disease Control and Prevention's (CDC) [DSMES Toolkit](#) includes research on the benefits of DSMES, information on the business case, and guidance on the [national standards for DSMES](#) and the [DSMES accreditation and recognition process](#).

Please reach out as you develop your plan to provide DSMES services. I will create a tailored technical assistance plan based on your needs and connect you to resources that will support your planning and decision-making.

I look forward to continuing to help you as you take the steps necessary [**Choose One:** to begin offering or to expand] DSMES services. Contact me with questions that develop as you move forward.

\*\*\*\*\*

Optional final paragraph:

I look forward to talking to you on **[Insert Date]** to discuss DSMES service in more depth and answer any questions you have after looking through the attached information.

\*\*\*\*\*

**[Insert Closing Statement]** such as Have a great week!

**[Insert Signature Line]**



# DSMES NEW PROVIDER INTRODUCTION

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## **Increase awareness among existing DSMES delivery organizations in your state of the types of support you provide as a DSMES State Specialist.**

Explain how you can help them navigate the recognition/accreditation process and other areas of technical assistance you can offer.

Subject Line: Access Tailored DSMES Technical Assistance

Hello **[Insert Name, if available]**,

Thank you for serving as a diabetes self-management education and support (DSMES) service provider. I participated in an extensive CDC-led training to serve as the **[Insert State]** DSMES State Specialist to provide free, high-quality, tailored technical assistance to DSMES service providers.

Reach out if you need any technical assistance as you deliver DSMES services. I can support you in many ways including providing updated diabetes prevalence and cost data, connecting you with partners and referral sources, assisting with your marketing efforts, and supporting you as you maintain either your DSMES recognition or accreditation.

Let me know if you have questions or need any immediate support. I appreciate your commitment to diabetes management in **[Insert State]**. I look forward to working with you.

Sincerely,

**[Insert Email Signature]**



## DSMES NEWLY RECOGNIZED/ ACCREDITED PROVIDER OUTREACH

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**Increase awareness among existing DSMES delivery organizations in your state of the types of support you provide as a DSMES State Specialist.**

Explain how you can help them navigate the recognition/accreditation process and other areas of technical assistance you can offer.

Subject: DSMES Technical Assistance Availability

Hello **[Insert Name, if available]**,

Thank you for serving as **[Choose One: an accredited or a recognized]** diabetes self-management education and support (DSMES) service provider. I participated in an extensive CDC-led training to serve as the **[Insert State]** DSMES State Specialist to provide free, high-quality, tailored technical assistance to DSMES service providers.

I can help support your program's success by providing updated diabetes prevalence and cost data, connecting you with partners and referral sources, assisting with your marketing efforts, and supporting you as you maintain your DSMES **[Choose One: recognition or accreditation]**. Please continue to contact the **[Choose One: American Diabetes Association or Association of Diabetes Care and Education Specialists]** with your specific questions about **[Choose One: accreditation or recognition]**.

**Let me know your availability to meet in person or virtually so I can learn more about your DSMES services.** Please reach out if you have questions or need any immediate support prior to our meeting. I appreciate your commitment to diabetes management in **[Insert State]**. I look forward to working with you.

Sincerely,

**[Insert Email Signature]**



# STATE SPECIALIST INFORMATION TOOLS

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**Consider using various communication methods to increase awareness of the State Specialist Program and the types of National DPP and DSMES technical assistance you can offer.** Identify several communication channels you can use to reinforce your messages and increase the visibility of your work and uptake of your help. Adapt and use these tools as you connect with new and existing National DPP and DSMES delivery organizations.

Sample templates and resources you can use include:

- A 1-page fact sheet about the types of technical assistance that State Specialists offer.
- PowerPoint presentation that can introduce partners to State Specialist services.
- Newsletter or email sections to include in regular partner updates.
- Sample social media messages.



# STATE SPECIALIST 1-PAGER

**Highlight your services using a 1-page informational resource.** Use this resource to describe the technical assistance you provide, available tools and resources, and your contact information. Post the resource on your organization's website, share as a handout at meetings and events, and email it to potential delivery organizations and other partners.

## Sample Content for a National DPP State Specialist Informational Resource

The [Insert State Health Department Name] [Insert Program Name such as Diabetes Program] supports organizations interested in or delivering the National Diabetes Prevention Program (National DPP) in communities across the state.

Support includes: [Choose the points that are relevant in your state and add additional types of support]

- Technical assistance, including answers to your questions related to the National DPP, from our National DPP State Specialist
- Access to an Umbrella Hub Arrangement which provides a virtual/distance learning platform, a Lifestyle Coach dashboard, automatic data submission to the Diabetes Prevention Recognition Program, an electronic referral platform, and a billing/claims submission platform
- Creation of program referral networks from health care providers
- Low or no-cost Lifestyle Coach training courses
- Additional program supports and services for participants who struggle to meet program goals
- Assistance with marketing and outreach of the National DPP
- Bi-monthly Lifestyle Coach Collaboration Calls to discuss various program topics and allow Lifestyle Coaches an opportunity to network with one another across the state

For more information on the services we can provide, how to deliver the National DPP, or how to apply for pilot program funding, please contact [Insert Contact Name, Title, and Email].

### About The National Diabetes Prevention Program

The [National DPP](#) is a yearlong CDC-recognized lifestyle change program that supports and motivates individuals to eat healthy, increase physical activity, and cope with stress and challenges. Research has shown that completing the lifestyle change program reduced participants' chances of developing type 2 diabetes by 58% (71% for individuals ages 60 and older). CDC-recognized National DPP programs have trained Lifestyle Coaches who have the knowledge and skills to effectively deliver the program.



# STATE SPECIALIST 1-PAGER

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## Sample Content for a DSMES State Specialist Informational Resource

The **[Insert State Health Department Name]** **[Insert Program Name such as Diabetes Program]** supports organizations delivering recognized and/or accredited diabetes self-management education and support (DSMES) services in communities across the state.

Types of support include: **[Choose the points that are relevant in your state and add additional types of support]**

- Technical assistance, including answers to your questions related to DSMES, from our DSMES State Specialist
- Providing DSMES services with data, including maps showing diabetes prevalence in the state
- Assisting with introductions to partners who may be able to help with referrals
- Offering marketing assistance
- Providing data collection assistance
- Offering ongoing professional development opportunities

For more information on the services we can provide or on DSMES services, please contact **[Insert Contact Name, Title, and Email]**.

### About Recognized and Accredited DSMES

[Diabetes self-management education and support](#) (DSMES) services is a cost-effective tool that has been proven to help improve health behaviors and health outcomes for people with diabetes. People with diabetes who participate in DSMES services accredited by the Association of Diabetes Care and Education Specialists (ADCES) or recognized by the American Diabetes Association (ADA) improve their quality of life. These benefits may include A1c reduction, decreased healthcare costs, and improved self-efficacy.



# PRESENTATION TALKING POINTS & TEMPLATE

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**Create a small deck of slides to highlight the services State Specialists offer.** Leverage existing speaking engagements and other presentations as an opportunity to elevate the work of State Specialists. Describe the role of a State Specialist, available services, and your contact information.

## **Key Areas to Include:**

### **What is a National DPP State Specialist and how can they support your work?**

- State Specialists are State Diabetes Health Department staff who have undergone specialized training and have the skills and tools needed to expand access to and availability of the National DPP lifestyle change program.
- Most states have at least one trained State Specialist trained to provide tailored technical assistance and support to delivery organizations in their states.
- State Specialists are part of a network of State Specialists who receive continuous support and training to provide technical assistance and support to program delivery organizations.

### **What is a DSMES State Specialist and how can they support your work?**

- DSMES State Specialists are State Diabetes Health Department staff who have undergone specialized training and have the skills and tools needed to expand access to and availability of high-quality DSMES.
- Many states have at least one trained DSMES State Specialist trained to provide tailored technical assistance and support to DSMES services in their states.
- DSMES State Specialists are part of a network of State Specialists who receive continuous support and training to provide specialized technical assistance and support to DSMES service delivery organizations, supplementing the support these organizations receive from the American Diabetes Association and the Association of Diabetes Care and Education Specialists.

**Describe how to connect with your state's National DPP State Specialist and/or DSMES State Specialist**



## **Spice It Up!**

Adapt this [PowerPoint Template](#) as you explain your work to new and existing delivery organizations and partners.



# STATE SPECIALIST UPDATES

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**Regularly share resources to showcase your work and highlight ways you can support organizations.** Consider sharing a brief newsletter or email updates to communicate with partners. Include content related to key sections listed below and design the newsletter to optimize its readability and visual appeal.

## Key Sections to Consider

- What's new with your State Specialist?
- Recent Technical Assistance Success Stories
- Your Questions Answered (Readers can submit questions that you can respond to in the newsletter)
- Upcoming events (e.g., trainings, webinars, office hours)
- How to connect with your State Specialist
- Helpful tools and resources



# STATE SPECIALIST SOCIAL MEDIA ENGAGEMENT

**Use social media to reinforce and personalize messages, reach new audiences, and build a communication network.** Leverage LinkedIn, an online platform for professionals, to create awareness among organizations you are trying to reach. Modify the sample message and employ engagement strategies on your personal and organizational LinkedIn profiles. Add graphics for visual appeal and tags to increase engagement.

## Sample Posts

Are you interested in learning more about type 2 diabetes prevention? Connect with me to learn more about the National Diabetes Prevention Program and other ways to prevent type 2 diabetes in your organization and community.

Are you interested in learning more about diabetes management? Connect with me to learn more about diabetes self-management education and support and other ways to manage diabetes in your organization and community.

Do you have questions about the National Diabetes Prevention Program? As a National Diabetes Prevention Program State Specialist, I can answer your questions and guide you to needed resources. Connect with me to learn more!

Do you have questions about diabetes self-management education and support (DSMES)? As a DSMES State Specialist, I can answer your questions and guide you to needed resources. Connect with me to learn more!

## Content Search and Engagement

Search key words or hashtags on LinkedIn to identify state and local organizations who are offering or may be interested in offering the National DPP or DSMES services. Join in on online conversations or initiate an invitations to connect with these organizations.

#NationalDPP #DSMES #NationalDiabetesPreventionProgram  
#LifestyleChangeProgram #DiabetesSelfManagementEducation  
#DiabetesPrevention #DiabetesManagement #PreventT2



## Spice It Up!

Check out the [Social Media Toolkit: A Primer for Local Health Department PIOs and Communications Professionals](#) developed by NACCHO.



# CONCLUSION

Create awareness about how you can support type 2 diabetes prevention and diabetes management to organizations delivering the National DPP and DSMES services. Let us know what outreach tools and resources are most useful in your work as a State Specialist and what additional resources you need.

Use the knowledge and tools you have gathered through your State Specialist Training, from your peer support network, and from your learned experience in the field to engage priority populations, provide quality technical assistance and support, and learn to work with organizations to build program sustainability.

Follow these steps for a **recipe for success** in reaching key partners:



## Gather Your Ingredients

Connect with interested and existing organizations to increase awareness of the value of working alongside State Specialists.



## Bake and Serve

Provide technical assistance and support through ongoing communication efforts.



## Season and Maintain

Sustain diabetes prevention and management education through evaluation, networking, and quality improvement.



The “Diabetes Technical Assistance and Support for State Health Departments” project is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$4,000,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

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**Questions or feedback on this toolkit?**

Email [NACDD.Diabetes@chronicdisease.org](mailto:NACDD.Diabetes@chronicdisease.org)

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## CONTACT

The National Association of Chronic Disease Directors  
101 W. Ponce De Leon Avenue  
Suite 400  
Decatur, GA 30030

[www.chronicdisease.org](http://www.chronicdisease.org)



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