


Virginia Center for Diabetes Prevention and Education


Virginia Diabetes Council

VIRGINIA DIABETES PREVENTION PROGRAM NETWORKING MEETING 2018


VIRGINIA DEPARTMENT OF HEALTH
VDHLiveWell.com


Virginia Center for Diabetes Prevention and Education


Virginia Diabetes Council

WELCOME









VIRGINIA DEPARTMENT OF HEALTH
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Partners




Speaker: Joyce Green-Pastors, MS, RD, CDE







Where are we with Diabetes Prevention in Virginia?

Joyce Green Pastors, MS, RD, CDE





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Growth of CDC-NDPP Recognized programs

- In January 2016:
 - 8 sites in Virginia with CDC-pending recognition



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Key Observations from Formative Research





- VDH-funded health districts reported significant variation in NDPP implementation
- Community partnerships were created in several of these health districts
 - YMCA
 - rural health centers
 - extension agencies
 - area agencies on aging
- Need for additional leadership:
 - to provide expertise
 - improve communication
 - promote statewide coordination




Virginia State Engagement Meeting






 **Preventing Diabetes in Virginia Strategic Plan** 

Preventing Diabetes in Virginia Strategic Plan is available on the following websites:

- <http://www.vdh.virginia.gov/diabetes>
- <http://www.virginiadiabetes.org/>
- <https://med.virginia.edu/vcdpe/diabetes-prevention-programs/>



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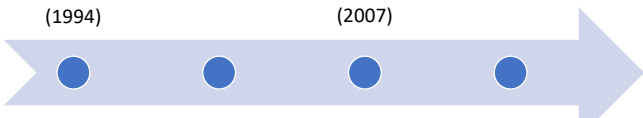
 **VDC Background and Overview** 


Virginia Diabetes Task Force (1994)


State Plan (2007)

Virginia Diabetes Council (2001)


Realignment to include prediabetes (2017)




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DPP Workgroup Formation and Accomplishments



- Workgroup formed in April 2017
- Members recruited (36 members)
- Co-chairs appointed
- Priority areas of focus from state plan determined
- Subcommittees formed
- Outcomes for 2017-2018
 - ❖ Resources developed for increasing awareness of prediabetes and increasing referrals
 - ❖ Contract with VCDPE
 - 6 Lifestyle Coach Trainings completed
 - Technical Assistance conference calls
 - **Survey to NDPP Coordinators in Virginia**
 - **Virginia NDPP Coordinator/Lifestyle Coaches Network Meeting**



CDC-NDPP Outcome Data for VA in 2017

Virginia	January	April	July	October	TOTAL (nation)
# of recognized organizations	23	30	31	35	1,557
# participants	980	1,040	1,043	1,919	150,726
# (%) of completers	70 (7%)	114 (11%)	156 (15%)	259 (13.5%)	34,157 (23%)
Average % weight loss among completers	2.9%	3.0%	3.6%	3.7%	4.3%

NDPP Survey in Virginia - 2018



Survey of NDPP Programs in Virginia with CDC Full or Pending Recognition

Instructions: Please answer the following questions to the best of your knowledge. For questions regarding the survey, please contact Joyce Green Pastors at jag2s@virginia.edu. Thank you for your participation. Press OK to continue.

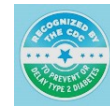
OK



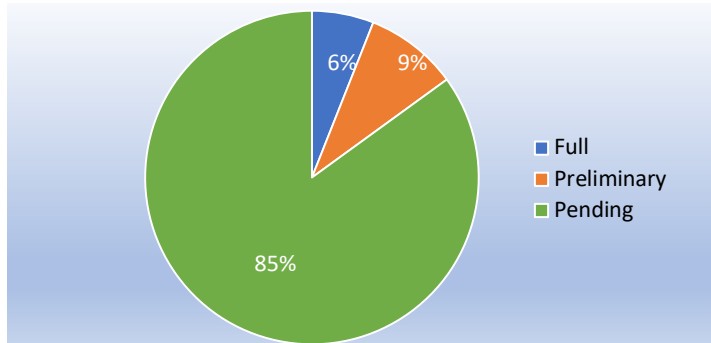
Growth of CDC-NDPP Recognized programs

- Increase from 8 sites in January 2016 to 46 sites in May 2018 with CDC-recognition

13 Health Systems	1 Large Employer
7 regional YMCA's - 65 cities and counties	1 Virginia Cooperative Extension
7 Free Clinics	1 Pharmacy
7 Physician and Nurse Practitioner-Based Practices	1 Church
3 Fitness Center	1 Area Agency of Aging
2 Federally Qualified Health Center (FQHC)	1 Home Health Agency
	1 Military



CDC- Recognition Status for NDPP's in VA



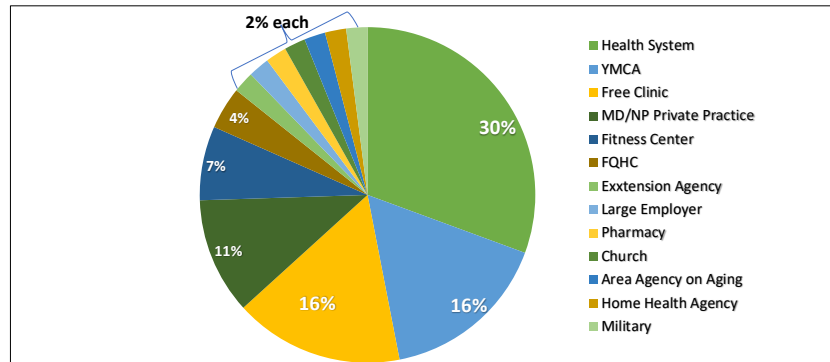
Goals of Survey and Network Meeting



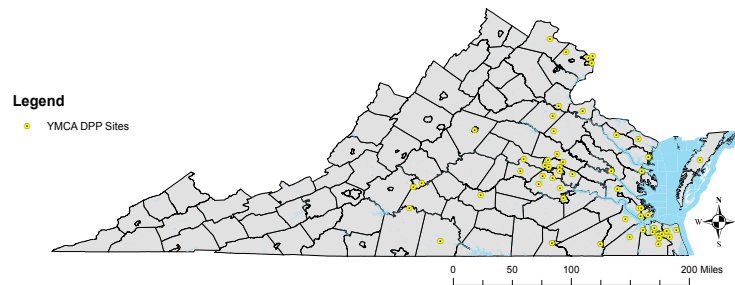
- To obtain additional information from NDPP programs and coordinators to develop comprehensive report for state partners
- To improve coordination and increase networking and partnerships among NDPP programs
- To provide resources and technical assistance to NDPP programs

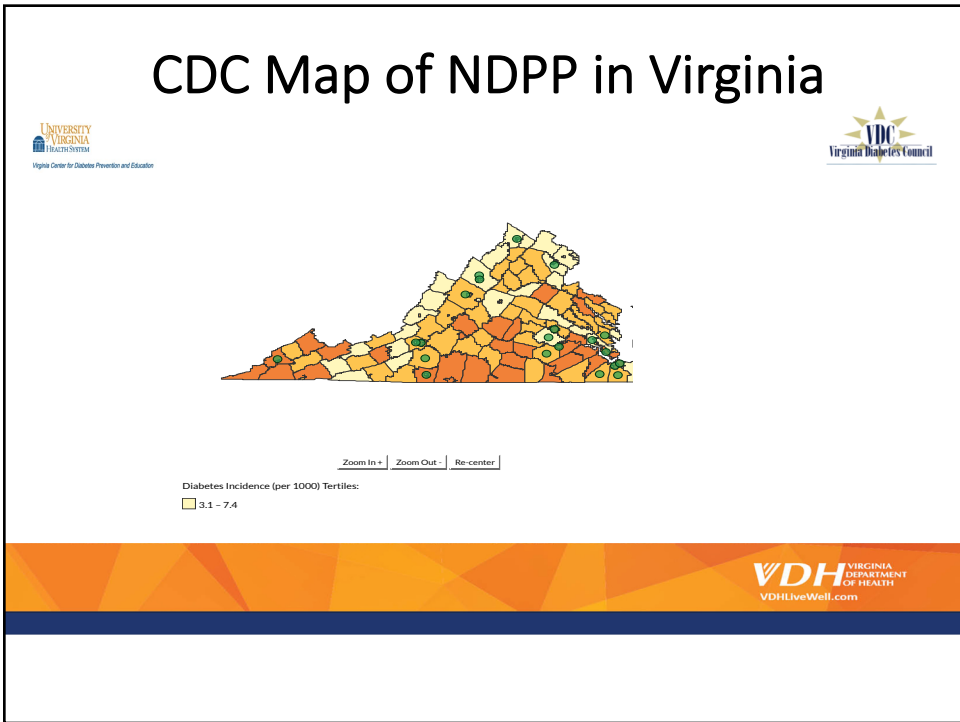
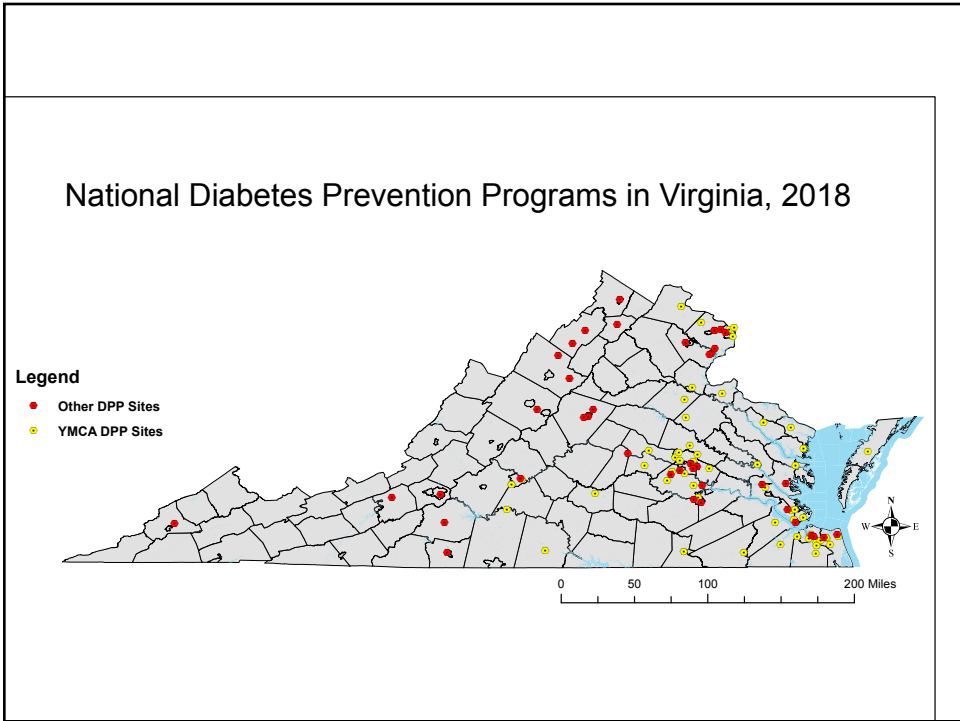


Type of Site

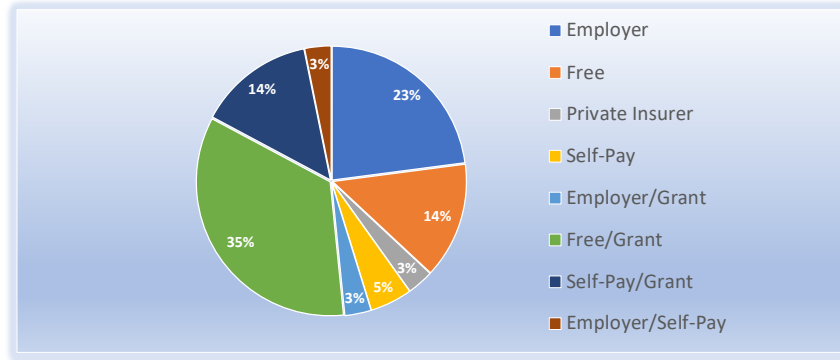


National Diabetes Prevention Programs in Virginia, 2018

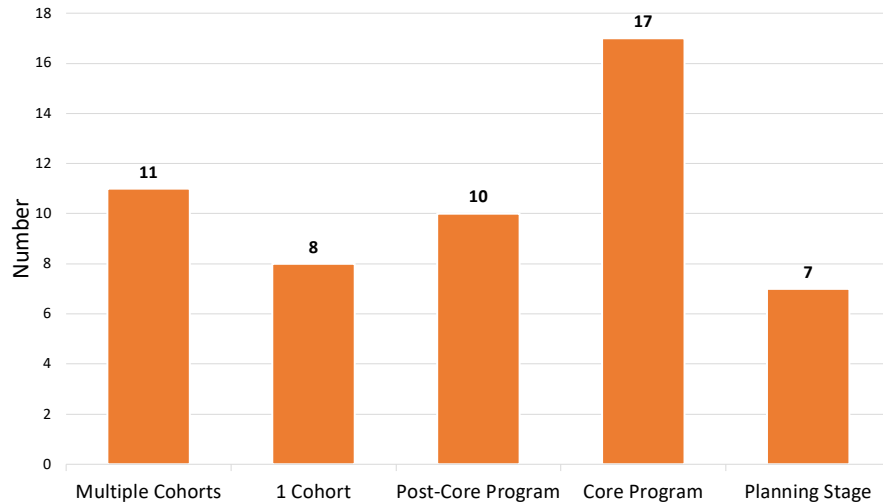






NDPP Program Funding






Status of NDPP Cohorts in VA

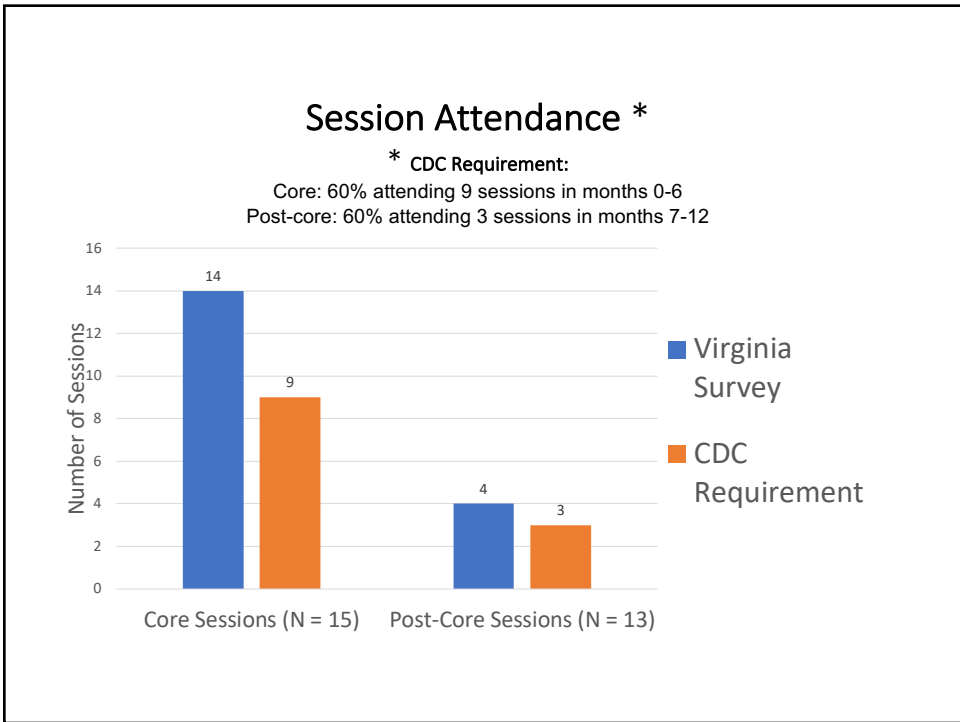


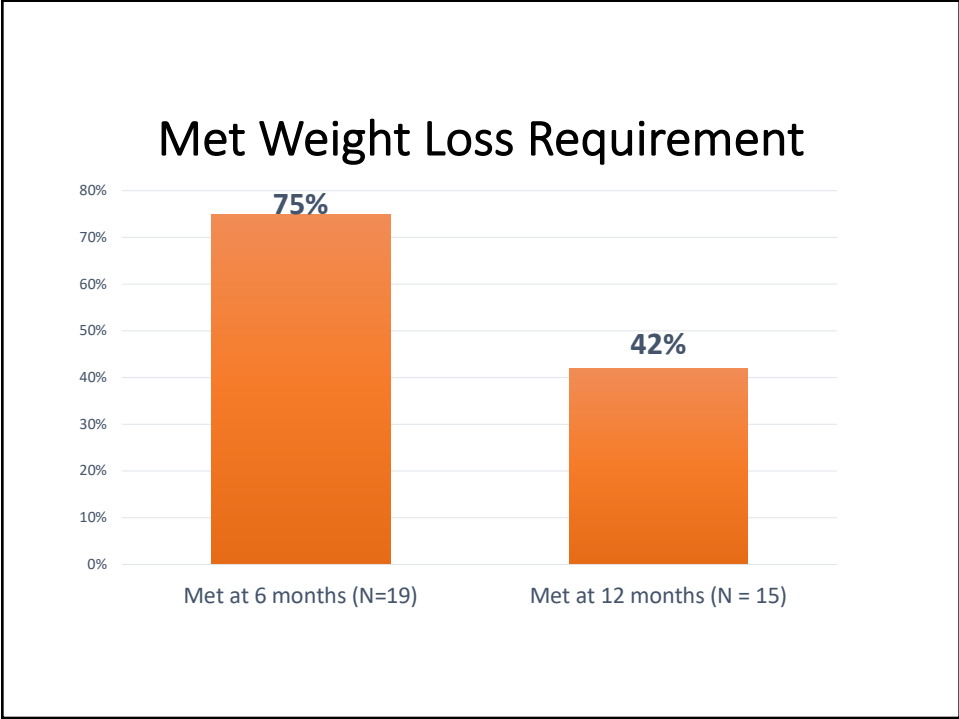
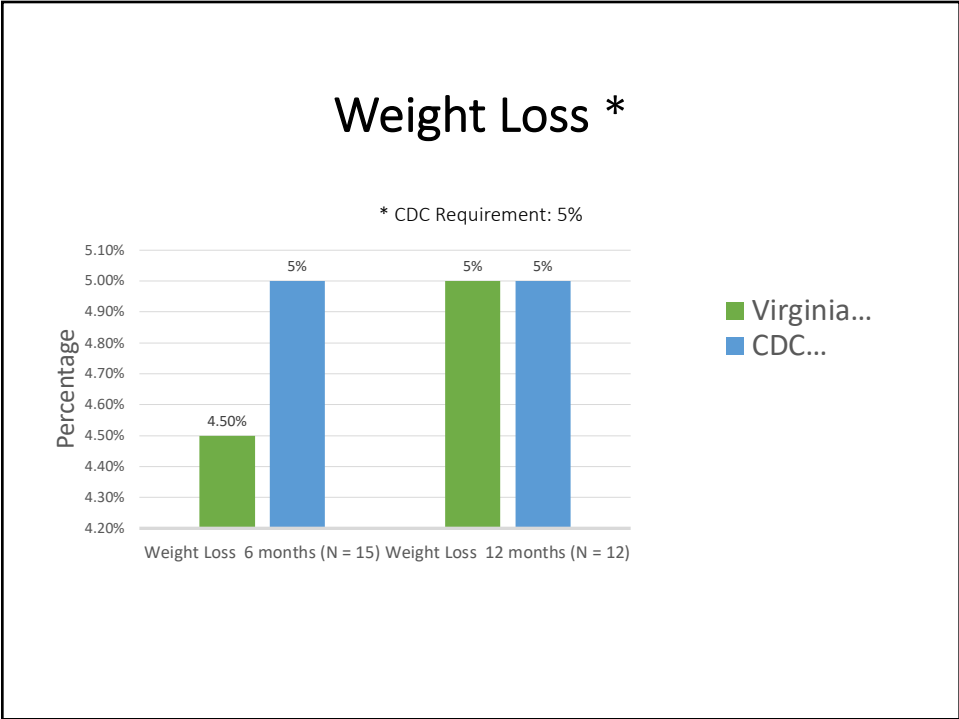
 **NDPP Provider Survey** 
(Outcome Data)

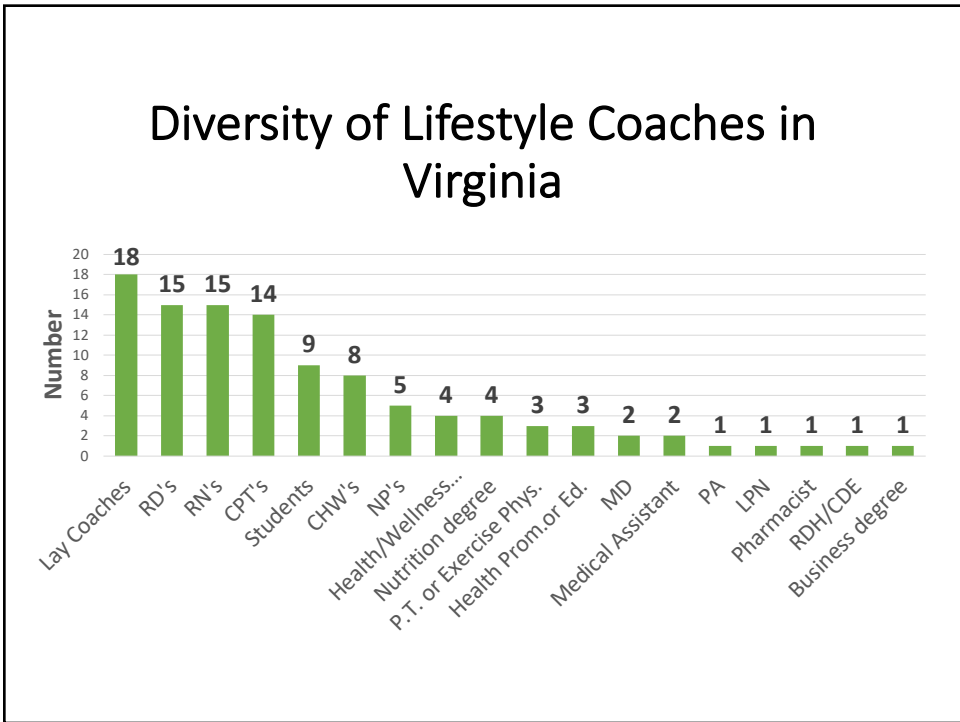
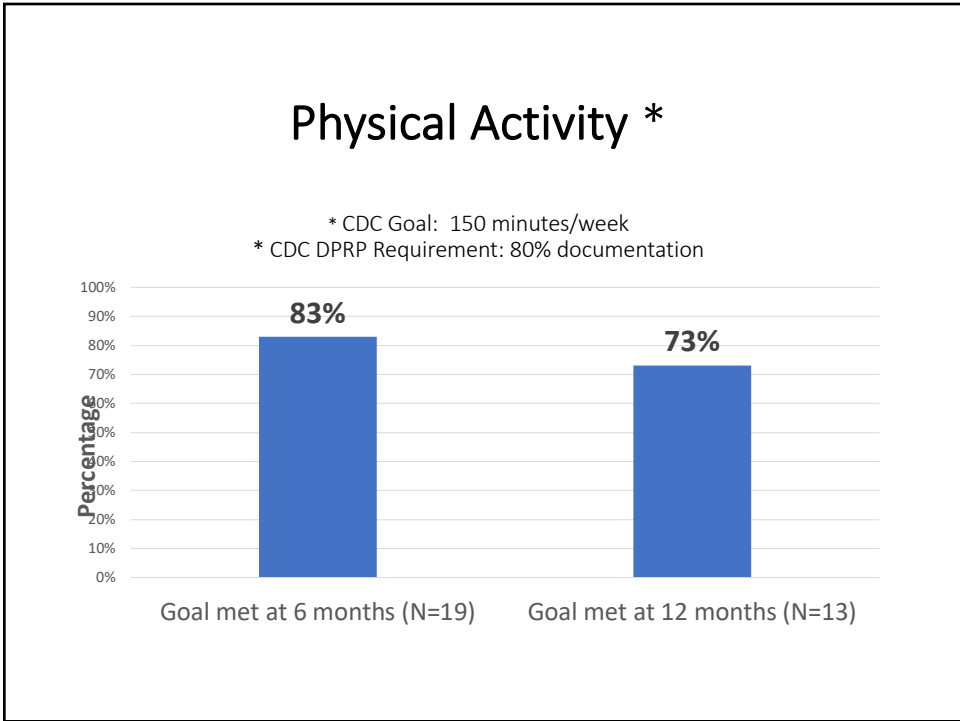
- **Participants (N = 26; 1,064 participants)**
- **Attendance**
- **Weight Loss**
- **Physical Activity**



 **PROVEN LIFESTYLE CHANGE PROGRAM** 

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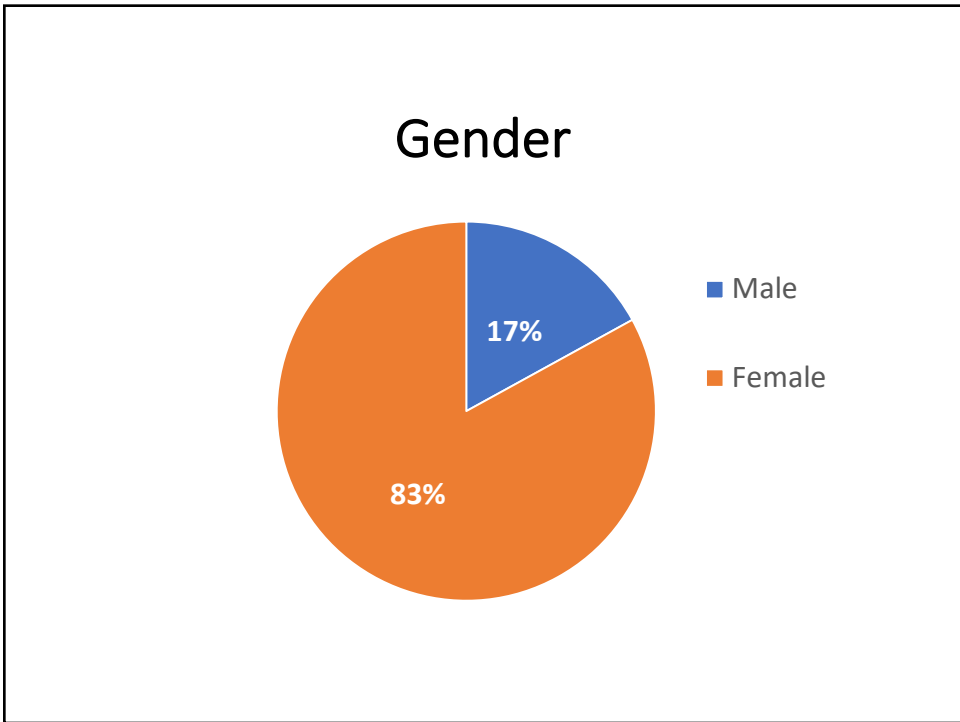


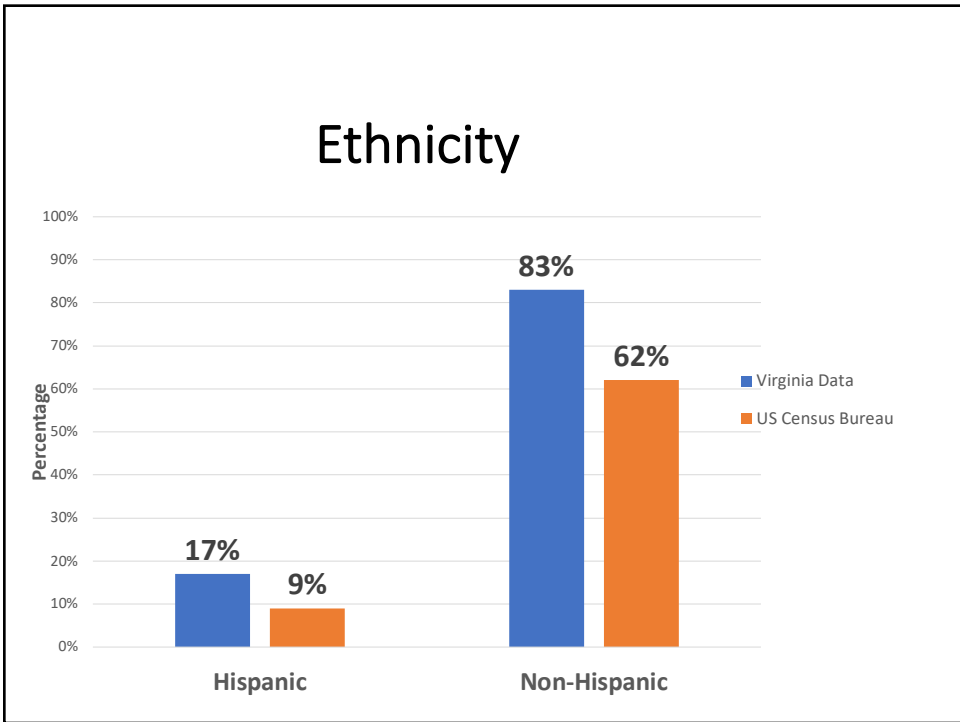
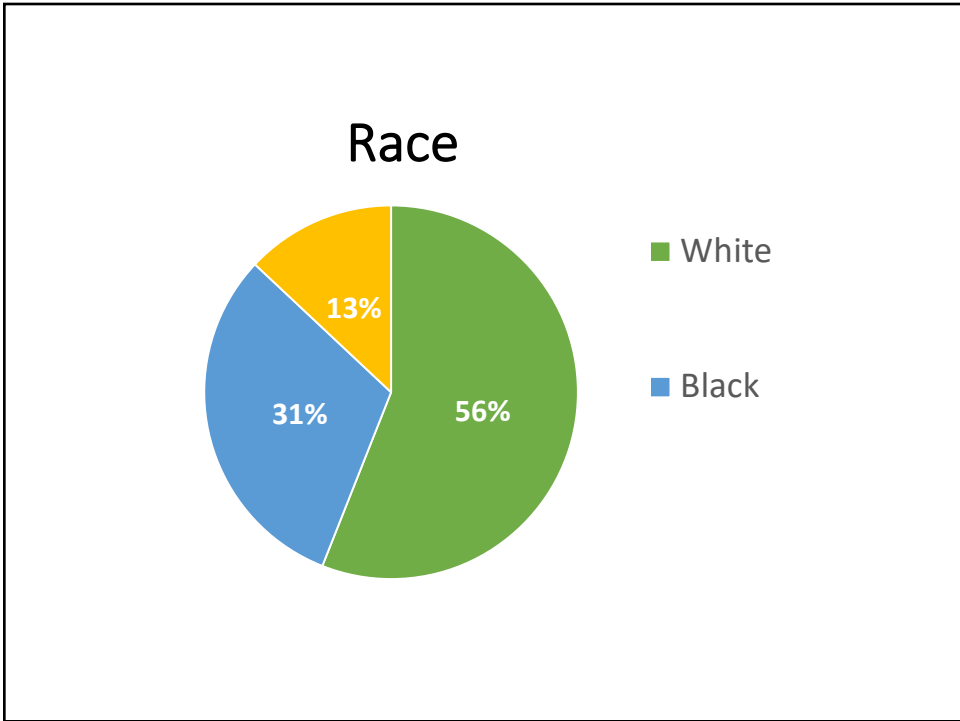
 

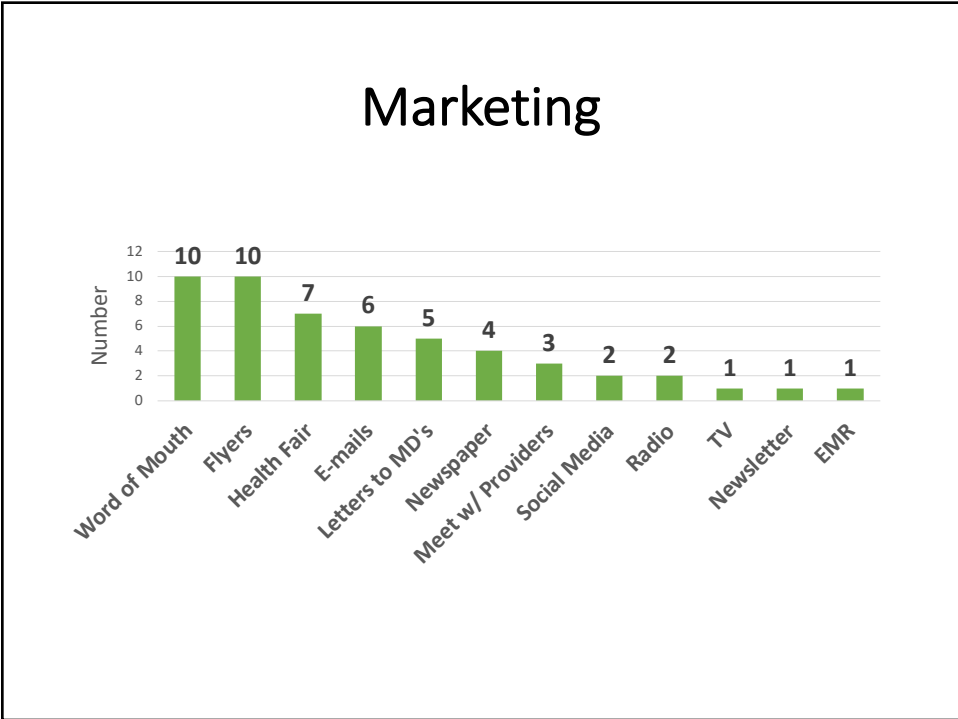
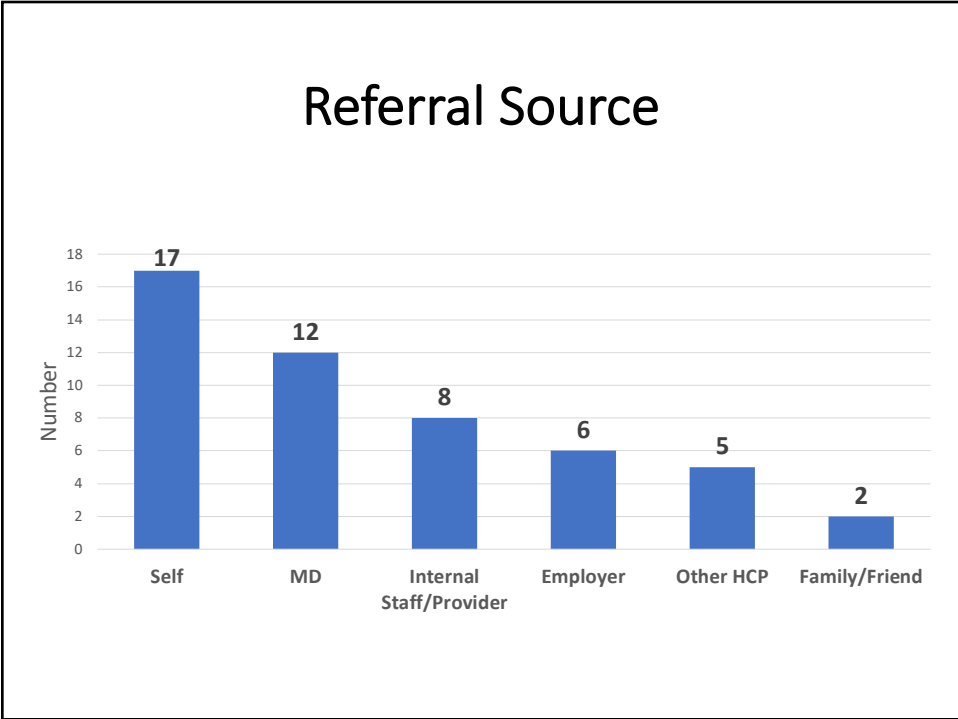
Demographics of VA-NDPP Participants (N = 16)

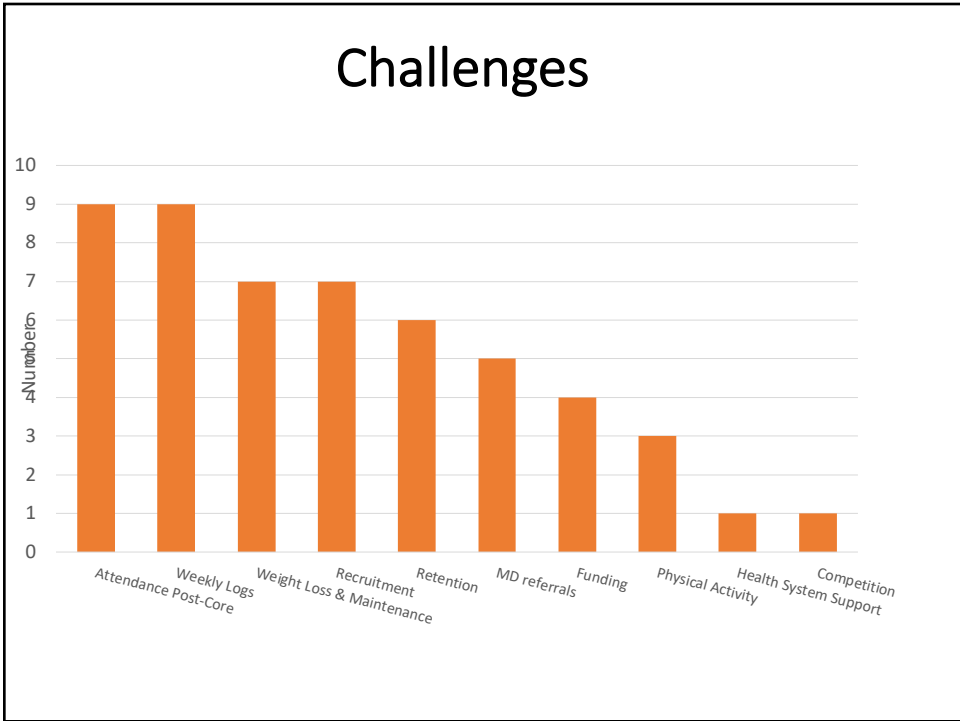
- **Age**
 - **Average age = 55**
- **Gender**
- **Race/Ethnicity**


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Summary




VDC
Virginia Diabetes Council

- Major growth in VA with NDPP implementation in 2017-2018
- VA is making progress towards preliminary and full CDC-recognition for reimbursement and sustainability
- Biggest challenges:
 - Attendance: Post-Core (6-12 months)
 - Tracking (Food/Activity Logs)
 - Weight Loss/Maintenance (Achieving and Maintaining 5%)
 - Recruitment
- Let's keep moving forward and working together!

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Speaker: Kayla Craddock, MPH



**Resources for Marketing
Diabetes Prevention Programs in
Virginia**

Kayla Craddock, MPH





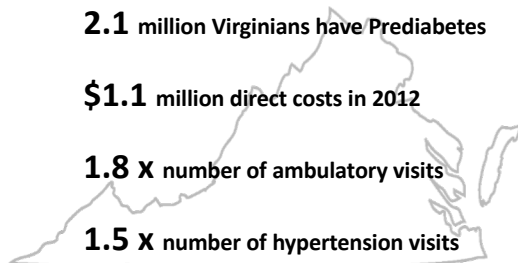
Burden of Prediabetes in Virginia

2.1 million Virginians have Prediabetes

\$1.1 million direct costs in 2012

1.8 X number of ambulatory visits

1.5 X number of hypertension visits



Prevalence of diabetes by health district

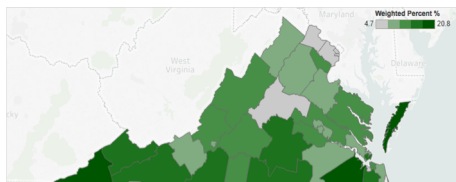
9.6% State-wide

73% Health Districts exceed State

20.8% Eastern Shore

14–19% LENOWISCO - Southwestern region

18.0% West Tidewater - Southeastern Region





Virginia Center for Diabetes Prevention and Education



Overview of the Virginia Diabetes Prevention Strategic Plan

- VDH funding and contract with VCDPE
- Formative research
- Statewide engagement meeting
- Priority areas of the plan including key goals, objectives, and action steps



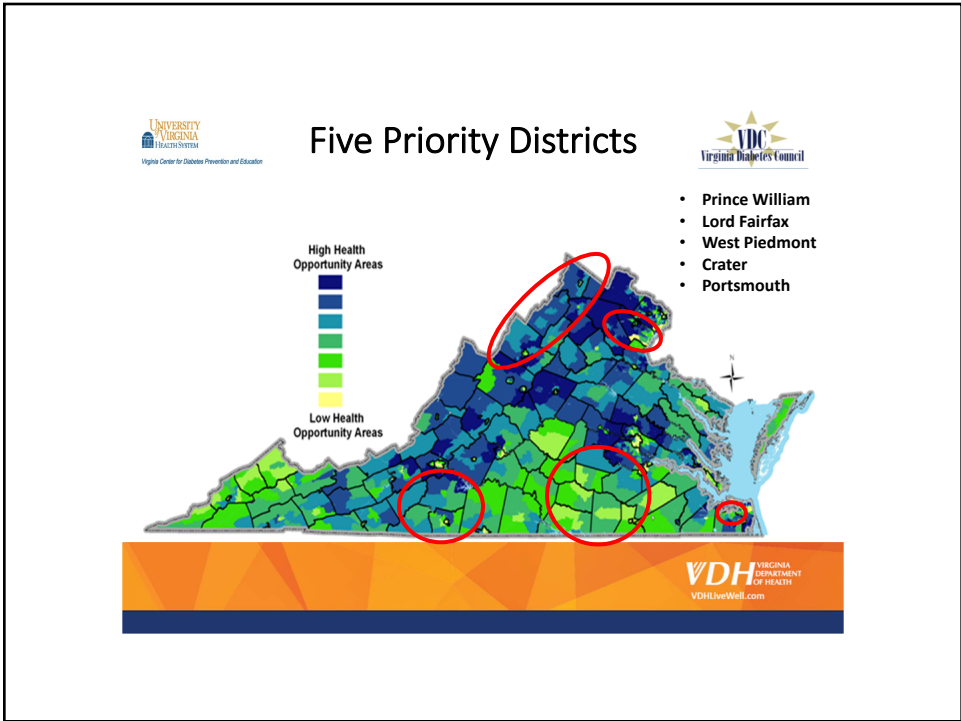
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CDC Award to State Health Departments

- *State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health (DP13-1305)*
- *State and Local Public Health Actions to Prevent Obesity, Diabetes, and Heart Disease and Stroke (DP14-1422PPHF14)*
 - Virginia was one of 17 states funded (4 large cities also funded)
 - Funding localized in 5 priority health districts





Virginia State Engagement Meeting

SAVE THE DATE Diabetes Prevention in Virginia

State Engagement Meeting and Action Planning Session
invitation only

1 in 3 HAVE PRE-DIABETES & 90% DON'T KNOW IT

WEDNESDAY SEPT 28 10:00 AM - 5:00 PM

THURSDAY SEPT 29 9 AM - 4:30 PM

SAVE THE DATE Diabetes Prevention in Virginia

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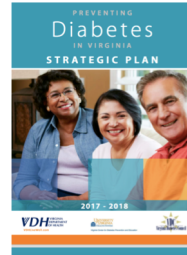
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Preventing Diabetes in Virginia Strategic Plan

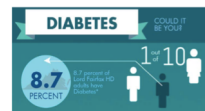
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Priority Areas of the Strategic Plan

- **Increased awareness of prediabetes**
- Increased clinical screening, testing, and referral
- Reimbursement/coverage
- Availability and support



Priority Area 1: Awareness of Prediabetes	
Goal:	Increase the number of Virginians who know they have prediabetes
Objective 1:	Establish an awareness of prediabetes workgroup within the Virginia Diabetes Council (VDC)
Objective 2:	Develop a statewide public awareness campaign to raise awareness among people at high risk for type 2 diabetes and those with prediabetes
Objective 3:	Increase awareness of prediabetes and the CDC-recognized Lifestyle Change Program among health care providers
Goal:	Increase the number of Virginians screened, tested, and referred to CDC-recognized Lifestyle Change Program
Objective 1:	Establish a screening, testing, and referral workgroup with the VDC
Objective 2:	Obtain representative baseline data on screening and testing for prediabetes in Virginia
Objective 3:	Facilitate processes for screening, testing, and referrals with representative groups in Virginia





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YOUR HEALTH WITH JOAN LUNDEN
CBS DIGITAL CAMPAIGN 2018

CBS DIGITAL MEDIA CAMPAIGN - VIRGINIA



DIGITAL CAMPAIGN WILL INCLUDE:

FLIGHT: FOUR WEEKS
GEOGRAPHY: State of Virginia

- 1. SEARCH & CONTEXTUAL TARGETING
 - Display banners
 - In-article video

2. FACEBOOK SPONSORED VIDEO

3. YOUTUBE VIDEO TARGETING

TOTAL IMPRESSIONS: 1,660,000



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SEARCH & CONTEXTUAL TARGETING EXPLAINED



SEARCH RETARGETING: A user 35+ searching for topics related to healthy weight loss, advice and diet on Google will be served a "Your Health with Joan Lunden" message via a display banner or in-article video on any news or lifestyle websites visited in the State of VA.

CONTEXTUAL TARGETING: A user 35+ searching for topics related to prediabetes will be served a Joan Lunden display banner or a video on result web pages with relevant content.

TARGET GEOGRAPHY: Users searching and reading prediabetes articles in the State of Virginia

QUANTITY AND FREQUENCY: 1.3M impressions of ads will be served within a four-week campaign flight



CONTEXTUALLY PLACED BANNERS & VIDEO

RETARGETING IN -ARTICLE VIDEO



RETARGETING DISPLAY BANNERS



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FACEBOOK SPONSORED VIDEO STRATEGY



WHAT IS IT: Video message served in a newsfeed of a targeted Facebook user profile

FACEBOOK POPULATION: There are 144 million active Facebook users daily!

FACEBOOK POPULARITY: 100 million hours of video are watched on Facebook every day!

FACEBOOK PROFILE TARGETS: Facebook pages of users 35+ residing in the State of VA will be served a "Your Health with Joan Lunden" video in their newsfeed as sponsored content

TARGET GEOGRAPHY: State of VA

QUANTITY AND FREQUENCY: 100,000 impressions of a sponsored video will be served during a four-week flight



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HEALTH CATEGORY VIDEO STRATEGY



WHAT IS IT: Video Sharing website
YOUTUBE USERS: There are 1.3B Youtube Total Users
YOUTUBE POPULARITY: Over 5B of video are watched on Youtube every day!

YOUTUBE VIDEO TARGETING: NACDD message will be placed as a pre-roll and play before health & fitness and healthy lifestyle videos clicked on by Youtube users ages 35+


TARGET GEOGRAPHY: State of VA

QUANTITY AND FREQUENCY: 20,000 impressions of a sponsored video will be served during a four-week flight



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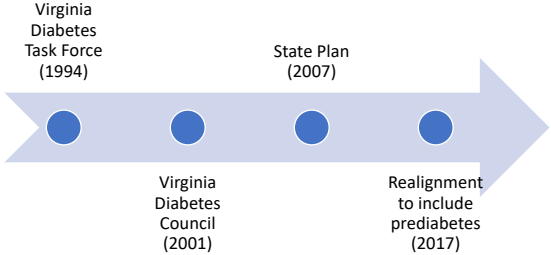
VISION: To improve the lives of Virginians affected by diabetes

MISSION: To bring partners together to identify and promote best practices for diabetes prevention, control, and treatment in Virginia

www.virginiadiabetes.org



VDC Background and Overview




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Virginia Diabetes Council (2001)

Realignment to include prediabetes (2017)



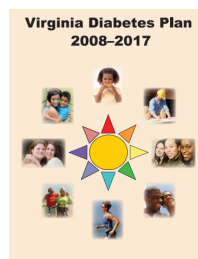


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Virginia Diabetes Plan 2008-2017

1. Capacity Building
2. Surveillance and Evaluation
3. Prevention
4. Education and Empowerment
5. Access to Care
6. Quality of Care
7. Research
8. Advocacy



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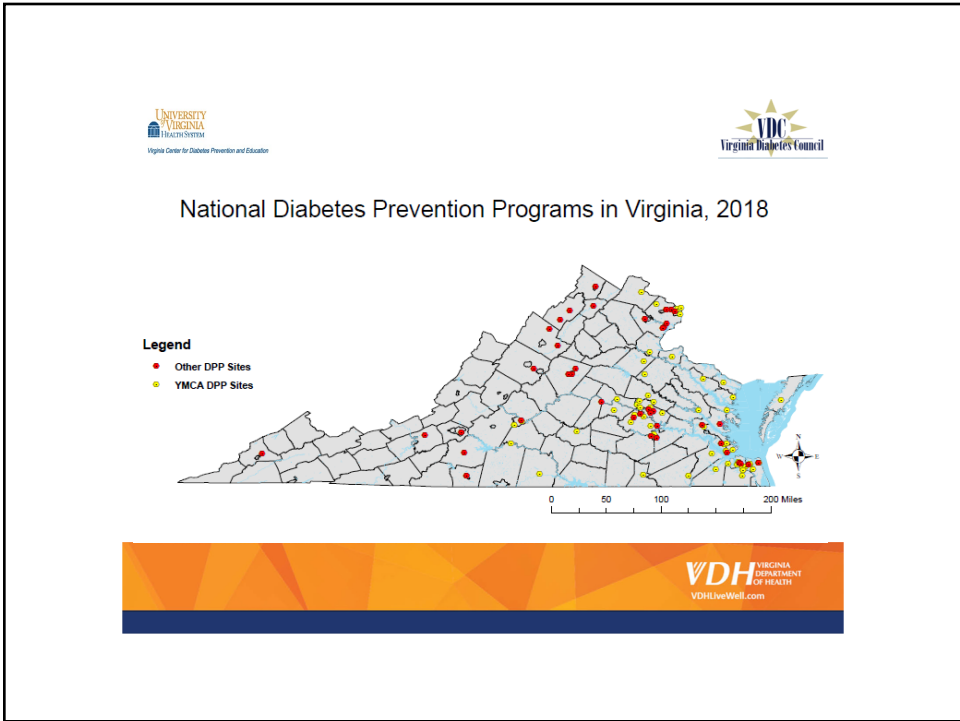
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DPP Workgroup Formation and Accomplishments



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Virginia Diabetes Council

Other Resources

National Diabetes Prevention Program Coverage Toolkit
NDPP Coverage Toolkit

Prevent Diabetes **STAT**
Screen / Test / Act Today™
84 MILLION PEOPLE 9 = 10
PATIENTS AND FAMILIES HEALTH CARE PROFESSIONALS EMPLOYERS AND INSURERS

Prevent Diabetes STAT

Prevent Type 2 Diabetes - Practical Resources

Medicare Diabetes Prevention Program - Medicare Beneficiary's Guide

MDPP Benefit

<https://coveragetoolkit.org/>
<https://preventdiabetesstat.org/>
<https://innovation.cms.gov/initiatives/medicare-diabetes-prevention-program/>

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THANK YOU!



kayla.craddock@vdh.virginia.gov

804.864.7871




Speaker :Mary Lou Perry, MS, RDN, CDE



Coaching Up Facilitating Lifestyle Behavior Change


Mary L Perry MS RDN CDE
UVA Heart and Vascular Center



Experiential Exercise

Round one

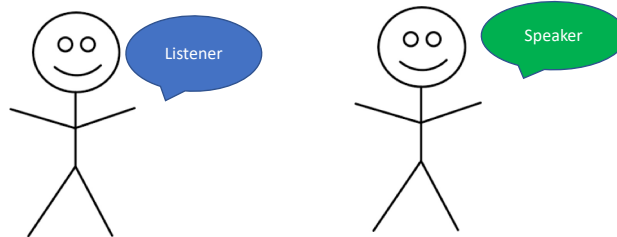
Decide on a listener and a speaker. Once you've done this, open your "listener" and "speaker" envelopes. Follow the directions. You'll have about 5 minutes.



Experiential Exercise

Round Two

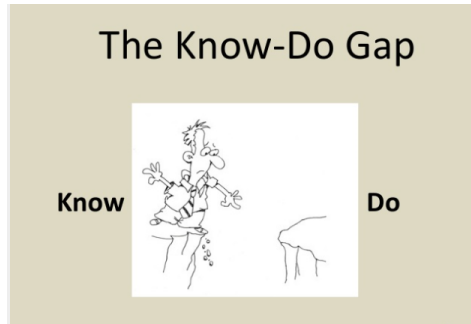
The round 1 “speaker” now becomes the “listener”
and the round 1 listener now becomes the “speaker”



Debrief

Round 1 "Persuade"	Round 2 "Coaching"
Speaker	Speaker
Listener	Listener

Tenet #1 Information Alone IS NOT ENOUGH



Tenet #2 Resist the Righting Reflex!



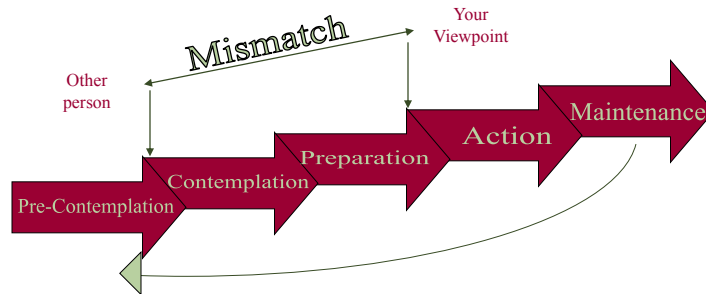
Tenet # 3 Change is a Process

Change is a Process Rather Than an Event



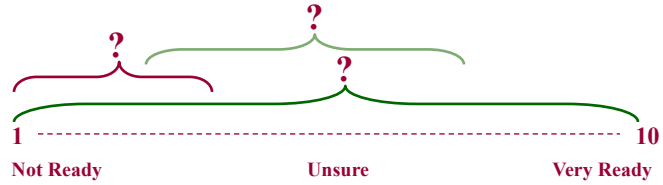
It is common for people to change gradually — from being uninterested, to considering a change, to deciding and preparing to make a change — over months and years.

As the degree of mismatch increases between yourself and the patient in readiness for change, the likelihood of resistance increases proportionately



Differing viewpoints on readiness for change.

Movement Along the Motivational Continuum



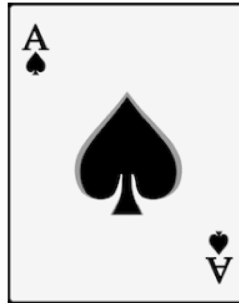
People come in within a certain range of motivation.
 What you say and how you are (ACE) influences
 where they end up.

Tenet # 4 ACE IT Spirit

Autonomy

Collaboration

Evocation



Autonomy

People are most able to change when they feel free not too

Client (Participant) has an irrevocable right to self determination and choice

“It’s up to you” or “You’re the one who knows what’s best for you”

When you make this shift, you are acknowledging that you do not have a power that you never really had anyway.



Come along side – Collaborate
Client is the expert in his/her life

Evocation:

Seeks to evoke from client that which they already have—



In other words, you already have what you need, and together we can find it and bring it forward.

Query Extremes



- What concerns you the most about ___?
- What is the worst case scenario if ___?
- How good might it be if you fully succeed ___?

Let's try MI

1. Why would you want to make this change?
2. How might you go about it in order to succeed?
3. What are the three best reasons for you to do it?
4. How important is it for you to make this change and why?
5. So, what do you think you will do?

Look Back and Forward



Look Back

What was different when things were better?
How have things changed since ___?

Look Forward

How might things be in 1, 5, 10 years if you do/not
succeed?
How would you like your future to be?

Briefly share with each other 1
thing you might do differently



As one Pueblo elder recommends,
"Pray in your way, whichever way you know how."

Guide me to be a patient companion
To listen with a heart as open as the sky
Grant me vision to see through her eyes
And eager ears to hear her story
Create a safe and open mesa on which we may walk together
Make me a clear pool in which she may reflect
Guide me to find in her your beauty and wisdom
Knowing your desire for her to be in harmony –
healthy, loving, strong
Let me honor and respect her choosing of her own path
And bless her to walk it freely
May I know once again that although she and I are different
Yet there is a peaceful place where we are one