WELCOME
Partners

Speaker: Joyce Green-Pastors, MS, RD, CDE
Where are we with Diabetes Prevention in Virginia?

Joyce Green Pastors, MS, RD, CDE

Growth of CDC-NDPP Recognized programs

- In January 2016:
  - 8 sites in Virginia with CDC-pending recognition
VDH Health Districts with 1422 Funding

VDH Contract with VCDPE

Joyce Green Pastors, MS, RD, CDE
Anne Wolf, MS, RD
Hope Warshaw, MMSc, RD, CDE
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 is available on the following websites:

- [http://www.virginiadiabetes.org/](http://www.virginiadiabetes.org/)
- [https://med.virginia.edu/vcdpe/diabetes-prevention-programs/](https://med.virginia.edu/vcdpe/diabetes-prevention-programs/)

Virginia Diabetes Task Force (1994)  
Virginia Diabetes Council (2001)  
State Plan (2007)  
Realignment to include prediabetes (2017)
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

<table>
<thead>
<tr>
<th>Virginia</th>
<th>January</th>
<th>April</th>
<th>July</th>
<th>October</th>
<th>TOTAL (nation)</th>
</tr>
</thead>
<tbody>
<tr>
<td># of recognized organizations</td>
<td>23</td>
<td>30</td>
<td>31</td>
<td>35</td>
<td>1,557</td>
</tr>
<tr>
<td># participants</td>
<td>980</td>
<td>1,040</td>
<td>1,043</td>
<td>1,919</td>
<td>150,726</td>
</tr>
<tr>
<td># (%) of completers</td>
<td>70 (7%)</td>
<td>114 (11%)</td>
<td>156 (15%)</td>
<td>259 (13.5%)</td>
<td>34,157 (23%)</td>
</tr>
<tr>
<td>Average % weight loss among completers</td>
<td>2.9%</td>
<td>3.0%</td>
<td>3.6%</td>
<td>3.7%</td>
<td>4.3%</td>
</tr>
</tbody>
</table>
NDPP Survey in Virginia - 2018

Growth of CDC-NDPP Recognized programs

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

<table>
<thead>
<tr>
<th>Health Systems</th>
<th>Large Employer</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>1</td>
</tr>
</tbody>
</table>

- Regional YMCA's
- Free Clinics
- Physician and Nurse Practitioner-Based Practices
- Fitness Center
- Federally Qualified Health Center (FQHC)

- Virginia Cooperative Extension
- Pharmacy
- Church
- Area Agency of Aging
- Home Health Agency
- 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

- Health System: 30%
- YMCA: 16%
- Free Clinic: 16%
- MD/NP Private Practice: 11%
- Fitness Center: 7%
- FQHC: 4%
- Extension Agency: 4%
- Large Employer: 2%
- Pharmacy: 2%
- Church: 2%
- Area Agency on Aging: 2%
- Home Health Agency: 2%
- Military: 2%

National Diabetes Prevention Programs in Virginia, 2018
National Diabetes Prevention Programs in Virginia, 2018

CDC Map of NDPP in Virginia

Diabetes Incidence (per 1000) Tertiles:
3.1 – 7.4
NDPP Program Funding

- Employer: 23%
- Free: 35%
- Private Insurer: 3%
- Self-Pay: 5%
- Employer/Grant: 3%
- Free/Grant: 14%
- Self-Pay/Grant: 14%
- Employer/Self-Pay: 12%

Status of NDPP Cohorts in VA

- Multiple Cohorts: 11
- 1 Cohort: 8
- Post-Core Program: 10
- Core Program: 17
- Planning Stage: 7
NDPP Provider Survey
(Outcome Data)

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

Session Attendance *

* CDC Requirement:
  Core: 60% attending 9 sessions in months 0-6
  Post-core: 60% attending 3 sessions in months 7-12

![Bar Chart](chart.png)
Weight Loss

* CDC Requirement: 5%

Met Weight Loss Requirement

- Met at 6 months (N=19): 75%
- Met at 12 months (N=15): 42%
Physical Activity *

* CDC Goal: 150 minutes/week
* CDC DPRP Requirement: 80% documentation

Goal met at 6 months (N=19)

83%

Goal met at 12 months (N=13)

73%

Diversity of Lifestyle Coaches in Virginia

Number of Coaches by Title:
- Lay Coaches: 18
- RD's: 15
- RN's: 15
- CPT's: 14
- Students: 9
- CHW's: 8
- NP's: 5
- Students: 4
- Nutrition degree: 4
- P.T. or Exercise Phys.: 3
- Health Prom or Ed.: 3
- MD: 2
- Medical Assistant: 2
- PA: 1
- LPN: 1
- Pharmacist: 1
- RDH/CDE: 1
- Business degree: 1
Demographics of VA-NDPP Participants (N = 16)

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

Gender

- Male: 17%
- Female: 83%
The pie chart above shows the distribution of races in Virginia. The chart indicates that 56% of the population is White, 13% is Black, and 31% is other races.

The bar chart below compares the percentage of Hispanics and Non-Hispanics in Virginia to the percentage reported by the US Census Bureau. In Virginia, 17% of the population is Hispanic, while 62% is Non-Hispanic. In comparison, the US Census Bureau reports 9% Hispanic and 83% Non-Hispanic.
Referral Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self</td>
<td>17</td>
</tr>
<tr>
<td>MD</td>
<td>12</td>
</tr>
<tr>
<td>Internal Staff/Provider</td>
<td>8</td>
</tr>
<tr>
<td>Employer</td>
<td>6</td>
</tr>
<tr>
<td>Other HCP</td>
<td>5</td>
</tr>
<tr>
<td>Family/Friend</td>
<td>2</td>
</tr>
</tbody>
</table>

Marketing

<table>
<thead>
<tr>
<th>Method</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of Mouth</td>
<td>10</td>
</tr>
<tr>
<td>Flyers</td>
<td>10</td>
</tr>
<tr>
<td>Health Fair</td>
<td>7</td>
</tr>
<tr>
<td>E-mails</td>
<td>6</td>
</tr>
<tr>
<td>Letters to MD's</td>
<td>5</td>
</tr>
<tr>
<td>Newspaper</td>
<td>4</td>
</tr>
<tr>
<td>Meet w/ Providers</td>
<td>3</td>
</tr>
<tr>
<td>Social Media</td>
<td>2</td>
</tr>
<tr>
<td>Radio</td>
<td>2</td>
</tr>
<tr>
<td>TV</td>
<td>1</td>
</tr>
<tr>
<td>Newsletter</td>
<td>1</td>
</tr>
<tr>
<td>EMR</td>
<td>1</td>
</tr>
</tbody>
</table>
Challenges

- 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!

Summary
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
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

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
Five Priority Districts

- Prince William
- Lord Fairfax
- West Piedmont
- Crater
- Portsmouth

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/

Priority Areas of the Strategic Plan

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

RETARGETING DISPLAY BANNERS
RETARGETING IN-ARTICLE VIDEO
CONTEXTUALLY PLACED BANNERS & VIDEO

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 the sponsored video will be served during a four-week flight.

FACEBOOK SPONSORED VIDEO STRATEGY

WHAT IS IT: A video message served in a newsfeed of a targeted Facebook user profile.

FACEBOOK POPULATION: There are 1.44 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 the sponsored video will be served during a four-week flight.

©CBS LOCAL Digital Media
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

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!
Health Media Network
- 109 provider offices
- :30 messages
- 4 times each hour for 9 weeks
- Support Letter

WWBT – NBC 12
- 4 – week campaign
- Providers
- Patients

Diabetes? Heart Disease? Me?
I needed to make some changes.
**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**

Virginia Diabetes Task Force (1994)  
Virginia Diabetes Council (2001)  
State Plan (2007)  
Realignment to include prediabetes (2017)
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

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
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

<table>
<thead>
<tr>
<th>Round 1 “Persuade”</th>
<th>Round 2 “Coaching”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker</td>
<td>Speaker</td>
</tr>
<tr>
<td>Listener</td>
<td>Listener</td>
</tr>
</tbody>
</table>
Tenet #1  Information Alone IS NOT ENOUGH

The Know-Do Gap

Know  Do

Tenet #2 Resist the Righting Reflex!

Our training promotes the “righting reflex.”

- Fixing
- Correcting
- Advising
- Directing
- Educating
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.
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.
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