

# Using mHealth and Digital Media for Engagement in the National DPP

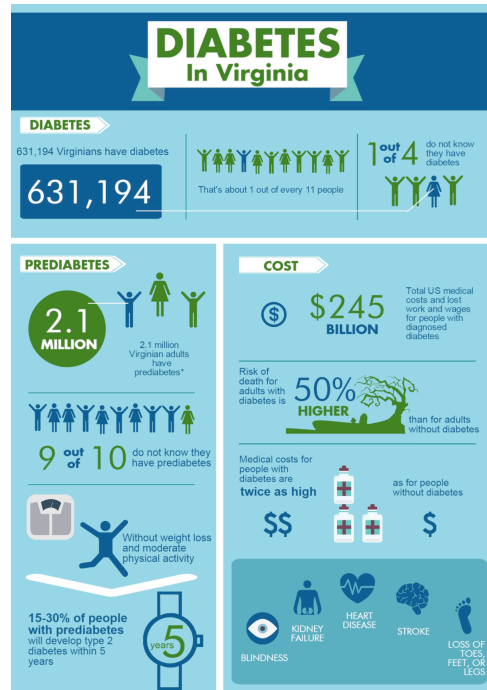
The Virginia Cooperative Extension Experience

Carlin Rafie, PhD, RD

Assistant Professor & Extension Specialist  
Department of Human Nutrition, Food, and Exercise



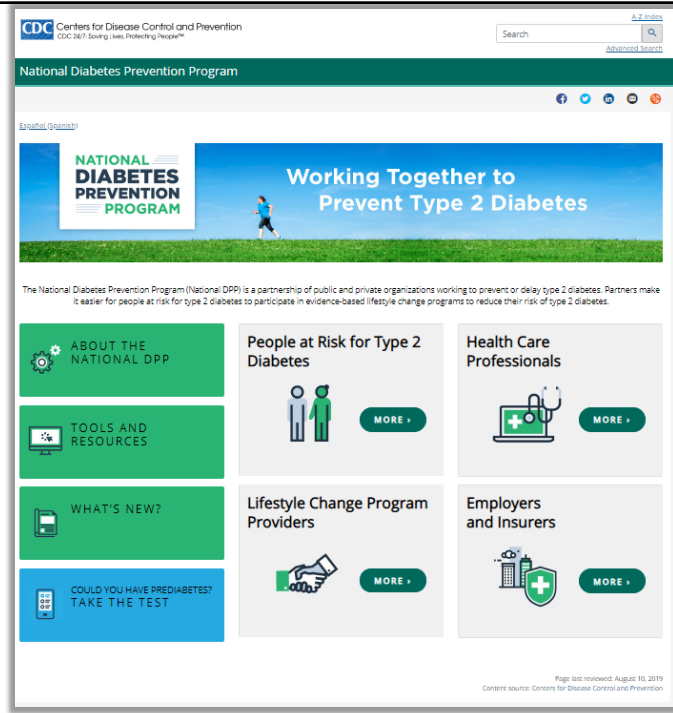
Why VCE chose to focus on diabetes?



Virginia Department of Health: <http://www.vdh.virginia.gov/diabetes/data/>

# The National Diabetes Prevention Program

Expanding the Impact of Virginia Cooperative Extension on Diabetes Prevalence and Outcomes



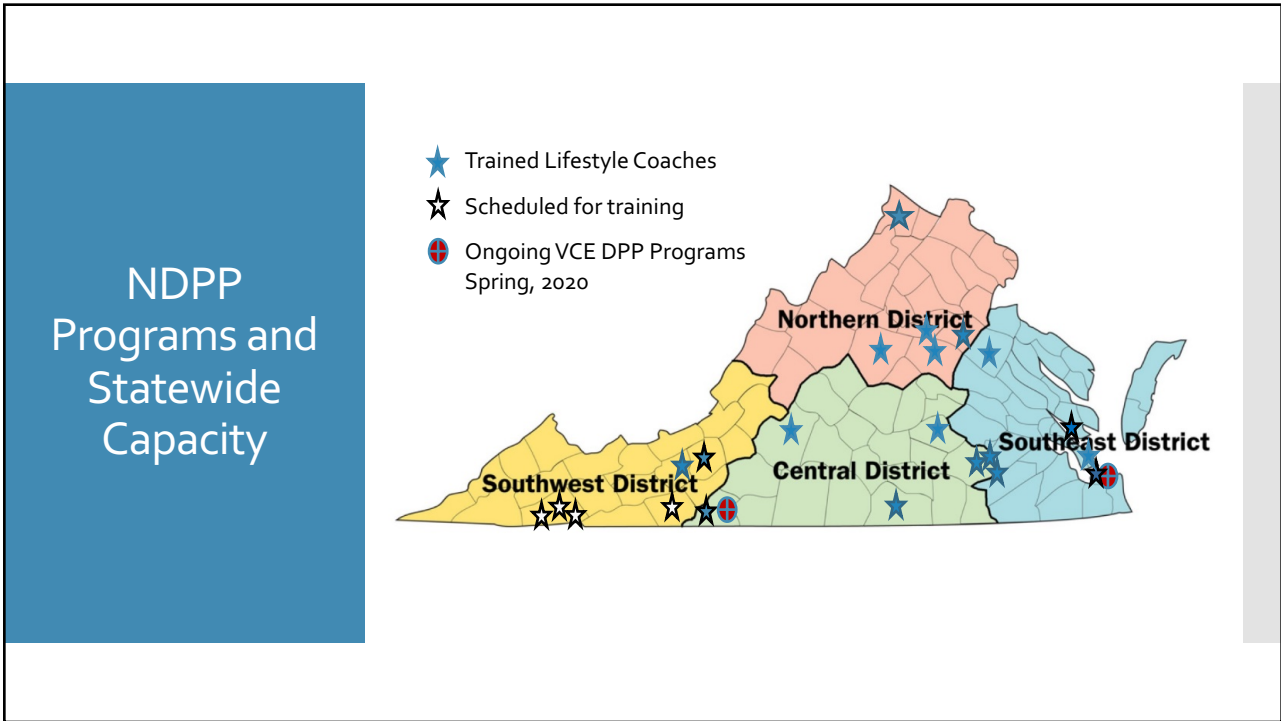
# The National Diabetes Prevention Program

Expanding the Impact of Virginia Cooperative Extension on Diabetes Prevalence and Outcomes



## Building, Sustaining, and Increasing Impact of the VCE DPP

- Master Lifestyle Coach Trainer
- 20 Lifestyle Coaches trained since 2016
- Centralized program management
- Web presence
  - [Extension Webpage](#)
  - [County webpages](#)
- Branding and marketing
- Registration System
- Third party reimbursement
- Beginning of 2020 we had completed 12 programs in 7 counties with 119 participants
- CDC preliminary recognition



## Opportunities presented with COVID-19

Distance Learning VCE Diabetes Prevention Program

3 VCE DPP distance learning programs started in 2020

3 VCE DPP programs starting in Spring, 2021

### Creating capacity for distance learning program

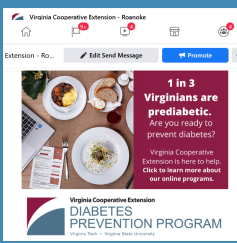
- Canvas-Zoom-Registration
- Agent training
- Technical equipment
- CDC distance learning application

### Expansion

- New Marketing Strategies

Marketing strategies and outcomes


Roanoke, VA



Marketing Method	Reach	Interest	Enrollment
VCE Newsletter (3 e-mailings)	1300	11	9 ←
Facebook post	180 reach	2	0
Facebook boosted posts (3)	1165 reach; 75 engaged; 18 clicks	3	2 ←
Nextdoor App	unknown	2	2 ←
Press Release	unknown	0	0
Mailing to 2 Family Med docs	n/a	0	0
Mailing to dieticians (2 RDs in Roanoke)	n/a	0	0
City of Roanoke HR Communication	unknown	1	1

Marketing strategies and outcomes

Frederick, VA



Marketing Method	Reach	Interest	Enrollment
Email to 4-H email lists	150	0	0
Email to FCS email lists	522	3	3 } (yellow bracket)
Email to Agriculture email lists	757	5	3 } (yellow bracket)
Facebook post non-boosted	98	1	1 ←
In-house VCE Staff	6	2	2
Winchester Star Press Release	unknown	9	5 ←

## Marketing strategies and outcomes

### Petersburg, VA



Marketing Method	Reach	Interest	Enrollment
Facebook post boosted ( <u>1 post</u> )	1378 reached; 98 engaged; 11 clicks	17	9
Facebook post on not boosted ( <u>3 posts</u> )	67 reached; 4 engaged; 3 clicks		
Flier sent to newsletter listservs (Extension and Westview Parent Connection)	522	4	2
Ad in Progress Index	unknown	2	1

1 physician referral



Virginia Cooperative Extension

## BALANCED LIVING WITH DIABETES

Virginia Tech • Virginia State University

For more information:

Carlin Rafie, PhD, RD  
crafie@vt.edu