

If you build it, will they come...  
and keep coming back?



Kelly Nordby, MPH, RDN, LDN  
NC State University

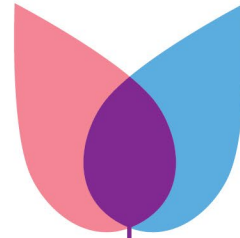
**NC STATE UNIVERSITY**



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**  
Division of Public Health

**NATIONAL  
DIABETES  
PREVENTION  
PROGRAM**

Recognized as a provider of the  
Centers for Disease Control and  
Prevention's (CDC) National Diabetes  
Prevention Program (NDPP)



**Eat Smart | Move More**

**Prevent Diabetes®**

# Learning Objectives

Session attendees will be able to:

- Understand the core concepts and outcomes of the Eat Smart, Move More, Prevent Diabetes program.
- Learn successful participant recruitment strategies to increase enrollment in a DPP.
- Implement effective participant engagement strategies during and in-between the DPP program sessions to increase participant retention throughout the 12-month program.

# Learning Objectives

Session attendees will be able to:

- Understand the core concepts and outcomes of the Eat Smart, Move More, Prevent Diabetes program.
- Learn successful participant recruitment strategies to increase enrollment in a DPP.
- Implement effective participant engagement strategies during and in-between the DPP program sessions to increase participant retention throughout the 12-month program.



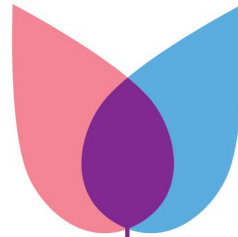
**NC STATE UNIVERSITY**



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**  
Division of Public Health

**NATIONAL  
DIABETES  
PREVENTION  
PROGRAM**

Recognized as a provider of the  
Centers for Disease Control and  
Prevention's (CDC) National Diabetes  
Prevention Program (NDPP)



**Eat Smart | Move More**

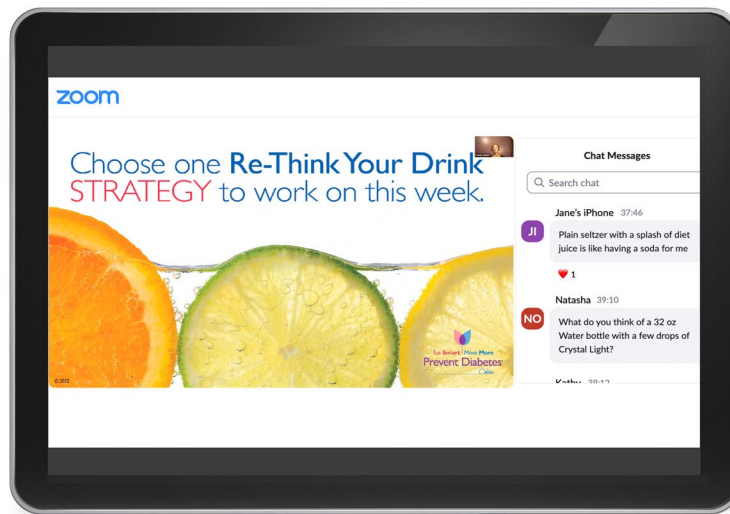
**Prevent Diabetes®**

# Program Team



# What is Eat Smart, Move More, Prevent Diabetes?

A 12-month online program delivered in real-time with a **live** instructor. Participants can see and hear their instructor while interacting with classmates.



# What is Eat Smart, Move More, Prevent Diabetes?

Based on **evidence-based strategies** to prevent or delay type 2 diabetes.





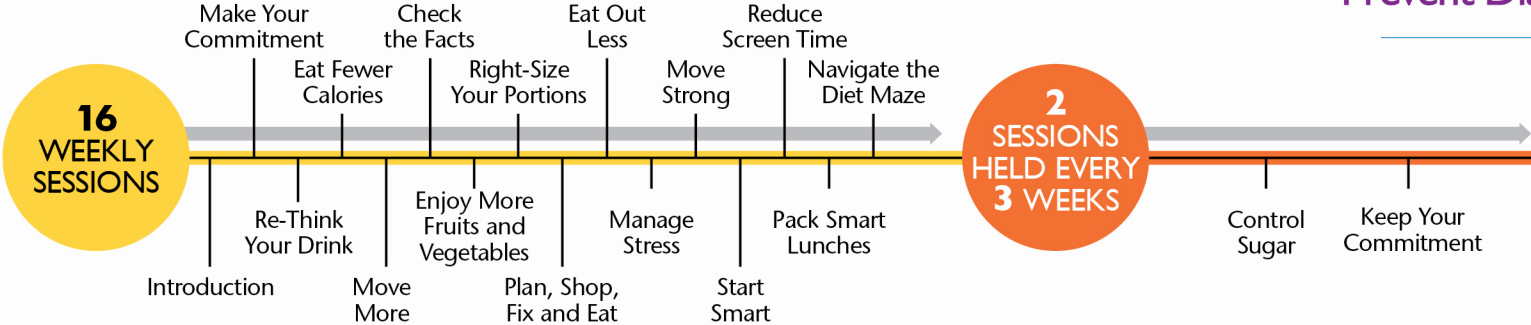
Provides lunchtime  
and early to late  
evening classes.

Allows frequent program offerings throughout the year minimizing wait time to start a program.



# Eat Smart, Move More, Prevent Diabetes Timeline

## Phase I

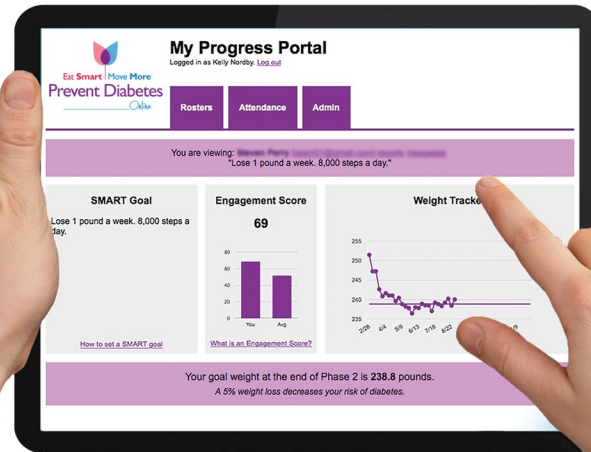


## Phase II



# What is Eat Smart, Move More, Prevent Diabetes?

One-on-one support is provided through a **secure online portal**. Participants use the portal to track their progress and communicate with their instructor.



# Participant Incentives



Several incentives are provided during the yearlong program for meeting attendance milestones, such as t-shirt, oven mitts, meal planner, and cutting board.



More than **4,000** participants  
have enrolled in Eat Smart,  
Move More, Prevent Diabetes.

# Demographics (classes beginning 2019 – 2021)

	n	Percent
<b>Gender</b>		
Male	115	11%
Female	951	89%
<b>Race</b>		
African American	307	29%
American Indian	17	2%
Asian	13	1%
White	686	64%
Other	43	4%
<b>Age (years)</b>		
Average age	56	
Age range	19-83	
<b>Age Distribution</b>		
<30 years	12	1%
30-39 years	45	4%
40-49 years	183	17%
50-59 years	400	38%
60-69 years	351	33%
70 years and older	75	7%

## Additional Retention Criterion

Organizations will be granted an additional 2 years of full recognition (for a total of 5 years) if, at the time full recognition is achieved, the following retention criterion is met:

Eligible participants in the evaluation cohort must have been retained at the following percentages:

- A minimum of 50% at the beginning of the fourth month since the cohorts held their first sessions.
- A minimum of 40% at the beginning of the seventh month since the cohorts held their first sessions.
- A minimum of 30% at the beginning of the tenth month since the cohorts held their first sessions.

### Additional Retention Criterion

A minimum of 50% at the beginning of the fourth month since the cohorts held their first sessions	84% ✓
A minimum of 40% at the beginning of the seventh month since the cohorts held their first sessions	68% ✓
A minimum of 30% at the beginning of the tenth month since the cohorts held their first sessions	50% ✓



## Requirement 6: Participant risk reduction at 12 months

Organizations must show that at least 60% of the completers in the evaluation cohort achieved one or more of the following outcomes:

- at least 5% weight loss
- at least 4% weight loss and at least 150 minutes/week on average of physical activity
- at least a 0.2% reduction in baseline HbA1C

### Participant risk reduction at 12 months

Percent of completers who achieved one of the following outcomes

56% **x**

- At least 5% weight loss
- At least 4% weight loss and at least 150 minutes/week on average of physical activity
- At least a 0.2% reduction in baseline HbA1C

# A1c

- If you have not already had an A1c test, please consider having this test completed—either with an at-home test kit or at your doctor’s office.
- Please record this in your My Progress Portal.



Eat **Smart** | Move **More**

**Prevent Diabetes**<sup>®</sup>

Online

Achieved **Full**  
**CDC** recognition

Full Plus category until 10/31/27

# Learning Objectives

Session attendees will be able to:

- Understand the core concepts and outcomes of the Eat Smart, Move More, Prevent Diabetes program.
- **Learn successful participant recruitment strategies to increase enrollment in a DPP.**
- Implement effective participant engagement strategies during and in-between the DPP program sessions to increase participant retention throughout the 12-month program.



# Participant Recruitment and Marketing—Program Coordinators



Consider faith community newsletters and smaller fellowship groups to market the program.

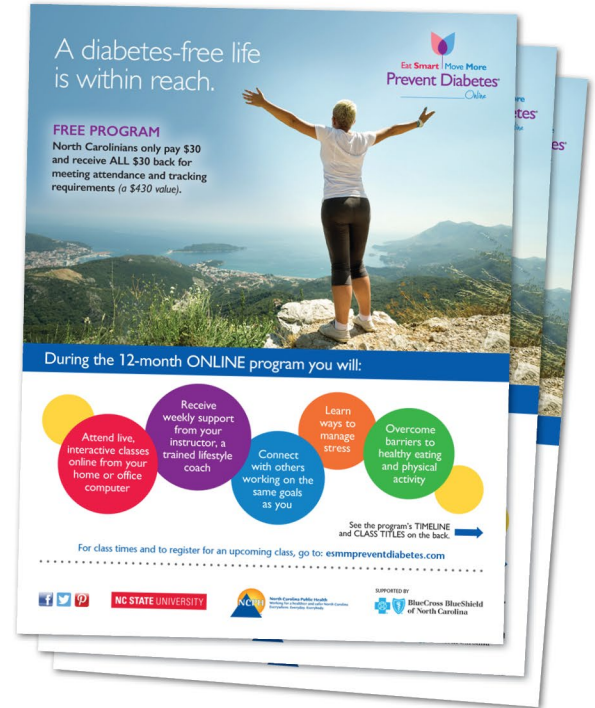
# Participant Recruitment and Marketing—Program Coordinators

Set up screening events by first researching community events such as health/wellness days and employer health fairs.

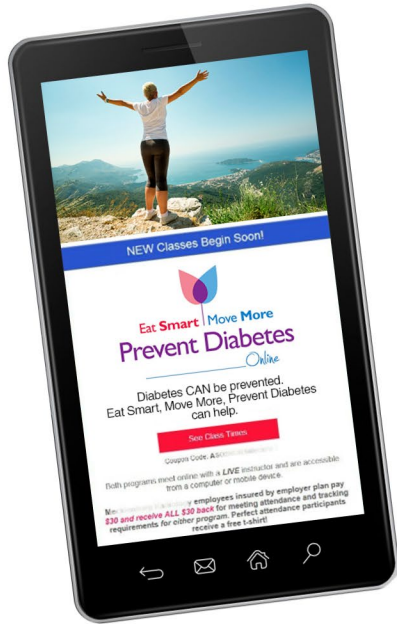


# Participant Recruitment and Marketing—Program Coordinators

Design flyers to put up around community partners' buildings, to post to social media, utilize in print advertising and send via email to worksites or doctors' offices to distribute to employees and/or patients.



# Participant Recruitment and Marketing—Program Coordinators



Modify wording on printed and electronic marketing materials and supplemental resources to be culturally relevant and literacy sensitive.





# Participant Recruitment and Marketing—Program Coordinators

Approach local health care practices, health centers, and pharmacies and request that marketing emails or text messages are sent to patients with eligible A1c and/or fasting glucose test results.



## Diabetes Prevention Program Navigator

The Diabetes Prevention Program (DPP) is a series of classes designed to empower people with prediabetes or at risk of developing diabetes to take charge of their health and well-being. There are CDC-recognized Diabetes Prevention Programs in North Carolina that offer in-person or online programs with various start dates and times.

The DPP Navigator receives and coordinates referrals from health care providers, practice referral coordinators and community organizations and helps to identify a DPP for their participants.

DPP Navigators are available to receive referrals Monday thru Friday from 7am to 7pm via phone, fax, email and [NCCARE360](#). DPP Navigators will provide bi-directional feedback to the referring provider regarding participant enrollment and program completion status. [Contact the DPP Navigator](#) today to learn more.

[Learn more  
about prediabetes](#)

## Provider Referral



[dppreferral@dhhs.nc.gov](mailto:dppreferral@dhhs.nc.gov)

- Attach the completed **Diabetes Prevention Program Referral Form**.
- Send a secure, HIPAA-compliant email directly to a DPP Navigator.



1-866-DFNC-FAX (1-866-336-2329)

- Fax the completed **Diabetes Prevention Program Referral Form**.



**Refer via NCCARE360** at  
[nccare360.org](http://nccare360.org)

*NCCARE360 is North Carolina's statewide web-based care coordination and resource platform that allows healthcare providers and community organizations to securely locate clinical and community services and make referrals to those services, including DPP.*

- Create electronic participant referrals for a Diabetes Prevention Program.

# Learning Objectives

Session attendees will be able to:

- Understand the core concepts and outcomes of the Eat Smart, Move More, Prevent Diabetes program.
- Learn successful participant recruitment strategies to increase enrollment in a DPP.
- Implement effective participant engagement strategies during and in-between the DPP program sessions to increase participant retention throughout the 12-month program.



# Participant Engagement—Lifestyle Coaches



## ENCOURAGEMENT AND SUPPORT DURING CLASS

Create an environment conducive to open communication among program participants. Allow them to share successes and/or challenges and encourage one another.



## ENCOURAGEMENT AND SUPPORT DURING CLASS

Encourage those who are less talkative to share by asking them to contribute on a topic about which they feel comfortable (e.g., time spent playing with grandchildren or favorite hobby).

## ENCOURAGEMENT AND SUPPORT DURING CLASS

Build rapport with participants by individually connecting with them during weigh-ins or after class.





## ENCOURAGEMENT AND SUPPORT DURING CLASS

Encourage participants to focus on 1–2 small changes that can easily be achieved within a week.



## ENCOURAGEMENT AND SUPPORT OUTSIDE OF CLASS

Maintain regular communication with participants via email, phone and/or text message to send friendly class reminders or to discuss barriers to success. This is especially important during the off-weeks when no classes are held.



# Participant Engagement—Lifestyle Coaches



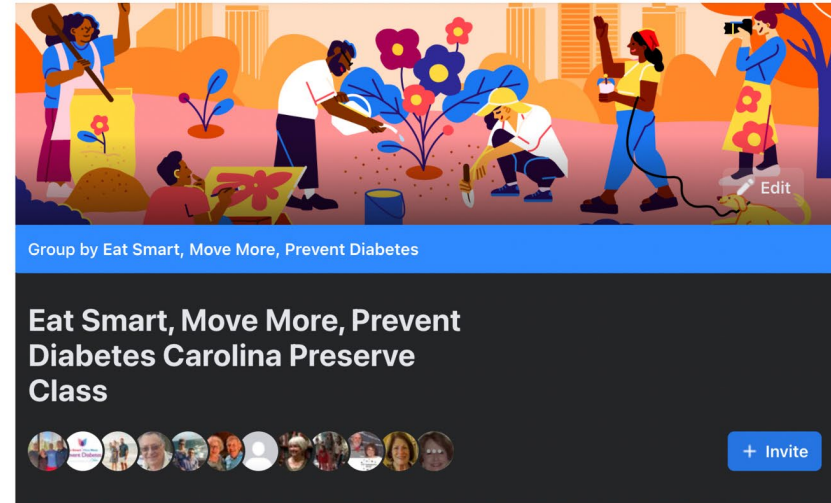
## ENCOURAGEMENT AND SUPPORT OUTSIDE OF CLASS

Recommend the buddy system to participants, which will encourage social support, trust and accountability.

# Participant Engagement—Lifestyle Coaches

## ENCOURAGEMENT AND SUPPORT OUTSIDE OF CLASS

Set up a private Facebook, GroupMe or WhatsApp group for participants to maintain contact with each other outside of class.



## ENCOURAGEMENT AND SUPPORT OUTSIDE OF CLASS

Encourage participants to form walking groups during the off-weeks of class for social support and accountability for maintaining active minutes.





## CELEBRATE INDIVIDUAL AND GROUP SUCCESSES

Allow time during class for participants to announce any goals reached during the previous week or month.

## CELEBRATE INDIVIDUAL AND GROUP SUCCESSES

Announce the success of the group at the end of the month (e.g., total pounds lost, or total minutes of physical activity achieved).





## CELEBRATE INDIVIDUAL AND GROUP SUCCESSES

Send personalized weekly messages to participants to encourage progress toward their goal(s).

## PARTICIPANT ENGAGEMENT DURING CLASS

Encourage participants to share personal successes and challenges and to offer solutions to each other.







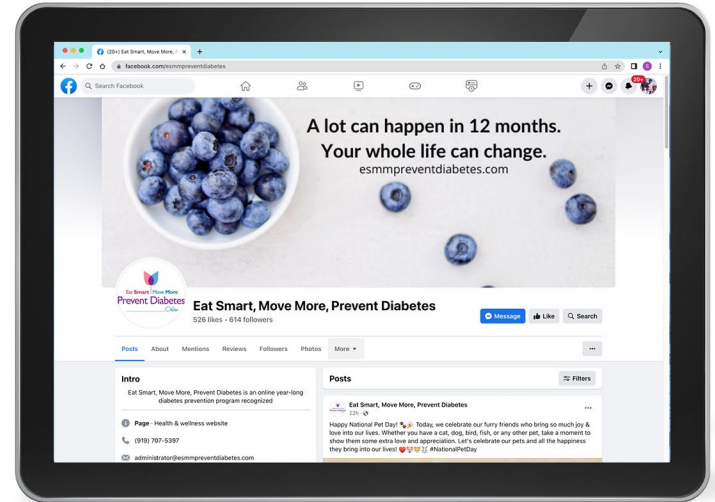
## PARTICIPANT ENGAGEMENT DURING CLASS

Bring in DPP “alumni” to talk about their success and what tips and tricks they have for maintaining healthy lifestyles after completing the program.

# Participant Engagement—Lifestyle Coaches

## PARTICIPANT ENGAGEMENT OUTSIDE OF CLASS

Engage with participants through a closed Facebook group or other social media platform. Post weekly content such as polls and forums to inquire about successes or challenges, daily motivation, recipes, healthy snack ideas, and reminders.



## PARTICIPANT ENGAGEMENT OUTSIDE OF CLASS

Set a protocol for how to follow up with participants who miss two or more classes in a row without communication to the Lifestyle Coach.



## PARTICIPANT ENGAGEMENT OUTSIDE OF CLASS

Encourage participants regularly about the opportunity to attend make-up sessions to stay up to date with the lesson topics.

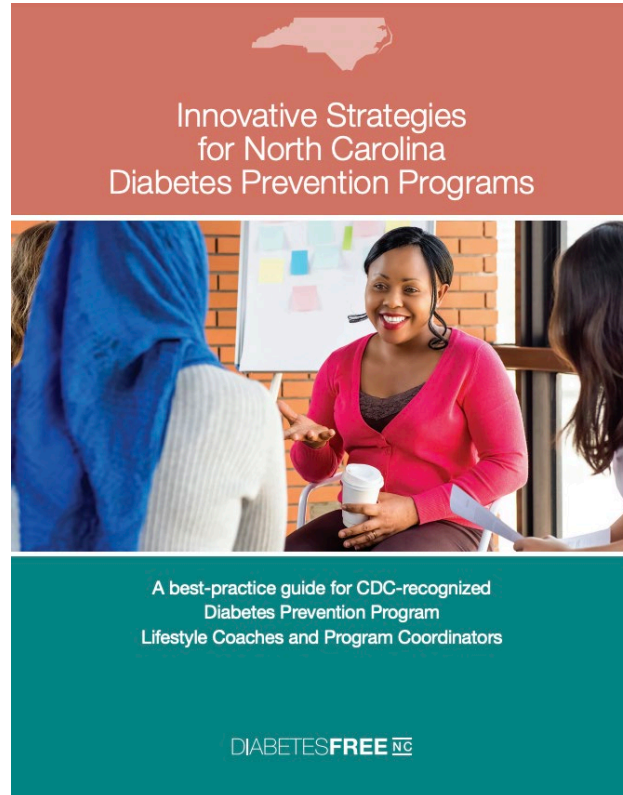




**PEOPLE DON'T CARE  
HOW MUCH YOU KNOW  
UNTIL THEY KNOW HOW  
MUCH YOU CARE.**

∞ ♥ T. ROOSEVELT

Available at ***diabetesfreenc.com***



Kelly Nordby, MPH, RDN, LDN

Program Coordinator

**[kcnordby@ncsu.edu](mailto:kcnordby@ncsu.edu)**



**NC STATE UNIVERSITY**