

National Diabetes Prevention Program Annual Meeting

Virginia Center for Diabetes Prevention & Education

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Nina Rodriguez MPH, RN, CDCES

nina.rodriquez@vdh.virginia.gov

VIRGINIA DEPARTMENT OF HEALTH was awarded the CDC DP-23-0020 Strategic Approach to Advancing Health Equity for Priority Populations with or at Risk for Diabetes in June 2023.

“we have come a long, long way, but we have a long, long way to go”

Dr. Martin Luther King Jr., Ohio Northern University, January 11, 1968

Grant Year 1:

- Establish Statewide Umbrella Hub for DPP and DSMES programs
- Create VDH Diabetes Landing Page with Map of DPP and DSMES Programs
- Market National DPP Lifestyle Change Program in high-risk areas

Goals:

- Grow the Umbrella Hub with new subsidiaries for DPP and DSMES
- Sustainability of programs through reimbursement
- DPP coverage for Virginia Medicaid recipients

The 5 priority populations of focus are but are not limited to

- Portsmouth
- Norfolk
- Petersburg
- Roanoke
- Lynchburg

This month we launched a DPP campaign that included:

- Targeted media campaign in the Tidewater area (Norfolk, Portsmouth, Chesapeake) plus cohorts in Orange and Dinwiddie with Virginia Broadcast Solutions
- Prediabetes email campaign in these zip codes with LabCorp
- VCDPE outreach to DPP programs and Cooperative Extension Lifestyle coaches in these areas
- Response rate tracking on the VDH Diabetes Landing Page

Plans to expand this work across the Commonwealth

- Implementation of a Family Healthy Weight Program
- Expand education and programs to surrounding rural populations

- Questions?

Link to the VDH Diabetes DPP &
DSMES Class Locator map

