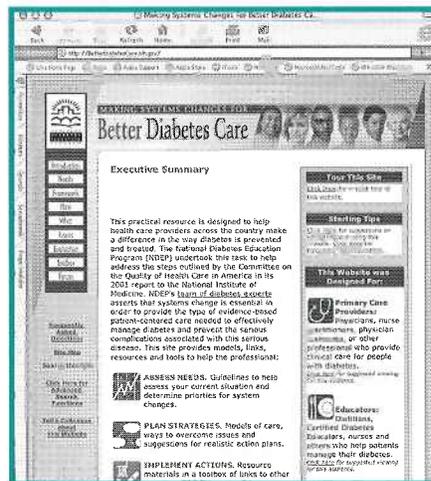


NDEP Launches New Website to Promote Systems Changes to Improve Diabetes Care ▼ www.BetterDiabetesCare.nih.gov

The National Diabetes Education Program (NDEP) has launched a comprehensive web resource to promote systems changes to improve diabetes care. [BetterDiabetesCare.nih.gov](http://www.BetterDiabetesCare.nih.gov) (formerly betterdiabetescare.org) reflects the work of experts from a variety of NDEP partner organizations. The website was developed to help reduce the gap between current and desired patient outcomes by helping users structure better systems for diabetes care.

“By presenting a systematic approach to diabetes management and tools to increase effective and efficient delivery of diabetes care, we hope to help more people with diabetes reach desired treatment goals, improve their quality of life, and live long and healthy lives,” said Dr. James R. Gavin III, NDEP chair. “Improved systems of care also could contribute to a reduction in the high costs of diabetes that reached \$132 billion in direct and indirect expenditures in 2002.”

The [BetterDiabetesCare](http://www.BetterDiabetesCare.nih.gov) site is easy to use and is designed to help health care providers, educators, policy makers, planners, and purchasers make changes in systems of care for people with diabetes. The site can help practitioners achieve effective results, whether they are experienced in quality improvement or new to the challenge. State-of-the-art materials and tools help users to focus energy, time, and resources; assess needs and set priorities for change; plan strategies for realistic actions; reduce barriers to change; implement effective changes; evaluate process, outcomes, and costs; and improve patient outcomes. The site provides models for systems change, examples of best practices, and links to many resources and references. Evidence-based decision-making and the implementation of an efficient and reliable information system are presented as the underpinnings of a quality care system.



See **NEW WEBSITE** on page 7

HHS Launches New Effort to Reach Undiagnosed People with Diabetes

In November, HHS Secretary Tommy G. Thompson announced a new community-based effort to identify persons with undiagnosed type 2 diabetes and refer them for follow-up blood testing and treatment if appropriate. The focus of this initiative is to help Americans better understand their diabetes risk and take appropriate actions based on those risks.

The Secretary's Diabetes Detection Initiative: Finding the Undiagnosed (DDI) supports HHS' Steps to a Healthier US

and the President's Healthier US programs to create a healthier, prevention-oriented society. The goals of the DDI are to increase blood testing for individuals who are at high risk for diabetes and to increase diagnosis for those with unrecognized diabetes.

“The strength of this program is that all levels of society—state and local health departments, community-based organizations, business sector, tribal communities, and many others—have been brought together under HHS leadership to focus

Diabetes Detection Initiative
Finding the Undiagnosed

See **HHS** on page 5

New NDEP Resource Promotes Effective Diabetes Management in School

▼ Helping the Student with Diabetes Succeed

Diabetes is one of the most common chronic diseases in school-aged children, affecting about 151,000 young people in the United States. Each year, more than 13,000 youths are diagnosed with type 1 diabetes. The National Diabetes Education Program (NDEP) has produced a comprehensive guide for managing diabetes at school.

Helping the Student with Diabetes Succeed: A Guide for School Personnel reflects a consensus from a broad spectrum of federal agencies and leading organizations in the diabetes and education communities on how schools can better meet the medical needs of students with diabetes (see box).

“Knowledge and understanding of diabetes in children will benefit everyone: parents, school personnel, and, most of all, our children,” said HHS Secretary Tommy G. Thompson, whose department leads the national effort to educate the public and health care professionals about prevention, diagnosis, and treatment of diabetes, its risk factors, and control.

“We hope this guide helps school personnel learn what they need to do to make sure that students with diabetes are both medically safe and have access to all educational opportunities,” said Dr. James R. Gavin III, NDEP chair. “Everyone has a role to play in helping the student with diabetes succeed,” he continued.

Helping the Student with Diabetes Succeed: A Guide for School Personnel sets out a team approach to diabetes management in schools and outlines the roles and responsibilities of all key school personnel, including school nurses, administrators, teachers, coaches and physical education instructors, bus drivers, lunchroom staff, and guidance counselors, as well as parents and the student with diabetes.

The school guide’s comprehensive “Diabetes Primer” raises awareness about diabetes and gives school staff members a general understanding of the disease, how it is currently managed, and how the team approach works. To help empower school personnel to recognize and respond quickly to the signs and symptoms of hypoglycemia and hyperglycemia, the guide contains sample emergency action plans with step-by-step instructions. Additional resources include information

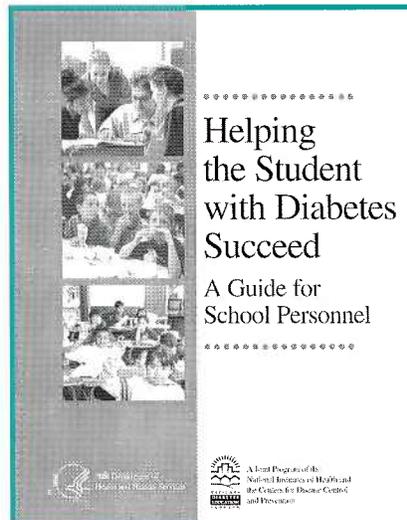
about the key federal laws that address schools’ responsibilities to students with diabetes, a comprehensive list of organizations and resources with related information, and a glossary of medical and technical terms.

To supplement the NDEP’s efforts, the American Diabetes Association (ADA) has created a set of web-based training modules based on the guide, called *Diabetes Care Tasks at School: What Key Personnel Need to Know*. These modules are available on the ADA website, www.diabetes.org.

To help spread the word about this important resource, the NDEP has posted several promotional tools on its website.

Feel free to download them and use them in your publications or e-bulletins to members and constituents.

You may order a free copy of *Helping the Student with Diabetes Succeed* by calling the National Diabetes Information Clearinghouse (NDIC) at 1-800-438-5383. The first copy is free; each additional copy is \$3, with a 6-copy order limit. Or you may download a copy of the guide from the NDEP website, www.ndep.nih.gov. All sections of the guide may be reproduced and distributed with no copyright restrictions. If you are interested in reprinting bulk quantities of the guide, the printer-ready disk may be ordered from the NDIC for \$20. ■



NDEP School Guide Supporting Organizations

- American Academy of Pediatrics
- American Association for Health Education
- American Association of Diabetes Educators
- American Diabetes Association
- American Dietetic Association
- American Medical Association
- Barbara Davis Center for Childhood Diabetes
- Centers for Disease Control and Prevention
- Indian Health Service
- Juvenile Diabetes Research Foundation International
- Lawson Wilkins Pediatric Endocrine Society
- National Association of Elementary School Principals
- National Association of School Nurses
- National Association of Secondary School Principals
- National Association of State Boards of Education
- National Diabetes Education Program
- National Education Association Health Information Network
- National Institute of Diabetes and Digestive and Kidney Diseases, NIH
- U.S. Department of Education

Financial Supporting Organizations

- Aventis Pharmaceuticals
- Eli Lilly and Company
- Indian Health Service
- Medtronic MiniMed
- Novo Nordisk Pharmaceuticals, Inc.
- Pfizer Inc.

SPREADING THE

NDEP Partners at work

ward

- **The Association of American Indian Physicians** has created a mini-grant program to support innovative, culturally sensitive community intervention activities geared toward Native Americans and Alaska Natives. Supported activities focus on diabetes management, treatment, or prevention and disseminate NDEP materials, including the “ABCs of Diabetes,” “Future Generations,” and “Move It and Reduce Your Risk for Diabetes” campaigns. The funding opportunities are being promoted at major American Indian and Alaska Native conferences, cultural events, and at Diabetes Community Partnership Guide and Diabetes Today training sessions.
- To promote the NDEP’s *Helping the Student With Diabetes Succeed: A Guide for School Personnel*, the **Idaho Diabetes Prevention and Control Program (Idaho DPCP)** is teaming up with Action For Healthy Kids Idaho (AFHK). This statewide coalition is participating in a national initiative to improve health, nutrition, and physical education in Idaho’s school children. In October 2003 at the Idaho Healthy Kids Summit, the DPCP introduced the school guide to teachers, school staff, and the public. The Idaho DPCP will use AFHK’s network to spread the word about the guide to school personnel throughout Idaho.
- The **Oregon Diabetes Prevention and Control Program (Oregon DPCP)** is mailing the “Small Steps. Big Rewards.” GAME PLAN materials to all Certified Diabetes Educators (CDEs) in Oregon to promote diabetes prevention in clinical practice. Through informal interviews with health care providers, the Oregon DPCP determined that CDEs were in the best position to provide ongoing education and support for lifestyle interventions among those with pre-diabetes. In addition, the “Small Steps. Big Rewards.” campaign message and Oregon-specific pre-diabetes data will be disseminated to all physicians in the state through a monthly publication, *Chronic Disease Summary*.
- **The Endocrinology & Diabetes Center of Port Huron** has launched a multi-faceted diabetes prevention awareness campaign in Michigan’s St. Clair County under the leadership of Dr. Sushma Reddy. All primary care physicians in the county are receiving the “Get Real” poster from the NDEP’s GAME PLAN toolkit and the NIDDK’s *Am I at Risk for Type 2 Diabetes?* booklets. To create awareness about the rising epidemic of type 2 diabetes in children, pediatricians and family practitioners also are receiving the American Diabetes Association’s “They Could Be at Risk for Type 2 Diabetes” posters. Campaign messages will be distributed to schools through health and safety classes, PTA presentations, and parent teacher conferences. TV public service announcements will be produced by high school students and broadcast on local stations. In addition, Dr. Reddy has produced a TV program highlighting the results of the Diabetes Prevention Program clinical trial and the rising epidemic of type 2 diabetes in children. The program is being broadcast on local stations during November to over 200,000 viewers.
- During the Asian American and Pacific Islander (AAPI) work group’s August meeting in San Diego, group members attended a dinner reception honoring them and the NDEP. The reception was sponsored by **United Filipino American Senior Citizens of San Diego Inc.** and was spearheaded by APPI work group member Aurora Cudal. Work group members experienced a warm greeting upon entering the Kalusugan Wellness Center in National City, site of the reception—complete with a “Small Steps. Big Rewards.” banner and a buffet celebrating the multiculturalism of Asian Americans and Pacific Islanders. Following dinner, the seniors entertained the work group with songs from the Philippines and the United States. The evening ended with testimonials from people with diabetes who honored and thanked the AAPI work group and the NDEP for promoting diabetes awareness among Filipinos. ■

a job
WELL DONE

The American Dietetic Association recently honored Carolyn Leontos, RD, CDE with the Medallion Award in recognition of her hard work and commitment.

Ms. Leontos currently serves as chair of the NDEP Older Adults Work Group and is one of the program’s most enthusiastic and tireless partners, always helping to spread the word. The NDEP congratulates Ms. Leontos on this achievement and thanks her for her years of dedicated service to helping change the way diabetes is treated.

PARTNER

spotlight

AADE and NDEP 'Step' Toward Prevention



▲ Diabetes educators hunt for new ideas to get patients excited about diabetes prevention during AADE's Annual Meeting in August in Salt Lake City.

After over 30 years of educating people about diabetes control, the American Association of Diabetes Educators (AADE) recently added diabetes prevention to its mission statement. To help the AADE with its new mission, the NDEP introduced the "Small Steps. Big Rewards. Prevent type 2 Diabetes" campaign to AADE members at their annual meeting in Salt Lake City in August. With over 300 diabetes educators present, the NDEP led a fun-filled, interactive session to get everyone moving and thinking about new and exciting ways to get patients in the diabetes prevention game. Attendees created an interesting "mad lib" about diabetes prevention, participated in a scavenger hunt to find items related to physical activity, brainstormed "small steps" to help patients prevent diabetes, and participated in a workout that gave ideas for getting patients moving.

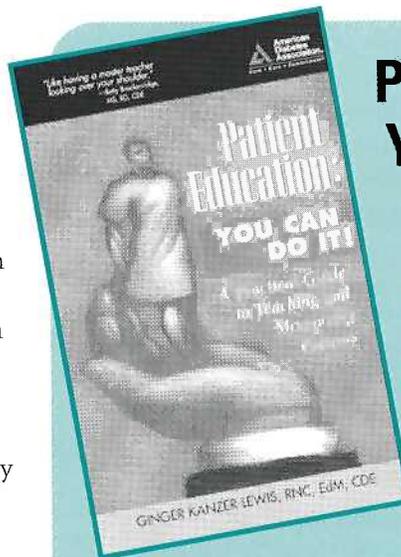
The NDEP is proud to partner once again with AADE to equip diabetes educators with the tools they need to educate people about diabetes prevention. ■

What's New on BET.com? The NDEP!

BET.com, the online interactive component of Black Entertainment Television (BET), provides information and real world "action steps" to encourage healthy living among African Americans. The NDEP and BET.com share a common goal: providing African Americans at increased risk for developing diabetes and those who have it with information and strategies for preventing and controlling the disease.

NDEP forged this partnership with BET.com to increase outreach to African Americans. This mutually beneficial partnership enables the NDEP to post monthly features on the BET.com Diabetes Center that translate the science of diabetes prevention and control and help African Americans make necessary lifestyle changes. Visitors to the BET.com Diabetes Center can read the current NDEP feature, then click on the "Small Steps. Big Rewards." or "ABCs" logos to link to the NDEP website for more information.

Visit www.bet.com/health/diabetescenter to read this month's feature as well as an archive of past articles. ■



Patient Education: You Can Do It

Whether you are just starting your health education career or are a seasoned diabetes educator looking for new tips and inspiration, *Patient Education: You Can Do It* is a great resource for you. In her new book, Ginger Kanzer-Lewis, RN, BC, EdM, CDE, gives you all the keys to teach patients successfully, from setting

goals and objectives to creating, marketing, and funding a full-scale patient program. Ms. Kanzer-Lewis leads patient education workshops across the county, is a past president of the American Association of Diabetes Educators (AADE), and is AADE's enthusiastic and hard-working representative to the NDEP Steering Committee. You can order her book through the American Diabetes Association's online bookstore at <http://store.diabetes.org> or by calling 1-800-232-6733. ■

"Small Steps. Big Rewards." Campaign Making Big Strides

The NDEP's "Small Steps. Big Rewards. Prevent type 2 Diabetes" campaign has reached millions of Americans at risk for diabetes since its launch in February 2003.

Campaign highlights as of November 2003 include:

- The "Get Real" TV PSA has garnered nearly 245 million media impressions and has aired in 19 of the top 25 markets, including New York, Philadelphia, Boston, and Chicago.
- The "Get Real" print PSAs have run in newspapers across the country, reaching an estimated one million readers.
- The campaign's Video News Feed resulted in 220 airings in 94 markets and reached about 6.5 million viewers.
- Two audio news releases were distributed to radio stations and generated more than 6,000 airings, reaching over 21 million listeners.
- "Small Steps. Big Rewards." articles have reached about 16 million readers, including placements in *The Wall Street Journal*, *Heart & Soul*, *Woman's Day*, and *Essence Magazine*.
- On average, 3,000 visitors view the prevention section on the NDEP website each month. The GAME PLAN materials are downloaded approximately 1,500 times a month, putting them among the most popular publications on the site.



- The American Diabetes Association has adopted the theme for a book that promotes the health benefits of walking and includes a pedometer.

- NDEP Steering Committee member Dr. Om Ganda mentioned the "Small Steps. Big Rewards." campaign in his article for Joslin Diabetes Center's November advertisement in *Time*. ■

For more information on how you can promote the "Small Steps. Big Rewards." campaign in your area, please contact Kristin Donnelly at 202-842-3600 or kdonnelly@hagersharp.com.

NDEP Planning High Risk Audience Prevention Campaigns

Building on the general audience "Small Steps. Big Rewards." theme, the NDEP is developing tailored campaigns for groups at increased risk for developing diabetes. The high risk groups targeted are African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, Hispanic and Latino Americans, and Older Adults.

Campaign materials include print and radio public service announcements, posters, and educational tip sheets tailored for each high risk audience. The new campaign materials will be launched in early 2004. ■

HHS continued from page 1

on a common goal. the detection of unrecognized type 2 diabetes," Secretary Thompson said.

As a broad-based community effort, the DDI encourages individuals to determine their risk for undiagnosed diabetes using a customized paper risk assessment tool adapted from the American Diabetes Association. The results of this self-administered risk assessment tool will give the individual a clear message regarding appropriate blood testing to confirm the risk. A finger stick/capillary blood test will be part of the medical assessment that takes place in a health care site and this result, combined with other information, will inform the health care provider of the need for further testing to diagnose diabetes. Risk tests will be distributed through a variety of community channels, including social-service, faith-based, grassroots, and fraternal organizations and retail outlets. The DDI is being piloted in several communities and is expected to be expanded to other locations across the country.

"November is National Diabetes Awareness Month, so it is an appropriate time to recommit ourselves to the fight against diabetes," Secretary Thompson said. "Diabetes is now the sixth leading cause of death in the U.S. and cost the nation \$132 billion in 2002. Through programs like the Diabetes Detection Initiative, we're working at the community level to find Americans who have type 2 diabetes but do not know it. Early diagnosis and proper treatment of diabetes can delay, and even prevent, the progression of serious health problems such as heart disease and stroke, blindness, lower limb amputations, and kidney failure. It is vitally important that we reach the undiagnosed sooner rather than later."

More information about the DDI initiative can be found on the NDEP's website, www.ndep.nih.gov, and at www.hhs.gov/news. ■

SPANISH LANGUAGE

materials

“Cuide su Corazón” Flipchart: New Tool for Health Educators

Free, Bilingual Flipchart Educates Hispanic and Latino Americans about Link Between Diabetes and Heart Disease

More than 2 million Hispanic and Latino Americans have diabetes, a disease that puts them at higher risk for heart disease. Recent studies prove there are steps people with diabetes can take to dramatically reduce that risk. To convey this message to Hispanics and Latinos with diabetes, the National Diabetes Education Program (NDEP) has created a new bilingual flipchart for health educators and community health workers to use in Spanish-speaking communities. This easy-to-use tool emphasizes the importance of controlling blood sugar (glucose), blood pressure, and cholesterol for people with diabetes.

Keeping these three measures within the recommended range will result in a longer, healthier life.

The flipchart presentation tells Hispanics and Latinos with diabetes “you are the heart of your family... take care of it.” Accompanying materials include a one-page reproducible version of the *Cuide Su Corazón* patient education brochure and a reproducible tip sheet for helping loved ones with diabetes. The Cuide handout includes a record card for people with diabetes to track their blood sugar, blood pressure, and cholesterol numbers.

PREVENGAMOS
LA DIABETES...

Paso a Paso

Si usted tiene sobrepeso, corre riesgo de tener diabetes tipo 2. La diabetes tipo 2 es una enfermedad grave, pero usted puede evitarla o retardarla.

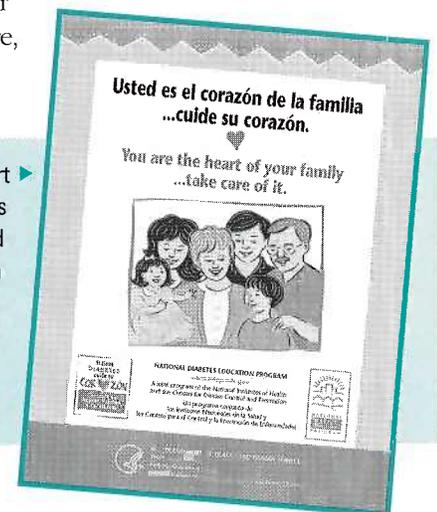
Pierda un poco de peso. Haga 30 minutos de ejercicio moderado 5 días a la semana. Coma alimentos saludables.

Tome el primer paso. Hable con su doctor. Para obtener más información, llame al 1-800-438-5383 o visite www.ndep.nih.gov en Internet.

Un mensaje del Programa Nacional de Educación en Diabetes, un programa conjunto de los Institutos Nacionales de la Salud y los Centros para el Control y la Prevención de Enfermedades.

Prevenimos la Diabetes tipo 2
Paso a Paso

The flipchart presentation tells Hispanics and Latinos with diabetes “you are the heart of your family... take care of it.”

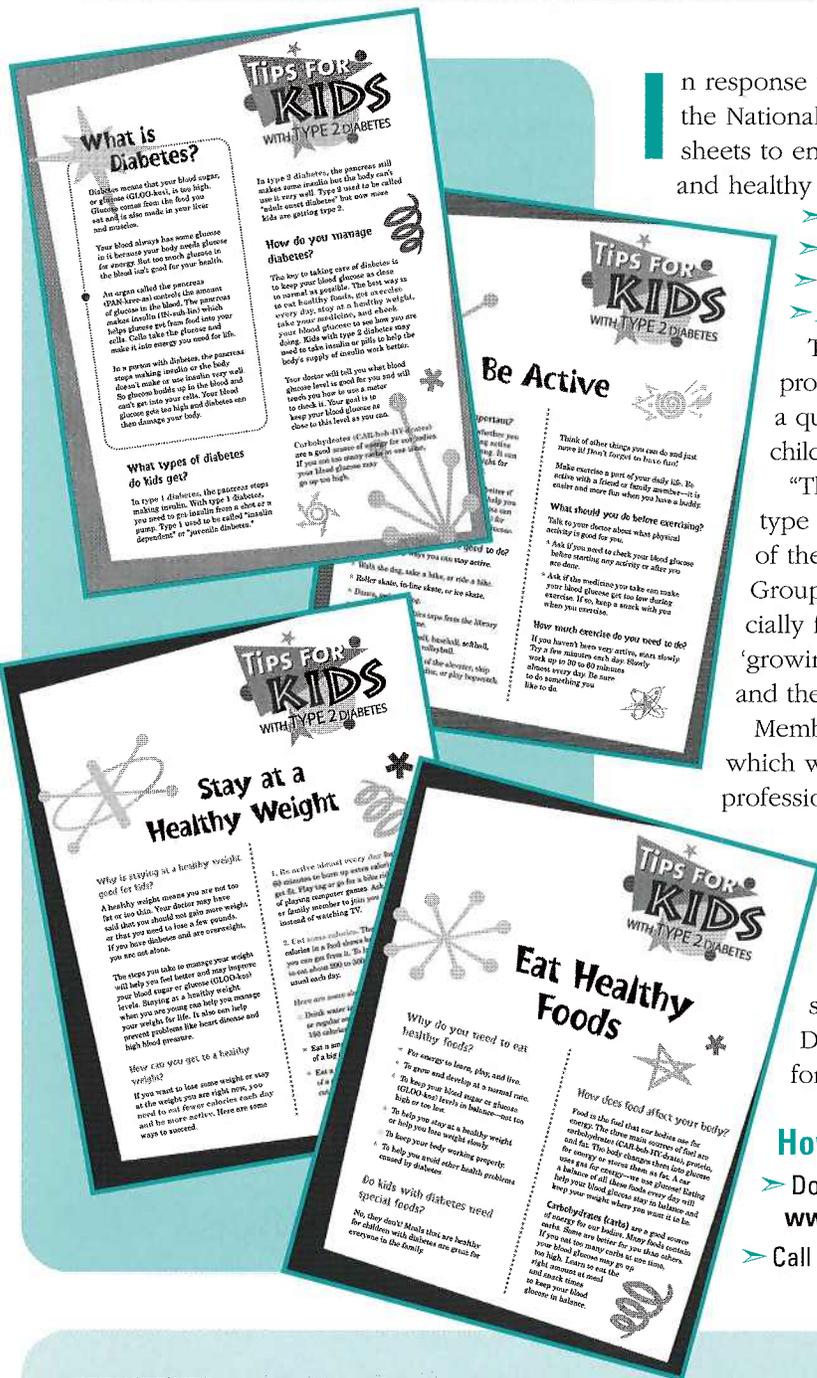


“This flipchart is an excellent way to reach the people who need this information the most,” said Yanira Cruz, chair of the NDEP’s Hispanic and Latino Work Group.

The flipchart is a key component of the NDEP’s awareness campaign, “Si Tiene Diabetes, Cuide su Corazón” (If you have diabetes, take care of your heart), and can be ordered by calling the NDEP at 1-800-438-5383. Single copies are free; a handling fee of \$4 is charged for each additional copy; limit 5 copies.

In addition to the flipchart, the NDEP provides other bilingual materials for health care providers and Hispanics and Latinos with diabetes, including a recipe booklet featuring new twists on traditional Hispanic and Latino recipes. ■

Children with Diabetes



In response to the increasing incidence of type 2 diabetes in children, the National Diabetes Education Program (NDEP) has created four tip sheets to encourage young people to manage their disease for a long and healthy life. The tip sheets cover these topics:

- *What is Diabetes?*
- *Stay at a Healthy Weight*
- *Be Active*
- *Eat Healthy Foods*

The tip sheets explain diabetes using simple language and provide advice that is easy for kids to follow. The tip sheets use a question-and-answer format to address challenges faced by children with type 2 diabetes and their loved ones.

“The NDEP recognized a need for materials for children with type 2 diabetes and their families,” said Dr. Kelly Moore, chair of the NDEP’s Diabetes in Children and Adolescents (DCA) Work Group. “Managing diabetes can be complex for anyone, but especially for children who are already dealing with so many other ‘growing pains.’ We hope these tip sheets will empower children and their families to take the necessary steps to control the disease.” Members of the DCA Work Group helped develop the tip sheets, which were pre-tested with children, parents, and health care professionals.

While the tip sheets are designed to be upbeat, colorful, and fun for kids, the information provided may be helpful to many adults, too.

“These tip sheets are wonderful tools for diabetes educators and family members to read and review with young people,” said Alison Evert, a diabetes educator and a member of the DCA Work Group. “They also provide valuable information for anyone who cares for a child with type 2 diabetes.” ■

How do I get them?

- Download copies of the tip sheets from the NDEP website: www.ndep.nih.gov
- Call NDEP to order the tip sheets: **1-800-438-5383**

NEW WEBSITE continued from page 1

“As a chronic disease, diabetes needs to be managed with continuous, proactive, planned care rather than episodic, illness-focused care,” said Dr. Kevin Peterson, representative for the American Academy of Family Physicians and NDEP Health Care Provider Work Group chair. “Changing the system of health care delivery can

help us develop the infrastructure needed to provide the quality care that we are striving to give.”

The website will be updated regularly and modified according to user need. Visitors to the site are urged to fill out the feedback form to help the NDEP make revisions to the site as needed. ■

The NDEP regularly exhibits at key conferences across the country. Exhibits provide an opportunity to share information and publications, promote the NDEP programs and resources, and strengthen links with partner organizations. The upcoming NDEP exhibit schedule is:

- > **American Diabetes Association Post Graduate Conference**
February 6–8, 2004
- > **American Society on Aging/National Council on Aging Joint Meeting**
April 14–18, 2004
- > **American College of Physicians**
April 22–24, 2004
- > **Division of Diabetes Translation Conference (CDC)**
May 11–14, 2004
- > **American Diabetes Association**
June 4–8, 2004
- > **American Academy of Nurse Practitioners**
June 11–16, 2004
- > **National Urban League**
July 24–28, 2004
- > **American Association of Diabetes Educators**
August 11–14, 2004
- > **American Dietetic Association**
October 4–7, 2004

New NDEP Publications

In addition to the publications and web resources noted throughout this newsletter, two NDEP publications have been updated and are available to order:

> *Take Care of Your Feet for a Lifetime*

This illustrated patient booklet provides step-by-step instructions for proper foot care. Includes a tear-off reminder card and a patient “To Do” list.

> *Control Your Diabetes. For Life. Tips to Help You Feel Better and Stay Healthy*

This two-sided reproducible handout for people with diabetes provides tips for managing the ABCs of diabetes. Includes a record form for patients to develop their own diabetes action plan.

To order these publications or any other NDEP materials, please call 1-800-438-5383 or visit the NDEP’s website, www.ndep.nih.gov. ■

First Class
US Postage
PAID
Washington, DC
Permit No. 13155