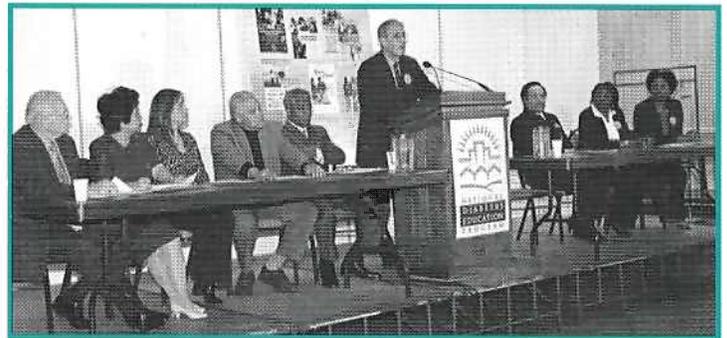


## HHS' NDEP Launches Diabetes Prevention Campaign to Reach High Risk Groups

About 40 percent of U.S. adults ages 40 to 74—or 41 million people—currently have pre-diabetes, a condition that raises a person's risk of developing type 2 diabetes, heart disease, and stroke. In response to this growing epidemic, the National Diabetes Education Program (NDEP) launched the first national multicultural diabetes prevention campaign, *Small Steps. Big Rewards. Prevent type 2 Diabetes*, on April 28, 2004.

The campaign was launched during National Minority Health Month at Shiloh Baptist Church in Washington, D.C. This faith-based setting was chosen to highlight Shiloh's programs to help its community take the small steps to prevent diabetes—the types of programs we need to encourage across the country.



▲ Dr. Spiegel urges participants to find out if they are at risk and to take small steps to prevent diabetes.

## Diabetes Detection Initiative Continues Pilot Project

### Diabetes Detection Initiative Finding the Undiagnosed



About 5.2 million Americans have type 2 diabetes but are undiagnosed. To address this public health challenge, the U.S.

Department of Health and Human Services initiated the community-based *Diabetes Detection Initiative: Finding the Undiagnosed* (DDI) in November 2003.

"We are committed to the fight against diabetes," said Secretary Thompson in March 2004. "Diabetes is the sixth leading cause of death in the United States 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."

Ten communities, representing a variety of urban and rural settings, were selected for piloting the *DDI*. In each community, outreach efforts encourage individuals to take a paper and pencil risk test, adopted from the American Diabetes Association. More than 650,000 risk tests have been produced and each pilot site has their own customized version for the target audience(s) in their community. If people find out they are at risk, they are encouraged to see their health care providers. To ensure access to care, particularly for the uninsured who cannot afford a doctor visit, 50 community-based clinics are actively engaged across the ten sites.

See **DETECTION** on page 7

### Guest speakers at the launch included:

- Rear Admiral Nathan Stinson, Deputy Assistant Secretary  
U.S. Office of Minority Health
- Dr. Allen M. Spiegel, Director  
National Institute of Diabetes and Digestive and  
Kidney Diseases
- TaWanna Berry, Deputy Director  
National Diabetes Education Program  
National Institute of Diabetes and Digestive and  
Kidney Diseases  
National Institutes of Health
- Dr. Mary Carter-Williams, Health Ministry  
Shiloh Baptist Church

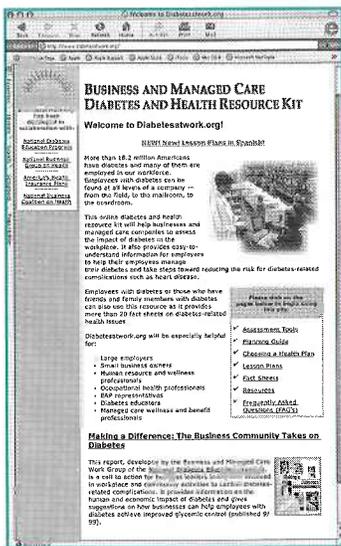
"People need to know whether they have pre-diabetes or are at risk for developing type 2 diabetes," said Dr. Allen M. Spiegel. "Talk to your health care provider about your risk. By taking small steps today, you can achieve a big reward—delaying or preventing type 2 diabetes."

The NDEP unveiled the new multicultural campaign materials at the launch event. These materials empower people at high risk for diabetes to make modest lifestyle changes and to lose a small amount of weight. Campaign materials include motivational tip sheets, posters, and print and radio public service ads. Each set of materials is tailored for a high risk group.

See **PREVENTION** on page 3

# Hands-on workshops, new Spanish resources, and updated content now available

The NDEP Business and Managed Care (BMC) Work Group launched [www.diabetesatwork.org](http://www.diabetesatwork.org) in 2002 to help businesses meet the burgeoning diabetes epidemic head on. The first online resource to address diabetes in the work place, [diabetesatwork.org](http://diabetesatwork.org) is designed specifically for top-level managers, occupational health providers, and benefits and human resource managers.



A free, easy-to-use online tool, [diabetesatwork.org](http://diabetesatwork.org) helps companies assess their needs for diabetes education at the worksite. In addition, the site houses more than 30 lesson plans and resources to help employees manage their diabetes while at work and reduce their risk for diabetes-related complications.

## New Workshops Help Businesses Put Diabetes Prevention and Management to Work

Currently, the BMC Work Group is conducting workshops around the country for business leaders

and human resources, corporate wellness, and employee benefits managers. The workshops promote the [diabetesatwork.org](http://diabetesatwork.org) website tool and increase awareness about the important role companies can play in diabetes prevention and management.

NDEP partnered with state-based Diabetes Prevention and Control Programs and local business groups on health such as the Inland Northwest Business Coalition on Health (Spokane, WA), The Alliance (Madison, WI) and the Dallas/Ft. Worth Business Group on Health to plan, host, and promote the workshops. Local businesses that have exemplary diabetes prevention and control programs were featured speakers. Companies included Lands' End, Dallas Federal Reserve Bank, and City of Citrus Heights, California. Two more workshops are planned for Hawaii and Georgia.

Participants found the workshops to be valuable and gave them high marks. Some of the comments received included: "The workshop provided motivation to address the diabetes issue" and "It helped me become familiar with the website... did not know it offered so much."

NDEP also is using the workshops to gather baseline evaluation data to determine the awareness of [diabetesatwork.org](http://diabetesatwork.org) and how businesses are using the tool. Over 140 evaluation forms were completed. When asked how they envision using the website for their company, the majority of participants said they

would share the tool's information with employees, use it to develop worksite programs for diabetes prevention, and link it to the company Intranet. Nearly 40 percent of the participants said they want to take some kind of action such as sharing the web tool with employees and managers, using it as a resource, or planning a diabetes worksite program within the next three months. During the next phase of the [diabetesatwork.org](http://diabetesatwork.org) evaluation process, NDEP will conduct in-depth individual interviews with nine employers about the online tool.

## Spanish Web Pages Are Up

In May, Spanish lesson plans were launched on [diabetesatwork.org](http://diabetesatwork.org) to meet the growing need for Hispanic/Latino materials in the business community. The Spanish lesson plans are culturally sensitive and tailored for Hispanics/Latinos. Fact sheets and helpful resource links will be available later this summer. In addition, the BMC Work Group is going to conduct marketing and promotion activities to the Hispanic/Latino community to drive traffic to the new resources.

## Expanding and Updating Content

Lesson plans and fact sheets recently have been updated and added to keep the website current with the latest developments in diabetes prevention and management. Throughout 2004, the BMC Work Group will continue to revise and expand [diabetesatwork.org](http://diabetesatwork.org) to include case studies of exemplary worksite programs, a library of journal articles relating to cost savings and diabetes management in the workplace, new resource links, and information for occupational health providers. ■

## NDEP Guide for School Personnel Makes the Grade

The NDEP has received overwhelmingly positive feedback about *Helping the Student with Diabetes Succeed: A Guide for School Personnel*, according to feedback forms received from about 1,000 users of the guide. Most of these feedback forms were completed by school nurses and school health coordinators.

The vast majority rated every section of the guide as very useful and many commented that the guide was informative, educational, comprehensive, and easy to read and understand. Many school nurses literally thanked the NDEP for developing the guide and for providing a framework that they could use in their schools to help students manage their diabetes effectively. School nurses reported that they planned to use the guide as a reference and training tool to educate school personnel, parents, and students.

As of June 2004, the NDEP has distributed over 70,000 copies of the school guide. Articles about the guide have reached about 5 million consumers and health and education professionals and about 200 websites have created links to the school guide. ■

For more information about the NDEP's Interim Evaluation Report on the school guide, please contact Joanne Gallivan at [joanne\\_gallivan@nih.gov](mailto:joanne_gallivan@nih.gov).

“Diabetes is a growing epidemic in our communities, especially for these high risk groups,” said Dr. James R. Gavin III, chair of the National Diabetes Education Program and president of the Morehouse School of Medicine. “If we are going to make a difference, we need to reach people where they live, work, and play. We have consumer-friendly materials with practical advice in several languages. This campaign provides the tools to help those hardest hit by this growing epidemic to prevent the disease and its serious, deadly complications.”

In addition to unveiling the new campaign messages, the NDEP introduced the “Small Steps Big Rewards Team to Prevent Diabetes.” The team was organized to demonstrate how people at-risk can prevent diabetes and is comprised of people from across the U.S., representing each of the high-risk populations. Team members are involved in local programs that help people at risk take small steps to prevent type 2 diabetes and they will host launch events in their communities to kick off each high risk campaign (see page 6 to learn more about the team).

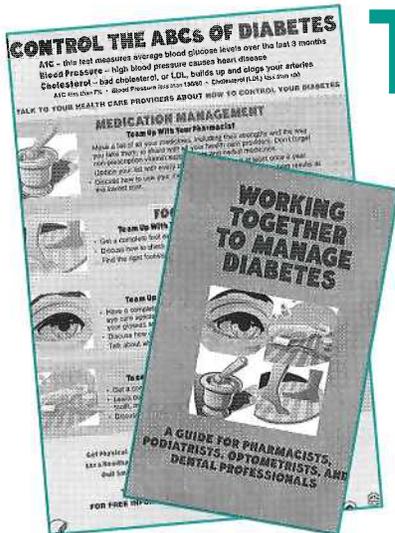
The launch event ended with a 15-minute low impact workout session led by Reggie Freeman, a Washington, DC-based certified fitness instructor. The NDEP’s guest speakers, prevention team, members of Shiloh Baptist Church’s senior group, and other attendees experienced firsthand how to take small steps for big rewards.

Starting this summer, NDEP will take the *Small Steps. Big Rewards.* campaign on the road when we visit real people from each audience who are taking real steps to prevent diabetes. First up was a session at the National Council of La Raza’s annual meeting in Phoenix on June 29, featuring “Prevenamos la diabetes tipo 2. Paso a Paso.” (Let’s prevent type 2 diabetes. Step by Step). Over the next four months, NDEP plans to head to the following cities to launch each campaign:

- > **Philadelphia, PA ■ July 19, 2004**  
“More Than 50 Ways to Prevent Diabetes”  
(African Americans)
- > **Ada, OK ■ August 10, 2004**  
“We Have the Power to Prevent Diabetes”  
(American Indians and Alaska Natives)
- > **San Diego, CA ■ September 29, 2004**  
“Two Reasons to Prevent Diabetes: My Future and Theirs”  
(Asian Americans and Pacific Islanders)
- > **Jacksonville, FL ■ October 5, 2004 (tentative)**  
“It’s Not Too Late to Prevent Diabetes. Take Your First Step Today”  
(Older Adults) ■

If you would like to be involved in these launch events, please contact TaWanna Berry, Deputy Director of NDEP at NIH, at [TaWanna\\_Berry@nih.gov](mailto:TaWanna_Berry@nih.gov). The new diabetes prevention materials are available on the NDEP website at [www.ndep.nih.gov](http://www.ndep.nih.gov).

## New NDEP Guide for Pharmacists, Podiatrists, Optometrists, and Dentists (PPOD) Promotes Team Approach



The NDEP’s PPOD Work Group has developed a primer for pharmacists, podiatrists, optometrists and dental professionals (PPOD) to encourage these health care providers to educate their patients about diabetes control and prevention. The primer, called *Working Together to Manage Diabetes: A Guide for Pharmacists, Podiatrists, Optometrists, and Dental Professionals*, outlines the diabetes care issues for each of the disciplines, while promoting a proactive team approach to caring for people with diabetes.

The likelihood that an adult will have contact with a PPOD provider during the course of a year is high. Nearly 84 million adults use prescription medications, about 5 percent of the U.S. population visits a podiatrist each year, over half wear corrective eye lenses, and about two-thirds see their dentist once a year. The PPOD guide helps providers to remind people with diabetes of the importance of annual health checks.

“These providers may be the first to see a person experiencing diabetes-related problems and, therefore, are well-positioned to advise and educate their patients about diabetes control and prevention,” said JoAnn Gurelian, chair of the PPOD Work Group. “The primer promotes a team approach to care, recognition of referral needs, and the importance of consistent diabetes management and self-care messages.” The guide communicates five key diabetes messages to the PPOD health care providers:

- > Recommend routine exams of the eyes, mouth, and feet (dilated eye, comprehensive foot, and dental exams) for the prevention of complications.
- > Reinforce patient self-exams.
- > Recognize problems early.
- > Involve the pharmacist in diabetes management.
- > Promote control of the “ABCs of diabetes”—A1C, blood pressure, and cholesterol.

The primer helps PPOD providers to counsel patients that:

- > good control of blood glucose can help prevent or delay retinopathy,
- > proper foot care reduces the risk for ulcers and amputation,
- > careful dental care maintains gum and teeth health, and
- > medications need to be taken as prescribed.

# SPREADING THE

## NDEP Partners at work.

ward

To show our appreciation for the great work that the Diabetes Prevention and Control Programs (DPCPs) are doing, we presented the second annual NDEP Frankie Awards at the CDC Division of Diabetes Translation Conference in May. Here is a brief snapshot of some of the innovative NDEP-related activities our partners developed in 2003.

- The **Michigan DPCP** continues to support and promote NDEP through its Michigan Diabetes Outreach Networks. The TENDON Network (Central & Western Michigan) teamed up with the Michigan Pharmacy Association to promote the “ABCs of Diabetes” materials to pharmacy professionals. The UPDON Network (Upper Peninsula) distributed NDEP’s school guide to school nurses. In addition, UPDON has promoted *Making a Difference: The Business Community Takes on Diabetes* and the diabetesatwork.org website to regional Chambers of Commerce. Meanwhile, the SODON Network (Southern Michigan) disseminated “ABCs” materials at regional community health fairs.
- The **Georgia DPCP** co-sponsored the first Clergy Health and Wellness Conference. At the conference, the Georgia DPCP distributed NDEP materials, including the “ABCs of Diabetes” and the “Small Steps. Big Rewards.” to the more than 100 attendees.
- To promote the ABCs campaign, the **Kentucky DPCP**, in partnership with the KY Diabetes Network and the KY Broadcasters Association, conducted a statewide media campaign. More than 15,000 radio and television PSAs aired during the three-month campaign, reaching many Kentuckians as well as residents of bordering states.
- To support diabetes prevention during National Diabetes Month, the **Texas DPCP** produced radio PSAs that included *Small Steps. Big Rewards.* and “Paso a Paso” messages, as well as NDEP toll-free telephone number. The radio ads featured Agriculture Commissioner Susan Comb and were made available to radio stations through the state Agriculture Department’s website.
- The **California DPCP** launched a statewide campaign based on *Small Steps. Big Rewards.* and “Paso a Paso.” The first phase of the campaign is targeting clinicians and the second phase will target consumers. In addition, the Cal DPCP sponsored a *Workplace Wellness: Diabetes at Work* event. More than 100 participants heard State Senator Deborah Ortiz and TV Health Correspondent Dr. Tom Hopkins speak about diabetes. The event received newspaper, radio, Internet and television coverage.
- To promote November as National Diabetes Month, the **Connecticut DPCP** ran radio ads featuring NDEP’s “Get Real” message. In addition to the one-minute radio spots, the Connecticut DPCP placed similarly themed ads in local newspapers.
- The **Florida DPCP** developed educational materials for people with diabetes and physicians based on the *Small Steps. Big Rewards.* campaign. In addition to the diabetes prevention message, the brochures and posters include nutrition and exercise tips. The materials have been distributed and are being used by diabetes educators throughout the state.
- The **New Jersey DPCP** has sent a newsletter, “Health Alert in Diabetes Care: Diabetes and Cardiovascular Disease,” to 8500 primary care physicians and 4000 advance practice nurses. Through the newsletter, primary care providers receive NDEP’s “Questions and CVD Fact Sheet” and an order form, which allows primary care providers to request NDEP materials, in English and Spanish, through the NJ DPCP.
- The **New York DPCP** aired a live satellite broadcast, “The Diabetes Epidemic: Preventing the Preventable,” featuring “Small Step. Big Rewards.” materials. The program aimed to provide primary care providers and other health professionals with information and resources to help them identify and treat people with or at risk for diabetes. In addition, the NY DPCP worked with the state’s Office of Medicaid Management to include information about NDEP’s *ABCs of Diabetes* campaign in the April edition of the state’s monthly “Medicaid Update” letter.
- The **North Carolina DPCP** promoted *Small Steps. Big Rewards., Control Your Diabetes. For Life.,* and Medicare messages in three radio campaigns on African-American stations. The NC DPCP also ran television PSAs featuring the *Small Steps. Big Rewards.* message on local UPN network affiliates. The NC DPCP has reprinted and distributed the school guide to 2500 public and charter schools throughout the state and links to it on the website.
- The **Rhode Island DPCP** features *Control Your Diabetes. For Life.* message in its campaign to encourage people with diabetes to use the self-management booklet, “My Diabetes Record.” RI DPCP has distributed more than 100,000 of these booklets in English, Spanish and Portuguese. In addition, the RI DPCP website provides a link to NDEP’s school guide.
- The **Utah DPCP** created two bus wraps, one in English and one in Spanish, to promote NDEP’s *Control Your Diabetes. For Life.* message among Hispanics and Latinos with diabetes. The Utah DPCP also created and aired a television PSA featuring NDEP’s “Get Real” message.
- The **Wyoming DPCP** collaborated with the Cody Clinic Diabetes Team and the Cody Lions Club to provide eye exams for people with diabetes. The collaboration allowed the Cody Clinic to notify people with diabetes who needed a routine eye exam, while the Cody Lions Club provided funds to pay for those who could not afford the service.
- The **Alabama DPCP** has promoted the *Small Steps. Big Rewards. Prevent type 2 Diabetes* campaign at community events around the state. ■

## Moses Lake, WA "Gets Real!" About Healthy Lifestyles

With 59 percent of its adult residents either overweight or obese, Washington State decided it was time to take action. Only 25 percent of people in Washington reported in 2000 that they eat 5 fruits and vegetables a day and 27 percent engage in moderate physical activity. Many people asserted that healthy living is "expensive, inconvenient, and time-consuming."

To help reduce some of the barriers that prevent people from adopting healthy lifestyles, the state developed a nutrition and physical activity plan. The plan is being pilot tested in the City of Moses Lake, an ideal place because of its strong community leadership. Key strategies include improving the paths and trail systems to promote regular physical activity, creating a large community garden to increase fruit and vegetable consumption, and promoting breastfeeding to encourage good nutrition from the beginning.

To promote the intervention efforts in Moses Lake, the Washington State Diabetes Prevention and Control Program (DPCP) has adapted the NDEP's "Get Real" print and radio public service ads.

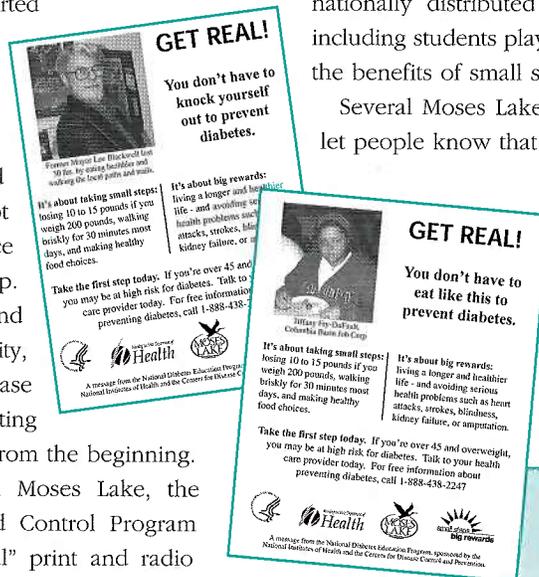
"We are really excited to get the latest materials from the NDEP. We can easily adapt them to use with our community," said Isa Almendarez from the Washington State DPCP.

To localize the print ads, the DPCP replaced the pictures on the nationally distributed PSAs with photos of people in Moses Lake, including students playing basketball and the former mayor, testifying to the benefits of small steps.

Several Moses Lake community leaders have recorded radio ads to let people know that "you don't have to knock yourselves out to prevent diabetes."

Local media outlets place and play the "Get Real" ads regularly, encouraging people to take small steps to prevent diabetes.

The NDEP applauds Healthy Communities Moses Lake and the Washington State Department of Health for its efforts to make healthy living easier for everyone and to promote diabetes prevention. ■



To learn more about how to use the NDEP's campaign and education materials in your community, visit the following website:  
<http://www.ndep.nih.gov/campaigns/campaigns.htm>



## Rite Aid Partners with NDEP to Promote Diabetes Prevention and Control

The Rite Aid pharmacy chain continues to promote NDEP's messages and materials to people with diabetes and to the chain's pharmacists across the country. During the first six months of 2004, Rite Aid participated in nine American Diabetes Association (ADA) expos, promoting NDEP's diabetes prevention campaign, *Small Steps. Big Rewards. Prevent type 2 Diabetes*. At the expos, the company distributed Rite Aid step counters and 3600 "Walking...A Step in the Right Direction" handouts.

Rite Aid has more NDEP promotional activities planned through the rest of 2004. From July through September, Rite Aid pharmacies that are holding in-store diabetes events will distribute diabetes kits that feature NDEP's "Control Your Diabetes. For Life." materials. From October through December, the company plans to distribute the "Small Steps. Big Rewards." campaign materials to consumers at as many as 250 events.

To reach pharmacists, articles about NDEP resources and materials are regularly placed in the company's *The Diabetes Safety Net* newsletter, distributed to pharmacists and other offices within the company. In addition, Rite Aid has sent the NDEP publications order

form directly to 160 Diabetes Care Specialists [Rite Aid pharmacists that have received specialized training on diabetes management], so they can order materials from the NDEP.

Rite Aid lists NDEP as a resource on [www.riteaiddiabetes.com](http://www.riteaiddiabetes.com), its site devoted to educating people about diabetes. Please visit the site to learn more about the Rite Aid Corporation's commitment to diabetes education and management. ■

**"Rite Aid is pleased to be working with NDEP to promote diabetes prevention and control for our patients and the communities we serve. We're committed to providing the best diabetes care in our pharmacies and look forward to future opportunities to work together."**

—Julie Ryba R.Ph., Rite Aid Corporation

For more information on how your organization can partner with NDEP, visit [www.ndep.nih.gov/partnerships](http://www.ndep.nih.gov/partnerships) or [www.cdc.gov/diabetes/NDEP](http://www.cdc.gov/diabetes/NDEP).

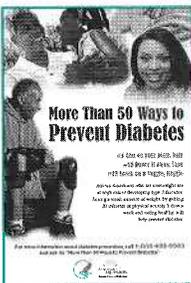
# Meet the Small Steps Big Rewards Team to Prevent type 2 Diabetes



To help promote the *Small Steps. Big Rewards. Prevent type 2 diabetes* campaign, NDEP has assembled a team of people working to prevent diabetes in their own lives and in their communities. These men and women are committed to spreading the word to African Americans, Hispanic/Latino Americans, Asian Americans and Pacific Islanders, American Indians and Alaska Natives, and older adults about diabetes prevention.

NDEP would like to thank the “Small Steps Big Rewards Team to Prevent Diabetes” and acknowledge their dedication and support in launching the materials and messages to high risk populations. In the next six months, team members will continue to participate in getting the word out at several events around the country (see article on pg. 1).

## Small Steps. Big Rewards. Prevent type 2 Diabetes Campaign Materials and Team Members



### African Americans

◀ *More Than 50 Ways to Prevent Diabetes*



### Frenchy Risco, Resident of Philadelphia ▶ African American Team Member

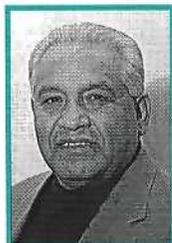
*“Diabetes is a silent killer. It is devastating in the African American community...My wake-up call was seeing my buddy in the hospital with half his right leg gone.”*

Frenchy, a residential real estate executive, enrolled in Philadelphia’s *Fun, Fit, & Free!* healthy living program after his friend of 50 years had his leg amputated after complications from diabetes. Frenchy says the program showed him how to cook healthy and tasty meals and to incorporate exercise into his normal routine. He now walks two to three miles per day to his appointments in downtown Philadelphia.



### Hispanic and Latino Americans

◀ *Let’s prevent type 2 diabetes. Step by Step.*



### Jose Cortez, Resident of Phoenix ▶ Hispanic American Team Member

*“It is absolutely important to ensure that people get the right message and we as leaders need to lead through action.”*

Jose, a father of six, knows that Hispanics are twice as likely to get diabetes as non-Hispanic whites and decided that as leader in his community, he should lead a healthy lifestyle by example. Deciding to become more physically fit, he now starts each day by climbing Mount Piastewa, recently re-named for the first Native American female to die in combat in Iraq, and he started a workplace health program at his community development corporation.



### American Indians and Alaska Natives

◀ *We Have the Power to Prevent Diabetes*



### Debra Jim, Resident of Ada, Oklahoma ▶ Native American/Alaska Native Team Member

*“It’s very important that we do things to prevent it now [rather] than to wait ‘till we have it. Even just 10 minutes a day, 15 minutes a day, anything they’re doing to get up and get moving would help.”*

Debra Jim’s wake-up call came two years ago when her mother was diagnosed with diabetes. An American Indian from the Chickasaw Nation and a mother of two boys, Debra began taking advantage of the gym at the Carl Albert Indian Health Facility where she works as an administrative assistant. Knowing the threat that diabetes poses for American Indians, she invites her family members and friends to join her workouts and spends the weekends encouraging her family to remain active and eat healthy foods.



### Asian Americans and Pacific Islanders

◀ *Two Reasons to Prevent Diabetes: My Future and Theirs*



### Carmencita “Chita” Domingo, Resident of San Diego ▶ Asian American and Pacific Islander Team Member

*“My lifestyle is good food and exercise. To me health is wealth. I want to enjoy life.”*

A Filipino grandmother of three, Chita works as an activity director at the Hope Adult Day Health Care Center, a San Diego senior citizen program. After the death of her aunt from diabetes complications, she was motivated to eat healthier and exercise regularly. Now she watches her calorie intake by carefully selecting what she eats, and with the help of a workout video, she exercises at work and at home.



### Adults ages 60 and older

◀ *It’s Not Too Late to Prevent Diabetes. Take Your First Step Today.*



### Sam F. Kitching, Resident of Maccleny, Florida ▶ Older American Team Member

*“I certainly don’t want diabetes. That’s one of the greatest fears. It caused my mother to lose her eyesight... A sick lifestyle is not the way to live. We want to encourage them without beating them over the head or playing like we’re superior to them...”*

A few years ago, at 260 pounds and with a family history of diabetes, Sam’s doctor suggested he might want to lose some weight. Sam and his wife resolved to change their eating and exercising habits. Since then, Sam has lost 60 pounds. He exercises three times per week by biking with his wife, using the treadmill at the local YMCA, or doing strenuous chores around the house. A volunteer coordinator at an area mental health facility, Sam tries to take the stairs instead of the elevator and walks around the hospital’s campus to deliver information instead of putting it in inter-office mail. ■

# a job WELL DONE...

## Mercury Awards

The NDEP's "Get Real" TV and print PSAs won a Gold Mercury Award in the Print and Video Awareness Campaigns category.

## APEX Awards

The NDEP won an Apex Publication of Excellence Award for Most Improved Web and Intranet for [www.ndep.nih.gov](http://www.ndep.nih.gov)

## The Communicator Awards

Three NDEP publications have won Communicator Awards, an international award competition recognizing outstanding work in the communications field.

### Award of Distinction

(Awarded for projects that exceed industry standards in communicating a message or idea)

- *Small Steps. Big Rewards. Your GAME PLAN for Preventing Type 2 Diabetes*
- *Helping the Student with Diabetes Succeed: A Guide for School Personnel*

### Honorable Mention

- *Tip Sheets for Kids with Type 2 Diabetes*

## NIH Plain Language Awards

Four NDEP publications have received National Institutes of Health Plain Language Awards, honoring NIH publications that use plain language to convey scientific information to the public in clear, concise formats, improving communication between the government and the public.

### Outstanding

- *Small Steps. Big Rewards. Your GAME PLAN for Preventing Type 2 Diabetes*

### Excellent

- *Tip Sheets for Kids with Type 2 Diabetes*
- *Si Tiene Diabetes, Cuide Su Corazón, Presentación en Rotafolio (If You Have Diabetes, Take Care of Your Heart, Flipchart Presentation)*

### Honorable Mention

- *Helping the Student with Diabetes Succeed: A Guide for School Personnel*

## GUIDE continued from page 3

"The primer offers suggestions to help providers promote key messages to their clients," said Deborah Faucette, vice chair of the PPOD Work Group. "These include: document what is accomplished during a visit, provide education materials, promote messages in office newsletters, offer diabetes prevention and management tips, and establish a referral base in the community."

An extensive medication supplement lists information on medications related to the management of blood glucose, blood pressure, and cholesterol—a useful resource for providers caring for people with diabetes and its complications. Accompanying the primer is a poster designed to hang in providers' offices, clinics, waiting rooms, or exam rooms. ■

To order the PPOD primer, poster, and other NDEP resources for health care providers or patients, call toll free 1-800-438-5383, or visit the NDEP website at [www.ndep.nih.gov](http://www.ndep.nih.gov).

## DETECTION continued from page 1

Health care providers are encouraged to review their patients' risk status. A validated equation has been incorporated into a tool for health providers to help them determine whether or not a diagnostic test for diabetes is appropriate. Over 1,200 health provider tools have been distributed across the sites. In addition, six industry partners have supported the DDI by delivering packets to health providers in the targeted zip codes in each community.

Several sites have sponsored health fairs or are participating in community events and health fairs already on the calendar. Media outreach has included visits by U.S. Surgeon General Richard H. Carmona, M.D., M.P.H., F.A.C.S., Deputy Secretary of Health Claude Allen; and Deputy Assistant Secretary of Health Howard Zucker, M.D., printing the risk test in newspapers and newsletters, and placing "success stories" in community newspapers—the stories of individuals newly diagnosed and on their way to controlling their diabetes.

The ten pilot sites will continue conducting community outreach through August 2004. A contractor has been retained to assist HHS with evaluation. An evaluation plan, which includes quantitative and qualitative data, has been reviewed and approved by the DDI Operations team. The contractor will begin data collection from the DDI sites in July. ■

Copies of the diabetes risk tests and assessment tool developed for health care providers are available at the DDI website: [www.ndep.nih.gov/ddi](http://www.ndep.nih.gov/ddi).

*Be Smart About Your Heart: Control the ABCs of Diabetes* encourages people with diabetes to control not only their blood glucose, but also their blood pressure and cholesterol. The NDEP has free materials to help people with diabetes



make the link between diabetes and heart disease and stroke. Materials are available in English, Spanish, and 15 Asian and Pacific Islander languages. All materials

have a record form for tracking the ABCs to help control CVD risk factors.

NDEP Chair, James R. Gavin III, M.D., Ph.D., joined representatives from the American Diabetes Association and the American College of Cardiology at a New York City media briefing to promote the "ABCs" message and materials. The message should appear in magazines throughout the summer and fall of 2004. ■

# NDEP

calendar

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:

- > **National Urban League**  
July 21–25, 2004 • Detroit, Michigan
- > **American Association of Diabetes Educators**  
August 11–14, 2004 • Indianapolis, Indiana
- > **American Dietetic Association**  
October 4–7, 2004 • Anaheim, California

## 4th Annual NDEP Partnership Network Meeting

December 7–8, 2004  
Sheraton Colony Square Midtown  
Atlanta, Georgia  
To register visit [www.ndeppn2004.org](http://www.ndeppn2004.org)

updated

## NDEP PUBLICATIONS

To order these publications or other NDEP materials, please call 1-800-438-5383 or visit the NDEP's website, [www.ndep.nih.gov](http://www.ndep.nih.gov).

### For people with diabetes

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