Large State, USA

Population
Large State, USA has approximately 8 million residents, primarily Caucasian with dispersions of African American, Hispanic/Latino, Asian, and American Indian. Ninety percent of the African American population is located primarily in the urban and suburban areas of Northern and Central Large State. The household median income for Large State is $50,000. The median income in Southern Large State is $32,000. The median age of residents is 36. Thirteen percent of the population is over 65, and 25% is under 18.

Regions
Large State is divided into three regions, Northern, Central, and Southern. Capital City, in North County, is the state capital and the largest metropolitan area. Large State also has several metropolitan areas with populations greater than 100,000 and a number of larger industrial cities and towns. The southern part of the state is primarily agricultural.

Large State Department of Health
Large State has a knowledgeable Diabetes Program Coordinator who has extensive experience working with all 10 FQHCs and several targeted primary care practices in the state—in collaboration with the Primary Care Association and the State Quality Improvement Organization (QIO)—to improve the quality of care provided for people with diabetes. She feels the State Health Department is poised to capitalize on these relationships to expand into the arena of diabetes primary prevention, which has been identified as a priority in the State Chronic Disease Plan. There is a robust State Diabetes Council in place which includes representatives from several of these health system partners.

The State Health Department has newly established relationships with two sites delivering the National DPP Lifestyle Change Program in the southern, rural portion of the state. These programs recently received pending recognition from the CDC and are run by the University of Large State Institute of Food and Agricultural Sciences Extension. There are also 5 Y-DPP sites operating in Capital City in Northern County. The State Health Department has not worked with these programs in the past but is interested in pursuing this as an opportunity in the future; as three of the State’s largest FQHCs are located within a 25 mile radius of these Y sites. These FQHCs share the same EHR vendor/software and known to be innovative in their use of EHR technology to improve quality of care.

In addition to the Diabetes Program Coordinator, the State Health Department has an experienced health communication team that is responsible, in part, for working across categorical programs to assist in implementing the priorities addressed in the State Chronic Disease Plan.
Health Care Infrastructure
Large State has 120 hospitals (including 2 teaching hospitals), 20 HMO’s, 10 Federally Qualified Health Centers, and 10 Medicaid Certified Rural Health Clinics. 13% of the population is enrolled in Medicare and Medicaid. Southern Large State is a Health Professional Shortage area.

Civic and Social Organizations
Large State residents are actively engaged in their communities and express a great deal of civic pride. Here are some of the civic and social organizations active in Large State’s communities:

- 4-H Large State
- 100 Black Men of Capital City
- Boys and Girls Clubs of Greater Capital City
- Future Farmers of America
- Jack and Jill of America
- Kiwanis Club
- Knights of Columbus
- Lion’s Club
- Links, Inc.
- Large State Chamber of Commerce
- Large State Council on Aging
- Large State Historical Society
- United Way of Large State
- YMCA of Capital City

Large State also has many faith and community based organizations that serve the needs of its residents throughout the state. There are 18 YMCA (Y) facilities in Northern County, primarily centered in Capital City.

Based on the presentations you’ve heard today, this case study, the experiences of your group, and the context of your DPCP, how would you increase referrals to lifestyle change programs within your State?

1. Who will you target? Why? How will you engage them?
2. Who will you partner with in reaching this audience, and why?
3. What materials will you use?
4. What else would you need to know (about the audience, environment, etc.) in order to inform your marketing strategy?
5. What are potential roadblocks or barriers to consider?