Small State, USA

Population
Small State, USA has approximately 1.2 million residents, primarily Caucasian with dispersions of Hispanic/Latino, Asian, and American Indian. Small State is a mainly rural/suburban state with a few metropolitan areas. The household median income for Small State is $50,000. The median age of residents is 36. Thirteen percent of the population is over 65, and 25% is under 18. An estimated 3% of residents of Small State have undiagnosed diabetes, and 8% of residents 18 and over have diagnosed diabetes. Obesity rates in Small State have reached 28% for adults 18 and over. CDC has reported that 40% of adults in the U.S. have prediabetes.

Health Care Infrastructure
Small State has 85 hospitals (including 3 teaching hospitals), 7 HMO’s, 8 Federally Qualified Health Centers (FQHCs), and 6 Medicaid Certified Rural Health Clinics. Eighteen percent of the population is enrolled in Medicare and Medicaid. There are also several community and migrant health centers throughout the state.

Civic and Social Organizations and Culture
Some of the civic and social organizations active in Small State’s communities are 4-H Small State, Lion’s Club, Rotary Clubs, Small State Chamber of Commerce, Small State Council on Aging, and United Way of Small State. There are also faith-based organizations mainly in the metropolitan areas. While internet use is not as notable in the rural areas, radio is more popular. Many residents of Small State have to drive long distances to work, making the radio a popular media vehicle, especially during the morning and evening commutes. Furthermore, there are agricultural pockets in Small State. Farmers often participate in weekend Farm Markets, driving up to 50 miles from their homes. There are Wal-Marts scattered throughout Small State, as well as shopping malls in the more metropolitan areas. There are currently no National Diabetes Prevention (National DPP) Lifestyle Change Programs (LCPs) in Small State.

Small State Department of Health
The Small State Department of Health (DOH) has a long history of working with FQHCs for the past 10 years in improving quality of care. Diabetes Program staff has experience providing technical assistance to participating physician practices as they move towards becoming patient-centered medical homes, and assisting practices in embedding standards of care for diabetes. The Diabetes Program has used their Advisory Committee in the past to reach the more rural communities to provide education around diabetes prevention and control. They have worked through the FQHCs, community centers, and the local health departments as well as the faith-based community to reach out with educational and informational messages. The DOH is attempting to partner with the larger companies in Small State such as Wal-Mart to conduct educational and awareness campaigns with employees, mainly around physical activity and nutrition, and perhaps influence the creation of worksite wellness programs. The DOH utilizes the Small State University for media campaign assistance, as there is no one within the agency with such expertise.

Based on the presentations you’ve heard today, this case study, and the experiences of your group, how would you increase awareness of prediabetes among people at high risk for type 2 diabetes?

- What groups from this case study have you identified as high risk?
- How will you engage them?
- Who will you partner with in reaching this audience, and why?
- What materials will you use?
- What else would you need to know (about the audience, environment, etc.) in order to inform your marketing strategy?
- What are potential roadblocks or barriers to consider?