The findings and conclusions in this presentation are those of the author and do not necessarily represent the views of the CDC.

State Work in Support of the National Diabetes Prevention Program (National DPP)—Reaching Key Audiences to Raise Awareness and Drive Traffic to CDC-Recognized Lifestyle Change Programs

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Objectives of Today’s e-PACE Session

- Gain clarity about the overarching vision of the National DPP and the state role in contributing to that vision.

- Know current, key players involved in the National DPP and how to best leverage their activities.

- Better understand key audiences and how to access marketing resources to drive traffic to CDC-recognized lifestyle change programs in your state.
National DPP Vision

Systematically scale the translated model of the DPP for high risk persons in collaboration with community-based organizations that have necessary infrastructure, health payers, health care professionals, public health, and others to reduce the incidence of type 2 diabetes in the U.S.
Goal: Increase use of the CDC-recognized National DPP lifestyle change program to prevent or delay onset of type 2 diabetes among people at high risk

Strategies for State Health Departments:

- Lead/coordinate CDC-approved health communication and marketing campaigns that raise awareness of the following among people at high risk:
  - prediabetes risk factors.
  - the location of sites offering the CDC-recognized National DPP lifestyle change program.
  - how to enroll in the program.

- Work with health care systems to:
  - raise awareness of how to recognize and treat prediabetes.
  - implement referral systems for people with prediabetes or multiple type 2 diabetes risk factors to sites offering the CDC-recognized National DPP lifestyle change program.

- Partner with state and local government agencies to recommend that the CDC-recognized National DPP lifestyle change program be offered as a covered benefit for public employees and/or Medicaid recipients to prevent or delay onset of type 2 diabetes.
Desired Outcomes of State Work in Support of the National DPP

- Increased prevalence (%) of people with self-reported prediabetes (people with prediabetes who are aware of their condition) -- BRFSS Prediabetes Module
- Increased proportion of health care systems with policies/practices to refer persons with prediabetes or at high risk for type 2 diabetes to CDC-recognized lifestyle change programs
  - Optional: Proportion of participants in CDC-recognized lifestyle change programs who were referred by a health care provider (developmental measure--dependent on OMB approval of revised data collection protocols)
- Increased number of Medicaid recipients or state/local public employees with prediabetes or at high risk for type 2 diabetes who have access to the CDC-recognized National DPP lifestyle change program as a covered benefit
- Increased number of persons with prediabetes or at high risk for type 2 diabetes who enroll in CDC-recognized lifestyle change programs
- Increased percent of participants in CDC-recognized lifestyle change programs achieving 5-7% weight loss (as reported by the CDC DPRP)
Decision Tree for State Work in Support of the National DPP

I have agency support/resources necessary to support work on the National DPP

No

Existing/new partners with resources?

No

Reassess capacity to work in this area

Yes

Adequate staff time to support this work?

No

No Lifestyle Change Programs (LCPs) in place within the state?

-Lifestyle Change Programs (LCPs) in place

Yes

No Lifestyle Change Programs (LCPs) in place

-Lifestyle Change Programs (LCPs) in place

Yes

-Raise awareness of prediabetes
  - risk factors (among high risk groups)
  - detection and treatment protocols among providers

-Identify/develop partnerships with organizations that will promote the goals of the National DPP

-Increase awareness of readiness criteria among organizations interested in applying for CDC recognition to deliver the National DPP LCP

-Work with state agencies to raise awareness of the National DPP in anticipation of future LCPs

-Raise awareness of LCP
  - locations
  - eligibility and enrollment criteria

-Work with the health care community to implement provider referral systems to LCPs (including referrals for women with gestational diabetes)

-Work with state agencies to obtain the National DPP LCP as a covered benefit for public employees and/or Medicaid recipients

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