



Public Health Programs in Diabetes Prevention and Control

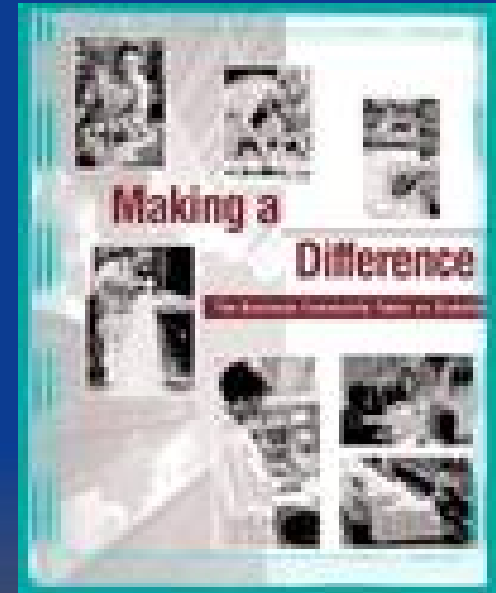
*Dara Murphy, Chief
Program Development Branch
Diabetes Division, CDC*

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CDC Program Efforts

- State Diabetes Programs
- National Diabetes Education Program (NDEP)
- Primary Prevention



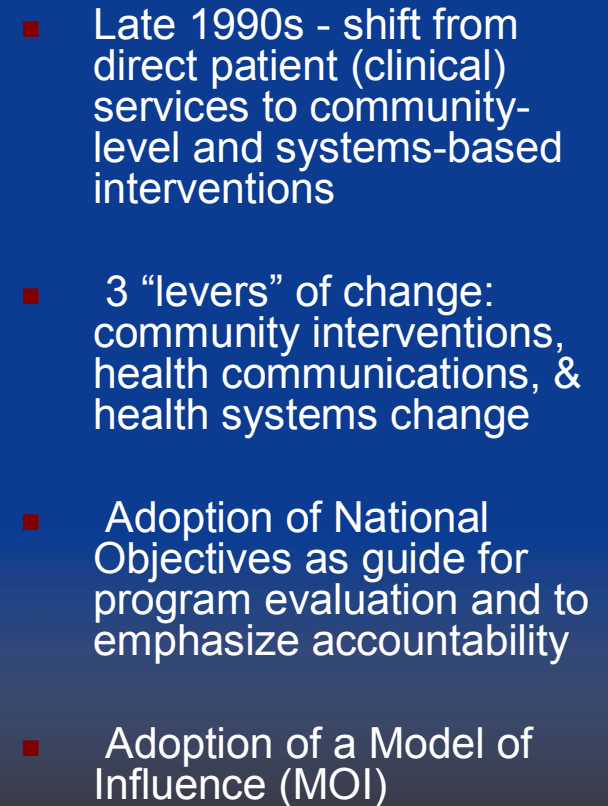


State Diabetes Programs



- 50 States
- 8 jurisdictions and DC

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Program Objectives 2003-2008



- Eye exams
- Foot exams
- A1C testing
- Flu/pneumonia immunizations
- Health disparities
- Wellness



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State Program Funding

- 59 grantees
 - ◆ states
 - ◆ jurisdictions
- Actual funding levels vary
 - ◆ Mix of federal, state and other
- Leverage internal/external resources





Model of Influence



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State Program Description

- Respond to their environment
- Assume multiple roles
- Build and maintain relationships
- Frame issues from PH perspective
- Address *disease* and *issue*



Model of Influence is...

- Multi dimensional
- Mutuality and reciprocity
- Leveraging and multiplying effect on networks
- Strategic Partnering





Roles/Activities

- Relationship builder
- Facilitator
- Expert
- Developer/Disseminator
- Innovator
- Educator
- Resource
- Networker
- Funder
- Model Program

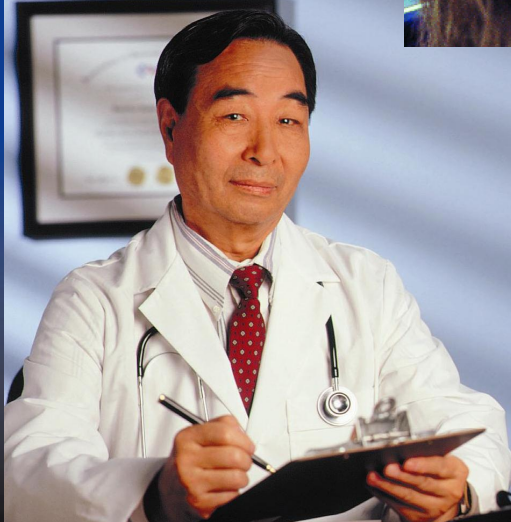
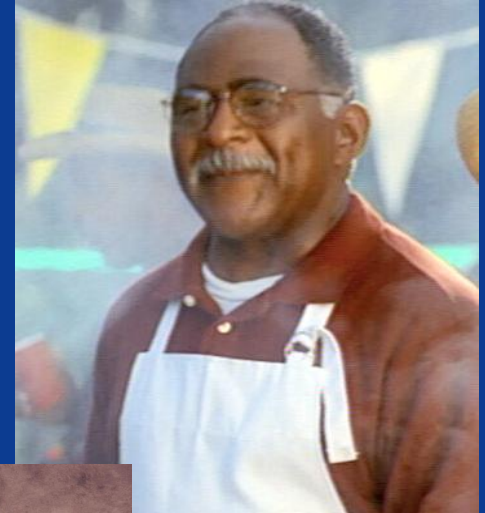
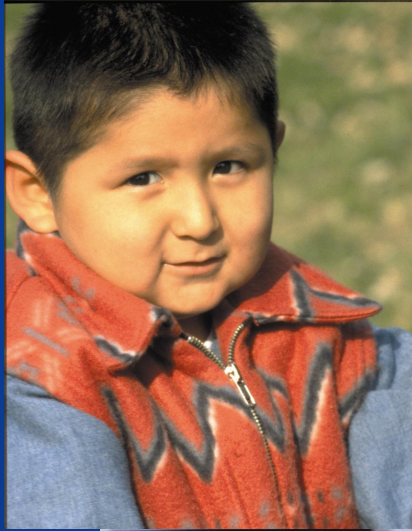


In summary

- State programs are:
 - ◆ Complex
 - ◆ Multi-leveled
 - ◆ Interactive in their context

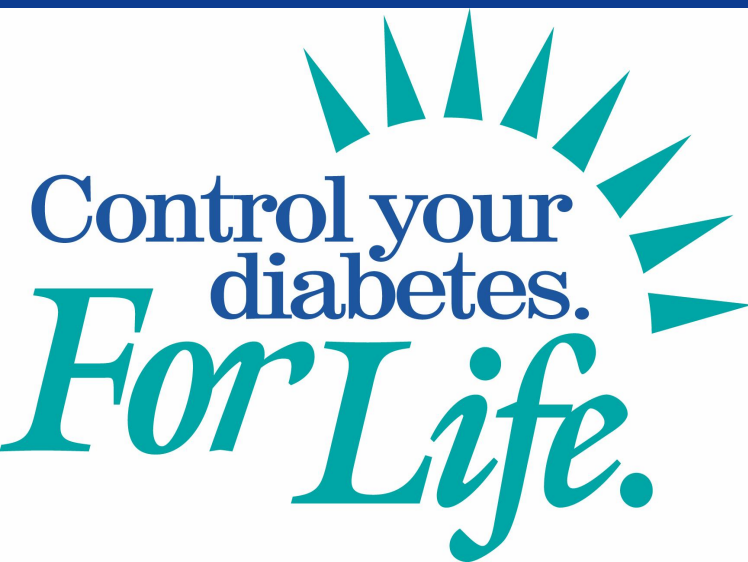


National Diabetes Education Program Changing the Way Diabetes Is Treated

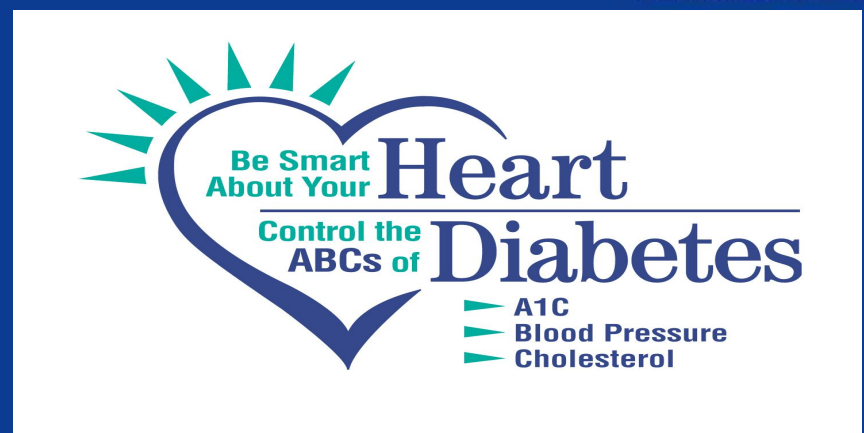


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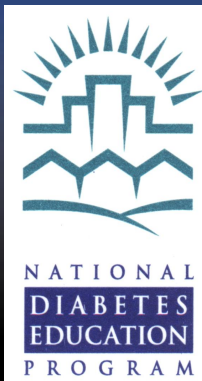




Three
overarching
campaigns



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- Benefits of control
- Tailored messages
- General and high risk groups



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- Be Smart About Your Heart
- High Risk for Heart Disease And Stroke
- Tailored messages products and tools



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- Prevention of type 2 diabetes
- Target Health Care Providers and At Risk Groups



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Priorities

■ NDEP

◆ Effort Allocation

- ★ 50/40/10 (prev, control, policy)

◆ Outreach

- ★ At risk grps,
- ★ HCPs.,
- ★ Payers, purchasers, policy



Priorities

- State Program
 - ◆ New Program Objectives
 - ◆ Primary Prevention Pilots
 - ★ Surveillance System development
 - ★ Systems Dynamics/Complexity Science
 - ★ Primary Prevention Collaborative



In Summary

- State Programs
- NDEP
- Primary Prevention



Thank you

- CDC/NIH Staff
- State Diabetes Prevention and Control Programs

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