

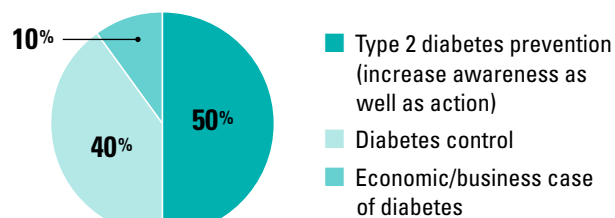
## National Diabetes Education Program's New Strategic Plan: An Overview

The National Diabetes Education Program has completed a three-year strategic plan to guide the initiative through 2008 to 2010. The plan - recognizing that NDEP has developed a wealth of strong diabetes control and prevention products, focuses on promotional activities. The strategies and tactics of the plan include action steps, measurable deliverables, and have assignment of responsibility and accountability.

The NDEP Steering Committee held discussions at meetings in June 2007 and December 2007 about broad goals and strategies for the next three years, with work groups developing specific strategies and tactics to turn broad goals into action steps that can be measured and evaluated. Based on the discussions related to the development of the strategic plan, NDEP will continue to focus its promotional efforts in the following areas in 2008:

- 50 percent on type 2 diabetes prevention (increase awareness as well as action)
- 40 percent on diabetes control
- 10 percent on the economic case for treating pre-diabetes and diabetes.

### Areas of Focus for NDEP Promotional Efforts



The goals and strategies NDEP's work groups addressed in strategic planning include:

- Increasing use and reach of existing NDEP campaign messages and materials
- Increasing partnership, outreach, and promotional activities to reach the diverse audience of people with diabetes, those at risk for diabetes, and health care professionals.

See **OVERVIEW** on page 2

### A Message from our Chair



2007 marked the 10th anniversary of the National Diabetes Education Program. During its first decade, NDEP has created extensive messages and resources to help *change the way diabetes is treated*. In the first NDEP video Charles M. Clark, M.D., NDEP's first chair, stated, "Diabetes is the Rodney Dangerfield of diseases; it gets no respect."

He was right. In 1997, only 8 percent of Americans believed diabetes was a serious disease. That has changed over the last 10 years. In 2006, an NDEP national survey demonstrated that 89 percent of Americans believe diabetes is a serious disease. Diabetes is now a cover story in magazines and is widely reported by the media across the country.

We—the National Institutes of Health, the Centers for Disease Control and Prevention, and our network of more than 200 partner

organizations—*have* made a difference in how diabetes is viewed and treated.

The extraordinary increase of awareness about the serious nature of diabetes is a key step in the effort to gain control over the epidemic. But awareness is not enough. We need to move from awareness to motivation and action—motivation to take the steps necessary to control or prevent diabetes and the first action steps to do so.

To accomplish this we have been engaged in developing a new strategic plan that will lay the foundation for our work for the next decade. The planning process, which began in December 2006, started with recognizing our collective success in raising awareness about diabetes. A series of discussions with the NDEP Steering Committee and across NDEP work groups, guided by the operations committee, led us to a new plan, one adopted by the Steering Committee in December 2007. It will

See **CHAIR** on page 3

# Discovery Health Documentary Focuses on Global Diabetes Epidemic

**D**iabetes is one of the most critical health issues of our time, affecting people of all ages and walks of life. In fact, the face of diabetes varies from city to city and from country to country.

A new documentary, *Diabetes: A Global Epidemic*, a collaboration between NDEP chair elect Francine Kaufmann, M.D., and Discovery Health's John Whyte, shows the faces of those impacted by diabetes and provides personal stories—from Australia, to Finland, to Los Angeles—and provides viewers with a global perspective of the diabetes epidemic.

The documentary is a collaboration between Discovery Health Channel, which has a strong commitment to informing and educating health care professionals and the general public, and Novo Nordisk, which provided filmmakers with an unrestricted educational grant to make production of the documentary possible.

The documentary release coincided with the International Diabetes Federation's (IDF) World Diabetes Day campaign *Year of the Child—Diabetes in Children and Adolescents*. IDF's campaign shed light on the global diabetes epidemic, highlighting the facts:

- More than 200 children develop diabetes every day;
- Diabetes is different for children;
- Diabetes hits the poorest hardest;
- Over 50 percent of type 2 diabetes can be prevented; and
- All diabetes is on the rise in children.

The documentary debuted November 18, 2007 on Discovery Health Channel and continued to air throughout the month of December. For more information about the film, visit [www.health.discovery.com/centers/diabetes/diabetes.html](http://www.health.discovery.com/centers/diabetes/diabetes.html). ■



world diabetes day

## OVERVIEW from page 1

- Collaborating with another NDEP work group on a promotion/outreach project.

The NDEP Executive Committee asked work groups to identify at least one opportunity to collaborate with another work group or organization. The collaboration will consist of action steps that can be measured and evaluated. Examples of NDEP work groups' strategic plan tactics during the next three years include the following:

- To leverage the rollout of new NDEP products to initiate dialogue with potential partners, the **African American/African Ancestry Work Group** (AAAA) plans to distribute blast emails promoting the *Road to Health (La Buena Salud)* and *Power to Prevent* toolkits to potential partner organizations.
- The **Asian American and Pacific Islander Work Group** (AAPI) will work in conjunction with a short list of potential partners to run newsletter articles, etc. promoting AAPI products and initiatives. They also will look to work with PPOD and The Older Adult Work Group to adapt their materials for members of the Asian American and Pacific Islander Community.
- The **American Indian and Alaska Native Work Group** (AIAN) plans to continue to promote NDEP messages and campaigns through existing partners such as Nike and the Indian Health Services' Division of Diabetes.
- To address the lack of television and radio messages targeting Spanish speakers readily available for use by states and partners, the **Hispanic/Latino Work Group** (H/L) will contact leading Hispanic/Latino organizations with NDEP's inventory, encouraging distribution and use of Spanish-language pieces. The work group will also solicit feedback on any barriers to usage and recommendations for improvement.
- The **Business Health Strategies Work Group** (BHS) will collaborate with the H/L Work Group to promote messages and create products beneficial to both groups. To do this, the BHS Work Group will provide H/L Work Group members with an email introducing

DiabetesAtWork.org to Hispanic/Latino employers. Work group members will then email the letter to business contacts in the Hispanic/Latino community.

- To increase partnership outreach and promotional activities, the **Diabetes in Children and Adolescents Work Group** (C/A) will collaborate with the American Alliance for Health, Physical Education, Recreation, and Dance by promoting NDEP materials at their annual convention in 2008, which will be attended by representatives from 54 state and territorial offices. The C/A Work group is also looking to develop a podcast with an NDEP expert to promote NDEP materials to teachers through State Departments of Education.
- The **Health Care Professional Work Group** (HCP) will collaborate with the **BHS Work Group** to promote the economic case for treating pre-diabetes and diabetes by identifying and promoting diabetes improvement case studies through professional journals, newsletters, annual meetings, website links, and other channels available to HCP Work Group members.
- To increase awareness, use, and reach of existing NDEP materials, messages, and products, the **Pharmacy, Podiatry, Optometry and Dentistry Work Group** (PPOD) is developing a quick screening questionnaire to be published on [WebMD.com](http://WebMD.com), which will refer readers to NDEP resources.
- The **Older Adult Work Group** (OA) will collaborate with the C/A Work Group on resources to help grandparents support grandchildren that have, or are at risk of developing diabetes.

There are many other examples of innovative strategies and tactics in the 2008-2010 strategic plan that will move NDEP forward in its mission: working together to reduce the morbidity and mortality associated with diabetes. In order to advance this mission, NDEP is building on the foundation of its first decade and moving into the next three years with measurable goals and objectives. ■

## Update on NIDDK/DDT Diabetes Research and Clinical Trials

**W**ith type 2 diabetes in children reaching epidemic levels, two NIDDK studies—both with a primary focus on children—are positioned to play a major role in shaping public health policy and clinical management.

The **HEALTHY Study**, a multi-state program operating in 42 middle schools, seeks to determine if changes in food services and physical education classes, along with activities that encourage healthy behaviors, can lower risk factors for type 2 diabetes. Results from this trial are expected in 2009. For more information, visit [www.diabetes.niddk.nih.gov/about/datetime/wint07/1.htm](http://www.diabetes.niddk.nih.gov/about/datetime/wint07/1.htm).

The **TODAY Trial** (Treatment Options for Type 2 Diabetes in Adolescents) is a study investigating the best treatment for type 2 diabetes in children. The TODAY trial is currently accepting applications and more information can be found at [www.todaystudy.org](http://www.todaystudy.org).

Additional clinical studies examining behavioral approaches to reducing obesity in adults in the general population—and in minority groups—are also underway, including:

**Diabetes Prevention Program Outcome Study (DPPOS)**, a long-term follow-up to the Diabetes Prevention Program, focusing on the impact of lifestyle intervention on the incidence of cardiovascular disease complications. The DPPOS will determine the durability of these effects and whether, in addition to slowing the progression to diabetes, the development of cardiovascular disease is reduced.

The **Action to Control Cardiovascular Risk in Diabetes (ACCORD)** is a study looking at the optimal control of diabetes and associated blood pressure and lipid disorders for prevention of cardiovascular disease. Additional information on the ACCORD study can be found at [www.accordtrial.org](http://www.accordtrial.org). Another clinical trial, the Look AHEAD study, investigates whether investment of resources in weight loss after the onset of diabetes will yield reduced instances of cardiovascular risk. ■



During the past six months, NDEP received the following awards:

The 14th annual **National Health Information Awards** recognized *Small Steps. Big Rewards. Your GAME PLAN to Prevent Type 2 Diabetes: Information for Patients.* with a **Merit Award**. This awards program recognizes the nation's top health information programs and materials.

NDEP's feature article, "Healthy Eating During Winter Gatherings for People with Diabetes" received a **Bronze Award** in the Feature Article category from the **Galaxy International Awards**. This award recognizes organizations for their accomplishments in product and service marketing.

*Small Steps. Big Rewards. Your GAME PLAN to Prevent Type 2 Diabetes: Information for Patients.* received a **Silver Award** in the Brochure Package category, also from the **Galaxy International Awards**. ■

### CHAIR from page 1

guide our work for 2008, 2009, and 2010.

Many core elements of the plan remain the same:

- A commitment to basing all of our work on the best medical evidence and research.
- A clear focus on addressing health disparities.
- A preference for outreach and promotion rather than materials development. We want to reach people and encourage them to take action.
- Outreach to business leaders and health care payers to ensure they understand the scope of the epidemic and their role in changing the way diabetes is treated.
- Efforts to eliminate challenges in health care systems that are barriers to good care and to provide health care professionals, policymakers, and payers with tools to make systems change.

One key element will be different: we will increasingly turn our attention to giving our key audiences resources that provide "how to" information on making changes that will improve health outcomes. We need to share information, resources, and tools about how to make the critically important—but extraordinarily difficult—lifestyle changes that lie at the heart of better outcomes for people with diabetes and those at risk for diabetes. Based on the opinion survey and focus group research, this will likely include practical tools for consumers who are ready to make lifestyle changes, as well as information to help health care professionals counsel and encourage patients.

Some of this work has already begun. When we launched the *Small Steps. Big Rewards. Prevent Type 2 Diabetes.* campaign, we introduced the **GAME PLAN** materials for health care professionals and people at risk. For health professionals, we also included information about assessing the patient's position in the stages of change model and suggest the approaches to use during counseling. For those at risk, we include information about realistic goal setting and suggestions for how to begin making changes in diet and physical activity. We have recently released the *Power to Prevent* curriculum, developed by our African American/African Ancestry Work Group (AAAA) that allows lay health educators to lead a 12-session program focused on the lifestyle changes needed to prevent (or at least delay) the onset of type 2 diabetes. The AAAA and Hispanic/Latino Work Groups are completing work on a toolkit to help community health workers and promotores counsel people at risk in making lifestyle changes. The *BetterDiabetesCare* and *DiabetesAtWork* websites have core information available for health professionals and business leaders to help them begin to change the way they approach diabetes.

In our second decade, NDEP will build on our success in raising diabetes awareness. We will provide even more information to people with diabetes, those at risk, and those that care for them in order to help them all take appropriate action. ■

Lawrence Blonde, M.D., F.A.C.P., F.A.C.E.  
Chair, National Diabetes Education Program

# SPREADING THE *word* NDEP Partners at work.

**B**ecause our partners play such a key role in our mission to promote, promote, promote—they also play a key role in our ability to measure how we're doing. That's why the NDEP Partner Activities Survey, sent every spring and fall via email, is so important. NDEP would like to thank all of our partners who participated in the fall 2007 edition of the survey. Feel free to model these programs and initiatives, partner with these organizations, or contact the partners highlighted below to get more information. Here are just a few of the ways that our partners are working to change the way diabetes is treated:

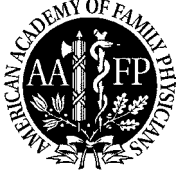
## Work Group Members

- **Kelly Moore, M.D.** of NDEP's **American Indian and Alaska Native Work Group** enlisted support of the National Indian Health Board to disseminate NDEP AIAN-specific materials. She is also currently working with tribal colleges to implement the "Diabetes Education in Tribal Schools Project" to employ diabetes tip sheets and other NDEP materials, whenever possible, in unit lessons and curriculum.
- **Janine Rourke, R.N., B.S.N., C.D.E.** of NDEP's **American Indian and Alaska Native Work Group** used the food and physical activity tracker from the *Small Steps. Big Rewards. Your GAME PLAN to Prevent Type 2 Diabetes: Information for Patients.* package and other NDEP materials at three local events in Hogsburg, N.Y.: "Walk It Your Way," an eight-week walking club program with 130 registered participants who have walked over 150,000 miles, a Diabetes Extravaganza event, and American Diabetes Alert Day.
- **Carol Mallette, M.A.**, of NDEP's **African American/African Ancestry Work Group** worked in conjunction with the **New Jersey DPCP** and tailored NDEP campaign messages on billboards throughout the state. Messages also aired in Spanish on Diabéticos Hispanos/Perfil Latino TV, Inc., a local Comcast station serving Burlington County, N.J.
- **Julia M. Alfred** of NDEP's **Asian American and Pacific Islander Work Group** coordinated a "Youth on the MOVE" campaign with youth groups from local faith-based organizations in the Marshall Islands. With the focus of lowering the risk for type 2 diabetes in young people, the group held two walk-a-thons and an entire day of sports and activities. Towels and water bottles with the *Small Steps. Big Rewards. Prevent Type 2 Diabetes.* logo were distributed.
- **Marilee Kadar** of NDEP's **Older Adult Work Group** featured links to NDEP's website on the diabetes awareness section of the Lion's Club International website. In addition, she helped coordinate the distribution of 500 diabetes information packets to members that included information from the following materials: *Take Care of Your Feet for a Lifetime* brochure, *Tips for Kids with Type 2 Diabetes* series, and the 2007 *Diabetes Numbers-At-a-Glance* pocket guide.

## State Diabetes Prevention and Control Programs (DPCPs)

- Promoting diabetes prevention and control to diverse communities, the **Washington DPCP** aired NDEP and the American Diabetes Association's public service announcements in English and Spanish over 250 times on local television stations from February to April 2007. In addition, NDEP print ads were placed in *ColorsNW* magazine, a multicultural publication, and several Asian-language publications.
- Collaborating with other chronic disease prevention programs, the **Kentucky DPCP** created a newspaper supplement entitled "Everything Counts! A Guide to Making Good Decisions about Your Health" distributed in the *Lexington Herald Leader*, which covers the eastern half of Kentucky. The information in the supplement was aimed at "twens" and was based on NDEP's *Lower Your Risk for Type 2 Diabetes* tip sheet. It was also distributed to more than 1,000 classrooms in Eastern and Central Kentucky schools via the Newspapers in Education program.
- In March 2007, the **Wisconsin DPCP** and Novo Nordisk held corporate breakfast meetings in Janesville, Waukesha, Green Bay, Stevens Point, and La Crosse. The meetings, entitled "Putting Diabetes Prevention and Management to Work," were designed to present the business case to employers regarding the prevention and control of diabetes to reduce health costs for their companies and to showcase the *DiabetesAtWork* website ([www.diabetesatwork.org](http://www.diabetesatwork.org)). Each corporate breakfast site featured a local certified diabetes educator covering "Diabetes 101." **Pam Geis** of the Wisconsin DPCP presented in-depth information about the *DiabetesAtWork* website, and a wellness coordinator from a local corporation discussed "Worksite Wellness in Action." After each meeting, participants were added to a database and sent information about diabetes and other chronic disease worksite wellness programs, as well as NDEP materials and campaigns.

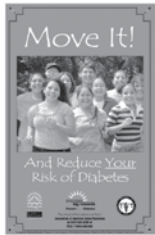
## American Academy of Family Physicians Promotes NDEP at its Annual Assembly



During the 2007 American Academy of Family Physicians' (AAFP) Scientific Assembly, Kevin Peterson, M.D., past Chair of NDEP's Health Care Professional Work Group, volunteered to present on NDEP materials and resources to his member organization during the plenary session. Dr. Peterson's presentation provided an overview of NDEP's *Control Your Diabetes. For Life.* and

*Small Steps. Big Rewards. Prevent Type 2 Diabetes.* campaigns and their wide array of materials, including resources for health care professionals, high-risk audiences, and children and adolescents. He also emphasized some of the recent media coverage NDEP has received. Dr. Peterson directed the audience to both the NDEP website and NDEP's "systems change" website for health care professionals, [www.BetterDiabetesCare.nih.gov](http://www.BetterDiabetesCare.nih.gov). Thanks to AAFP and Dr. Peterson for spreading the word about NDEP!

## Chickasaw Nation *Move It!* Family Fun Walk



Thomas John, a member of NDEP's American Indian and Alaska Native Work Group, along with Diabetes Program Manager Bobby Saunkeah and Tribal Health Program Manager Allen Elliott, helped the Chickasaw Nation sponsor and organize three *Move It!* Family Fun Walks throughout May 2007. Based on NDEP's *Move It! And Reduce Your Risk of Diabetes* toolkit, the events

spread the word about the importance of healthy living to either prevent or manage diabetes. Informational booths featured other Chickasaw Nation programs including: "Diabetes Prevention," "Moccasin Trails," "Wellness," "Strong Family Development," "Camps and Recreation," and an "Ask a Dietitian." Congratulations to the Chickasaw Nation for stepping out together to educate the community about diabetes using NDEP materials and resources!

## Partner Furthers NDEP Reach Across the Border



Rosalba Ruiz-Holguin, M.D., M.P.H., a member of NDEP's Hispanic/Latino Work Group and leader for the U.S.-Mexico Border Health Project of the Pan American Health Organization, is expanding NDEP's reach across the border. Dr. Ruiz-Holguin brought the NDEP CD/DVD *Movimiento*

*Por Su Vida* to the Mexico Department of Health (SSA). Inspired by *Movimiento*, the SSA has created similar diabetes prevention tools, including a low-impact aerobics video created in partnership with the Mexico Department of Health.

Many thanks to Dr. Ruiz-Holguin for expanding NDEP's reach and helping to prevent diabetes in other nations! ■

## NDEP Work Group Leadership Changes



Dr. Katherine Tuttle



Dr. Alfonso Vargas

NDEP is proud to announce two new work group leaders for this upcoming year. Katherine Tuttle, M.D., F.A.C.P., Director, Providence Medical Research Center, is the new chair of the Health Care Professional Work Group. Members of this group serve as liaisons to health care professional organizations and associations. This group provides medical expertise during the creation and review of NDEP materials targeting the health care professional community, such as *Diabetes Numbers At-a-Glance* and *Guiding Principles for Diabetes Care*.

Alfonso Vargas, M.D., Professor and Vice Chairman for Education and International Affairs in the Department of Pediatrics, Division of Endocrinology at Louisiana State University Health Sciences Center & Children's Hospital,

is the new vice chair of the Diabetes in Children and Adolescents Work Group. This work group is responsible for a variety of NDEP print materials, including *Helping the Student with Diabetes Succeed: A Guide for School Personnel*, *Tip Sheets for Teens with Diabetes* series, and online resources such as the *Quiz for Teens with Diabetes*, *When Your Child is Diagnosed with Diabetes: Parents' Questions for the Health Care Team*, and the *Resource Directory: Diabetes in Children and Adolescents*. In addition, the work group collaborates with professional associations and organizations that focus on children and adolescent health to further the reach of NDEP.

NDEP would also like to recognize the hard work and contributions of Kevin Peterson, M.D., and Carolyn Leontos, M.S., R.D., C.D.E., whose leadership terms with the Health Care Professional Work Group and Older Adult Work Group have come to a close. We thank you for your exemplary service and dedication and will continue your good work. ■

### Publication Descriptions Now Available in Spanish

NDEP has an updated *Spanish Publications Catalog*, which features product descriptions in Spanish. Included in the catalog are all Spanish and bilingual NDEP materials. Visit NDEP's new online publication catalog in Spanish at [www.YourDiabetesInfo.org/diabetes/pubs/spanishcatalog.htm](http://www.YourDiabetesInfo.org/diabetes/pubs/spanishcatalog.htm).

### Spanish-Language Resources Now Available on NIDDK Website

The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) recently launched a new web portal featuring diabetes information and publications in Spanish. The new portal includes an easy-to-navigate comprehensive list of topics, as well as Spanish-language product descriptions. Visit this great new resource at [www.diabetes-espanol.niddk.nih.gov](http://www.diabetes-espanol.niddk.nih.gov). In addition to NDEP materials, the website also links to MedlinePlus' Spanish-language portal ([www.medlineplus.gov/spanish](http://www.medlineplus.gov/spanish)) and the NIDDK Reference Collection, a free, searchable database that includes 78 Spanish language resources ([www.catalog.niddk.nih.gov/resources](http://www.catalog.niddk.nih.gov/resources)).

### New NIH and CDC Podcast Promotions

The National Institutes of Health (NIH) has developed a series of podcasts that partners can use as additional diabetes education resources. The podcasts—part of NIH's interactive health education tools—are digital recordings of NIH Research Radio broadcasts that can be downloaded to a personal audio recorder or a computer. Past podcast topics have included, "Diabetes Rates are Increasing Among Youth" featuring Francine Kaufman, M.D., "Type 2 Diabetes and Kids" featuring Saul Malozowski, M.D., Ph.D., M.B.A., and "NDEP Campaign Highlights the Link Between Diabetes and Cardiovascular Disease" featuring Griffin P. Rodgers, M.D., M.A.C.P. To listen and download the NIH podcasts, visit [www2.niddk.nih.gov/HealthEducation/Interactive\\_Health\\_Education\\_Tools.htm](http://www2.niddk.nih.gov/HealthEducation/Interactive_Health_Education_Tools.htm).

In recognition of National Diabetes Awareness Month, NDEP promoted "A Pod a Day for Thirty Days," produced and hosted by the Centers for Disease Control and Prevention (CDC). "A Pod a Day..." refers to daily podcasts that are brief audio programs used to deliver information, inspiration, and messages regarding diabetes prevention and control. A new podcast was unveiled daily throughout the month of November using existing NDEP materials. You can enjoy the podcasts one at a time; to listen and download the CDC podcasts, visit [www2a.cdc.gov/podcasts/](http://www2a.cdc.gov/podcasts/).

### New Online Pre-Diabetes Fact Sheet

The Diabetes Primary Prevention Initiative Intervention Focus Area, Centers for Disease Control and Prevention's Division of Diabetes Translation, and the Lewin Group recently developed a new online pre-diabetes fact sheet. Developed in a user-friendly "Frequently Asked Questions" format, the new fact sheet is a useful tool for health care professionals, as well as people at risk for diabetes. Topics include pre-diabetes detection, screening, risk factors, current reimbursement strategies for diabetes care, and the connection between pre-diabetes and the future diabetes burden. NDEP encourages partners to use this online fact sheet as a resource during internal and external presentations and as a tool for educating people about type 2 diabetes prevention. To view the fact sheet, visit [www.cdc.gov/diabetes/faq/prediabetes.htm](http://www.cdc.gov/diabetes/faq/prediabetes.htm).

### NIDDK Campaign Informs Physicians, Patients about Sickle Cell Trait and Other Hemoglobinopathies and Diabetes

A new National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) information campaign is highlighting the importance of using accurate methods to test hemoglobin A1C in people with diabetes who have the sickle cell trait or other inherited forms of variant hemoglobin, particularly those of African, Mediterranean or Southeast Asian heritage.

More than 3,000 labs in the United States rely on about 20 different methods to measure A1C in people with diabetes—some of them yield unreliable results in patients with hemoglobin variants, according to the National Glycohemoglobin Standardization Program (NGSP) at the University of Missouri School of Medicine. Health care professionals caring for people with diabetes should know that specific A1C tests should be used for these patients.

The NIDDK's National Diabetes Information Clearinghouse has created two new publications to explain the specific needs for testing blood glucose control in people with diabetes and hemoglobin variants: *Sickle Cell Trait and Other Hemoglobinopathies and Diabetes: Important Information for Physicians*, which is available at [www.diabetes.niddk.nih.gov/dm/pubs/hemovari-A1C/](http://www.diabetes.niddk.nih.gov/dm/pubs/hemovari-A1C/), and *For People of African, Mediterranean, or Southeast Asian Heritage: Important Information about Diabetes Blood Tests*, available at [www.diabetes.niddk.nih.gov/dm/pubs/traitA1C/](http://www.diabetes.niddk.nih.gov/dm/pubs/traitA1C/). ■

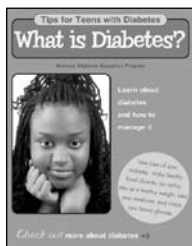
# new and updated NDEP PUBLICATIONS

To order these publications or other NDEP materials, call 1-888-693-NDEP (6337) or visit the NDEP website, [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org).



## One Call, One Click Awareness Campaign

NDEP proudly announces the launch of *One Call, One Click*, the new awareness campaign to inform anyone looking for information about diabetes—whether they are people at risk for diabetes, people with diabetes and their loved ones, or health care professionals—about NDEP’s free diabetes educational materials and how easy it is to obtain them: just “one call” to 1-888-693-NDEP (6337) or “one click” to [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org). Campaign materials include print, radio, and online public service advertisements in both English and Spanish.

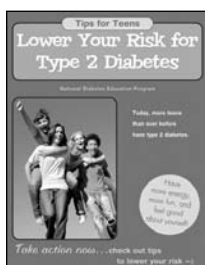


## Tip Sheets for Teens with Diabetes

This engaging series of tip sheets provides useful information about diabetes and encourages teens to take action to manage their disease for a long and healthy life. The five tip sheets in the series cover topics ranging from healthy eating to social support:

- *What is Diabetes?*
- *Be Active!*
- *Stay at a Healthy Weight*
- *Make Healthy Food Choices*
- *Dealing With the Ups and Downs of Diabetes*

Written in clear and simple language, the tip sheets are helpful for anyone who has diabetes and his or her loved ones.



## Tips for Teens: Lower Your Risk for Type 2 Diabetes

The sixth tip sheet in the Teens series is for young people at risk of developing type 2 diabetes. It provides advice about how to reach a healthy weight and lead an active lifestyle. Healthy food and activity guides are included.



## Quiz for Teens with Diabetes

This interactive online quiz asks teens with diabetes to think about the everyday steps that are vital to managing diabetes and suggests how busy teens

can make them part of their daily routine. The quiz is also a great learning tool for teens with friends or family members who have diabetes and is based on the *Tip Sheets for Teens with Diabetes* series. Take the quiz and get more free diabetes information for teens at [www.YourDiabetesInfo.org/diabetes/youth/quiz](http://www.YourDiabetesInfo.org/diabetes/youth/quiz).



## Pharmacists, Podiatrists, Optometrists, and Dental Professionals Primary Prevention Brochures

These brochures promote primary prevention as an activity that pharmacy, podiatry, optometry, and dental professionals can incorporate into patient interactions. A companion piece to the *Working Together to Manage Diabetes* guide, the brochures contain information on diabetes risk factors, the Diabetes Prevention Program, and an “Ask-Advise-Assist” approach.



## Consejos para ayudar a una persona con diabetes

The Spanish adaptation of *Tips for Helping a Person with Diabetes*, this tip sheet provides practical suggestions for helping friends and family members be active participants in diabetes self-management and how to help their loved ones learn

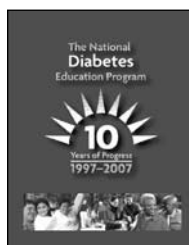
and remember key diabetes tips to help them stay healthy. The tip sheet also includes a list of resources to find additional support and some great ideas from diabetes educators, nutritionists, and other health care professionals.



## 4 Steps to Control Your Diabetes. For Life. Asian & Pacific Islander Language Adaptations

An easy-to-read patient education brochure, *4 Steps* is written for people newly diagnosed with diabetes as well as for those living with diabetes for years and includes tips to help manage diabetes and prevent or delay the onset of complications.

Adaptations are now available in Cambodian, Chinese, Korean, Samoan, Tagalog, Thai, Tongan, and Vietnamese.



## NDEP Progress Report

Learn how partners like you have helped NDEP “change the way diabetes is treated” over the past 10 years by reading NDEP’s latest progress report. The report is available online at [www.YourDiabetesInfo.org/diabetes/pubs/NDEP\\_ProgressRpt07.pdf](http://www.YourDiabetesInfo.org/diabetes/pubs/NDEP_ProgressRpt07.pdf).

# NDEP

*on the road*

**N**DEP regularly exhibits at national meetings across the country. Exhibits provide an opportunity to share information and publications, promote NDEP messages and resources, and strengthen links with partner organizations. Upcoming NDEP exhibits are listed below:

➤ **American Alliance for Health, Physical Education, Recreation and Dance**

April 8–12, 2008 • Fort Worth, TX

➤ **CDC's Division of Diabetes Translation**

May 5–8, 2008 • Orlando, FL

➤ **American Association of Clinical Endocrinologists**

May 14–18, 2008 • Orlando, FL

➤ **American College of Physicians**

May 15–17, 2008 • Washington, DC

➤ **National Association of Physicians Assistants**

May 24–29, 2008 • San Antonio, TX

➤ **American Diabetes Association**

June 6–10, 2008 • San Francisco, CA

➤ **The Endocrine Society**

June 15–18, 2008 • San Francisco, CA

➤ **American Academy of Nurse Practitioners**

June 26–30, 2008 • Washington, DC

➤ **Unity: Journalists of Color**

July 23–27, 2008 • Chicago, IL

➤ **American Association of Diabetes Educators**

August 6–9, 2008 • Washington, DC

➤ **American Academy of Family Physicians**

September 17–21, 2008 • San Diego, CA

➤ **American Dietetic Association**

October 25–28, 2008 • Chicago, IL


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