



## Diabetes Prevention and Self-Management Technical Assistance and Capacity-Building Portfolio

Health Promotion Council (HPC) works with the Pennsylvania Department of Health and partners across the state to increase referrals, coverage, availability, and awareness of programs and resources to prevent and manage diabetes. This includes: the deployment of the Make a Choice Campaign, a statewide media/marketing campaign to increase awareness and utilization of local Diabetes Prevention Programs (DPP) and Diabetes Self-Management Education (DSME); as well as convening local, state and national partners; and providing training and targeted technical assistance to improve the availability and quality of the Centers for Disease Control and Prevention (CDC)-recognized DPP programs and nationally certified DSME programs.

### ***Make A Choice Campaign – Statewide Awareness for Prediabetes, Diabetes and Obesity***

**This statewide, multi-tiered, marketing campaign directly targets Pennsylvanians diagnosed with type 2 diabetes, prediabetes and obesity. *Make A Choice* achieves the following objectives:**

- Increase participation in DSME and DPP programs;
- Promote healthy living, physical activity and weight management; and
- Leverage the CDC and Ad Council Pre-Diabetes Awareness Campaign at a state level.

*Make A Choice* drives target audiences to [MakeAChoice.org](http://MakeAChoice.org), which serves as an online campaign portal to educate Pennsylvanians about prediabetes, diabetes, and obesity, and what they can do to prevent or mitigate these issues through lifestyle change programs, such as DSME and DPP. The website also guides Pennsylvanians to resources available through the Pennsylvania Department of Health, CDC, and HPC that help them fight type 2 diabetes and prediabetes, and live a healthier lifestyle.

In addition to the website, *Make A Choice* utilizes TV, radio, and print advertisements; digital marketing; public relations; special events, such as live workout sessions with renowned fitness expert and motivator, Shaun T; and social media strategies to increase awareness of diabetes and its related risk factors.

A complementary parallel campaign, using materials from the CDC and Ad Council, utilizes Public Service Announcement spots on radio and televisions to promote the national prediabetes campaign at the state level.

### ***Convening and Fostering State and National Partnerships***

HPC leverages its partnerships to **improve communication between clinicians and community-based organizations** that host DSME and DPP. HPC convenes and works with state and national partners to address the gaps in access and utilization of diabetes self-management and diabetes prevention programs, and to close the feedback loop between community and clinical providers.

- **Medicaid Managed Care Organization (MCO) Workgroup** - HPC convenes a Medicaid MCO Workgroup to address barriers to increasing referrals and utilization of DSME and DPP among member and provider networks.
- **DPP Enrollment and Reimbursement Pilot** - HPC is partnering with a Medicaid MCO in Pennsylvania to launch a DPP Pilot to enroll eligible members into DPP programs within its coverage areas and reimburse DPP providers for services delivered to its members. HPC is serving as the project manager and information hub among all participating partners to successfully enroll members, increase utilization of DPP, and facilitate reimbursement to DPP providers for their services.

- **Pennsylvania Diabetes Prevention Action Plan** - In August 2016, HPC, in partnership with the Pennsylvania Department of Health and the National Association of Chronic Disease Directors (NACDD), convened key stakeholders in Hershey, PA, to develop a statewide action plan to increase coverage, referrals, availability, and awareness of diabetes prevention programs at the *Pennsylvania Diabetes Prevention Statewide Engagement Meeting*. This action plan will be finalized in 2018 by stakeholder workgroups addressing four “pillars”: coverage, referrals, availability, and awareness.
- **Increasing Rural Access to DPP** - HPC is also working with NACDD to increase access and utilization of DPP in rural areas with funding from the CDC. HPC is supporting delivery of DPP in rural counties through recruitment, training of lifestyle coaches, and technical support to increase DPP providers.

### **DPP Lifestyle Coach Training**

HPC increases access to Diabetes Prevention Programs by increasing the number of lifestyle coaches available to facilitate programs. Lifestyle Coaches are trained through a **structured, two-day, in-person training led by a certified DPP Master Trainer**, using a CDC approved, evidence-based curriculum and training program. HPC’s four master trainers each offer at least two lifestyle coach trainings per year to train community members and staff in facilitating DPP workshops.

### **Diabetes Self-Management Program Lay Leader Training and Capacity Building**

HPC increases capacity for organizations to offer **Self-Management Resource Center (SMRC) Diabetes Self-Management Program (DSMP), the evidence based program originally developed at Stanford University, through lay leader training**. HPC maintains a SMRC license that permits implementation of this evidence based curriculum and training program for workshop delivery and leader training, as well as employing four certified SMRC Master Trainers. Three of HPC’s Master Trainers are bilingual allowing organizations to have lay leaders trained to deliver programs in Spanish and English.

### **Technical Assistance to DSME and DPP Providers**

HPC seeks to make **funding and technical assistance available for providers interested in becoming a CDC-recognized DPP provider**. HPC partners with the Pennsylvania Department of Health and its Regional Primary Contractors to coordinate and support technical assistance and other efforts to improve the availability, quality, and delivery of CDC-recognized Diabetes Prevention Programs.

HPC provides technical assistance to organizations to **implement and sustain a nationally certified DSME program**. This is delivered through **scholarships to cover the cost of certification fees and individualized support** to successfully complete the required application demonstrating compliance to the National Standards for Diabetes Self-Management Education and Support. Through its technical assistance portal, [www.communityclinicalintegration.org](http://www.communityclinicalintegration.org), free resources and continuing education credits are provided to assist organizations in complying with national certification requirements and to enhance long term program sustainability.

#### **HEALTH PROMOTION COUNCIL** a PHMC affiliate

Centre Square East  
1500 Market Street 14<sup>th</sup> Floor  
Philadelphia, PA 19102

215.731.6150

[HPCPA.ORG](http://HPCPA.ORG) | [FACEBOOK](#)