

## Dr. James R. Gavin III as New Chair ▼ President of Morehouse School of Medicine



**J**ames R. Gavin III, MD, PhD, assumed the chairmanship of the National Diabetes Education Program (NDEP) on October 1, 2002. As a recognized and respected leader in the diabetes community, Dr. Gavin brings a wealth of experience and insight, crucial for the NDEP's efforts to raise public awareness about appropriate treatments for people with diabetes as well as diabetes prevention. He has taken the reigns from Dr. Charles M. Clark Jr. who successfully chaired the NDEP since its inception in 1996.

“I look forward to continuing NDEP’s focus on improving the treatment outcomes for the 17 million people with diabetes and promoting early diagnosis,” said Dr. Gavin. “I am particularly excited about the launch of the new national diabetes prevention campaign for the 16 million people who are at risk. Working together with a national network of partners will help us change the way diabetes is treated and save lives.”

In his new role as chair of the NDEP, Dr. Gavin will work to forge new program partnerships and expand the NDEP’s outreach to multi-ethnic audiences with culturally appropriate messages and materials.

Dr. Gavin is currently the President of Morehouse School of Medicine. A past president of the American Diabetes Association (ADA), Dr. Gavin was a Senior Scientific Officer at Howard Hughes Medical Institute (HHMI) for more than a decade; Director of the HHMI-NIH Research Scholars Program; and Chief of the Diabetes Section and Acting Chief of the

Section on Endocrinology, Metabolism and Hypertension at the University of Oklahoma Health Science Center. He was also a lieutenant commander in the U.S. Public Health Service, where he continues to serve as a reserve officer.

Dr. Gavin is also a member of numerous organizations, including the Institute of Medicine of the National Academy of Sciences and the American Association of Academic Black Physicians. He has served on various advisory and editorial boards and has published more than 180 articles and abstracts in such publications as *Science*, *Journal of Applied Physiology*, *Diabetes*, and the *American Journal of Physiology*. He has also been keynote speaker at countless health seminars and summits. ▼

### Clark’s Leadership Praised

**F**rom its inception in 1996, Charles M. Clark Jr., MD, has steered the National Diabetes Education Program (NDEP) toward its’ goal of changing the way diabetes is treated. After six years at the helm, he will now serve as the first NDEP Chair Emeritus.

Under Dr. Clark’s leadership, a series of planning meetings effectively laid the groundwork for establishing the NDEP and at every turn helped enlist the support and involvement of the NDEP’s Steering Committee and Partnership Network members. A true diplomat, Dr. Clark has helped guide the program through the many debates and discussions about translating the latest diabetes science, striking the right balance in program priorities, and taking positions on important policy issues.

Dr. Clark, we thank you for all of your help and your contributions to making the NDEP a strong and flexible program that will improve the lives of millions of Americans touched by diabetes.

### New NDEP Publications

In addition to the patient education publications and web resources noted throughout this newsletter, three newly revised publications are available from the NDEP:

■ ***If You Have Diabetes, Know Your Blood Sugar Numbers***

This reproducible, black-and-white patient education brochure provides information on measuring blood glucose levels using the A1C test and the finger-stick test (with a blood glucose monitor).

■ ***Diabetes Numbers-at-a-Glance Card for Health Care Providers (2003 edition)***

This quick-reference pocket guide for health care providers lists criteria for diagnosing pre-diabetes and diabetes and for treating people with diabetes.

■ ***7 Principles for Controlling Your Diabetes for Life***

This easy-to-read booklet for people with diabetes describes the essential components of quality diabetes care.

# PROGRAM

## “Small Steps. Big Rewards” Aims At Stemming Rapid Rise in Diabetes Across U.S.



▲ HHS Secretary Tommy G. Thompson speaks at the November 20 press conference

emphasizing that modest lifestyle changes—including healthier diets and physical activity—can help people delay or prevent the onset of type 2 diabetes, the most common form of the disease.

“This campaign says that there is hope for the millions of Americans who are at risk for developing diabetes,” Secretary Thompson pointed out. “You don’t have to be a marathon runner or starve yourself to prevent diabetes. You can make small changes and take small steps that

**T**he NDEP’s “Small Steps. Big Rewards. Prevent type 2 Diabetes” campaign was recently launched in two steps: a press conference with HHS Secretary Tommy G. Thompson and a “Partners in Diabetes Prevention” meeting.

### Step one

Step one as an event that occurred on November 20 with HHS Secretary Thompson introducing the first national diabetes prevention campaign

translate into big rewards.”

The “Small Steps. Big Rewards.” campaign grew out of the findings of HHS’ Diabetes Prevention Program (DPP) clinical trial. The study, sponsored by NIH, showed that people with pre-diabetes—those whose blood glucose levels are higher than normal but not yet diabetic—can delay and possibly prevent type 2 diabetes by losing 5 to 7 percent of their body weight through moderate changes in diet and increased physical activity—such as brisk

walking 30 minutes a day, 5 times per week. These lifestyle changes worked for people of every ethnic or racial group who participated in the study were especially successful for people over age 60.

The “Small Steps. Big Rewards.” campaign includes:

#### ■ Your GAME PLAN for Preventing type 2 Diabetes featuring:

- A health care provider’s tool kit that guides users on how to educate and help their patients, and
- Lifestyle change tools similar to those used in the successful DPP clinical trial so people who are at risk can put them to use in their everyday lives;
- Web-based resources for health care providers and consumers;
- Partner outreach using NDEP’s network of more than 200 partners at the local, state, and national levels to deliver the diabetes prevention message and develop appropriate community interventions;
- Participation of businesses and consumer-based programs and initiatives as partners in diabetes prevention; and
- Messages and materials for a national public awareness campaign, including TV, radio, and print public service announcements.

Francine Kaufman, MD, President of the American Diabetes Association (ADA), participated in the launch event and committed ADA to join as partners in the campaign. “With type 2 diabetes growing at epidemic proportions, it is time to issue a wake-up call to people who are at risk for this serious disease,” she said. “Now that science has demonstrated that type 2 diabetes can be prevented or delayed, it is imperative that the American Diabetes Association work together with Secretary Thompson, the NDEP, and its many partner organizations to begin to reach people at risk with the hopeful news of prevention.”

### Step two

Step two in launching the “Small Steps. Big Rewards” campaign was the first national “Partners in Diabetes Prevention” meeting, hosted by the NDEP in Washington, DC, featuring the participation of over 200 representatives from business,

*feedback*

**“Very informative and and fun. Having the exercise sessions made a big difference!”**

**“I’m totally committed and re-energized and motivated.”**

**“Very useful meeting!”**

# SPREADING THE

*word*

## NDEP Partners at work.

- With support from the **Kentucky Diabetes Prevention and Control Program**, a Western Kentucky diabetes coalition has been carrying the ABCs message directly to people at risk. The coalition created freestanding display racks for the ABCs brochure. Each display was individualized for the agencies/institutions using them by placing their logo in the bottom right corner. The NDEP and the Purchase Area Diabetes Coalition logos are also on each display. These were put in all of the Health Centers and some hospitals as well as senior centers across the region.
- **BET.com** has once again teamed up with the NDEP for a special feature during Black History Month. This year's effort builds on the "Small Steps. Big Rewards." campaign and was called "Small Steps in Black History." During February, BET.com did a weekly feature of a different African American scientist/researcher--people who took an initial small step that earned a big health reward for all of us. The series also provided essential information on diabetes prevention.
- Coordinating with the "Be Smart About Your Heart" campaign and the NDEP's Asian American/Pacific Islander Work Group, the **National Asian Women's Health Organization (NAWHO)** disseminated an Asian language CVD kit to their affiliates in five states. NAWHO also has posted the kit on their website and distributed a CVD press release across the county, focusing on the English-language media in their affiliate states and the San Francisco Bay area.
- **The California Diabetes Prevention and Control Program (Cal NDEP)** brought together more than 100 partners and adopted the "Be Smart About Your Heart" campaign for a January to June 2002 focus. Officially launched on Valentine's Day, Cal NDEP facilitated the distribution of 100,000 ABCs brochures via American Diabetes Association and American Heart Association fundraising walks, reached 200,000 employees and over one million retirees through the state's office of personnel, generated more than 600 airings of a radio PSA, and dozens of public affairs interviews in Sacramento, Fresno and San Diego. A radio PSA also reached more than 450,000 African Americans in Alameda County.
- **The West Virginia Medical Institute** (West Virginia's Medicare Quality Improvement Organization, WVMI) and the **West Virginia Bureau for Public Health's Diabetes Prevention and Control Program** have used the NDEP's "Control Your Diabetes. For Life." logo and tagline in a series of television and radio campaigns since 1998. The announcements, broadcast in cooperation with the West Virginia Broadcasters Association, encourage people with diabetes to ask their physicians about A1c tests, foot exams, eye exams, and immunizations. The latest campaign is titled "Diabetes Boot Camp" and features people with diabetes marching to cadences about these test and exams.

The campaigns have successfully raised awareness among West Virginians with diabetes. A WVMI survey found that 92% of respondents with diabetes recalled the campaign's messages, and many of the respondents indicated they had taken appropriate action in response to the information campaign.

"We attribute a large part of our success in raising awareness to the consistency brought about by the 'Control Your Diabetes' tag line," Marc McCombs, WVMI's Director of Communications said. "Regardless of what aspects of diabetes control we're promoting, the tag line pulls the announcements together into a unified series."
- **The American Optometric Association (AOA)** and its affiliates continue to join with the NDEP in sharing information about campaigns and resources. Highlighting the work of the PPOD (Pharmacy, Podiatry, Optometry, and Dental) Work Group, the January 12 Review of Optometry carried an article about team care titled "Keep the Patients You Refer to Others" and the January issue of Optometric Management featured "Join Forces to Aid Diabetic Patients." The February Primary Care Optometry News put a spotlight on the DPP findings based on a presentation at the AOA scientific meetings in fall 2002. ▼

**Please spread the word about the NDEP by passing on this Update to your colleagues.**

## “Be Smart About Your Heart: Control the ABCs of Diabetes” Enters a New Phase

A lot has happened since the NDEP first announced the ABCs campaign at the American Diabetes Association (ADA) meeting in Philadelphia in June of 2001. “Be Smart About Your Heart: Control the ABCs of Diabetes” is the program’s response to mounting scientific evidence from clinical trials that linked diabetes and cardiovascular disease. Studies show that about two out of three people with diabetes die of cardiovascular disease and stroke. People with diabetes have heart attacks at younger ages and are more likely to die from heart attacks than people without diabetes.

The ABCs campaign focuses on alerting people with diabetes to their increased risk for heart disease and stroke and showing them how to stay healthy by controlling their ABCs: A for blood glucose as measured by the A1c test, B for blood pressure, and C for cholesterol.

During the past year and a half, the NDEP has generated many news stories, partner activities and new targeted materials, including new ABCs web pages specifically designed for multicultural audiences. The NDEP’s partnership with ADA remains strong and many state and local partners have done yeoman’s work in getting the ABCs message out.

In November 2001, marking National Diabetes Awareness month, the NDEP collaborated with ADA to alert people with diabetes to this important treatment approach. In addition to a national press release and targeted press outreach, the NDEP prepared a tool kit for partners, who issued their own press releases throughout the country, generating lots of local coverage.

The program produced a video news feed that generated more than 175 local television news stories, including stories in eight of the top ten markets and 18 of the top 25. ADA and its corporate partners supported an advertorial in Time and Newsweek and joined in our media outreach that incorporated consumer magazines and health websites. All this was accomplished despite a very tough news environment after 9/11 and the anthrax events.

In February 2002, Secretary of Health and Human Services Tommy G. Thompson, NDEP, ADA and the American College of Cardiology joined forces at a press conference to announce the results of a national survey of people with diabetes. The survey confirmed that there is an alarming lack of understanding about the link between

diabetes and heart disease and stroke. Secretary Thompson said the survey’s findings underscored the need for the NDEP’s ABCs campaign. He continues to provide his strong support for NDEP’s work and this campaign in particular.

Once again, the NDEP’s partners helped generate important local media coverage. For example, Alabama customized the program’s boilerplate partner materials and generated news stories all over the state. California has embraced the ABCs message as one of its two major campaigns for 2002. (insert image of AL & CA materials.)

More pieces of the campaign were rolled out in 2002. In February, in honor of Black History Month, the NDEP partnered with BET.com, the nation’s major source of news and information for African American audiences. BET’s website featured the stories of famous African Americans with diabetes, one for every day of the month, with links to NDEP’s website and to the ABCs brochure. Also in February, PARADE magazine ran an article on the ABCs campaign, reaching an estimated 77 million readers and resulting in a huge spike in visitors to NDEP’s website.

In March, for Women’s History Month, we provided ABCs messages and articles to some leading women’s health sites: Well and Healthy Woman, National Women’s Health Resource Center, and National Black Women’s Health Project.

In June, the ADA/NDEP partnership gave the program an opportunity to be an integral part of the ADA’s Annual Scientific Meetings. The NDEP and ADA held a joint news conference to report on a survey of physicians who ranked diabetes as a higher risk factor for cardiovascular disease than smoking. NDEP’s incoming Chairman, Dr. James R. Gavin, III, participated in a press briefing on “Making the Link between Diabetes and Cardiovascular Disease.” He stressed the importance of a sustained national public education effort on the link between diabetes and cardiovascular disease.

In July, the NDEP launched “Si Tiene Diabetes, Cuide Su Corazón” (If you have Diabetes, Take Care of your Heart) at the annual conference of the National Council of La Raza (NCLR), the nation’s largest Hispanic and Latino organization. Designed to communicate the ABC message to Hispanics/Latinos, the “Cuide Su Corazón” campaign features a new bilingual brochure and a targeted page on

the website, (<http://ndep.nih.gov/get-info/cuidesucorazon.htm>) Brochures and other campaign materials can be ordered through the NDIC by calling 1-800-438-5383.

Members of the Hispanic/Latino work group have been instrumental in getting information on the campaign placed in various organizations' newsletters. Media coverage about the launch included on-site interviews with the Miami Univision affiliate, two other Spanish-language TV stations, and The Miami Herald.

In July and again in November, the NDEP brought campaign spokespersons to radio audiences all over the country with two "radio media tours" conducted by telephone with Spanish-language stations as well as mainstream stations in markets with large Hispanic/Latino populations. NDEP spokespersons appeared on CNN Radio, Radio Unica, and American Urban Radio, and a wide range of local radio programs. Internet outreach has produced stories on GraciasDoctor.com, Intelihealth.com, and Reuters Health. To date, this component of the ABCs alone has garnered over 7 million media impressions.

In November 2002, during National Diabetes Awareness month, ADA unveiled its own complementary public service campaign called "Make the Link." Co-sponsored with the American College of Cardiology, the campaign was launched with fanfare in New York's Times Square and was released to TV, radio, and print media in English and Spanish. The ADA developed media materials that could be adapted by the NDEP and its partners, including TV PSAs, print ads, radio PSAs, and a feature article on "Ten Questions to Ask Your Doctor About the Link Between Diabetes and Cardiovascular Disease."

Throughout the year, we worked to create new opportunities to get the campaign's message out to people with diabetes and health care providers. NDEP spokespersons have been interviewed by Redbook, Prevention, Closing the Gap, Heart & Soul, and The New York Times. The program has developed an extensive list of medical media and begun to distribute information tailored to their needs. The NDEP has developed feature articles such as "Step Into a Healthy Life: 7 Days. 7 Ways." – targeted to seniors and distributed to 115 publications that reach them. To date, the ABCs campaign has generated over 160 million media impressions.

The NDEP continues to expand its outreach and get the ABCs message to diverse audiences. A major effort is underway to reach Asian Americans and Pacific Islanders with diabetes. In November, we began distributing a new two-sided patient education handout in Cambodian, Chinese, English, Hmong, Korean, Tagalog, Thai, and Vietnamese. To accompany this, the program has also translated the Fact Sheet on Diabetes and Asian American Pacific Islanders, and distributed it with a media advisory about diabetes and cardiovascular disease and live-read radio PSAs.

Members of the AAPI workgroup are distributing the materials in their communities and at diabetes conferences in Dallas and New York. You can get the materials on the new AAPI page on our website at <http://ndep.nih.gov/get-info/Heartcare.htm>

Next May, to coincide with Asian American Pacific Islander Heritage Month, materials will also be available in Chamorro, Chuukese, Gujarati, Hindi, Japanese, Lao, Samoan, and Tongan.

Those are the highlights! These activities represent a great team effort in 2002, and there's more to come next year! ▼

**SMALL STEPS** continued from page 1

health, fitness, and nonprofit industries. The highly successful meeting gave newcomers to the prevention campaign an opportunity to discuss and suggest ways that they can help disseminate the campaign's messages and lifestyle change tools to the millions of Americans at risk. Attendees also



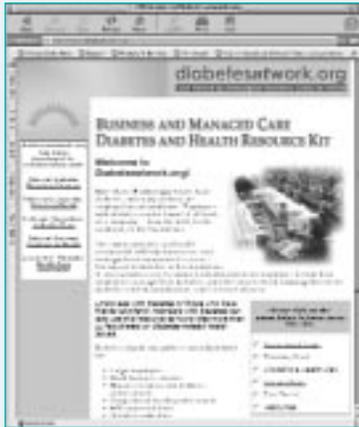
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had an opportunity to take "small steps" in diabetes prevention and experience first-hand the benefits of physical activity with morning and afternoon energizers conducted by Reggie Freeman, fitness instructor and healthy living advocate.

"Diabetes has risen over 40 percent in just five years," said Dr. James R. Gavin III, Chair of the NDEP. "We know it can be prevented, and diabetes prevention is something ordinary Americans can do with small steps. And we know there's a big reward—a longer, healthier life. Now we need to make sure everyone knows this good news and is prepared to take action."

Meeting attendees received samples of new NDEP campaign materials designed specifically for health care providers and people at risk to help them get moving and eat healthier. These included the GAME PLAN toolkit, a CD-ROM with the TV PSA, Get Real, and its corresponding print ads, a ready-to-be placed newsletter article, and Small Steps. Big Rewards Power Point Presentations. All of the GAME PLAN materials are available on the NDEP website at [www.ndep.nih.gov/get-info/dpi.htm](http://www.ndep.nih.gov/get-info/dpi.htm) Single copies of the GAMEPLAN tool kit can be ordered through the NDIC by calling 1-800-438-5383. ▼

# Diabetesatwork.org Launched As Business Community Resource



The NDEP's Business and Managed Care (BMC) Work Group has launched a new website, [www.diabetesatwork.org](http://www.diabetesatwork.org) devoted entirely to easing the burden of diabetes in the workplace. The new website links top-level managers, occupational health providers, benefits and human resource managers, and employees to a resource

kit offering the latest trends in disease management, work site wellness strategies, and a host of other interactive tools for on-the-job diabetes management. To reach a wider business audience, the website is being hosted by the Washington Business Group on Health (WBGH).

On average, workers with diabetes miss about 8.3 days of work per year compared with 1.7 missed days by people without diabetes. This accounts for about 14 million disability days a year, according to the Centers for Disease Control and Prevention (CDC).

The diabetes-at-work project was developed by the NDEP in collaboration with private-sector partners in business and managed care. In addition to introducing the website, the work group has hosted the first in a series of workshops to give health and business managers an opportunity to sample the on-line resource kit and get an inside look at some successful corporate wellness strategies already in place.

Key features of this web-based resource kit include a

worksheet to enable companies to assess their need for diabetes education and management at their work sites, guidance on choosing a health care plan that covers diabetes care needs, and more than 30 lesson plans and fact sheets that promote diabetes education management among employees. All materials can be downloaded, e-mailed, and incorporated into electronic presentations.

According to recent CDC studies, diabetes is now affecting people at younger ages during their most productive years. "Diabetes affects people from all walks of life and employers can no longer afford to ignore its impact," said Work Group Chair Suzanne Mercure (Managed Health Care Association). "Regardless of size, companies should be aware that the growing diabetes epidemic affects people at all levels of the work force at any time and any place."

Currently, 17 million people have diabetes, which costs the nation \$98 billion a year; that is, \$44 billion in direct medical costs and \$54 billion in disability, work losses, and premature mortality. According to the WBGH, costs could be better controlled through interventions performed outside the medical system and inside people's daily lives. The diabetesatwork site is designed to help employers in both large and small businesses implement such interventions.

"These facts emphasize the need for quality education programs aimed at the hard-working men and women who do not want diabetes to prevent them from performing their best on the job," said Timothy McDonald (General Motors), Vice Chair of the BMC Work Group. "Healthy lifestyle choices have to be a 24-hour-a-day focus for people with diabetes, and employers are realizing the importance of protecting their most important asset—their human resources." ▼



## NDEP Resources on Children with Diabetes

### New Web Resources Online, Guide for Schools Moving Forward

Diabetes is one of the most common chronic diseases in school-aged children, affecting about 151,000 young people under age 20. Each year, more than 13,000 children are

diagnosed with type 1 diabetes. Increasingly, health care providers are finding more children and teens with type 2 diabetes, a disease usually seen in people over age 40.

Diabetes presents unique challenges for children and teens. With guidance from the Diabetes in Children and Adolescents Work Group, the NDEP has been actively engaged on several fronts to develop materials and resources for (and about) this age group.

The NDEP has compiled an online resource guide to educate health care providers, parents, and all who care for children with diabetes. The web resources, which can be found on the NDEP website at <http://ndep.nih.gov/get-info/children.htm>, include:

- Diabetes in children and adolescents fact sheet – includes

see overflow page

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information about the different types of diabetes, special issues related to children, legal considerations, and a list of key resources.

- Resource directory – provides links to governmental, educational, and voluntary organizations that offer information and resources related to children and adolescents with diabetes.
- Annotated bibliography – lists abstracts of articles from the biomedical literature about children and adolescents with diabetes, risk factors, and special high-risk populations.

To meet the need for easy-to-read educational materials for children with type 2 diabetes, the Diabetes in Children and Adolescents Work Group is developing a set of colorful tip sheets. The tip sheets cover the basics of diabetes, how to eat healthy and stay active, and how to stay at a healthy weight. Currently in the pretest phase, the new tip sheets will be released later in 2003.

In addition, the NDEP is currently working with representatives from diabetes, school, and pediatric health organizations to develop a new guide called, "Helping the Student with Diabetes Succeed: A Guide for School Personnel." The guide will educate school personnel about diabetes, particularly the student with type 1 diabetes, and share a set of essential practices for effective school-based diabetes management. Scheduled for release in Summer 2003, the guide includes a "primer" on the basics of diabetes management, lays out roles for key school personnel, parents, and children with diabetes, and includes a set of tools and resources on diabetes management. ▼

## NDEP Calendar didn't fit anywhere

The NDEP Steering Committee includes representatives from a broad cross section of organizations in the diabetes world and others committed to joining in public education efforts to address the growing diabetes problem. The Steering Committee serves as a forum for key partners to be engaged in the program, setting the strategic direction for and remaining actively involved in outreach efforts. During 2003 full day meetings are scheduled for:

- Wednesday, June 4, 2003
- Wednesday, December 3, 2003

The National Diabetes Education Program regularly exhibits at key conferences across the country. Exhibits provide an opportunity to share information and publications, promote the NDEP programs and resources, and strengthen links with partner organizations. The NDEP exhibit scheduled for 2003 is:

- **American Diabetes Association Post Graduate Conference**  
January 12–18, 2003
- **National Hispanic Medical Association**  
March 21–23, 2003
- **Division of Diabetes Translation Conference (CDC)**  
March 31–April 3, 2003
- **American College of Physicians/American Society of Internal Medicine (ACP)**  
April 2–April 5, 2003
- **American Diabetes Association**  
June 13–17, 2003
- **National Council of La Raza**  
July 12–15, 2003
- **American Association of Diabetes Educators**  
August 6–10, 2003
- **American Academy of Family Physicians**  
October 1–5, 2003
- **American Dietetic Association**  
October 27–30, 2003