

## Kentucky Diabetes Network Progress Report May 2000 – December 2001

### Achievement Highlights

- ❖ Efforts of KDN and member networks to raise diabetes awareness and promote diabetes control and prevention have provided greater than **23 million exposures** to the National Diabetes Education Program (NDEP) messages and materials. This amount of exposure could have potentially reached the entire population of Kentucky nearly 6 times. More specific exposure information is listed later in this document.
- ❖ Resources valued at more than **\$683,169** have been generated over the last 18 months to help achieve KDN's mission
- ❖ The following reflect some of the **trends in professional practices/patient behaviors** related to KDN's mission. All this data is from the Behavioral Risk Factor Surveillance System (BRFSS) and the 1995-1997 figures are the baseline that was documented when KDN was established in June 1999.
  - A **257% increase** from the baseline has been demonstrated in the number of individuals with diabetes who report having **heard of the A1c test**.
  - Individuals with diabetes in Kentucky report **6% - 464% increases** in the following **professional practices and behavioral characteristics**:

Professional Practices Behavioral Characterizes	Nation 1997	KY Baseline 1995-1997	KY 2000	% Increase
Seeing health professional for diabetes $\geq$ 1 time in the past yr.	NA	85%	91%	7
Having taken a course or class in diabetes self-management	34% ('94)	NA	46%	NA
Checking blood glucose level one or more times a day	40%	33%	54%	63
Receiving a dilated eye exam within the past yr.	62%	62%	72%	16
Receiving a professional foot exam $\geq$ 1 time in the past yr.	55%	47%	59%	26
Performing daily self-foot exams	NA	NA	75%	NA
Having heard of HbA1C test	NA	21%	75%	257
Having HbA1C checked $\geq$ 1 time within the past yr.	18%	11%	62%	464
Receiving a flu vaccination within the past 12 months (1999)	52%	54%	1999 57%	6
Ever having a pneumonia vaccination (1999)	32%	25%	1999 35%	40

- **High-risk populations** with diabetes in Kentucky report the following progress in the following professional practices and behavioral characteristics:

Professional Practice Behavioral Characterizes	African American		Appalachia		65+	
	95-97	2000	95-97	2000	95-97	2000
Seeing health professional for diabetes $\geq$ 1 time in the past yr.	90%	100%	79%	NA	82%	89%
Having taken a course or class in diabetes self-management	NA	47%	NA	NA	NA	39%
Checking blood glucose level one or more times a day	29%	63%	27%	NA	26%	52%
Receiving a dilated eye exam within the past yr.	76%	72%	54%	97-99 53%	66%	76%
Receiving a professional foot exam $\geq$ 1 time in the past yr.	61%	64%	45%	97-99 55%	49%	54%
Performing daily self-foot exams	NA	85%	NA	NA	NA	78%
Having heard of HbA1C test	NA	77%	NA	NA	NA	63%
Having HbA1C checked $\geq$ 1 time within the past yr.	10%	68	6%	97-99 14%	6%	52%
Receiving a flu vaccination within the past 12 months (1999)	62%	1999 60%	46%	1999 49%	59%	1999 73%
Ever having a pneumonia vaccination (1999)	12%	1999 17%	25%	1999 31%	29%	1999 54%

### Most Noted Activities

- ❖ Collaboration in the formation and strong participation in the **Lt. Governor's Task Force for Type 2 Diabetes in Children**
- ❖ Incorporation of ongoing **cultural competency training** via "cultural moments" ranging from 20-60 minutes long in all quarterly KDN meetings and have focused on improving cultural competence in the following populations: African American, Latino/Hispanic, Appalachia, and across generations
- ❖ Incorporated a **primary prevention work group** within the KDN structure
- ❖ First ever statewide **Diabetes Day in Frankfort** that included the Diabetes Awareness Rally, a Panel of Experts, and a Diabetes Expo (November 2000)s
- ❖ Collaboration in an **advocacy effort for increased diabetes public health funding** that included development of an information sheet for legislators, a public health diabetes program history sheet, participation in an organized effort to talk Kentucky legislators, and preparation for a Legislative Briefing/Rally
- ❖ Collaboration in an **advocacy effort** for legislation **to improve physical activity and nutrition opportunities in schools** here in Kentucky
- ❖ Facilitated the passage of a Kentucky Medical Association (**KMA**) **resolution that encourages physicians to follow the American Diabetes Association care guidelines** and resulted in the **formation of a KMA Diabetes Work Group**
- ❖ KDN **presentation** included at the Annual CDC **Diabetes National Conference**
- ❖ Hosted **internationally known speakers** for meetings and events-L. Dolan, MD, S. Ildstad, MD, F. Vinicor,
- ❖ Collaboration with Extension Services on a 1 hour live **call-in TV broadcast**
- ❖ **Placed 60+ billboards across Kentucky with diabetes awareness messages**

## General Organization

- ❖ Developed a strategic plan
- ❖ Monthly meetings of the Steering Committee
- ❖ KDN meetings held quarterly
- ❖ Reorganized into 6 work groups to address the 11 strategic goals established in strategic plan
- ❖ Developed and adopted by-laws
- ❖ Final version of KDN brochure developed and printed
- ❖ Began shifting to the organizational structure outlined in the by-laws starting with election of officers
- ❖ Membership commitment form developed and instituted
- ❖ Administrative policy developed for workgroups to access limited KDN funds
- ❖ Form developed for workgroup requests to use KDN name/logo and financial assistance

## Awareness Campaign

Activities featuring NDEP/KDN messages that diabetes is serious, common, costly, controllable and the importance of knowing blood glucose numbers and other diabetes-related tests.

### Presentations to Groups

<u>Number of Presentations</u>	<u>Participants</u>
664	18,496

### Examples of Some Events with Diabetes Presentations

- ❖ 8/1/00 Home Makers Club in Barren River District, 14 attending
- ❖ 9/1/00 Maternal Child Health Conference, breakout session, 75 attending
- ❖ 10/00 Various Rebekah's Assembly groups across KY, 600 attending
- ❖ 11/12/00 United Methodist Church in Lexington, 200 attending
- ❖ 11/00 Lexington Lions' Club, 80 attending
- ❖ 4/30/01 Women's Health Forum, 75 attending
- ❖ 5/10/01 Attorney General's Health Summit, 100 attending
- ❖ 6/30/01 Bethel Baptist Church, Lexington, 100 attending
- ❖ 11/011 Lexington Lions' Club, 80 attending

### Display and/or Distribution of Materials

#### Audience Reached

<u>Race/Ethnicity/Age</u>	<u>Individuals and Organizations Reached</u>
Unknown	46,192+
African American	2,912+
Appalachia	470+
Latino/Hispanic	100+
> 65 yrs old	2164+
Caucasian	889+
<b>TOTAL</b>	<b>52,727</b>

Examples of Some Events for Displays and/or Distribution of Materials

- ❖ 8/00 Farmers Grain Field Day, 60 attending
- ❖ 9/23/00 Body and Soul Fest sponsored by African American Health Network, 400 attending
- ❖ 9/00 Migrant Health coalition, 250 attending
- ❖ 2/01 American Heart Association's 5<sup>th</sup> Annual Heart and Soul Festival, Fayette County, 250 attending
- ❖ 4/6/01 African American Black Nurse Annual Conference, 100 attending
- ❖ 7/10/01 Blackburn Corrections Health Fair, 250 attending
- ❖ 5//01 Cinco de Mayo Hispanic Celebration, 100 attending
- ❖ 8/11/01 Jesus Rally, 310 attending
- ❖ 11/14-16/01 Governor's Conference on Aging, 450 attended
- ❖ 11/00 KDN Diabetes Expo, Frankfort, 150 attending
- ❖ 11/01 Daviess County Diabetes Expo and Panel of Experts, Owensboro, 400 attending
- ❖ 11/13/01 Buffalo Trace Diabetes Coalition Diabetes Fair, 159 attending
- ❖ 11/10/01 Warren County Diabetes Coalition, Diabetes Expo 2001, 167 attending

Print Media

<u>Number of Publishers</u>	<u>Number of Stories</u>	<u>Circulation</u>
Newspapers 78	259	4,506,294
Newsletters 14	25	55,750
<b>TOTAL 92</b>	<b>284</b>	<b>4,562,044</b>

- ❖ 44% of Kentucky's 177 newspapers published stories with the NDEP message at least one time
- ❖ The circulation of stories in print with the NDEP message reached more than the number of individuals in Kentucky's population of 4,041,769 (2000 Census)

Radio and Television

<u>Number of Stations</u>	<u>Number of Airings</u>	<u>Audience Impressions</u>	<u>Estimated Value</u>
68	1398	9,965,576 plus	\$145,059 plus

Billboards

<u>Number of Sites</u>	<u>Time Up</u>	<u>Estimated Reach</u>	<u>Estimated Value</u>
16	784 days/26 mo.	17,518,000	\$272,000

Web Pages with NDEP Information

<u>Sites</u>	<u>Number of Hits</u>
KY Dept. for Public Health	NA
Barren River District Health Dept.	NA
Kentucky Medical Association	Nov. only

## Wallboard Displays

Number of Locations

8

Number of Boards

16

Estimated Reach

45,576

## Other

- ❖ Submitted a letter of support for a NIH diabetes-related research grant to the University of Kentucky
- ❖ Through the Department for Public Health and partners, working to improve access to quality self-management programs in outlying areas of Kentucky through curriculum development/updating, training of trainers program, and technical assistance.
- ❖ Developed an information sheet on diabetes-related insurance coverage in KY

## Resources Generated

By placing a cash value on donated materials and services, both cash and in-kind contributions have been tracked. Examples of such contributions include telecast time, billboard space, meeting space, refreshments, photography service, expert presentations, typesetting, printing, duplication, postage, material development, logo development, and much much more! This does not include much of the valuable expertise; time and expenses participants have contributed for meeting attendance and travel. We do not take these costly contributions for granted and want to acknowledge the sacrifices many participants have made to be part of this effort.

- ❖ May 2000 through December 2001      Resources Generated Total      **\$683,169**

**Congratulations!!**