

## Kentucky Diabetes Network, Inc. Progress Report January 2002 – May 2003

### Achievement Highlights

- ❖ Efforts of KDN and member networks to raise diabetes awareness and promote diabetes control and prevention have provided greater than **92 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 23 times. More specific exposure information is listed later in this document.
- ❖ The Kentucky Diabetes Prevention and Control Program (KDPCP) received the NDEP Lifetime Achievement Award for the extensive use of the NDEP materials and messages in our state.
- ❖ Resources valued at more than **\$246,442** have been generated over the last 15 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 **267% increase** (21% to 77%) 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 increases in the following **professional practices and behavioral characteristics**:

Professional Practices Behavioral Characteristics	Nation 2001	Kentucky 1995-1997 Baseline	Kentucky 2001	Percent Increase
Seeing health professional for diabetes ≥ 1 time in the past yr.	90%	85%	93%	9%
Having taken a course or class in diabetes self-management	34% ( '94)	46% ( '00)	47%	2%
Checking blood glucose level one or more times a day	40%	33%	56%	70%
Receiving a dilated eye exam within the past yr.	71%	62%	68%	10%
Receiving a professional foot exam ≥ 1 time in the past yr.	66%	47%	61%	30%
Performing daily self-foot exams	64%	75% ('00)	77%	3%
Having heard of A1C test*	94%	21%	77%	267%
Having A1C checked ≥ 1 time within the past yr.*	82%	11%	67%	509%
Ever having a pneumonia vaccination	47%	25% ('99)	42%	68%

**Data Sources:** 1997-2001 Kentucky Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention.

\*Data comparisons for these measures may have some limitations due to changes in the survey tool between baseline and the update.

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

Professional Practice Behavioral Characteristics	African American**		Appalachia		65+	
	95-97	2001	95-97	2001	95-97	2001
Seeing health professional for diabetes $\geq$ 1 time in the past yr.	90%	94%	79%	89%	82%	93%
Having taken a course or class in diabetes self-management	NA	66%	NA	NA	NA	40%
Checking blood glucose level one or more times a day	29%	70%	NA	NA	26%	53%
Receiving a dilated eye exam within the past yr.	76%	76%	54%	62%	66%	72%
Receiving a professional foot exam $\geq$ 1 time in the past yr.	61%	68%	45%	59%	49%	65%
Performing daily self-foot exams	NA	78%	NA	NA	NA	74%
Having heard of A1C test*	NA	70%	NA	71% ('00,01')	NA	69%
Having A1C checked $\geq$ 1 time within the past yr.*	10%	54%	6%	67%	6%	61%
Receiving a flu vaccination within the past 12 months	62%	57% ('99,01')	46%	48%	59%	73% ('99,01')
Ever having a pneumonia vaccination	12%	23% ('99,01')	25%	33% ('99,01')	29%	60% ('99,01')

**Data Sources:** 1997-2001 Kentucky Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention.

\*Data comparisons for these measures may have some limitations due to changes in the survey tool between baseline and the update.

\*\*Data for the measures in these columns may have some limitations due to the small sample size as well as changes in the survey tool between baseline and the update.

## Most Noted Activities

- ❖ Incorporation of **ongoing cultural competency training** via “cultural moments” ranging from 20-60 minutes long in nearly all quarterly KDN meetings and have focused on improving cultural competence in the following populations: African American, Latino/Hispanic, Appalachia, and across generations
- ❖ Hosted the third (Feb.2002) and fourth (Feb. 2003) statewide **Diabetes Day in Frankfort**
- ❖ Hosted **internationally known speaker** Frank Vinicor, MD for one of the rallies
- ❖ Collaboration in **advocacy efforts for increased diabetes public health funding** that included development of an information sheet for legislators, a public health diabetes program history sheet, legislative briefing and rally, advocacy training, and participation in organized efforts to talk with Kentucky legislators

- ❖ Collaboration in an **advocacy effort** for legislation **to improve physical activity and nutrition opportunities in schools** here in Kentucky
- ❖ Facilitation of the **passage of a bill** through the Legislature to require 2 questions pertaining to diabetes be added to the Kentucky death certificate
- ❖ Participation in the **Lt. Governor's Task Force on Childhood Nutrition and Fitness**
- ❖ Collaboration with a Diabetes Work Group with the Kentucky Medical Association
- ❖ KDN **presentations and poster session** included at the Annual CDC **Diabetes National Conference**
- ❖ Continued distribution of **Kentucky Diabetes Insurance Coverage document**
- ❖ Development and distribution of a **"Patient Diabetes Health Card"**
- ❖ KDN's Health Plan Partnership's development and extensive distribution of a consensus **"Diabetes Care Tool"**
- ❖ KDN Health Plan Partners collaboration with approximately 250 Kentucky Pharmacies (Kroger, Rite-Aid, and CVS) in an **eye care campaign**
- ❖ Collaboration with the Louisville Metro Health Department, the Urban League, the Office of Minority Health, and KDPCP in presenting an **expo targeting the African American population** in Jefferson County
- ❖ Donation of funds to the **African American Health Network** to provide fans and posters with a diabetes message to the attendees of the annual **Heart and Soul Fest** in Fayette County
- ❖ Collaboration with the University of Kentucky and CHA in hosting an **expo at UK Student Center**
- ❖ Directed the first ever **diabetes PSA contest for middle school children**
- ❖ Collaboration with the Kentucky Broadcasting Association to begin a 3 month **television/radio PSA campaign about diabetes and heart disease**
- ❖ Collaboration with **Appalshop, WMMT** mountain community radio, and the University of Kentucky in obtaining a grant to broadcast **a series of educational/informational diabetes radio programs in Appalachia**

## General Organization

- ❖ Continued faithful support for KDN from various diabetes sales companies via corporate sponsorship (\$1,000 or more) and other smaller grants
- ❖ Election of officers including president, president-elect, treasurer and secretary
- ❖ Transition of the Steering Committee to a Board of Directors consisting of the Executive Committee members, two members-at-large, and the chairpersons for the standing committees, the advisory committees and workgroups
- ❖ Transition of various organizational-related responsibilities to the workgroups
- ❖ Established Articles of Incorporation and obtained incorporation status
- ❖ Initiation of the 501C-3 status application process
- ❖ Monthly meetings of the KDN Board of Directors
- ❖ KDN meetings held quarterly
- ❖ Updated by-laws for KDN, Inc.
- ❖ Updated and reprinted KDN brochure
- ❖ Utilization of a membership commitment form
- ❖ Development of a more permanent and professional display board
- ❖ Development of KDN website.

## 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>
624	14,096

#### Examples of Some Events with Diabetes Presentations

- ❖ 09/23/02 University of Kentucky/CHA/KDN Rally and Expo, 150 attending
- ❖ 10/25/02 Diabetes Symposium in London, 100 attending
- ❖ 11/06/02 Buffalo Trace Diabetes Coalition, 150 attending
- ❖ 11/09/02 Louisville Metro Health Dept/ Urban League/KDN Expo, 300 attending
- ❖ 02/11/03 Diabetes Day in Frankfort, 50 attending
- ❖ 04/03 6 Presentations/Poster Sessions, CDC Diabetes Translation Conference, 400 attending
- ❖ 04/09/03 Paris/Bourbon County Diabetes Coalition, 125 attending
- ❖ 05/06/03 Migrant Coalition Network, 100 attending

### Display and/or Distribution of Materials

#### Audience Reached

<u>Race/Ethnicity/Age</u>	<u>Individuals and Organizations Reached</u>
Unknown	323,278
African American	3,927
Appalachia	6,496
Latino/Hispanic	417
> 65 yrs old	2,902
Caucasian	991
<b>TOTAL</b>	<b>338,011</b>

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

- ❖ 08/02 Kentucky State Fair, 10,000 attending
- ❖ 09/02 UK/CHA/KDN Diabetes Rally and Expo, Lexington, 150 attending
- ❖ 09/02 Roots and Heritage Festival, Lexington, 500 attending
- ❖ 11/02 Daviess County Diabetes Expo and Panel of Experts, Owensboro, 400 attending
- ❖ 11/02 Buffalo Trace Diabetes Coalition Diabetes Fair, Maysville, 150 attending
- ❖ 11/02 Warren County Diabetes Coalition Diabetes Expo 2002, 160 attending
- ❖ 02/03 American Heart Association's Annual Heart and Soul Festival, Fayette County, 250 attending
- ❖ 04/03 KYANNA Black Nurses Conference, 100 attending
- ❖ 05/03 Migrant Network Coalition, 100 attending
- ❖ 05/03 Cinco de Mayo Hispanic Celebration, 100 attending

## Print Media

<u>Number of Publishers</u>	<u>Number of Stories</u>	<u>Circulation</u>
Newspapers 77	305	4,319,527
Newsletters 15	26	141,766
<b>TOTAL 92</b>	<b>331</b>	<b>4,461,293</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>
94	345	3,949,103

## Billboards

<u>Number of Sites</u>	<u>Time Up</u>	<u>Estimated Reach</u>
104	5,056/169 mo.	55,323,500

## Known Web Pages with NDEP or KDN Links/Materials

<u>Sites</u>	<u>Number of Hits</u>
Dept. for Public Health	NA
Barren River District Health Dept.	NA
Kentucky Medical Association	NA
KY QIO, Health Care Excel	NA
The Physicians Inc.	NA

## Wallboard Displays

<u>Number of Locations</u>	<u>Number of Boards</u>	<u>Estimated Reach</u>
8	24	68,364

## Other

- ❖ The Kentucky Diabetes Prevention and Control Program of the Department for Public Health has been awarded a higher level of funding. KDN's efforts and accomplishment were a positive influence toward the outcome of the application.
- ❖ The Kentucky Diabetes Prevention and Control Program was one of five state programs selected to be part of a study identifying and profiling best practices of DPCPs. KDN's efforts and accomplishments were again a positive influence toward the consideration of KDPCP for this study.

## **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 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.

❖ January 2002 through May 2003

Resources Generated Total **\$246,442**

**Congratulations!!**

Our sincere appreciation is extended to our faithful corporate sponsors.

**Aventis Pharmaceuticals**

**Eli Lilly and Company**

**Novo Nordisk Pharmaceuticals, Inc.**