

Kentucky Diabetes Network Accomplishments June 1999 – May 2000

Most Noted Accomplishments

- ◆ First ever statewide **Diabetes Awareness Rally** held at the Kentucky State Capitol, featured speaker, Derrick Ramsey, 200 attending
- ◆ KDN featured 5 times at national conferences and meetings per request of National Institute for Health and Centers for Disease Control Coordinators for the NDEP
- ◆ Developed the diabetes section and objectives for the Healthy Kentuckians 2010 publication

General Organization

- ◆ Monthly meetings of the Steering Committee
- ◆ Preliminary mission, goal, and objectives developed by the Steering Committee
- ◆ Assessment, planning, and implementation of an intervention(s) aimed at targeted audiences and a targeted message by 8 small groups
- ◆ Established the Kentucky Diabetes Network (KDN) name for the group
- ◆ KDN meetings held quarterly (June, August, November, February, May)
- ◆ Lt. Governor Stephen L. Henry, MD, named as Honorary Chair
- ◆ KDN logo developed
- ◆ KDN stationery developed and printed along with envelopes
- ◆ KDN brochure developed (printing of final version delayed until after strategic planning)
- ◆ Developed forms for tracking KDN related activities/resources generated
- ◆ 3 KDN/NDEP display boards developed
- ◆ Strategic planning initiated, May 18, 19, 2000
- ◆ KDN internet page on the Department for Public Health's web site

Awareness Campaign

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

Presentations to Groups

- ◆ 6/4/99 Diabetes planning conference that initiated KDN, 88 attending
- ◆ 9/16/99 Kentucky Association of Diabetes Educators
- ◆ 9/23/99 Annual conference of Physicians Assistant, 175 attending
- ◆ 10/8/00 Diabetes CEU program, 100 attending
- ◆ 11/14/99 Pleasant Green Baptist Church, 300 attending
- ◆ 1/15/00 Diabetes self-management classes, 12 attending
- ◆ 1/25, 26/00 Training for LHD staff on use of NDEP Community Interventions Guide, 45 attending
- ◆ 2/15/00 Diabetes support group, 25 attending
- ◆ 2/23/00 Nursing staff at Cambridge Nursing Home, 20 attending
- ◆ 3/19/00 First African American Baptist Church, 600 attending
- ◆ 3/26/00 Consolidated Baptist Church, 150 attending

- ◆ 3//00 National Community Intervention Workgroup of the NDEP in Washington, D.C., 16 attending
- ◆ 4/18/00 Pre-conference NDEP session at CDC's Division of Diabetes Translation annual meeting, 80 attending
- ◆ 4/19/00 Breakout session at CDC's Division of Diabetes Translation annual meeting, 50 attending
- ◆ 4/28/00 Optometric Association annual meeting, 500 participants for the display area
- ◆ 5/9/00 National NDEP Partnership Network Conference, 200 attending
- ◆ 5/00 Lions Club Meeting

Display and/or Distribution on Materials

- 2/12/00 American Heart Association's 4th Annual Heart and Soul Festival, 250 attending
- ◆ 4/7/00 Kentucky Diabetic Association annual meeting, 200 attending
- ◆ 4/15/99 14th Annual African American Nurse Conference, 90 attending
- ◆ 4/19/00 CDC's Division of Diabetes Translation annual meeting, 537 attending
- ◆ 4/28/99 Kentucky Optometric Association annual meeting, 500 attending the display area

Newsletters/Magazines Featuring Articles or Materials

- ◆ Summer, 1999 Tri-State Association of Diabetes Educators (TRADE), circulation of 350
- ◆ Summer, 1990 Diabetes Today (A newsletter provided by the Daviess and Henderson County Diabetes Coalitions partnering with the Green River District Health Department), circulation of 3000
- ◆ Fall, 1999 Diabetes Today, circulation of 3000
- ◆ Fall, 1999 Kentucky Currents (Kentucky Dietetic Association newsletter), circulation of 900
- ◆ Nov. 1999 Kentuckiana Health and Fitness
- ◆ Nov. 1999 Health and Fitness
- ◆ Nov. 3, 1999 Intermedia (Lexington Fayette County Health Department Employee Weekly Newsletter), circulation 500
- ◆ Nov. 10, 2000 Intermedia, circulation 500
- ◆ Nov. 17, 2000 Intermedia, circulation 500
- ◆ Nov. 24, 2000 Intermedia, circulation 500
- ◆ ?????, 1999 Kentucky Nurse's Association, circulation 56,000
- ◆ Winter, 1999 TRADE, circulation 350
- ◆ Winter, 1999 Kentucky Association of Diabetes Educators (KADE), circulation 45
- ◆ February, 2000 Kentucky Diabetes Control Program (KDCP), circulation 2500
- ◆ March, 2000 CD & E, (Jefferson Community College's Monthly Nursing Student Newsletter), circulation 80
- ◆ April, 2000 CD & E, circulation 80

Newspaper

- ◆ Articles 79
- ◆ Newspapers 37 different publications
- ◆ Total circulation 3,246,240 individuals
- ◆ Space occupied

Radio

- ◆ 11/8/99 NDEP message, WJIE, 680 AM, 30 minutes
- ◆ 11/99 NDEP message, WJIE, 680, AM, 30 minutes
- ◆ 11/19/99 Rally announcement, 106.3, 20 seconds, 28 times
- ◆ 11/19/99 Rally announcement, 99.4, 20 seconds, 28 times
- ◆ 11/19/99 Rally announcement, 96.9, 20 seconds, 28 times
- ◆ 11/15-19/99 Rally announcement, Louisville
- ◆ 3/23/00 NDEP message, WSON, 30 minutes

Television

- ◆ 6-9/99 NDEP Taking Control PSA, WKAG (IND), 90 times, 900,000 audience impressions
- ◆ 6-9/99 NDEP Taking Control PSA, WBKO (ABC), 10 times, 400, 000 audience impressions
- ◆ 6-9/99 NDEP Thunder and Lightening PSA, WBKO (ABC), 8 times, 320,000 audience impressions
- ◆ 6-9/99 NDEP Family Reunion PSA, KPOB (ABC), 51 times, 510,000 audience impressions
- ◆ 6-9/99 NDEP Family Reunion PSA, WSIL (ABC), 52 times, 1,976,000 audience impressions
- ◆ 6-9/99 NDEP Future Generations PSA, WBKO (ABC), 13 times, 520,000 audience impressions
- ◆ 7/7/99 NDEP message, 30 minutes, aired 10 times
- ◆ 10/99 *Diabetes in Older Adults*, panel of 3 experts, channel 3, 30 minutes, aired 28 times
- ◆ 11/99 NDEP message, channel 27, WKYT, 4 minutes, aired 2 times
- ◆ 11/19/99 KDN/NDEP/coverage of rally, channel 27, 4minutes
- ◆ 3/21/00 NDEP message, panel of experts with question and answer segment, channel 6, 30 minutes

Distribution of Materials

◆ Total individuals/organizations reached	96,755
African American	2349
Appalachian	100
≥ 65	107
Caucasian	133
Unknown	94,144
◆ Means of distribution	
Churches	Coalitions
Hospitals	Screenings
Health Clinics	Local Health Departments
Civic Clubs	Physician Offices
Professional Meetings	Festivals
Health-related classes	Diabetes organizations
Diabetes sales companies	Health plans
Libraries	Pharmacies
Newsletters	

Other

- ◆ Activities (letters, phone calls, and surveys) have been initiated with all health plans in Kentucky (18) to assess HbA1c coverage, diabetes related quality improvement projects, and current diabetes-related measures being tracked by the plan (esp. HbA1c). This information would then be reported back as to how plans compare to each other as the 1st step in encouraging change.
- ◆ Activities have been initiated to inform employers in KY of the importance of comprehensive health coverage for people with diabetes and the impact to employers due to lost productivity association with uncontrolled diabetes.
- ◆ Prepared a letter signed by Honorary Chair, Lt. Gov. Henry, that was mailed to all Kentucky Lions' Clubs (67), REBEKAH Assembly groups of KY, Kiwanis of Kentucky, Rotary Clubs of Kentucky, West End Ministries, and Parish Nursing Ministries encouraging them to feature a program on diabetes awareness sometime during the next year
- ◆ Developed an educational article that was distributed on Nov. 15, 1999 to KDN participants for inclusion in each organization's newsletter

Resources Generated

By placing a cash value on donated materials and services both cash and in-kind contributions. also been tracked. 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.

Examples of such contributions include meeting space, refreshments, photography service, expert presentations, typesetting, printing, duplication, postage, material development, logo development, telecast time, and much much more!

- ◆ 6/99-5/00 \$41,736