



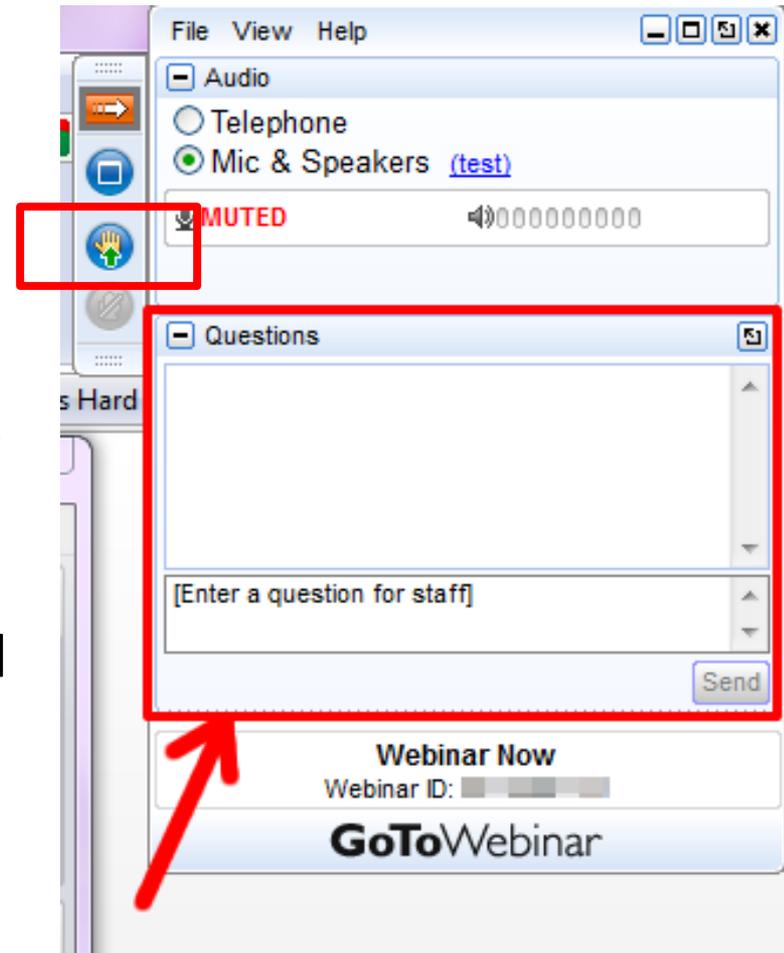
CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

WEBINAR SERIES

<http://dhss.alaska.gov/dph/Chronic/Pages/default.aspx>

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Alaska's Diabetes Prevention & Control Program Public Education Campaign

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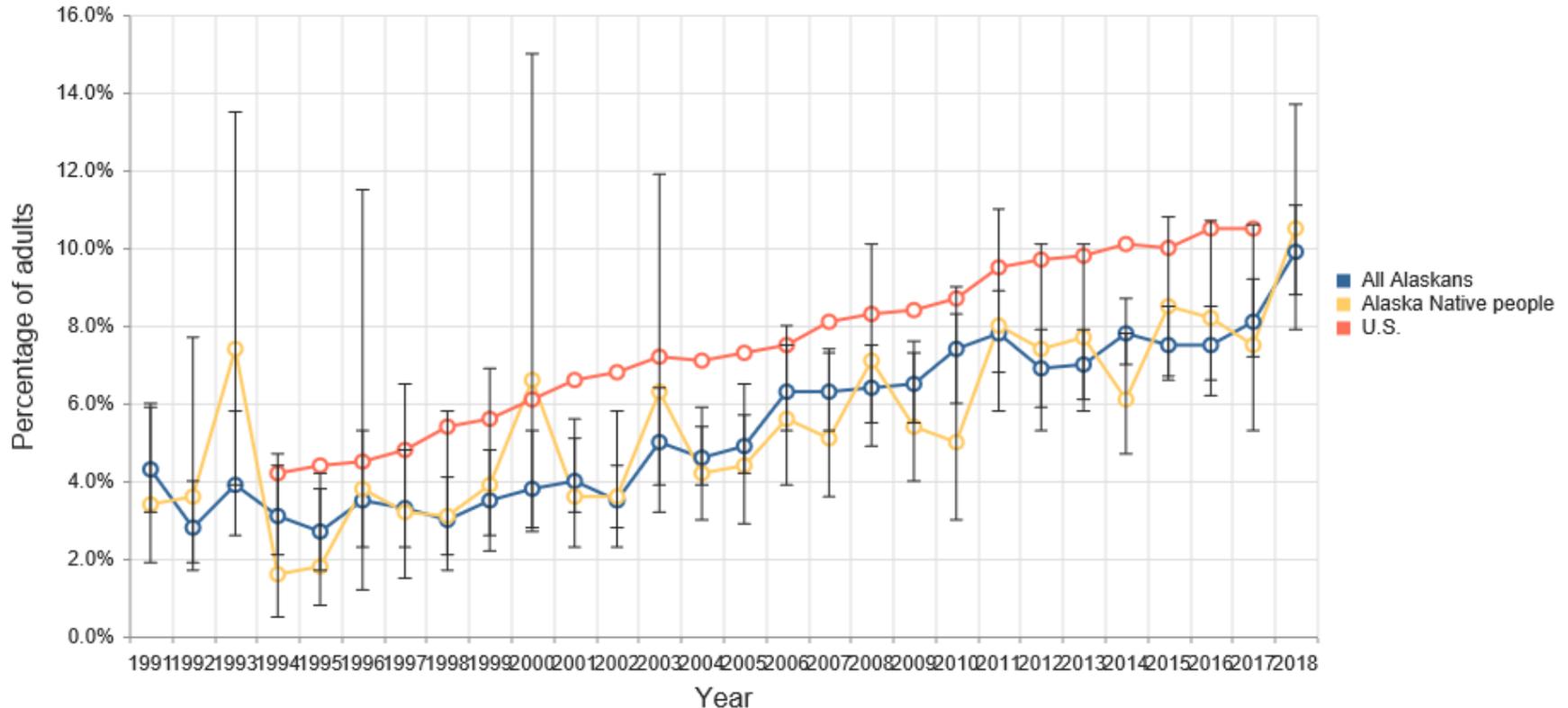
March 17, 2020

Overview

- Background – diabetes/prediabetes prevalence and evidence-based programs
- Identify goals and develop public education campaign materials
- Evaluate effectiveness

Diabetes Prevalence is Increasing in Alaska

Percentage of adults (18+) with diabetes, crude rate, all Alaskans, Alaska Natives, and U.S., 1991-2018



Data Sources: Alaska Data: Behavioral Risk Factor Surveillance System, Alaska Department of Health and Social Services, DPH, Section of Chronic Disease Prevention and Health Promotion; U.S. Data: National Center for Chronic Disease Prevention and Health Promotion, Behavioral Risk Factor Surveillance System (BRFSS)

Prediabetes

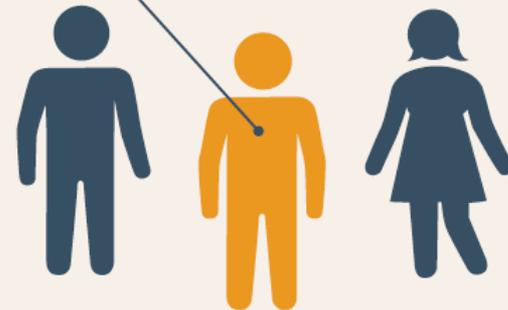
PREDIABETES

COULD IT BE YOU?

88
MILLION

88 million American adults – more than 1 in 3 – have prediabetes

1 IN 3



MORE THAN 8 IN 10 adults with prediabetes don't know they have it

Source: <https://www.cdc.gov/diabetes/pdfs/library/socialmedia/prediabetes-infographic.pdf>

Evidence-based programs

Diabetes Self-Management Education and Support (DSMES)

- ❑ People with **diabetes**
- ❑ Education provided in a health care setting
- ❑ Improve quality of life and overall health
- ❑ Fewer diabetes-related complications
- ❑ Decreased health care costs

National Diabetes Prevention Program (National DPP)

- ❑ People with **prediabetes**
- ❑ Year-long program led by trained lifestyle coach
- ❑ Participants lowered their chances of developing type 2 diabetes by 58% compared to control group

DSMES Services in Alaska

Organization	City
Alaska Regional Hospital	Anchorage
Providence Alaska Medical Center	Anchorage
Southcentral Foundation	Anchorage
Yukon Kuskokwim Health Corporation	Bethel
Tanana Chiefs Conference	Fairbanks
Tanana Valley Clinic	Fairbanks
South Peninsula Hospital	Homer
Bartlett Regional Hospital	Juneau
Janai Meyer Nutrition & Lactation, LLC	Ketchikan
Ketchikan Indian Community	Ketchikan
PeaceHealth Ketchikan Medical Center	Ketchikan
Central Peninsula Hospital	Soldotna

National DPPs in Alaska

Organization	City	Delivery Method
Anchorage Neighborhood Health Center	Anchorage	In Person
YMCA of Alaska	Anchorage	In Person
Tanana Chiefs Conference	Fairbanks	In Person & Combination
UAF Cooperative Extension Services	Fairbanks & Palmer	In Person
Bartlett Regional Hospital	Juneau	In Person
Kenaitze Indian Tribe	Kenai	In Person
Ketchikan Indian Community	Ketchikan	In Person
InquisitHealth	Statewide	Telephone
Omada Health	Statewide	Online/App

Programs are Underused

- Only about 2% of Alaskans with diabetes used DSMES services in 2018¹
- Fewer than 1,000 Alaskans have participated in the National DPP to date²
- Many reasons:
 - ▣ Lack of access
 - ▣ Lack of coverage
 - ▣ Not enough provider referrals
 - ▣ **People don't know about these programs**

1. Estimate calculated using [2018 AK BRFSS data](#), [AK Dept. of Labor and Workforce Development 2018 population estimates](#), and 2018 American Diabetes Association (ADA) and American Association of Diabetes Educators (AADE) Annual Status Report Data
2. Source: January 2020 DPRP State-Level Evaluation Report

Public Education Campaign Goals



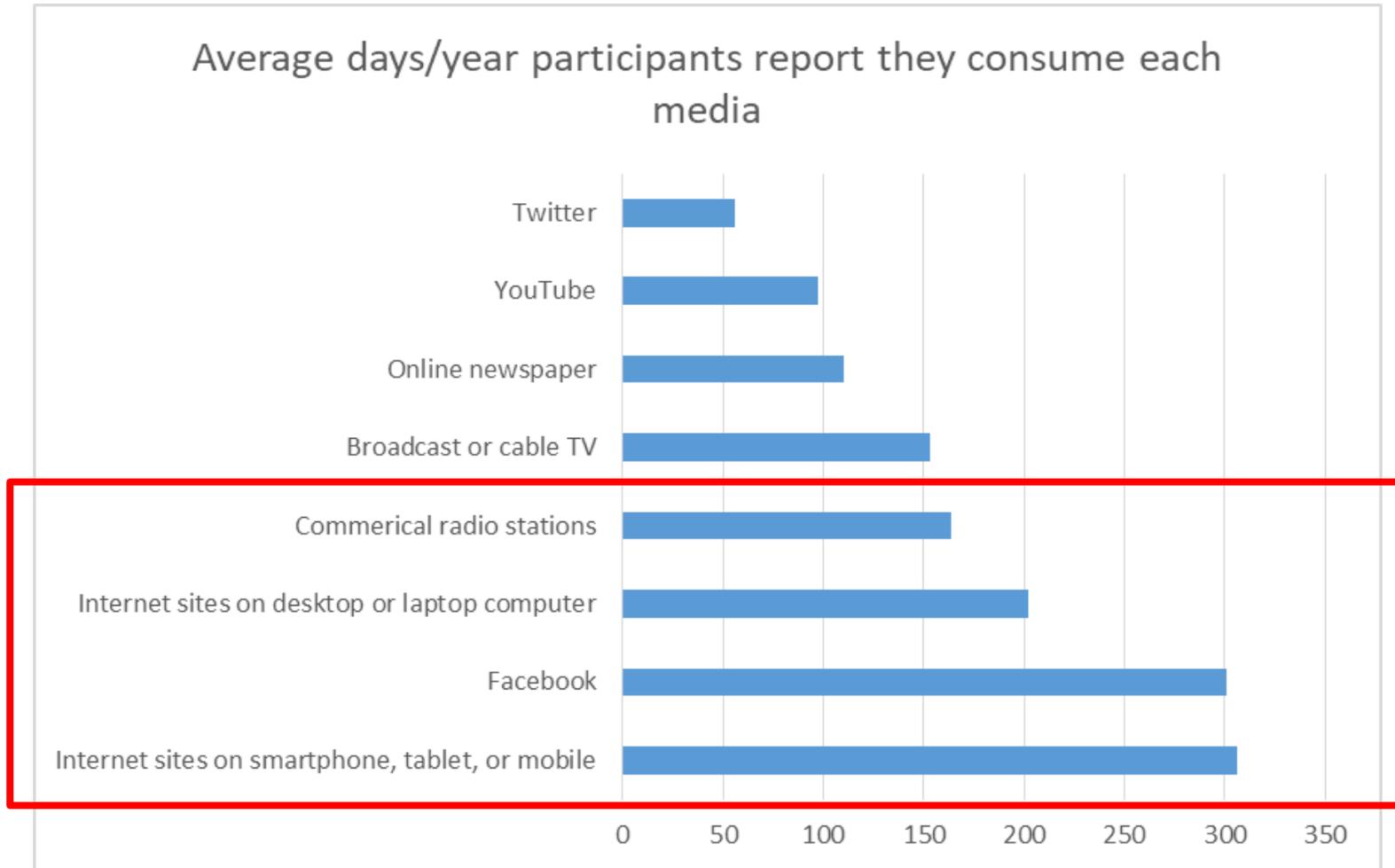
Develop Public Education Plan

- **Public education campaign goal:** Increase awareness of and participation in DSMES and the National DPP to help people prevent and manage diabetes
- **Identify target audience**
 - ▣ For DSMES: Alaska adults ages 40+
 - ▣ For National DPP: Alaska adults 18+
- **Use research to inform and evaluate our work**

Learn from our Target Audience

- Conducted focus groups with Alaska adults age 40+
 - ▣ Visited rural and urban areas
 - ▣ Tested messages
 - ▣ Studied knowledge, attitudes, behaviors
- Key Findings:
 - ▣ Level of knowledge around diabetes complication, risk factors, and other facts varied
 - ▣ Most people associate type 2 diabetes with poor food choices and lack of physical activity
 - ▣ 31% of participants not familiar with the term “prediabetes”
 - ▣ Many participants unaware of classes or programs to help manage or prevent diabetes

Media Consumption



Source: 2019 State of Alaska Diabetes Program Focus Group Report

Radio PSAs

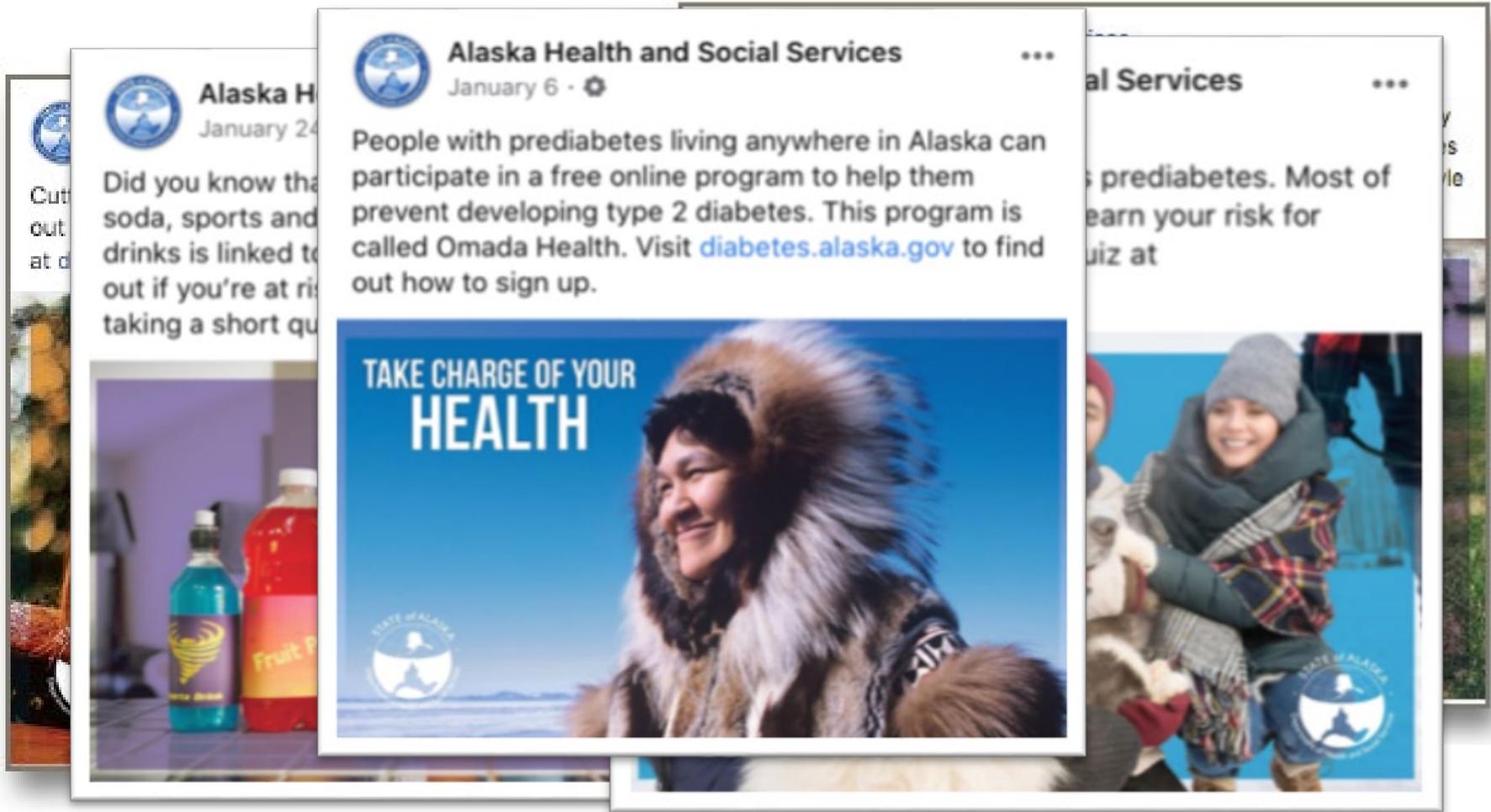
- **Message:** Diabetes complications and DSMES program available in your community
- **Where:** Targeted communities where DSMES programs are available
 - ▣ Anchorage, Bethel, Fairbanks, Juneau, Kenai, Ketchikan
- **Timeline:** November 2019 and March 2020



Social Media – DHSS Post

- **Message:** General diabetes/prediabetes knowledge and awareness of programs
- **Where:** Statewide
- **Timeline:** August 2019 – June 2020
- **Results:**
 - 18 posts (August 2019 – February 2020)
 - 147,235 people reached
 - 9,947 post engagements
 - 480 link clicks

Social Media – DHSS Post



Social Media – Ad Council PSA

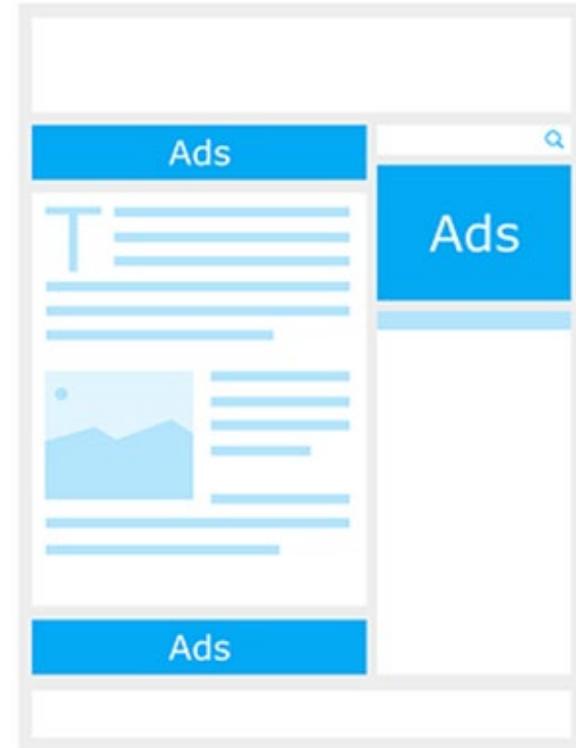
- **Message:** Take the prediabetes risk test
- **Where:** Statewide
- **Timeline:** November 2019 and March 2020
- **Results from November 2019:**
 - 53,584 people reached
 - 1,784 link clicks
 - 155,514 total video plays

Social Media – Ad Council PSA



Digital Messages

- **Message:** Diabetes complications, risk factors, diabetes prevention, prediabetes risk quiz
- **Where:** Statewide
- **Timeline:** August 2019 – June 2020



Digital Messages

Find a local diabetes
management
program at

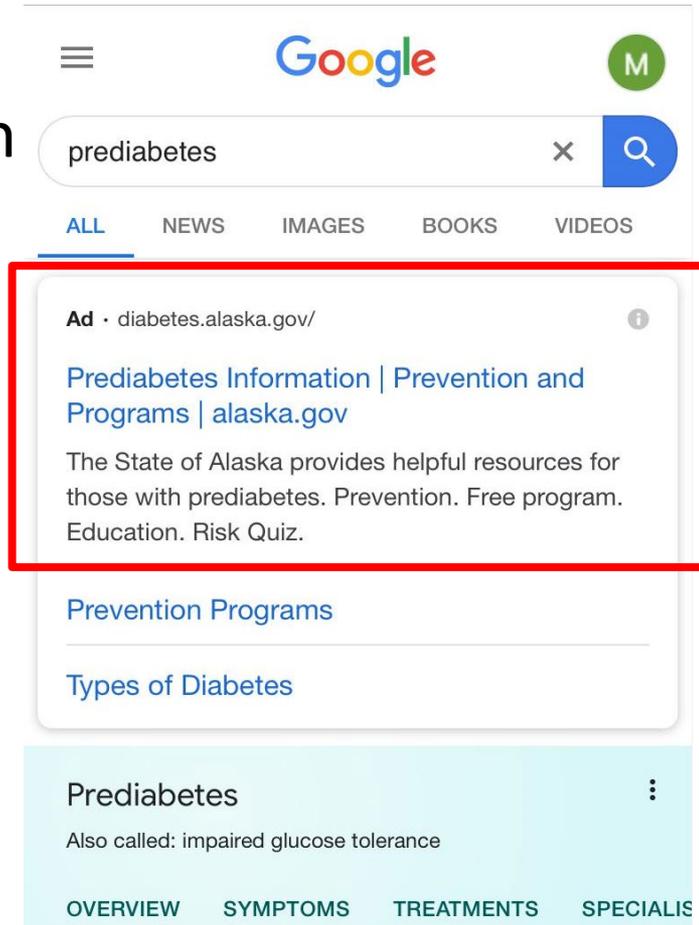


diabetes.alaska.gov



Google Keywords

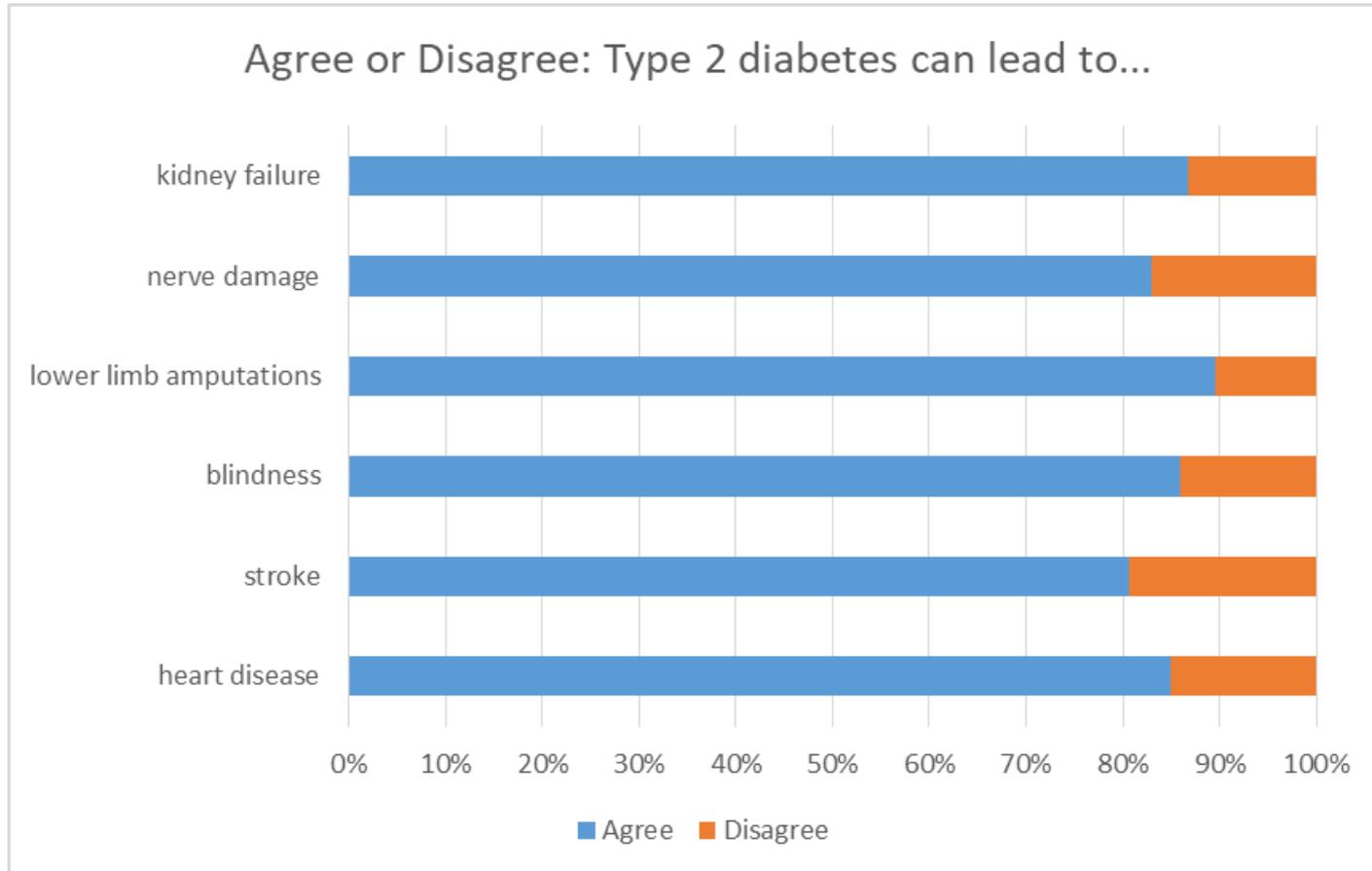
- Results at the top of the page when you conduct a Google search
- Uses keywords and search terms such as:
 - Do I have diabetes?
 - Blood sugar levels
 - Prediabetes
 - Manage type 2 diabetes
 - Diabetes
- Increase traffic to our website, www.diabetes.Alaska.gov



Evaluate Baseline Knowledge and Awareness

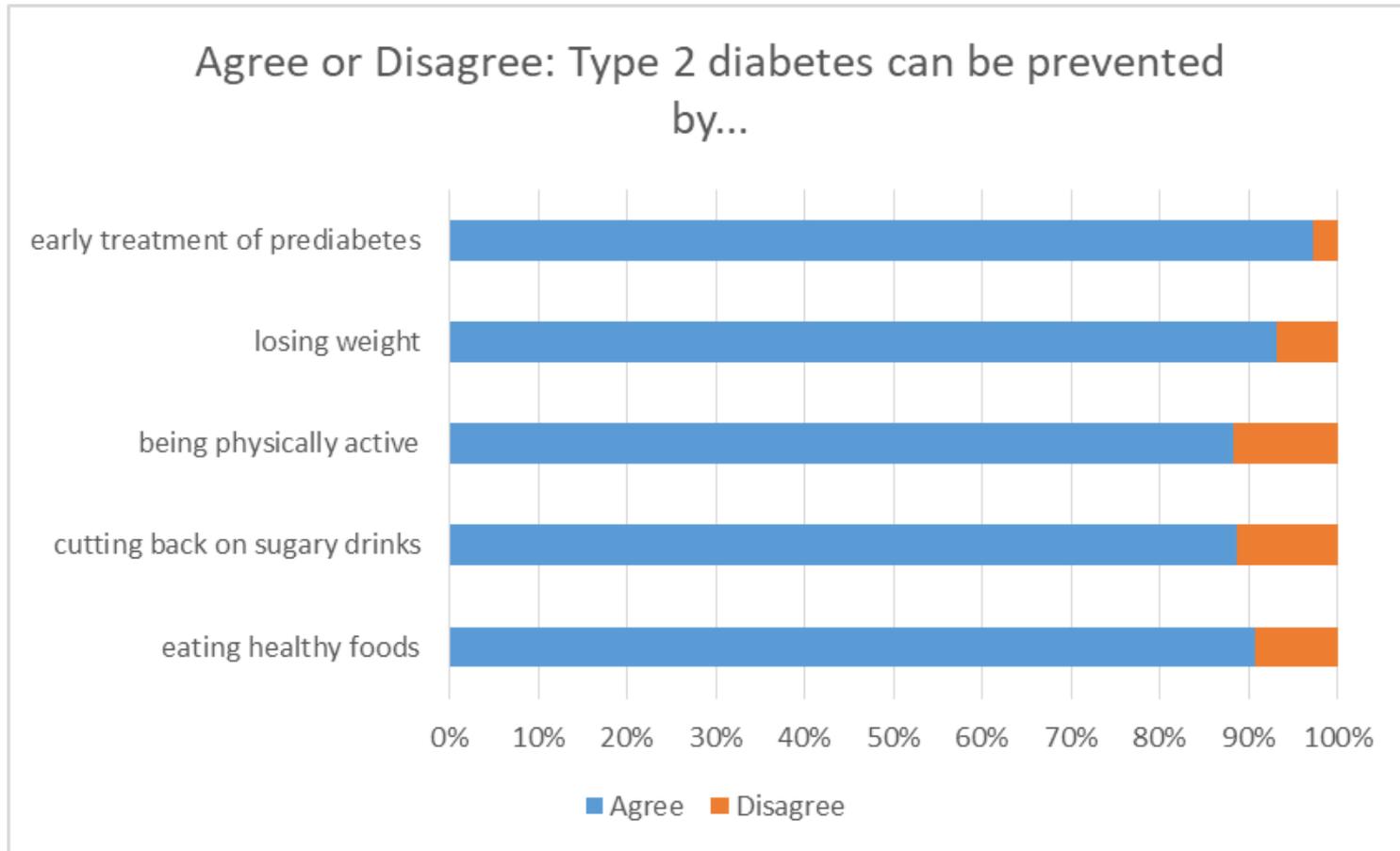
- ❑ Survey of 750 Alaska adults ages 40 and over
- ❑ Conducted in May 2019
- ❑ Determine current knowledge and awareness
- ❑ Next survey: April/May 2020

Survey Results: Diabetes Complications



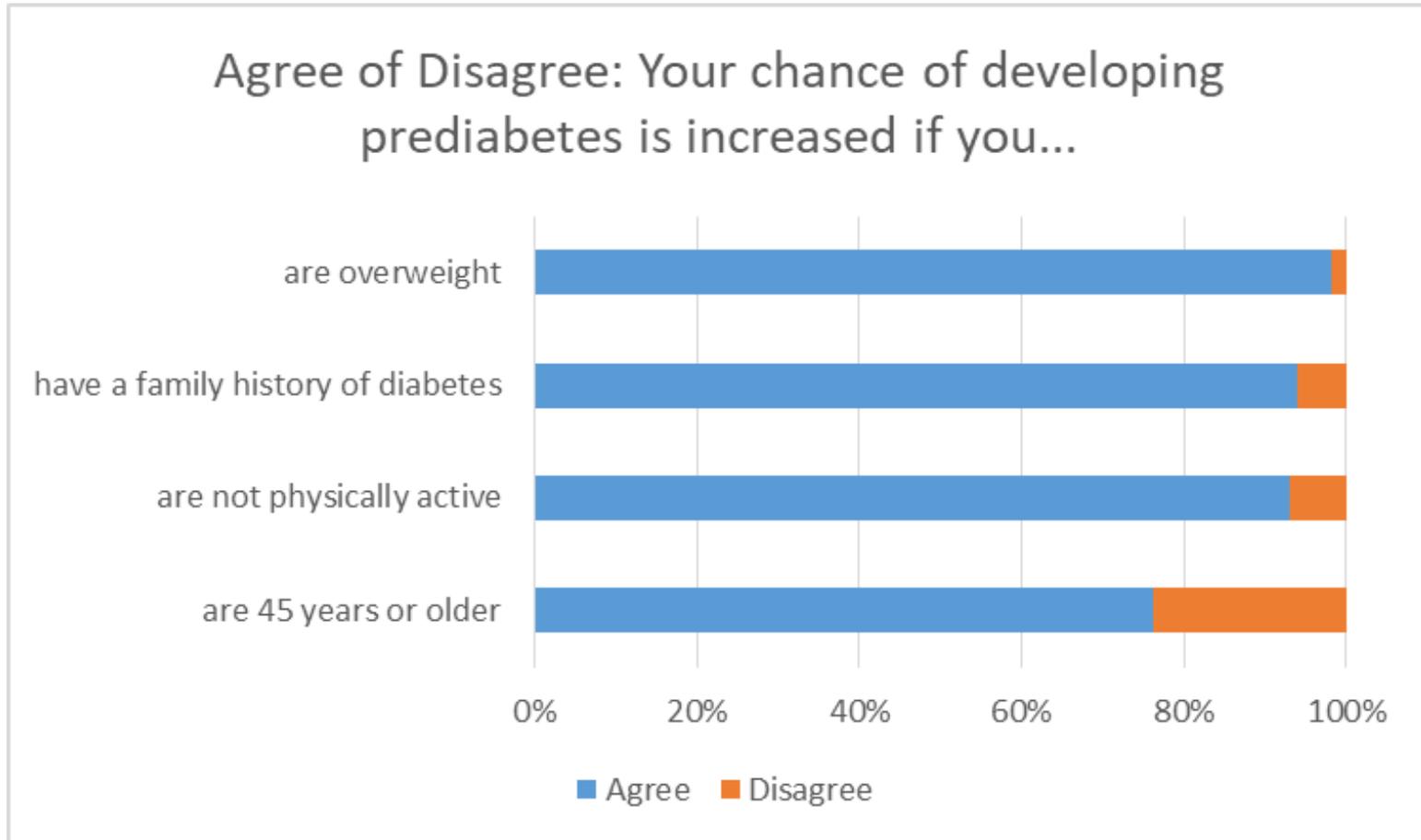
Source: 2019 Alaska Diabetes Knowledge and Awareness Survey

Survey Results: Diabetes Prevention



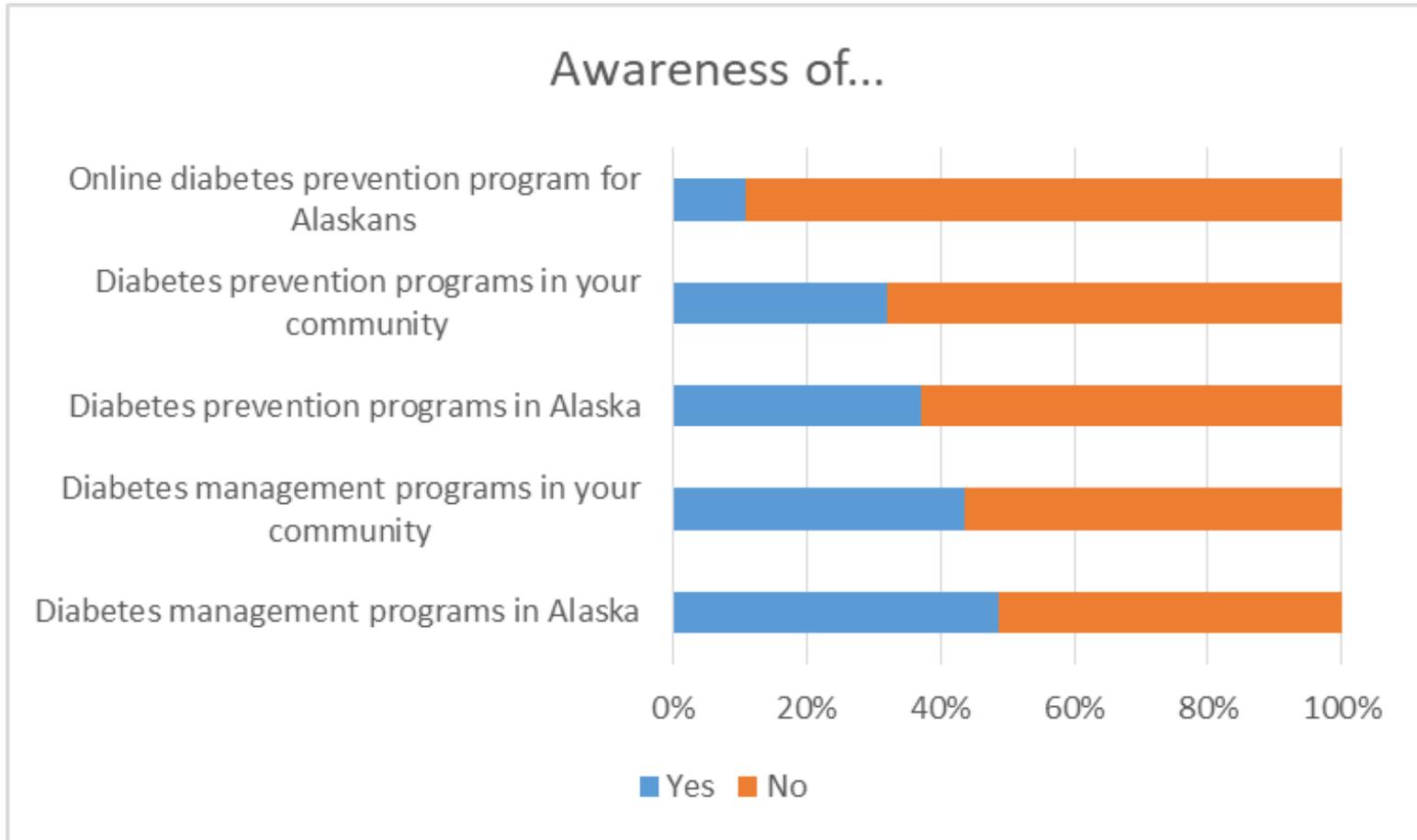
Source: 2019 Alaska Diabetes Knowledge and Awareness Survey

Survey Results: Prediabetes Risk Factors



Source: 2019 Alaska Diabetes Knowledge and Awareness Survey

Survey Results: Awareness of Programs



Source: 2019 Alaska Diabetes Knowledge and Awareness Survey

Next Steps

- Survey in April/May 2020 to evaluate effectiveness of public education campaign
- Develop public education campaign for FY21
 - Radio, Facebook, digital, and Google messages
 - Focus more on increasing awareness of and participation in DSMES and National DPPs
 - Highlight statewide National DPPs offered through Omada Health and InquisitHealth
- Evaluate effectiveness again in 2021



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