

Prediabetes Awareness

Goal #1: By 2018, implement a multi-faceted communications plan to increase public and healthcare provider awareness of prediabetes and the Diabetes Prevention Program offerings.

Objective #1: Develop and deploy a communications plan that includes statewide media and a focus on priority populations.

Strategy #1: Develop and provide materials and resources to support marketing efforts to increase awareness of prediabetes and recruit participants into the DPP. This will include utilizing in-kind support to promote the National Prediabetes Ad Council Campaign, where appropriate.

Summary of Impact/Outcome	Timeline	Indicators/ Deliverables	Partners/Name	Resources
MDHHS Diabetes Prevention and Control Program developed media materials and a media plan focusing on Detroit, Grand Rapids, and Lenawee County as well as digital/search media statewide.	2016	Media plan	MDHHS Communications	
MDHHS Diabetes Prevention and Control Program developed media plan utilizing existing 2016 media focusing on Traverse City Market (23 county reach), Detroit Market (6 county reach), Washtenaw County as well as statewide digital/interactive and Google Search advertising.	2017	Media plan	MDHHS Communications	
1422 grant funded communities (Kent County, Wayne, Oakland, Macomb, Lenawee) as well as Prevent Block Grant/Getting to the Heart of the Matter grantees (Northwest Health Dept., Washtenaw County Health Dept.) have incorporated media/promotion in 2017 work plans	2017		1422 Chronic Disease Coordinating Networks	
MDHHS Diabetes Prevention and Control Program developing new prediabetes/DPP waiting room prompts (flyers, and handouts for clinics and medical settings)	2017		MDHHS Communications	DPP waiting room prompts and handouts available by request
Urban Health Resource is using Pandora for communications/media	2017		Urban Health Resource	
NW Health Department working with Munson on a media campaign which ran in 2017	2017		NW Health Department, Munson	

Strategy #2: Ensure that the communications plan and related messages and materials address:

1. cultural, language and literacy needs
2. health disparities and social determinants of health
3. communication needs of people with disabilities, including people with hearing and/or visual needs.

Summary of Impact/Outcome	Timeline	Indicators/ Deliverables	Partners/Name	Resources
MDHHS DPCP has incorporated activities around providing linguistically and culturally appropriate prediabetes awareness materials, including waiting room prompts to high need communities in Michigan in work plans.	2017-2018			
Media for 2017 placed in high need areas w/ DPP programs to enroll priority populations.	2017	Media placed	MDHHS Communications	
MDHHS staff attended disabilities conference 5/31/17 * looking at ways of incorporating into Network meetings, educating partners, etc.	2017-2018	Conference attended	MDHHS Disabilities Program	

Strategy #3: Pilot the communications plan in at least one priority population community.

Summary of Impact/Outcome	Timeline	Indicators/ Deliverables	Partners/Name	Resources
In 2016, the plan was implemented in the Detroit transit and print market, Grand Rapids radio, transit, and print market, Lenawee radio and print market as well as interactive and Google Search advertising statewide.	2016	Over 9 million impressions	MDHHS Communications	
Communications plan implemented in Detroit radio market, Traverse City radio market, Washtenaw County with transit ads, and statewide with google search (2017).	2017	Over 13.5 million impressions	MDHHS Communications	

Strategy #4: Explore opportunities for collaboration on development of a comprehensive, statewide DPP database that is Web-based, searchable, and mobile friendly that can be shared with healthcare providers, employers, health plans, and members of the public.

Summary of Impact/Outcome	Timeline	Indicators/ Deliverables	Partners/Name	Resources
Information gathering meetings with Compass and Workshop Wizard. Continuing to explore best methods to promote DPP class offerings	Fall/Winter 2017			
www.mihealthyprograms.org DPP site launched March 2017. Promotion through DPN Newsletter as well as through regional DPP networks.	Mar-17	As of Jan 2018, more than 140 classes posted by 23 organizations		www.mihealthyprograms.org

Strategy #5: Identify strategic community organizations, employers, health plans, and health systems to promote and disseminate key messages, including talking points on the business case for DPP and the DPP return on investment (ROI) data as they become available.

Summary of Impact/Outcome	Timeline	Indicators/ Deliverables	Partners/Name	Resources
Detroit Chamber developed employer outreach materials. Chamber presented at Spring 2017 MI Diabetes Prevention Network Meeting.	2017	Employer outreach materials, presentation at DPN meeting	Detroit Regional Chamber	
MDHHS staff attended HR Day in Lansing on April 19th, 2017 to promote the DPP to employers and HR professionals. MDHHS will also attend HR Day on April 12, 2018	2017-2018	Events attended	MDHHS Worksite Wellness	