

ACTIONS TO IMPROVE DIABETES OUTCOMES IN WEST VIRGINIA



The following recommendations from the Diabetes Action Plan Task Force would leverage creation of community environments that encourage healthy living to reduce the prevalence of diabetes in West Virginia. Positive change will result from expanding the reach of the National Diabetes Prevention Programming (National DPP), implementing and strengthening Diabetes Self-Management Education and Support (DSMES) coverage policies among the public, and increasing enrollment in CDC- recognized lifestyle change programs.

RECOMMENDATION #1 MODIFY THE SUGARY BEVERAGE TAX CODE

- Remove carbonated water and diet soft drinks as taxable items.
- Increase tax per ounce of sugary sweetened beverages (Current rule from 1951 taxes requires \$0.01 per 6.9-ounce bottle of soda).
- Allocate a percentage of the new funds towards obesity prevention.

RECOMMENDATION #2 EXPAND BROADBAND ACCESSIBILITY TO IMPROVE HEALTH EQUITY VIA TELEHEALTH

- In 2019, West Virginia was found to be in the **bottom tier for broadband access** in the US.
- Broadband internet access has become a super-determinant in health equity that impacts health care access and public health outcomes. **COVID-19 response has brought the need for telehealth to the forefront.**

RECOMMENDATION #3 INCREASE INSULIN AVAILABILITY

- Create a program allowing West Virginians to purchase insulin at a discounted rate; this would benefit both individuals who are uninsured and those relying on Medicare Part B for insulin assistance.

RECOMMENDATION #4 CONDUCT A MARKETING CAMPAIGN TO INCREASE AWARENESS OF NATIONAL DPP AND DSMES PROGRAMS

- Surveys completed by the West Virginia Diabetes Action Plan Task Force reflect limited awareness of diabetes prevention and management programs and recent studies show **marketing campaigns** to be effective in increasing participation in National DPP.
- The marketing campaign should include **targeted recruitment** of men and racial and ethnic minority participants in National DPP.

RECOMMENDATION #5 SECURE COVERAGE/REIMBURSEMENT FOR NATIONAL DPP AND DSMES WITH MEDICAID BENEFICIARIES; STATE/ PUBLIC EMPLOYEES; EMPLOYEES OF PRIVATE SECTOR ORGANIZATIONS

- Research and evaluation indicate improved health outcomes after participation in National DPP and DSMES.
- National DPP and DSMES are **proven to improve clinical outcomes, health status, and quality of life.**

FOR REFERENCES DOWNLOAD THE DIABETES ACTION PLAN 2020, AVAILABLE AT wvchronicdisease.org