

WEST VIRGINIA



How did you raise awareness of diabetes prevention?

Increasing provider awareness about diabetes prevention is a priority for the West Virginia Diabetes Prevention and Control Program (DPCP). To educate healthcare providers about how to recognize and treat prediabetes, the DPCP presented on prediabetes and the evidence-based lifestyle change program. The DPCP gave PowerPoint and poster presentations at numerous conferences, meetings, and webinars. An article about using electronic health records (EHRs) to identify patients at risk for diabetes was published in the online journal *Perspectives in Health Information Management* (<http://perspectives.ahima.org/registry-based-diabetes-risk-detection-schema-for-the-systematic-identification-of-patients-at-risk-for-diabetes-in-west-virginia-primary-care-centers/#.U-4xW IdV1Y>). In addition, the DPCP created a media campaign, which included TV, radio, print, and billboard advertisements. While the campaign was targeted to individuals at risk for diabetes, the advertisements reinforced information healthcare providers learned through the DPCP presentations.

What was the State Health Department role?

- Developed tools to educate healthcare providers, administrators, and other health center staff
- Delivered presentations to Federally Qualified Health Centers, Free Clinics, and other groups and organizations
- Distributed CDC marketing materials among community clinics and organizations
- Educated health center CEOs and COOs about the evidence-based lifestyle change program and associated payment models/strategies
- Collaborated with the state's media contractor to develop and produce a diabetes prevention media campaign

Achievements

- 5** Healthcare system partners
- 9** Healthcare delivery sites
- 37** Primary care health providers
- 16,332** Adult patients served by these providers



The efforts led by the WV DPCP not only helped to raise awareness of diabetes but importantly raised awareness of and facilitated linkages with local programs designed to support diabetes prevention
 Adam Baus, WVU OHSR

What positioned you for success?

- Dedicated Funding: \$64,000
- Existing healthcare provider educational tools
- Previous experience with successful state diabetes and smoking awareness campaigns
- Partnerships with West Virginia University Office of Health Services Research (WVU OHSR) and health centers

Print advertisement created for the media campaign

How did you present information on diabetes prevention to raise awareness?

The DPCP modified existing PowerPoint slides to create three slide decks for use at in-person presentations and webinars. The presentation format was largely discussion-based accompanied by slides. Posters, referral forms, and CDC-developed provider brochures were distributed to attendees. Most presentations focused on awareness of prediabetes, the evidence-based lifestyle change program, and healthcare provider referral. In addition, the DPCP created an academic poster and published an article. The poster, which was displayed at several conferences, showcased the results of a pilot lifestyle change program provided to West Virginia Bureau for Public Health staff. The article demonstrated the viability of patient registry software for identification of individuals at risk for diabetes. Furthermore, the DPCP contracted with the West Virginia Primary Care Association (WV PCA) to develop and implement a healthcare provider webinar. Using a variety of formats, the DPCP was able to reach healthcare providers, insurers, employers, county health department staff, health and quality improvement professionals, and health center administrators and staff. Simultaneously, the media campaign increased awareness of risk factors and advertised the DPCP's website (<http://www.wvdiabetes.org>), which contained prediabetes information and evidence-based lifestyle change program listings. The printed advertisements used bright colors to draw attention to diabetes risk factors and listed the evidence-based lifestyle change program as a solution. Two versions were created, highlighting general and pregnancy-specific risk factors.

Challenges and Solutions

- Providers wanted to know the location of evidence-based lifestyle change program sites in their area; the DPCP did not have a coordinated way to collect or provide this information

Evidence-based lifestyle change program providers were given the option to include their information on a Google Map created by a local health department and linked to the DPCP's website

- Limited number of DPCP staff and lack of time among clinic staff/providers was a barrier to delivering presentations

Meetings were scheduled as soon as both partners were able to meet

- State contracting to develop a provider webinar was delayed

Worked with WV PCA to discuss options for delivering provider education due to delays

What were the factors for success?

- Formed partnerships with health systems and health centers
- Utilized partnerships with organizations representing healthcare providers to expand reach
- Discussion-based format captured the audience's attention by making the presentation interactive and relevant
- Strengthened alliance with WV PCA to focus attention on prediabetes among health centers and providers/staff

Partners

- West Virginia University Office of Health Services Research
- West Virginia Primary Care Association
- Health centers
- Media contractor for West Virginia Department of Health and Human Resources

For More Information

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