



## Initiative 8 Advocacy

**Engage legislators and key institutional leaders to support policies and laws that focus on prevention of diabetes and support for those with diabetes, including access to and quality of care and education.**

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**Goal 1. Convene a VDC Advocacy Work Group to examine diabetes-related issues that should be addressed by state legislation or organizational policy.**

### Objectives

1. By March 2008, recruit VDC members to establish a Advocacy Work Group to focus on legislation and policy concerning diabetes.
2. By September 2008, Advocacy Work Group will develop a long- and short-term policy agenda that will be disseminated to VDC membership and its partners and updated annually.
3. By September 2008, Advocacy Work Group will familiarize themselves with and develop a working relationship with the General Assembly health and insurance committee membership, staff and allied commissions (i.e. Joint Commission on Health Care (JCHC) and Joint Legislative Audit and Review Committee (JLARC)) and national resources - National Association of Chronic Disease Directors (NACDD) and the American Diabetes Association (ADA).
4. By December 2008, create an advocacy link on the VDC web page as a means to gather support and educate the public on diabetes issues in Virginia.

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**Goal 2. Respond to stakeholder requests for specific public policy initiatives.**

### Objectives

1. By March 2009, develop an initial set of diabetes funding priorities for consideration by the Virginia General Assembly, supporting existing and new initiatives such as the diabetes prevention and control efforts of the Virginia Department of Health.
2. By March 2010, strengthen school wellness policy by including access to healthy foods and 30 minutes of exercise in grades K-10 so that healthy eating and exercise habits are more likely to follow students throughout their lives.
3. By March 2010, advocate for school nurse coverage in all schools.
4. By 2011, initiate promotion of adopting the Youth Risk Behavior Factor Surveillance Survey (YRBSS) in Virginia by preparing comparative study of other states' ability to obtain federal grant funding based availability of YRBSS data.
5. By 2012, pursue legislative support to recruit additional pediatric and adult endocrinologists to practice in Virginia.
6. By 2013, determine the feasibility of making diabetes a reportable disease in Virginia.

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**Goal 3. Promote a grassroots health initiative (non-legislative) for cities and towns to prioritize walking and biking friendliness when designing public housing, schools, libraries and parks.**

**Objectives**

1. By June 2010, convene a symposium of state-wide coalitions that focus on health promotion and chronic disease prevention to develop or enhance a long-term plan to improve the built environment to support access to physical activity for all Virginians.

**Key Partners**

American Cancer Society  
American Diabetes Association  
American Heart Association  
American Lung Association  
General Assembly Legislators and Staff  
Health Insurers and Health Plans  
Joint Commission on Health Care  
Joint Legislative and Audit Committee  
Kids Count  
Medical Society of Virginia  
National Kidney Foundation of the Virginias  
Other Statewide Coalitions with a focus on Health Promotion and Chronic Disease Prevention  
Persons with Diabetes  
School Health Advisory Boards  
Virginia Association of Health Plans  
Virginia Chapter of American Academy of Family Physicians  
Virginia Chapter of American Academy of Pediatrics  
Virginia Chapter of American College of Physicians  
Virginia Chapters of the American Association of Diabetes Educators  
Virginia Department of Education  
Virginia Department of Health  
Virginia Diabetes Council  
Virginia Dietetic Association  
Virginia Nurses Association  
Virginia Poverty Law Center  
Virginia Public Schools Government Affairs Coordinators  
Virginia School Food Services Managers  
Virginia School Nurses Association  
Voices for Virginia's Children  
Voluntary Agency Lobbyists

