



## **Initiative 4 Education and Empowerment**

**Identify or create and disseminate educational methods, curricula, and instruction for diabetes management and control.**

**Goal 1. Increase access to high quality, evidence-based educational curricula and resources to those engaged in teaching persons with diabetes (health care providers, lay health workers, schools and businesses).**

### **Objectives**

1. By March 2008, appoint a Virginia Diabetes Council Education Work Group to develop a comprehensive statewide approach to diabetes education and support groups for persons with diabetes.
2. By March 2008, partner with the Department of Education to review and update the existing diabetes training manual for school personnel, promote the role of the school nurse in diabetes management, and support training programs for school staff.
3. By December 2009, conduct an initial and thorough search to identify effective and replicable curricula and programs for persons with diabetes and post on the VDC website and other accessible places, revise annually (e.g. National Diabetes Education Program).
4. By March 2010, identify successful employee diabetes management programs and disseminate to employers and insurance companies annually.
5. By September 2010, develop key messages for educating persons with diabetes about how to manage their disease to prevent complications. Distribute key messages via e-mail and other means to “health care agencies and organizations”. Post key messages on the VDC website. Evaluate and update annually.
6. By January 2012, define a standard for training and certifying diabetes professionals and lay health workers.

**Goal 2. Promote professional educational opportunities for health care providers that focus on evidence-based practice, recommendations for treating children and adults with diabetes, and self-management of chronic disease.**

### **Objectives**

1. By March 2008, obtain at least one commitment/sponsorship from a partner organization to offer the “Gestational Diabetes Mellitus and Beyond” conference in Virginia.
2. March 2008, investigate and increase use of teleconferencing and telemedicine technology for providing diabetes professional education, especially in rural and underserved areas of the state.
3. By June 2009, partner with other organizations with similar interests to initiate and promote a speakers’ bureau that offers training at local physician journal and study clubs and grand rounds. Evaluate and update speakers/topics biennially.
4. By September 2009, assure that a prediabetes and/or diabetes presentation is offered at each major professional conference in Virginia.
5. By December 2009, identify and promote the use of patient standards for treating type 1, type 2 and gestational diabetes.
6. By December 2011, develop, pilot test and offer standardized educational programs for diabetes health care providers that are modeled after programs for other chronic diseases (e.g.,

Physician Asthma Community Education (PACE) & Nurse Asthma Community Education (NACE) programs for pediatric asthma) that can be offered in 2 evening sessions or online.

7. By September 2012, partner with pharmaceutical companies to develop an academic detailing program or “Lunch & Learn” sessions on the care of prediabetes and diabetes patients in pediatric and generalist physician practice sites throughout the state.

8. By March 2013, identify or develop, pilot test and offer an educational program to certify diabetes lay health workers, parish nurses and volunteers in health districts, churches, industry and services clubs that can be offered in evening sessions or online.

9. By September 2015, expand the “Lunch & Learn” sessions to related specialists (i.e. cardiologists, podiatrists, dentists, etc.).

### **Goal 3. Promote self-awareness and personal action in self-management of diabetes.**

#### **Objectives**

1. By March 2008, investigate and increase use of teleconferencing and telemedicine technology for providing diabetes patient education in identified areas of need.

2. By June 2008, develop a one-page standardized Diabetes Action Plan for emergency diabetes management, to be signed by physician, parent and responsible school nurse/personnel, that is consistent with National Diabetes Education Program’s Helping the Student with Diabetes Succeed, to be filed for each student with diabetes in his/her school.

3. By June 2008, partner with Virginia Pharmacists and other partners to replicate community-wide pharmacy-based interventions focusing on prevention and education, such as the Ashville Project.

4. By June 2009, identify and disseminate National Diabetes Education Program materials to promote self-awareness, self-responsibility and personal action to manage diabetes (web-based, printable flyers, brochures). Evaluate biennially and update as needed.

5. By June 2009, increase access of culturally appropriate educational materials to groups across the state that has been identified as exhibiting health disparities by surveillance data.

6. By December 2010, plan, fund, and implement a 3-year social marketing campaign that encourages persons with diabetes to take one simple “doable” action to manage their diabetes (e.g., Know your ABCs (A1C, Blood Pressure and Cholesterol); Know Your BMI; Know Your GFR; Know What to Ask Your Doctor about Diabetes, Ask Your Doctor About Regular Foot and Eye Exams).

7. By June 2013, review and adapt existing social marketing campaigns. Pre-test, implement, and post-test to track results. Alternate originally created campaigns which also brand VDC, with adapted campaigns to broaden resources.

#### **Key Partners**

Area Agencies on Aging  
American Association of Retired Persons  
American Diabetes Association  
Diabetes Education Programs  
Health Insurers and Health Plans  
James Madison University, Center for Health Outreach  
Juvenile Diabetes Research Foundation  
Local Cable Stations  
Medical Schools  
Medical Society of Virginia  
National Diabetes Education Program  
National Kidney Foundation of the Virginias  
Persons with Diabetes  
Pharmaceutical Companies of the Virginias  
Schools of Nursing  
Schools of Public Health  
Stanford University’s Chronic Disease Self-Management Program  
United Mine Workers  
Virginia Association of School Nurses  
Virginia Business Coalition on Health  
Virginia Center for Diabetes Professional Education  
Virginia Chapter of the American Academy of Family Physicians  
Virginia Chapter of the American Academy of Pediatrics  
Virginia Chapter of the American College of Physicians

Virginia Chapters of the American Association of  
Diabetes Educators  
Virginia Commonwealth University Health Systems  
Speakers Bureau  
Virginia Department of Health  
Virginia Diabetes Council  
Virginia Dietetic Association  
Virginia Health Quality Center  
Virginia Nurses Association  
Virginia Pharmacist Association  
Virginia Society of Ophthalmology  
Virginia Tech/Virginia Cooperative Extension  
Program

