



## **Initiative 3 Prevention**

**Improve public competency to reduce personal risk factors for type 2 diabetes by increasing awareness about prediabetes, risk factors for type 2 diabetes, and the consequences of diabetes.**

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**Goal 1. Convene a Virginia Diabetes Council Prevention Work Group to develop a plan that encourages Virginians to engage in healthy lifestyles, know the risk factors for diabetes, and to be regularly screened for diabetes and prediabetes.**

### **Objectives**

1. By March 2008, convene a Virginia Diabetes Council Prevention Work Group to begin developing a comprehensive statewide approach to diabetes prevention.
2. By December 2008, initiate planning to develop and execute a 5-year social marketing campaign on preventing risk factors for diabetes that includes pre- and post-testing for each segment of the campaign.

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**Goal 2. Ensure that prevention resources and program ideas are easily accessible to all Virginians and stakeholder organizations through multiple channels.**

### **Objectives**

1. By June 2008, explore opportunities (e.g. Operation Diabetes) to partner with pharmacists and pharmacy students to identify and educate persons at high-risk of developing type 2 diabetes and persons with undiagnosed diabetes.
2. By December 2008, obtain funding to continue and expand the diabetes primary prevention mini grant program to increase access to prevention resources and program ideas for high-risk populations.
3. By September 2009, collect and develop prevention resources, best practices and unique prevention program ideas, and offer them through web-based means (website, email, web-blasts, and webinars), conferences and other channels of communication.

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**Goal 3. Support and assist Virginia employers to implement healthy worksite lifestyle practices.**

### **Objectives**

1. By September 2008, work with the Virginia Business Coalition on Health and other partners to convene employers that actively promote healthy lifestyles for their employees to share experiences, best practices, and innovative ideas. Communicate results through all VDC and business channels.
2. By June 2009, partner with organizations to strengthen VDC's ability to support employer efforts that promote healthy lifestyles for their employees.
3. By June 2010, develop a plan to use an existing chronic disease prevention worksite model, market it statewide to key employers, measure and publish outcomes.

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**Goal 4. Support the Virginia Department of Education and local school boards to raise diabetes awareness and institute healthy lifestyle practices for faculty, staff and students, and support healthy lifestyle practices for families.**

**Objectives**

1. By March 2008, collaborate with partners to promote the Governor’s Nutrition and Physical Activity Program that rewards schools for promoting health and wellness and to promote other resources that improve nutrition and physical activity in the school setting.
2. By September 2008, work with partners to develop and disseminate a “diabetes alert” for

school staff that highlights the prevalence of diabetes in Virginia.

3. By September 2008, encourage schools as employers to initiate workforce practices and policies that educate personnel to know the symptoms of diabetes, have regular check-ups, practice healthy lifestyles, and serve as role models for students.

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**Goal 5. Encourage and support lay health volunteers and community-based programs to provide evidence-based diabetes primary prevention efforts.**

**Objectives**

1. By March 2009, enlist faith communities to engage in diabetes awareness activities, for example, identifying lay health outreach “ministers,” and share best practices.
2. By June 2009, encourage and support programs to focus on diabetes prevention by providing community-based curriculum and instruction materials.
3. By March 2010, identify and disseminate information on effective, evidence and community-based programs that reduce risk factors for diabetes.

- School Food Service Managers
- School Health Advisory Boards
- Virginia Business Coalition on Health
- Virginia Center for Diabetes Professional Education
- Virginia Chapters of the American Association of Diabetes Educators
- Virginia Tech/Virginia Cooperative Extension Programs
- Virginia Department of Education
- Virginia Department of Health
- Virginia Diabetes Council
- Virginia Health Quality Center
- Virginia Pharmacists Association
- Virginia School Nurses Association

**Key Partners**

- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- Faith Communities
- Health Insurers and Health Plans
- Health Systems
- Juvenile Diabetes Research Foundation
- National Diabetes Education Program
- National Kidney Foundation of the Virginias
- Persons with Diabetes
- School Boards

