



Virginia Diabetes Council

2009-10 Annual Report

VDC June 2010

STATISTICS

Nationally, Staggering Numbers

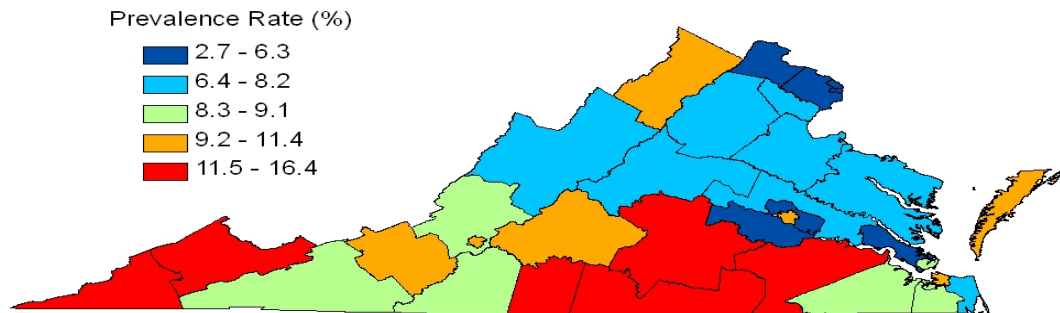
23.6 million Americans have diabetes
57 million Americans have pre-diabetes
\$174 Billion—Total economic cost of diabetes in 2007
284,000 deaths were attributed to diabetes in 2007
Diabetes kills more people annually than breast cancer and AIDS combined

Virginia’s Statistics Mirror National Statistics

- From 1995 to 2009, **prevalence of diabetes in Virginia has more than doubled**, from 3.9 percent to 8.2 percent. An estimated 492,000 adult Virginians have diagnosed diabetes.
- An additional 5 percent of adult Virginians are estimated to have undiagnosed diabetes which is over 394,000 adults.
- There were 11,994 hospitalizations for diabetes in 2008, at an average cost of over \$21,000 per stay. **The total cost for diabetes hospitalizations (primary cause) in Virginia exceeded \$259 million.**
- Diabetes was the 8th leading cause of death in Virginia in 2008 and is a major risk factor in developing complications such as heart disease, lower extremity amputation, blindness, and renal diseases.
- The prevalence of prediabetes, which puts a person at very high risk of developing type 2 diabetes **in the next four to six years is increasing and is estimated to be 29.5 percent of adults ages 18 and older**, an estimated 1.77 million adults in Virginia. However, only 5 percent of adults with prediabetes have been diagnosed.

(Sources: Virginia BRFSS 2009, National Health and Nutrition Examination Survey (NHANES))

Adult Diabetes Prevalence by Health District, Virginia, 2006-2008



Source: Virginia Behavioral Risk Factor Surveillance System. Percentages are weighted. 2006-2008 data is pooled to compute more reliable estimates. Excludes people with gestational diabetes or prediabetes.

OUR VISION AND MISSION

The Virginia Diabetes Council's **vision** is to improve the lives of Virginians affected by diabetes.

Our **mission** is to bring partners together to identify and promote best practices for diabetes prevention, control and treatment in Virginia.

MEMBERSHIP

NUMBERS

200 – Participants receive our e-communications.

50 – New members have joined since 2009.

20 – Different professions are represented by our members including Certified Diabetes Educators, Dietitians, Health Educators, Pharmacists, Doctors, Nurses, Professors, Membership Associations, Pharmaceutical Representatives, Supply Vendors, and Insurance companies, Dentists, Office Volunteers, Government Agency Staff, Advocates, Business Owners and Consumers.

1/5 – of our members are in the South and West/Mountains

2/5 – of our members are in the Tidewater region

1/5 – of our members are in the Richmond region

1/5 – of our members are in Northern Virginia

MEETINGS

30- Participants, on average, attend our Quarterly Meetings

10 – With the Lions, Sentara, Eastern Virginia Association of Diabetes Educators, Juvenile Diabetes Research Foundation, American Diabetes Association, Virginia Department of Health, Project Immunize Virginia, INOVA Health System, and more

1– Joint meeting with the Virginia Heart Disease and Stroke Alliance

BOARD AND STEERING COMMITTEE

3 – Board meetings including a full day planning retreat

3 –Board conference calls

4 – Face-to-face meetings with the Steering committee

6 – Joint conference calls with Board/Steering Committee members

WELCOME NEW PARTICIPANTS

Dana Breeding - Augusta Health// Leah Hollon - Appalachian College of Pharmacy// Erin Rush - Abbott Diabetes Care// Kyle Vanderpool - Johnson and Johnson// Sheri Colberg-Ochs - Professor ODU// Mary Pruden – EVMS// R Rogge – Dentist// Sharon Cone – Sentara// David Lieb – EVMS// Diane Norwood – Tidewater Dietitian// Kristi Miller - Novo Nordisk// Jerry Nadler – EVMS// Raymond McFarland - Sanofi-Aventis// Jacqueline Weisberg – CCS Medical// Barbara Hanson - Sanofi-Aventis// D'Angela Weaver – Sentara// Kimberly Gauthier – Inova// Rebecca Bowers-Lanier - Macaulay & Burtch PC// Steve Grieco - JDRF volunteer// Amber Capron - Service Dogs of VA// Rhonda Day - Rhonda Day & Associates// Joseph Aloï – EVMS// Marguerite Gallagher - VDC volunteer// Anne Harrison - Kroger Pharmacist// Vladimir Lavrentyev - VCU Telehealth// Traci Polden - VDC Volunteer// Jan Elion – Sentara// Jan Sechrist – Sentara// Terrina Thomas – Sentara// Michelle Brock - CCS Medical// Shirley Miller – VDH// Lori Camden – JDRF// Sally Elstrodt – JDRF// Susan Copsetta – Centrahealth// Anne Bourne – Animas// B Allen – VCU// Mia Ferrentino – VCU-Kroger// Gary Efron - VA Podiatric Medical Association// Lana King – Medicorp// June Collmer - Virginia Telehealth Network// Shamly Abdelfattah - Appalachian College of Pharmacy// Kristin Andrs – VCU// Lorraine Ambrose – Anthem// Julie Pierantoni - Rockingham Health System// Theresa Teekah – VDH// Shea Seagle – JDRF// Lindsay Herbert and Lindsay Parker– VDH// WISEWOMAN Project-Will Hancock//Sanof-Aventis-Andrew Rhinehart//Johnston Memorial Diabetes Care Center

WORKGROUPS

CHAIRS

Surveillance and Data - Shamly Abdelfatteh (New appointment)

Prevention - Mike Barrett

Education and Empowerment –Nancy Pribble/Debbie Sauve

Access to Care - Lana King and Kathy Reily

Quality of Care – Susan DeAbate

Research – Vacant

Advocacy - Ann Forburger/ Joyce Green-Pastors/ Hope Warshaw

WORKGROUP NUMBERS

7 – Monthly meetings since December, 2009

7 – Is average growth in workgroup participants

6 – Are operational with Capacity Workgroup now part of Executive Director's duties

1 – Searching for a chair for the Research Workgroup

ACCOMPLISHMENTS

Initiative 1. Capacity Building

Goal 1 Strengthen the Infrastructure and resource base of the VDC to facilitate the Plan's implementation with its partners. (Objectives 1, 2, 3 occurred in earlier year).

Obj. 2 – The Education and Empowerment Workgroup has ensured VDC resources are updated.

Obj. 5 The board conducted a strategic planning retreat in 2009 and developed a strategic plan and an annual business plan.

Obj. 6 – We have developed a budget plan that is updated annually.

Obj. 7 – An ad hoc development team chair has been appointed to lead a team to begin work on funding campaigns.

Obj. 8 – Communications - There has been a strong focus on regular e-communications to the membership with an average of 3 monthly communications pieces outbound over the year.

Obj. 9 – We hired an executive director in October, 2009.

Obj. 10 –We are using a membership survey, developed by a coalition expert but tailored for VDC's specific circumstances, to measure the VDC's effectiveness.

Additional accomplishments include:

- VDC Standardization of reports, meetings and evaluations, communications
- Initiated Quarterly Volunteer Recognition, plans to establish Volunteer of the Year award prior to year end
- Communications – Website, Newsletters
 - Adding Constant Contact capabilities prior to year end
- Recruitment of volunteers to assist with administrative tasks
- Approved amended and reviewed Bylaws
- Approved new Board member slate for 2010-2011
- Formation of Development Committee and ad hoc Policy Committee
- Initial work on development of Orientation materials for new members
- Secured office space, printer/scanner, copier, office supplies

Initiative 2 - Surveillance and Evaluation

This Workgroup has not met since the adoption of the Plan due to lack of a Chair. We are pleased to report that we recently have recruited a chair that will be leading this workgroup and focusing on the four Goals as outlined in The Plan.

Initiative 3 – Prevention

Goal 1, Obj. 1 – A Prevention Workgroup has been convened and has 10 members.

Goal 2, Obj. 1 – To support this goal, the group is developing a Recommendation for a Guideline for best practices for pharmacy screenings. In addition, the members are developing a pharmacy screening follow-up tool to apply community resources

Goal 2, Obj. 3 Survey was conducted among members and website was updated to reflect survey results/feedback regarding resources.

Individual Prevention Contributions and Initiatives include:

- A1C Pharmacy Screening Study

- Appalachian College of Pharmacy – Assessing use of A1C as a screening tool at pharmacy (Dr. Shamly Abdelfattah)
- Diabetes Risk Assessment Screening – March, 2010
 - Kroger Pharmacy partnered with VDC for a screening event with 35 participants; 23 referred for follow-up (Matt Smith/Anne Harrison)
- Telehealth
 - Virginia Center for Professional Diabetes Education is working with the Virginia Business Coalition on Health on Telehealth initiative in Southwest Virginia. (Dr. Terry Saunders/Joyce Green-Pastors)

Initiative 4 - Education and Empowerment - 65 members

Goal 1 Obj. 3: Identified and posted effective replicable diabetes curricula and programs for people with diabetes on the VDC Resource web page.

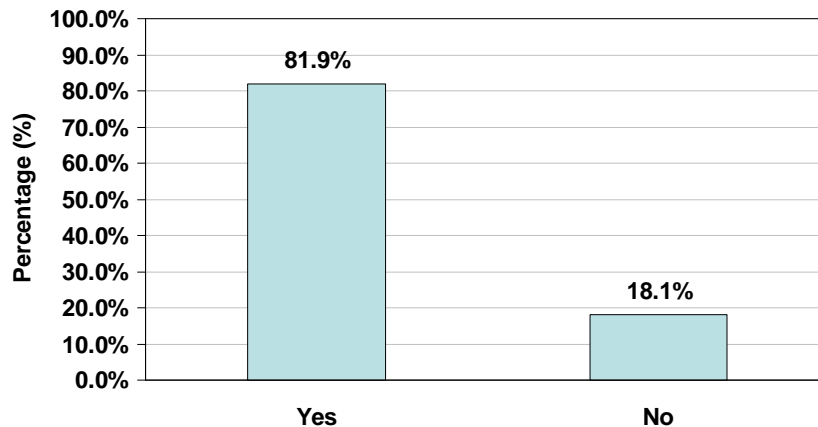
Goal 1 Obj. 5: Developed key messages for educating persons with diabetes about how to manage their disease and prevent complications and posted on VDC website.

Goal 3 Obj. 1: Support increased use of teleconferencing technology to provide diabetes patient education. VDC member, Virginia Center for Diabetes Professional Education at University of Virginia, wins Frankie Award!

Goal 3 Obj. 2: Developed a standardized diabetes action plan for emergency diabetes management in schools (VA DMMPP).

VDC Education and Empowerment Workgroup Wins a National Award - CDC'S Frankie Award- for Collaborative Partnerships Using NDEP Resources

**School Nurse Utilization Survey
School Nurses Who Use the VA DMMP Form
March 2010**



Initiative 5 - Access to Care

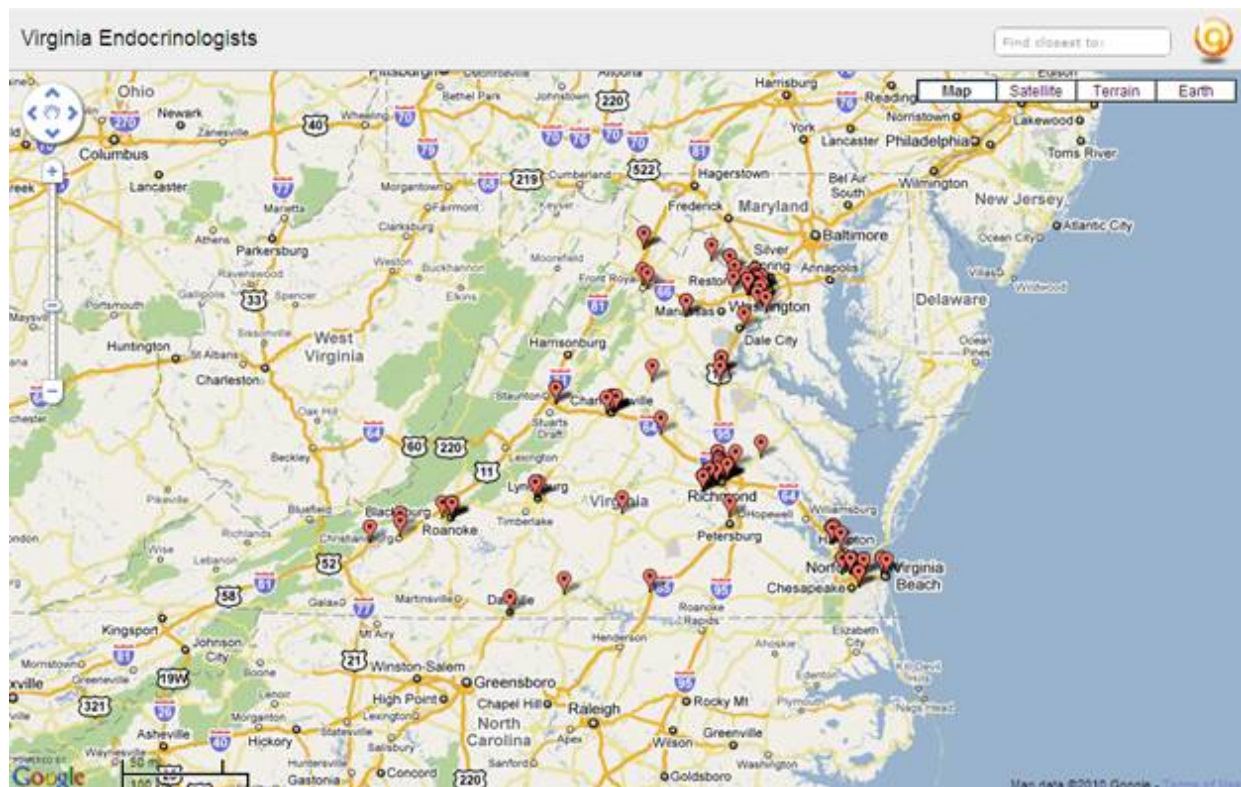
Goal 1, Obj. 1 – A workgroup has been convened and has about 15 members.

Goal 1, Obj. 2 – Educated workgroup on Telemedicine throughout Virginia via Investigate the need for telemedicine for areas without endocrinology coverage

Goal 2, Obj. 3 - Created a comprehensive list of Endocrinologists in Virginia

Goal 3, Obj. 2 - Collaborate with Pharmaceutical companies to provide programs that already exist to areas in need of diabetes education

Goal 3, Obj. 3 – Assisting Diabetes Research and Wellness Foundation with Virginia Diabetes Network (DIN) by developing guidelines and standards for DIN content in Virginia.



Initiative 6 - Quality of Care Workgroup

This Workgroup has just begun to convene and is growing its membership with about 8 members at this time.

Goal 1, Obj. 2 By September 2010, the Work Group will develop recommendations for how to expand the diabetes-related content in medical schools and residency program curriculum.

Initiative 7 – Research

Recruiting a Chair to lead the Workgroup.

Initiative 8 - Advocacy Workgroup

Goal 1, Obj. 1 – Workgroup has been established with 10 members.

Goal 1, Obj. 2 – Developed legislative policies supported by the VDC. Visited with over 15 key members. Supported VDC policies that were passed by the 2010 Virginia General Assembly:

- Competitive Foods in public schools
- Podiatry services reinstated in Medicaid for 2011
- Reimbursement of health care services provided by telemedicine technology (private insurers, HMO's, subscription health care plans)

Goal 1, Obj. 3 Developing a VDC advocacy volunteer base linked to VA General Assembly (i.e., Appropriations, Health, and Education Committee members) – creating a 'Friends of Diabetes' list.

Goal 1, Obj. 4 – Created an Advocacy page/link on the VDC website to apprise visitors of our goals in the policy arena.

In support of other Workgroup's Goals, the Advocacy Workgroup is working to build a coalition to promote a Governor's Wellness Campaign through alliances with other Virginia health and wellness groups such as the Virginia Foundation for Healthy Youth, VDH Champions Obesity Program, Virginia Dietetic Association, Northern Virginia Kids Coalition, Charlottesville-Albemarle Community Obesity Task Force.

FUNDRAISING

Steering Committee approved formation of Development Committee.

Thank you! Total = \$34,400

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|--|----------|
| ■ Virginia Department of Health | \$20,000 |
| ■ Anthem Blue Cross/Blue Shield | \$10,000 |
| ■ VA Podiatric Medical Association | \$ 2,000 |
| ■ Virginia Center for Diabetes
Professional Education | \$ 1,000 |
| ■ Membership Donations | \$ 400 |
| ■ Eastern VA. Association
Of Diabetes Educators | \$ 500 |
| ■ Capital ADE | \$ 500 |

Grants

- Initial Phase: Obici Foundation - \$5500
- Lions (national)
- Novo Nordisk
- Exploring statewide Diabetes Summit concept for 2011

Giving Back

VDC members hosted a small fundraiser for ADA in May, 2010. We plan to support JDRF next year.

2010...Moving Forward

- Virginia Department of Health, Diabetes Prevention and Control Program is contributing 25,000 for July 2010-July 2011
- VDC must raise matching funds of 20,000

PARTNERSHIPS

It takes a village...

The VDC continues to strengthen its network of partners, Stakeholders and organizations with synergistic nexus:

Amylin
American Diabetes Association
CCS Medical
CINCH
Diabetes Research & Wellness Foundation
Eastern Virginia Medical School
Inova
Juvenile Diabetes Research Foundation
Kroger
Lifescan/Johnson & Johnson
Lilly
Lions
Kroger
Merck
NovoNordisk
Norfolk Foundation
Project Immunize Virginia
Roche/ACCU-CHEK
Sanofi-Aventis
Sentara Foundation
University of Virginia
Virginia American Association of Diabetes Educators Chapters (Capitol ADE.
EVADE, MRADE)
Virginia Black Caucus
Virginia Business Group on Health
Virginia Commonwealth University/MCV
Virginia Department of Education
Virginia Department of Health
Virginia Dietetic Association
Virginia Foundation for Healthy Youth
Virginia Heart Disease & Stroke Alliance
Virginia Podiatric Medical Association
Virginia Telehealth Network

REACHING OUT

Highlights

- Received a Centers for Disease Control and Prevention National Frankie Award for DMMP protocol – represented by Nancy Pribble, VDH/Co-Chair Education & Empowerment Workgroup
- The Virginia Center for Professional Diabetes Education team of Dr. Terry Saunders and Joyce Green-Pastors, won a Centers for Disease Control and Prevention National Frankie Award for their telehealth diabetes prevention program
- Blue Ridge Public Broadcasting System - Healthquest –Two kick-off shows focused on Diabetes. VDC was represented on the shows by two members, Debbie Sauve, Carillion Health System/Co-Chair Education & Empowerment Workgroup and Susan Copsetta, Centra Southside Community Hospital
- Eastern Virginia Association of Diabetes Educators Conference Booth, March, 2010
- Weight of the State Conference Booth – May, 2010
- Educational messages posted on VDC website on monthly basis.
- Letter to Editor supporting obesity prevention published in Virginia Pilot – December, 2009.

And most importantly...

This year we have created a Volunteer of the Quarter Program. We know *The Plan* can only be realized thanks to the on-going volunteer work of our members. We want to recognize and celebrate their contributions on an on-going pro-active basis.

For our kick-off quarter (4th), Dr. Gene Feinberg, Podiatrist was honored. For first quarter, 2010, Kathy Gold, RN, MSN, CDE and immediate Past Chair was selected. J. Terry Saunders, PhD and Joyce Green-Pastors, RD, MS, CDE were co-recipients for the second quarter of 2010.

JOIN US

2010-2011 Upcoming Quarterly Meetings

- **September 10, 2010 (Friday)- Centra Southside Community Hospital, Farmville**
- **December 10, 2010 (Friday)- Richmond**
- **February 4, 2011 (Friday) – Williamsburg Area**
- **May 6, 2011 (Friday) - Fredericksburg**

Our Board of Directors

The 2009-10 Board of Directors is as follows:

- **Chair Pam Suter, MS, RD, LD, CDE**
Private Practice Diabetes Educator
- **Chair-Elect Rhonda Keith, MS**
Anthem Blue Cross and Blue Shield
Coordinator, Health & Preventative Services
- **Treasurer Kathy Gold, RN, MSN, CDE**
& Past Chair
Diabetes Research & Wellness Foundation
Diabetes Education Specialist
- **Member, At-large Ann Forburger, MS**
VA Department of Health,
Diabetes Prevention and Control Project Manager

Our Staff:

Mary Donny, Executive Director