

Project Summary:

On March 22, 2016, launch coordinated media event for Diabetes Alert Day targeting prediabetes across Washington State.

Goal:

To raise awareness and help people with prediabetes know where they stand and how to prevent type 2 diabetes, the American Diabetes Association (ADA), the American Medical Association (AMA), and the Centers for Disease Control and Prevention (CDC) have partnered with the Ad Council to launch the first national public service advertising (PSA) campaign about prediabetes.

To get the nearly 90 percent of people with prediabetes and don't know they have it – screened. Many are not aware of the long-term health risks, including type 2 diabetes, heart attack, and stroke. 15 to 30 percent of people with prediabetes will develop type 2 diabetes within five years.

The good news is that prediabetes can often be reversed through weight loss, diet changes and increased physical activity. Diagnosis is key: research shows that once people are aware of their condition, they are much more likely to make the necessary lifestyle changes.

Audiences:

- Age 45 or older
- Under age 45 with two or more risk factors (see Prediabetes and Asymptomatic Type 2 Diabetes Clinical Practice Algorithm)

Key Messages That Need to be Conveyed:

- Know your numbers
- Get prediabetes screening
- Talk to your healthcare provider about being screened

Benchmarks of Success:

- Each Community Lead Organization (CLO)
 - Mail 5 local physicians: Provider Letter, Algorithm, and DPP Brochure.
 - Mail 2 local provider practices: Provider Letters, Algorithm, and DPP Brochure.

- Request Local Radio Station Run Public Service Announcement (PSA): **Risk Test (“counting fingers”) PSA** to run in March or April, preferably starting March 22.
- Request Local Television Station Run PSA: *Risk Test* to run in March or April, preferably starting March 22.
- Push Social Media Spots March 22 (English)
 - **Facebook:** “Know where you stand” (Picture) with the following message: Did you know that 36% of adults in Washington have prediabetes? Most people affected by this serious condition don’t know it. But it can be reversed. Find out where you stand at DolHavePrediabetes.org, or text “RISK” to 97779 to take a simple test. For more information on prediabetes and diabetes visit the Washington State Department of Health’s diabetes website at: <http://www.doh.wa.gov/YouandYourFamily/IllnessandDiseases/Diabetes>
 - **Twitter:** Takes less than 1 min. to find out if you have #prediabetes. Visit DolHavePrediabetes.org or text “RISK” to 97779 to know where you stand.
- Push Social Media Spots March 22 (Spanish)
 - **Facebook:** Toma menos de un minuto saber si usted tiene#prediabetes. Visite PodriaTenerPrediabetes.org para saber en qué nivel se encuentra. Textea “RIESGO” al 97779.
 - **Twitter:** Toma menos de un minuto saber si usted tiene#prediabetes. Visite <http://ow.ly/ZuEiL> para saber en qué nivel está. Textea “RIESGO” al 97779.
- Each WA State Diabetes Network Leadership Member Organization may:
 - Mail partnering physicians: Provider Letter, Algorithm, and DPP Brochure.
 - Mail partnering provider practices: Provider Letters, Algorithm, and DPP Brochure.
 - Request Local Radio Station Run PSA: *Risk Test PSA* to run in March or April, preferably starting March 22.
 - Request Local Television Station Run PSA: *Risk Test* to run in March or April, preferably starting March 22.
 - Push Social Media Spots March 22 (English)
 - **Facebook:** Know where you stand (Picture) with the following message: Did you know that 36% of adults in Washington have prediabetes? Most people affected by this serious condition don’t know it. But it can be reversed. Find out where you stand at DolHavePrediabetes.org, or text

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“RISK” to 97779 to take a simple test. For more information on prediabetes and diabetes visit the Washington State Department of Health’s diabetes website at:
<http://www.doh.wa.gov/YouandYourFamily/IllnessandDiseases/Diabetes>

- **Twitter:** Takes less than 1 min. to find out if you have #prediabetes. Visit DoIHavePrediabetes.org or text “RISK” to 97779 to know where you stand.
- Push Social Media Spots March 22 (Spanish)
 - **Facebook:** Toma menos de un minuto saber si usted tiene prediabetes. Visite PodriaTenerPrediabetes.org para saber en qué nivel se encuentra. Textea “RIESGO” al 97779.
 - **Twitter:** Toma menos de un minuto saber si usted tiene#prediabetes. Visite <http://ow.ly/ZuEil> para saber en qué nivel está. Textea “RIESGO” al 97779.

Timeline for Tasks:

Date	Task/Message	Responsible Owner	Audience
3/11/16	Contact local radio stations: PSA	CLO/ WSDNLT	General public
3/11/16	Contact local television stations: PSA	CLO/ WSDNLT	General public
3/11/16	Forward local Providers: Provider Letter, Algorithm, and DPP Brochure	CLO/ WSDNLT	Providers
3/11/16	Forward local clinics: Provider Letter, Algorithm, and DPP Brochure	CLO/ WSDNLT	Clinics
3/22/16	Post Facebook message: Know where you stand	CLO/ WSDNLT	General public
3/22/16	Post twitter message: It takes less than one minute to find out if you have #prediabetes	CLO/ WSDNLT	General public
4/12/16	Post Facebook message: any selection	CLO/ WSDNLT	General public
4/12/16	Post twitter message: any selection	CLO/ WSDNLT	General public
5/12/16	Post Facebook message: any selection	CLO/ WSDNLT	General public
5/12/16	Post twitter message: any selection	CLO/ WSDNLT	General public
6/13/16	Post Facebook message: any selection	CLO/ WSDNLT	General public
6/13/16	Post twitter message: any selection	CLO/ WSDNLT	General public
7/12/16	Post Facebook message: any selection	CLO/ WSDNLT	General public
7/12/16	Post twitter message: any selection	CLO/ WSDNLT	General public
8/12/16	Post Facebook message: any selection	CLO/ WSDNLT	General public
8/12/16	Post twitter message: any selection	CLO/ WSDNLT	General public
9/12/16	Post Facebook message: any selection	CLO/ WSDNLT	General public
9/12/16	Post twitter message: any selection	CLO/ WSDNLT	General public
10/12/16	Post Facebook message: any selection	CLO/ WSDNLT	General public
10/12/16	Post twitter message: any selection	CLO/ WSDNLT	General public
11/13/16	Post Facebook message: any selection	CLO/ WSDNLT	General public
11/13/16	Post twitter message: any selection	CLO/ WSDNLT	General public
12/12/16	Post Facebook message: any selection	CLO/ WSDNLT	General public
12/12/16	Post twitter message: any selection	CLO/ WSDNLT	General public

Means of Delivering the Messages and Identify Responsible Sender:

Links to the ads:

Ad Council Website: <http://www.adcouncil.org/Our-Campaigns/Health/Type-2-Diabetes-Prevention>

To access a more expansive social media toolkit, please contact Sara Eve Sarliker (SaraEve.Sarliker@DOH.WA.GOV)

60-second English risk test: <https://www.youtube.com/watch?v=s020g-FE0H4>

60-second Spanish risk test: <https://www.youtube.com/watch?v=MChTv5Z6Fpo>

Social media (Facebook and Twitter) messages are located through a separate URL. To access: <http://socialmediakit.adcouncil.org/presskit/prediabetes/#events> and scroll to the bottom of the page and click on “Facebook” or “Twitter” to retrieve messages.

Use toolkit provided by Washington State Department of Health to access:

- Provider Letter
- Algorithm
- Brochure
- Media Outreach Template

How will you know the message has been received and is effective?

Screenings for prediabetes and referrals to DPP will increase

- Clinics report increased requests for prediabetes screenings as reported to CLO to DNLTL member organization. Please email Sara Eve Sarliker (SaraEve.Sarliker@DOH.WA.GOV) with any feedback from clinics.
- 211 increase request for DPP information and locations, as reported by Washington Information Network 211.
- DPP sites report increase inquires compared to previous 12 months.
- DPP sites report increase program registrations compared to previous 12 months.
- DPP report increase program completion rates.
- Tracking inquires to the WA Department of Health Diabetes page will increase compared to previous 12 months, as tracked by program staff members.
<http://www.doh.wa.gov/YouandYourFamily/IllnessandDisease/Diabetes>

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Note: When posting messages to Facebook we encourage you to include the following statement:

For more information on prediabetes and diabetes visit the Washington State Department of Health's diabetes website at:

<http://www.doh.wa.gov/YouandYourFamily/IllnessandDisease/Diabetes>