

e-News **May 2011**

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What's New

A note from the 2011 Leadership Team Chair

At the April Diabetes Leadership Team meeting, one of the topics we discussed was how to better address disparities in health care related to diabetes in our stated mission and priorities as well as application, in our daily work. This month's multicultural theme fits well with addressing disparities by providing resources to reach the diverse populations we serve in Washington State.

Thank you all for your contributions to reduce the impact of diabetes among Washington residents!

Mary Zornes, BSN, RN, CDE Chair Diabetes Leadership Team

To learn more about the 2011 Leadership Team, including membership, activities, meeting notes, go to the **Diabetes Connection.**

In the News

United Healthcare and YMCA Join Together to Fight Diabetes

On Wednesday, April 27th, Wendy Bart, Vice President of the YMCA of greater Seattle had the opportunity to promote the Diabetes Prevention Program (DPP) on the New Day NW show! Wendy was interviewed, along with Dr. Roger Muller of United Healthcare, to talk about the partnership between United Healthcare and YMCA of Greater Seattle to implement the Diabetes Prevention Program in 4 Seattle YMCAs. The DPP is a lifestyle modification program for people with pre-diabetes or at risk for diabetes to prevent them form developing diabetes. The was a great opportunity to promote diabetes prevention and partnerships in local media! For more information about the DPP go to the **Diabetes Connection**.

AHRQ, Ad Council Launch Conoce las Preguntas Campaign

AHRQ, Ad Council Launch Conoce las Preguntas Campaign - May 25, 2011 News Release - Conoce las Preguntas, (Know the Questions) a new, multimedia Spanish-language campaign announced by HHS' Agency for Healthcare Research and Quality and the Ad Council, encourages Hispanics to get more involved in their health care and to talk with their doctors about their medical concerns. The national public service advertising campaign, which features television, radio, print, and Web ads, offers tips to help Hispanics prepare for medical appointments by thinking ahead of time about questions to ask their doctors during medical appointments. The PSAs direct audiences to visit AHRQ's website at www.ahrq.gov/preguntas where they can find tips and other important health information in Spanish.

AHRQ research shows that Hispanics tend to seek medical treatment advice from friends, co-workers, and even casual acquaintances rather than going to the doctor unless they are very sick. Some Hispanics report avoiding asking doctors questions out of respect or because they feel intimidated or embarrassed. The campaign supports the HHS Action Plan to Reduce Racial and Ethnic Health Disparities, the Department's firstever strategic action plan to reduce health disparities among racial and ethnic minorities in the United States. AHRQ's recently published 2010 National Healthcare Disparities Report found that, compared with whites, the proportion of Hispanics who report having poor communication with their health providers is widening and the percentage who regularly get important screening tests to check for diabetes or cancer is not improving.

See similar messages in English.

Recent Events

"On the Road to Diabetes Education Best Practices" Washington Association of Diabetes Educators (WADE) 2011 Annual Meeting

The Washington Association of Diabetes Educators Annual Meeting was held April 1 and 2nd. There were some wonderful presentations that provided very useful ideas and tools for working with people with diabetes. These presentation slides are available on the **WADE** website at http://wadepage.org.

One excellent presentation was presented by Lynda Coates, Poverty Consultant. Lynda tells the story of poverty in the U.S. from an insider's perspective. She discusses the perceptions of people in poverty from her own family situation of growing up homeless. Lynda was able to change her life with the help of mentors, such as her cousin Donna Beegle through circumstances that allowed them to attend college and move out of poverty. Lynda discussed various kinds of poverty, focusing this talk on generational poverty. She defines this as a family that never owned any property, have no relationship with anyone educated, do not know others with a living wage, have a high rate of illiteracy, and are focused on making it through the day. She challenged us to think about what we have been taught to believe about people in poverty. For example; they are unmotivated and do not want to work, they waste money on things they do not need, and keep having babies to get more welfare money. She states to work effectively with people in poverty we must examine our own beliefs and perceptions, withhold judgment, and learn ways to communicate effectively. Lynda gives eight strategies for working with people in poverty:

2. Connect via oral communication –Let patients get to know you

1. Find creative ways to make people feel welcome.

- 3. Empower people by focusing on their strengths and skills tell people what is good about them.
- 4. Create shared meaning make connection between what they want and what you want for them 5. Reduce isolation –introduce them to other mentors
- 6. Teach print skills—give calendars, walk through simple written steps
- 7. Create policies in your work place that foster 1-6. 8. Strengthen partnership – Develop relationships with organizations and professional who can con-
- nect families to other resources.

mation will shatter common myths and provide research based theories and strategies for serving people in poverty and helping them move forward. Upcoming Events

Please visit WADEpage.org for an excellent article and conference presentation handout by Lynda. This infor-

Diabetes and Family Health History: Clinic to Community—Diabetes Brownbag Webcast

Wednesday, June 15, 2011 from 11:00 am to 12:00 noon (Pacific time) Sponsored by the Utah Diabetes Monthly Telehealth Series The Utah Diabetes Prevention and Control Program offers monthly online Diabetes Brown Bags for healthcare providers. The free broadcasts are held the third Wednesday of each month from 12-1 Mountain time. CEU

credits are available and if you miss them you can view archived webcasts on their site. Learn more or register... Coming Up Next Month:

July 20th: Chronic Disease Self-Management Program as a Diabetes Resource

August 17th: Tobacco Cessation and Diabetes

To find more upcoming events visit the Diabetes Connection events calendar.

New Resources

Resources for Culturally Diverse Audiences

The Communications Committee has put together a list of new resources for health professionals to help you when working with patients from a culturally diverse back-

ground. These resources come in variety of languages and are also posted on the Connection. Members of the Communications Committee are volunteers and work out in the field, such as you. They are CDEs, RNs, MAs, Health Educators, etc, and they use these materials everyday in their practice. We have a highlighted a few of their favorites here. If you have any that we have missed please send them to Laura Pennington so we can share them with your peers. Thank you to all of the committee members who took the time to submit resources. HealthTranslations.com was created by the Missouri Hospital Association and offers a variety of patient education materials specific to diabetes, as well as other



- health topics. The site includes more than 650 translated documents and more than 70 resources for non-English speaking individuals. Scripps Health—Illustrated patient education handouts in multiple languages, designed to help patients better manage their diabetes.
- Ethnomed.org contains a variety of patient education materials in numerous languages and a variety of topics. Included are diabetes education materials developed at Harborview Medical Center (Seattle, WA)
- for use in Multicultural Diabetes Classes for patients and family members. The materials were translated into a number of languages and are available as easy-to-print PDFs, and some have audio narration as
- Diabetes UK—Patient handouts offered in 21 languages on all topics of diabetes, from knowing your risk, cardiovascular and kidney disease and diabetes, and how to manage your diabetes.

Find more new resources on the **Diabetes Connection** or in the **Resources for Health Professionals** sec-

If you have questions, comments, or suggested content for this publication contact: **Laura Pennington**, (360) 236-3963