



Bi-annual Coordinator's update



**NORTHERN MICHIGAN
DIABETES INITIATIVE**

Objective 1: Refine, expand and evaluate a focused media campaign to increase awareness, prevention and management of pre-diabetes and diabetes in our 12-county region.

- The NMDI Facebook page is gaining followers. If you have not yet liked us on Facebook please do. To date we have 88 people who like our page!
- New commercials have been developed and are airing on both TV 7&4 and TV 9&10. Air times are usually in the early morning and during daytime television.
- NMDI's new website is up! You can check it out at www.nmdiabetes.org.
- During Diabetes Month in November, NMDI provided Diabetes Month toolkits to all our system hospitals. The toolkits were a hit and had resources for promoting diabetes awareness.

Objective 2: Refine, expand and evaluate a targeted provider education plan.

- Educational Outreach Visits will begin soon!
- Results from the previous eighteen months of educational outreach visits showed statistically significant reductions in median LDL and urine microalbumin:creatinine. A trend toward improvement in median A1c was noted. These improvements were noted in previously uncontrolled patients.

Objective 3: Develop, implement and evaluate a gestational diabetes management education plan for providers.

- Dr. Vollbrecht is providing an educational session for nurses and dietitians on March 8th regarding gestational diabetes management.
- Diabetes awareness postcards are being distributed at two pediatric offices in Traverse City and by Priority Health.

Objective 4: Identify opportunities to connect with youth and their parents to reduce childhood obesity as it relates to diabetes.

- Participated on the planning committee for the ShapeMichigan event, which brought obesity awareness to the forefront in the Traverse City area.
- We are actively working with Traverse City Area Public Schools to get the Healthy Family Backpack program into the pre-schools and the school readiness outreach program.

Objective 5: Increase active participation in environmental and social policy change activities related to diabetes prevention at the local, regional and state levels.

- NMDI shared best practice information with all our system hospitals regarding the implementation of the Michigan Hospital Association's Healthy Food Hospital Initiative.
- We are in the process of identifying businesses that want to make some healthy changes to improve the health of their employees. If you know of any please send them my way.

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www.nmdiabetes.org