



## Stakeholder Report 2012|2013



[nmdiabetes.org](http://nmdiabetes.org)

The Northern Michigan Diabetes Initiative is a regional collaboration dedicated to prevention, early detection, and management of diabetes.

The Northern Michigan Diabetes Initiative (NMDI) began in 2006 as a collaborative effort between Munson Healthcare, Priority Health, and stakeholders from the identified Munson Healthcare service area that includes twelve counties. Each year we work on different objectives that support our mission/vision statement.



Within the past year NMDI has been recognized with several awards for all our accomplishments over the years. Throughout this report you will see more detailed information regarding our recent recognition.

## NMDI Recognized With MHA's Ludwig Award

The Michigan Health & Hospital Association (MHA) recently announced that the Northern Michigan Diabetes Initiative was one of four winners of its 2013 Ludwig Community Benefit Award.

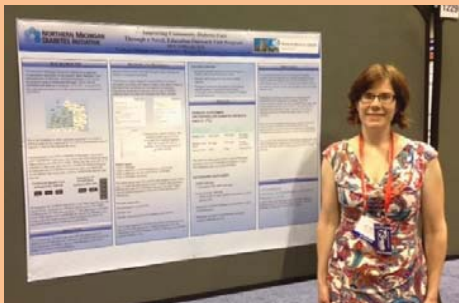
The award is named in memory of Patrick E. Ludwig, a former MHA president who championed investing in the community's overall health, and is presented to member organizations integrally involved in collaborative programs to improve the health and well-being of area residents. Each winner received \$3,000 from the MHA Health Foundation to assist in its health improvement efforts.



From left, Christi Nowak, coordinator of the Northern Michigan Diabetes Initiative; Marcia Bartlett, manager, Provider Network Performance, Northern Michigan Region Priority Health; Diane Butler, manager Community Health Munson Medical Center; Steven M. Lamie, MD, co-medical director Northern Michigan Diabetes Initiative; Dawn Ewald, community outreach director Mercy Hospital Cadillac; Mercy Hospital Grayling CEO Stephanie Riemer-Matuzak receive the 2013 Ludwig Community Benefit Award.

## 73rd Annual American Diabetes Association's (ADA) Scientific Sessions June 2013

This June Dr. Jill Vollbrecht presented her research results from the Educational Outreach Visit Program at the ADA conference in Chicago.



## Michigan Coordinating Body of AADE Outstanding Achievement Award

NMDI received the Outstanding Achievement Award for promoting the role of the diabetes educator and quality diabetes education in Michigan.



## Silver Award from Boyne City Kiwanis Club

Student, Molli McHugh won the \$250 Eddie Essay prize for her essay on living with type 1 diabetes. The Kiwanis Club donated \$250 to NMDI to help in the prevention and treatment of diabetes.



# Objectives and Outcomes Achieved

## Objective One

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

- NMDI commercials aired on TV 7&4 and TV 9&10 a total of 718 times
- Website [www.nmdiabetes.org](http://www.nmdiabetes.org) continues to offer tools and resources
- Active Facebook page with over 110 likes

## Objective Two

Refine, expand and evaluate a targeted provider education plan.

- Insulin dosage app created by Dr. Jill Vollbrecht has over 500 visits per month
- Outcome data on Educational Outreach program demonstrated significant success
  - Statistically significant reductions in median LDL and urine microalbumin:creatinine were seen in previously-uncontrolled people with diabetes nine months following the site visit.

## Objective Three

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

- Dr. Jill Vollbrecht provided a presentation to nurses on *The Management of Gestational Diabetes*. The presentation was broadcast to 69 people at seven different sites in the 12 county region.

- Developed an awareness postcard regarding risk of gestational diabetes for mothers who delivered a baby over 9 lbs. Postcard was distributed at various locations in the 12 county area (Pictured below.)

## Objective Four

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

- NMDI was part of the November 2012 ShapeMichigan event. The ShapeMichigan event was co-sponsored by Munson Healthcare and Priority Health to start the conversation about obesity with segments from the HBO series *Weight of Nation*.
- Strengthened relationship with Traverse City Area Public Schools (TCAPS) and provided the Healthy Backpack program to a few school readiness programs.

## Objective Five

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

- Supported Munson Healthcare hospitals to meet the Michigan Health and Hospital Association Healthy Hospital Food Pledge. The pledge supports healthy pediatric meal guidelines, the transition to healthy beverages, and labels for the nutritional content of cafeteria offerings.

Postcard for gestational diabetes awareness:



**Did Your Baby Weigh More Than Nine Pounds?**

Even if you passed your diabetes tests while you were pregnant, giving birth to a baby who weighs more than 9 pounds is one risk factor for future diabetes, which could develop within the next 8 - 10 years.

If you haven't seen your primary care physician since you had your baby, please make an appointment. If you'd like help finding a primary care physician, contact Munson HealthLink at (231) 935-5886 or 1-800-533-5520.

For more information about diabetes, please go to [nmdiabetes.org](http://nmdiabetes.org).

 NORTHERN MICHIGAN  
DIABETES INITIATIVE

## 2013-2014 NMDI Objectives

### Community/Prevention

- Refine, expand, and evaluate a focused outreach campaign to increase awareness of gestational diabetes, pre-diabetes, and diabetes.
- Provide support and link NMDI with various obesity initiatives across the 12 county area.

### Providers/Patients

- Refine, expand, and evaluate a targeted healthcare professional plan
- Support self-management for people with all types of diabetes.



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## NMDI Sponsors and Partners

### Northern Michigan Diabetes Initiative Sponsors

Charlevoix Area Hospital  
Kalkaska Memorial Health Center  
Mercy Hospital Cadillac  
Mercy Hospital Grayling  
Munson Healthcare Regional Foundation  
Munson Medical Center  
Otsego Memorial Hospital  
Paul Oliver Memorial Hospital  
Priority Health  
West Shore Medical Center

### Northern Michigan Diabetes Initiative Partners

Area Agency on Aging  
Area Physicians and Health Care Providers  
Benzie/Leelanau County Health Department  
Blue Cross Blue Shield of Michigan  
Cadillac Community Free Clinic  
Diabetes Partners in Action Coalition (DPAC)  
District Health Department #10  
Grand Traverse Area Catholic Schools  
Grand Traverse Band of Ottawa and Chippewa Indians  
Grand Traverse County Health Department  
Health Department of Northwest Michigan  
Michigan Department of Community Health  
Michigan Land Use Institute

Michigan State University Extension  
Munson Home Health  
Northwest Michigan Community Health Agency  
Northwest Michigan Community Action Agency  
RN-AIM  
Ryan Dobry Diabetes Charity  
Traverse Bay Area Intermediate School District  
Traverse City Area Public Schools  
Traverse City Senior Center  
Traverse Health Clinic  
TV 7 & 4  
TV 9 & 10  
Youth WOW