



Work Plan 2007

	Action Steps	Resources	Partners
Ethnic/Racial Outreach and Education <u>Goal:</u> Assure participation from within ethnic/racial communities to plan for and promote outreach regarding diabetes prevention.			
<u>Audience:</u> Extended Families, Community Groups, Multicultural Centers, Faith-Based Organizations, Established Activities/Outreach, Places of Employment (WorkWell participation).			
1 - A	Inquire about awareness and needs of ethnic/racial minority groups via established outreach programs. Talking points: * What are your concerns about diabetes? * What are you doing about those concerns? * What are the barriers that keep you from addressing your concerns?		Kathy Goddard, Lesa Hoppe, Jane Linsenmeyer, Renee Massie, Tammy Weihe
1 - B	Assure participation from racial/ethnic groups in planning and implementing activities.		Janet Buck, Kathy Goddard, Lesa Hoppe, Georgia Jones, Jane Linsenmeyer, Andrea Mason, Renee Massie, Carol Mitchell, Tammy Weihe
1 - C	Develop pilot project(s) for education and outreach based on accepted/established approaches.		Janet Buck, Kathy Goddard, Lesa Hoppe, Georgia Jones, Jane Linsenmeyer, Andrea Mason, Renee Massie, Carol Mitchell, Tammy Weihe, ActionNow! Funding Committee, Judy Halstead
1 - D	Adapt marketing campaign to highlight risk for diabetes among diverse families.		Janet Buck, Kathy Goddard, Lesa Hoppe, Georgia Jones, Jane Linsenmeyer, Mike Losee and SnitilyCarr Team, Andrea Mason, Renee Massie, Carol Mitchell, Tammy Weihe



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Children and Youth			
Goals: Prevention of Onset. Prevention of Complications. Promote (a) healthy nutrition, (b) safe, affordable, culturally appropriate, and non-competitive physical activity, and (c) knowledge of lifetime risk of diabetes among families, childcare, schools, and the at-large community of Lancaster County.			
Audiences: Children, Parents, Teachers, Child Care Providers, School Administrators, Board(s) of Education, Community Resources, Physicians.			
2 - A	Provide an educational session to the larger ActionNow! group on the relationship between breastfeeding, breastfeeding promotion, maternal obesity and diabetes risk and diabetes risk of the breastfed baby. Seek feedback from larger group about how to address these prevention messages.		Patty Baker, Jessie Coffey, Megan Davison, Gina Egenberger, Kathy Goddard, Lesa Hoppe, Mike Heyl, Kathy Karsting, Corrine Roach, Ann Seacrest, Judy Zabel
2 - B	Identify 3 working goals with the school system; inclusive of breastfeeding promotion education, healthy breast development and breastfeeding benefits.		Lincoln Public Schools, Patty Baker, Jessie Coffey, Megan Davison, Gina Egenberger, Kathy Goddard, Lesa Hoppe, Mike Heyl, Kathy Karsting, Corrine Roach, Ann Seacrest, Judy Zabel
2 - C	Provide a professional development activity for school and community nurses on breastfeeding promotion education and evidence-based relationship to obesity and diabetes risk.		Lincoln Public Schools, Lincoln-Lancaster County Health Department, Patty Baker, Jessie Coffey, Megan Davison, Gina Egenberger, Mike Heyl, Kathy Goddard, Lesa Hoppe, Kathy Karsting, Corrine Roach, Ann Seacrest, Judy Zabel
2 - D	Adapt marketing campaign: ActionNow4Kids! from established ActionNow! messages; eat healthy, move more and know your numbers (labels); develop/adapt website information and community resource list specific to children.		Patty Baker, Jessie Coffey, Megan Davison, Gina Egenberger, Kathy Goddard, Lesa Hoppe, Mike Heyl, Kathy Karsting, Mike Losee and SnitilyCarr Team, Corrine Roach, Ann Seacrest, Judy Zabel



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<p>Screening/Pre-Diabetes/Gestational Diabetes</p> <p><u>Goals:</u> Screening - Develop screening and follow-up protocols especially for pre-diabetes/gestational diabetes, children and youth, minorities and other at-risk populations.</p> <p>Educational Messages - Develop <i>KNOW YOUR NUMBERS!</i> messages to go along with screening and follow-up protocols.</p>			
<p><u>Audiences:</u> All people of Lancaster County who do not know their current risk level. All people of Lancaster County who need to take action now to prevent or delay diabetes.</p>			
3 - A	<p>Further develop screening protocols for 2007, including screening and follow-up related to gestational diabetes, consider what and when to do fingersticks, and develop messages:</p> <ul style="list-style-type: none"> * talking points * communication with healthcare providers 		Anne Widga, Carol Abele, Janet Buck, Charlotte Burke, Lynne Cihal, Cassandra Dytrych, Ann Fetrick, Mary Jo Gillespie, Kathy Goddard, Lisa Henning, Lesa Hoppe, Jill Jank, Sandra Kilgore, Carol Kukuk, Barb Miller, David Schuetz, Pam Wollenberg
3 - B	<p>Expand screening sites and times</p> <ul style="list-style-type: none"> * WorkWell * pharmacies * grocery stores * senior centers * schools * others 		Anne Widga, Carol Abele, Janet Buck, Charlotte Burke, Lynne Cihal, Cassandra Dytrych, Ann Fetrick, Mary Jo Gillespie, Kathy Goddard, Lisa Henning, Lesa Hoppe, Jill Jank, Sandra Kilgore, Carol Kukuk, Barb Miller, David Schuetz, Pam Wollenberg
3 - C	<p>Develop protocols for follow-up of:</p> <ul style="list-style-type: none"> * gestational diabetes * positive paper screens * positive blood sugar fingersticks 		Anne Widga, Carol Abele, Janet Buck, Charlotte Burke, Lynne Cihal, Cassandra Dytrych, Ann Fetrick, Mary Jo Gillespie, Kathy Goddard, Lisa Henning, Lesa Hoppe, Jill Jank, Sandra Kilgore, Carol Kukuk, Barb Miller, David Schuetz, Pam Wollenberg
3 - D	<p>Develop a marketing campaign to use at screening sites/WorkWell sites.</p>		Anne Widga, Carol Abele, Janet Buck, Charlotte Burke, Lynne Cihal, Cassandra Dytrych, Ann Fetrick, Mary Jo Gillespie, Kathy Goddard, Lisa Henning, Lesa Hoppe, Jill Jank, Sandra Kilgore, Carol Kukuk, Mike Losee and SnitilyCarr Team, Barb Miller, David Schuetz, Pam Wollenberg