



**ActionNow! Screening Workgroup
September 27, 2007
Report of Meeting**

Present: Charlotte Burke, Ann Fetrick, Sandra Kilgore, Carol Kukuk

Next Meeting: Thursday, October 25th at 7:30 a.m. – 9:30 a.m. in the Conference Center of BryanLGH – WEST. This will be the annual Steering Committee meeting.

Ann Fetrick wanted everyone to remember the Cultural Competency Conference: *Meeting the Needs of Diverse Populations with Diabetes* to be held on October 5th at the Qwest Center in Omaha. General registration is \$95 and \$35 for students. To register call (402) 559-5929, M-F 9a-3p CST or 1 (877) 832-6924 toll-free #, same times.

Ann reported that the coalition's pilot test of having hardware screenings had taken place on Saturday, September 15 at two local ACE Hardware stores. Display boards and "give-away" flyers and brochures and screening forms were put out at both locations on the Sunday before the Screening Day; and the display tables were monitored throughout the week. There were also signs indicating that someone would be at the tables on Saturday, the 15th from 9:00 a.m. to 1:00 p.m. and customers could then "Ask the Experts" about diabetes. On the 15th we had coalition volunteers at both of the hardware stores. Despite in-person invitations by volunteers to customers to complete a screening test, only eight people did so, five women and three men. Half (4) had a risk score of 10 or more. A number of people took screening tests to do later or give to family or friends.

The Screening Ad Hoc Workgroup discussed this and the other screenings that we had done throughout the past year or so and made the following points:

- ✚ At the hardware stores and at the baseball game it seemed that people were "on a mission" and didn't want to be bothered with a health risk assessment of any kind.
- ✚ Many seemed willing to take things that were given them, such as flyers, brochures, and handouts.
- ✚ A "give-away" item such as decals for the car windshield, key chains, "Gumby-type" toys that are bendable and look like Mr.-Can-Do-It, and hang-down items for the rear-view mirror might work well in some settings.
- ✚ It might be best to do future screenings at times and places where there is more of a health-related expectation: churches (by parish nurses, for example), doctor office waiting areas, WorkWell worksites, and health fairs.
- ✚ Perhaps Dr. Anderson would be willing to pilot test doing screenings at her office.
- ✚ Maybe we should approach doctor's offices with more of the attitude of "What can we do to help you?" rather than "Here – do it this way."
- ✚ Maybe it would be good to work with Judy Zabel at LPS, even more than we have already.
- ✚ Perhaps we could contact Holly Dingman to see how she has used the Rx pad idea in promoting physical activity.

It was suggested that we look in to adding another section to the Resource Manual with talking points and education and awareness especially geared for use in doctor offices. Mary Jo Gillespie might be willing to work with us on this.

Charlotte Burke seemed to agree with Ann Fetrick's suggestion that for the next year (2008) we may want to include policy development/built environments as a part of our workplan. Charlotte mentioned Dan Noble's name in connection with policy issues. Also, there was some discussion that we may need to expand our ways of working in the community to include environmental changes that affect the development of diabetes either positively or negatively, working with regional planning groups, and/or packets of information such as anti-tobacco/smoking, breastfeeding promotion, and diabetes prevention materials.

Charlotte Burke has agreed to contact Health Education, Incorporated with the request that they donate any screens that they are not needing/using to the ActionNow! coalition for use in advertising and public awareness.

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