



Annual Steering Committee Minutes October 25, 2007

Present:

Andrea Mason – Coordinator/Lincoln-Lancaster County Health Department (LLCHD); Jill Jank –Registered Dietitian; Georgia Jones – University of Nebraska-Lincoln; Nikki Ford – HyVee, Ann Fetrick – LLCHD; Lesa Hoppe – Department of Health & Human Services/Diabetes Program; Sandra Kilgore – CIMRO of NE; Mary Jo Gillespie – Lancaster County Medical Society; Judy Zabel – Lincoln Public Schools; Jane Linsenmeyer – LLCHD; Melissa Borman – Saint Elizabeth’s Physician’s Network; Alleson Deaust – University of Nebraska Medical Center/Graduate Student; Mike Heyl – LLCHD; Gina Egenberger – LLCHD; Wende Baker – Health Partners Initiative; Mike Losee – SnitilyCarr; Clinton Schleining – SnitilyCarr; Steve Frederick – LLCHD; Anne Widga – BryanLGH LifePointe/Diabetes Center; Judy Halstead – LLCHD; Kathy Goddard – Department of Health & Human Services/Diabetes Program; Carol Kukuk – LLCHD; Paulette Kuhlman – BryanLGH LifePointe/Diabetes Center; Joan Anderson – Lancaster County Medical Society; Janet Buck – Matt Talbot Kitchen & Outreach; Amanda Peters – LLCHD; Manuel Mendez – LLCHD.

Minutes:

Andrea Mason began the meeting by thanking our host agency, BryanLGH West Medical Center. Introductions were made by individual coalition members. Members were encouraged to review a sample display board and educational materials available from the ActionNow! Community Lending Library. Members were handed a copy of the Coalition Progress Report for 2007 and a feedback form. As the meeting progressed and accomplishments and challenges of the coalition were discussed, members were encouraged to ask questions and contribute their ideas and thoughts. Please refer to the PowerPoint Presentation entitled “Steering Com 07” for an overview of coalition accomplishments and challenges in 2007 and for ideas about direction in 2008. Mike Losee presented the marketing strategy ActionNow! has employed in the past and discussed how our messages to children/youth and minority communities expand this core strategy and will build upon its success.

Coalition members were recognized and thanked for their participation and encouraged to continue to assist in meeting the coalition’s mission: Prevention and delay of diabetes and its complications in Lancaster County.

Synopsis from Feedback Forms:

Thoughts on Accomplishments:

- ❑ “Shoes Off, Please” – These have been very well received.
- ❑ Very important to expand in minority community.
- ❑ Coalition has done a great job with promoting awareness in the community – reaching some important populations.
- ❑ Very impressive. This group is so dedicated and excited about their ideas, goals, and plans.
- ❑ Good job!
- ❑ Lots of good work has been done.
- ❑ Awesome job! The community is improving health-wise because of what the coalition does – even if only in small ways. The information that gets out is outstanding!

Top 3 Priorities for 2008:

- ❑ Continue efforts to identify diabetic patients through screening and to help direct them to a medical home.
- ❑ 1) Childhood obesity, 2) physical activity and exercise, 3) expand education in the DASH diet
- ❑ 1) Workplace wellness – finding new businesses, 2) children – decreasing risk and obesity, 3) Lincoln PCP clinics – promoting use of materials.
- ❑ Expanding LPS efforts to daycares (even if it is just changing snack choices). Some daycares are actually more influential than parents r/t time child spends at daycare vs. home. Teach them young!
- ❑ Food – studies show that people are illiterate about food. We need to re-teach “food”.
- ❑ 1) Continue the prevention messages in the community, 2) support diabetes education to those experiencing barriers to receiving education and medical care, 3) work on overcoming barriers in the “built community” to “moving more”. Perhaps provide incentives to help community members “move more”.
- ❑ 1) Children (but continue messages/info. for adult population), 2) children, 3) children. Note: Adult health is extremely important, but the future health of the community is in the hands of our children. Plus, some adults actually learn from their kids.

Improvements:

- ❑ “Get to consumers” – patients – underserved. I believe there is still a large number of “patients” to be identified with diabetes.
- ❑ Expand activities in minority community.
- ❑ If there is not a parental component to the children’s (learning) – consideration should be given as to how to include parents.
- ❑ Not an improvement, but just an idea: Let’s look at the feasibility of implementing some of the focus groups’ ideas about how to help folks in the community eat better and be more active.
- ❑ Heavy implementation into the schools.



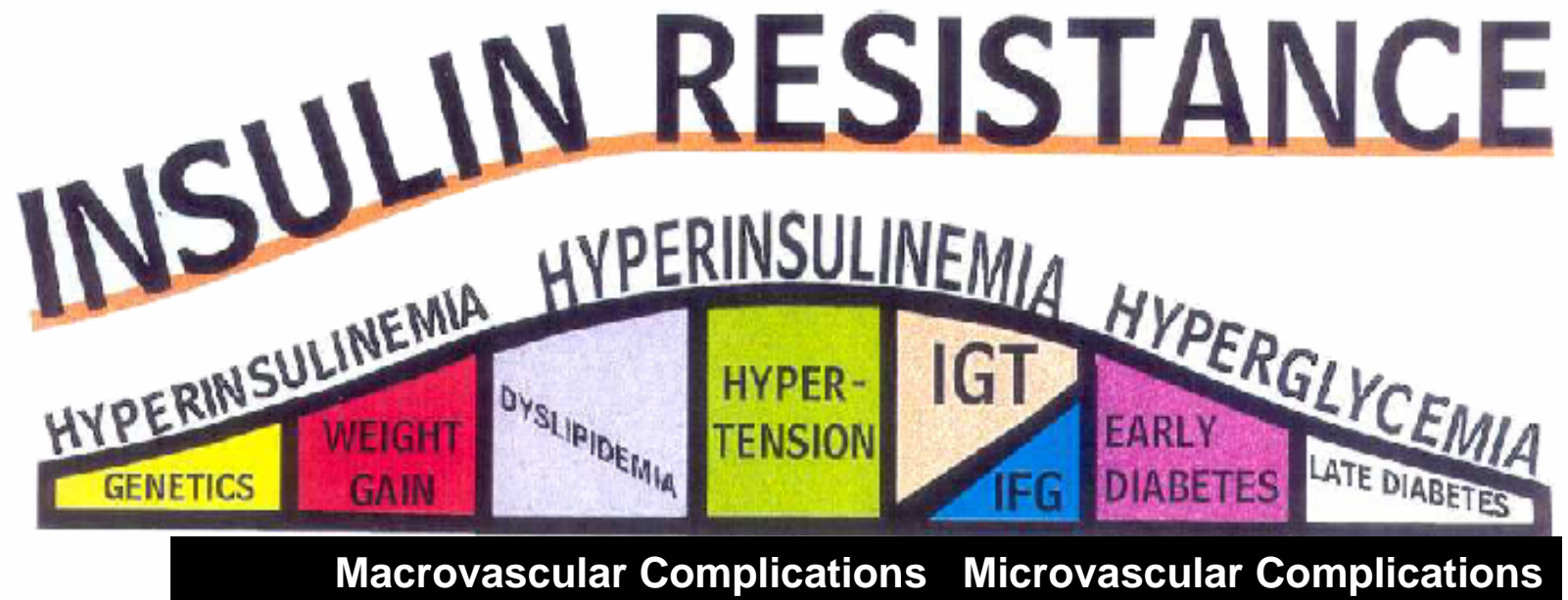
Taking *ActionNow!*

Steering Committee Annual Meeting
October 25, 2007

Today's Agenda

- Appreciation
- Review Prevalence Data
- *ActionNow!* Accomplishments in 2007
 - Engaged more partners
 - Increased outreach to at-risk populations
 - Developed *ActionNow4Kids*
 - Provided community screenings
- Now what?...Planning for 2008 & beyond

Metabolic Syndrome



ADVANCING AGE →

Lancaster County Trends:

Adult Prevalence

- 60 out of every 1,000
 - Slightly lower than state (64.5/1,000) & national (71)
- Weight
 - **Obese** (136) > Overweight (53) > Normal Weight (26)
- Age
 - **65+** (131.3) > 45-64 (101) > 18-44 (16)
- Income
 - **\$20,000+/year** (100) > \$35,000+/year (49)
- Ethnicity
 - **Hispanic** (92) > Non-Hispanic (59)
- Race
 - **Non-White** (70) > White (59)
- Gender
 - **Men** (64.3) > Women (56.3)

Childhood Risk

- 151,000 < 20 yrs. in U.S. have diabetes
- Overall rate of diabetes ↑ among those < 20
 - Type 1 most common: non-Hispanic whites
 - Type 2 rates highest: ethnic/racial minorities
- Prevalence of overweight children (6-11) more than doubled in last 20 years
- Prevalence of overweight adolescents (12-19) more than tripled in last 20 years

Engaged Partners

- Primary Care Providers
- Health Promotion Initiatives
- TV Interviews
- Newspaper insert “Health & Medical Guide”
- Website Partnership

SHOES
and
SOCKS

take ‘em off!



IF YOU HAVE DIABETES

Have your doctor check your feet.



Engaged Partners

- Action*Now!* Statewide
- Focus Groups
- Diabetes Prevention Hotline
- Community Resource Guide
- Community Lending Library



Increase Outreach to At-Risk Populations

- Assure participation from within ethnic/racial communities
 - Outreach Workers & Nurses
 - Focus Groups
- Develop marketing campaign emphasizing familial risk
- Pilot outreach project for Hispanic men 40+
 - Assess risk
 - Connect to medical care

Developed *ActionNow4Kids*

- Marketing campaign for children & families
- “Nourishing Our Children” Conference
- Child Section of Train-the-Trainer Manual



Community Screenings

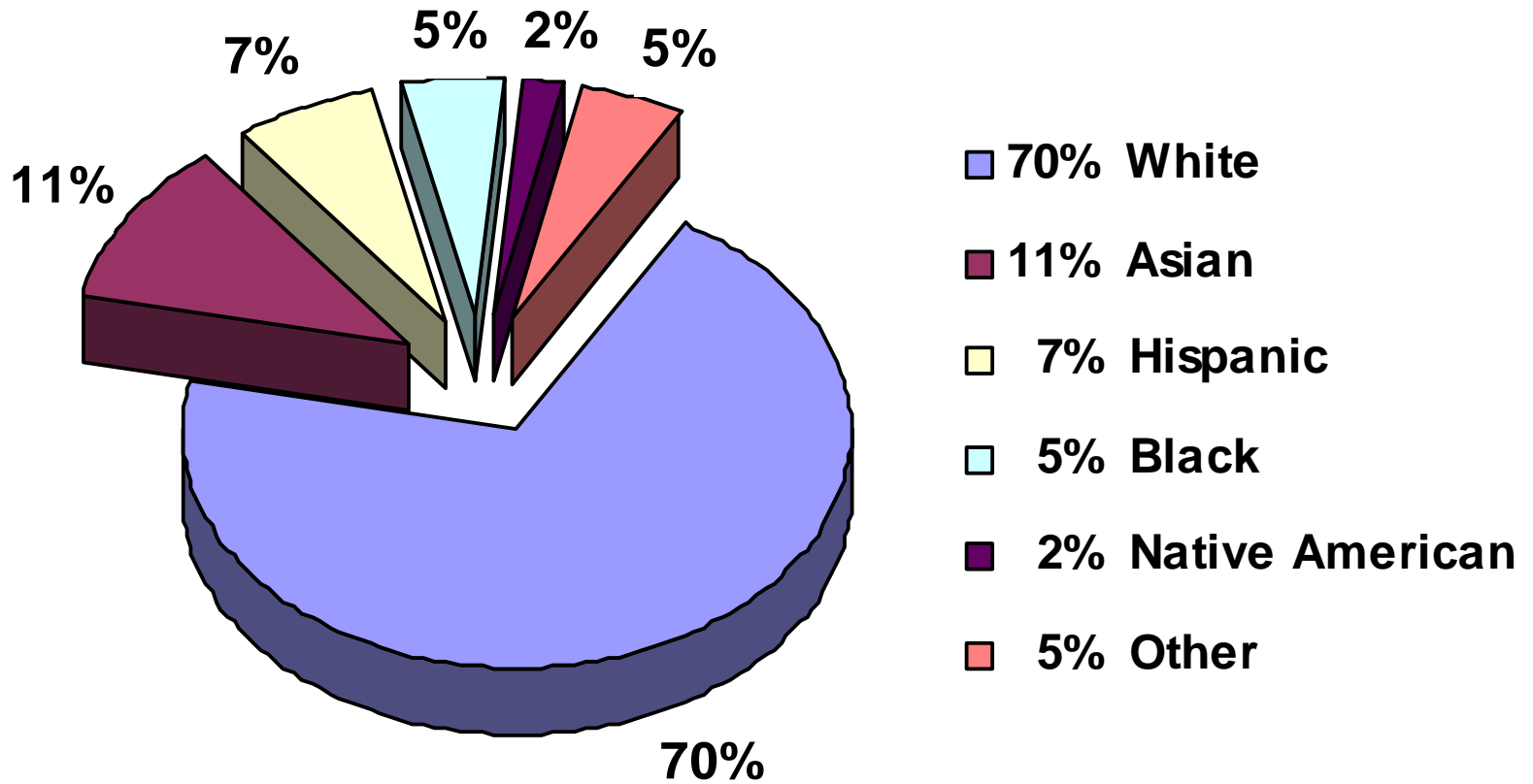
- Expanded community screening sites
 - 26 sites with 20 participants or more
- Best screening practices
 - Based on ADA recommendations
 - Risk Assessments for ages 18+
 - Every 2-3 yrs, unless change in health status
 - Referrals to medical care for those with ↑ risk
 - Ø blood glucose testing



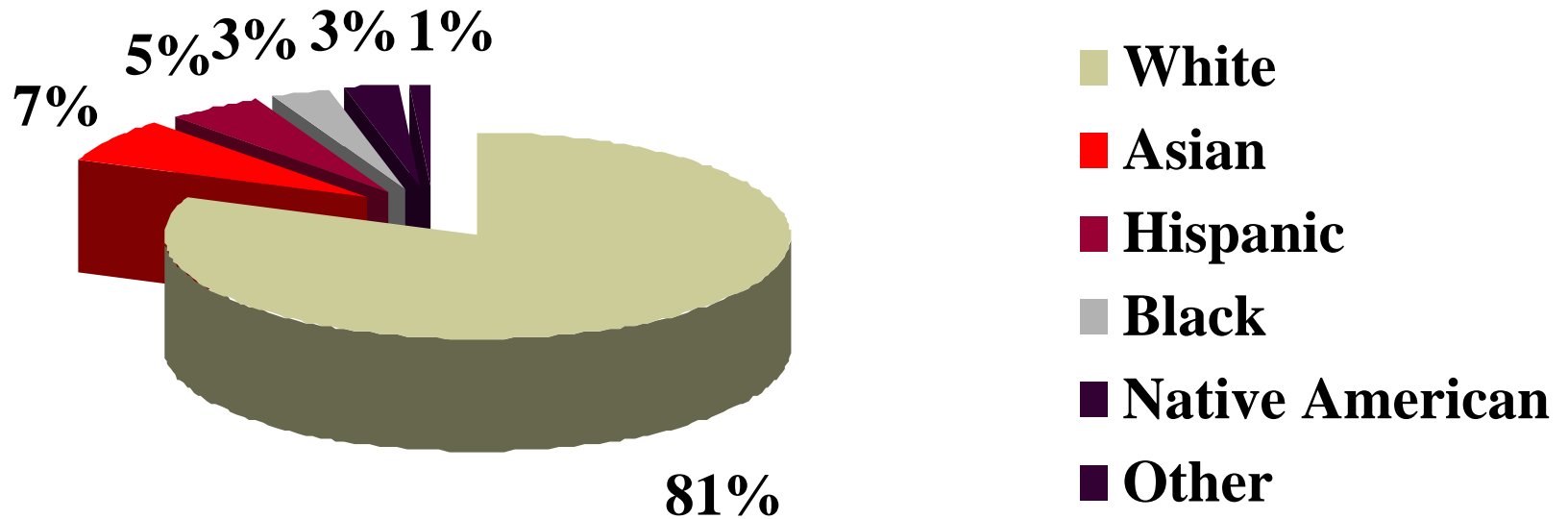
Screening Findings

- Goal: 1,000 adults/year
- 1,002 in 2007
- 2,032 screened in 2 years
- Most Common Risks In 2007
 - 53% **BMI** \geq 25
 - 43% **age** 45 – 64
 - 30% **race/ethnicity** @ high risk
 - 28% **age** \geq 65 **and** \emptyset to little exercise
 - 26% **parent** with diabetes
 - 13% **sibling** with diabetes
 - 13% of females \geq **9 lbs. baby**
 - 11% **age** \geq 65

Screening Data: 2007



Screening Data: 2006

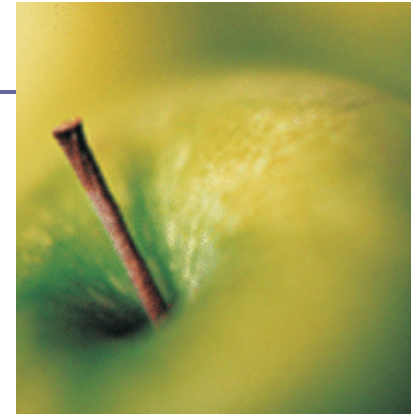


WorkWell Data

Behavior

5% recommended amount of fruits & vegetables per day

50% recommended amount of physical activity per day



WorkWell Data

- Health Care Utilization: **General**
 - 67% teeth cleaned with past 6 months
 - 63% doctor within past year
 - 13% cost prohibited medical care at least 1x within past year

- Health Care Utilization: **People With Diabetes**
 - 92% Hgb A₁C checked in last year
 - 91% visited health professional within last year
 - 73% had eyes checked within last year
 - 73% had feet checked within last year

Marketing Campaign '06

- 1 in 3
- Eat Healthy!
- Move More!
- Know Your Numbers!



1 in 3 of us is at risk for **Diabetes.**



Take Action Now.

ACTION NOW!
Community Diabetes Prevention & Control

For more information, call 402-434-7170
or visit www.123ActionNow.org.

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300 S. 68th Street Place

Lincoln, Nebraska 68510

Lincoln/Lancaster County Action Now Diabetes Prevention 2006-07 Campaign

Start Date 7/1/06
End Date 7/19/07

| Outdoor - Location | Locations | DEC | Dates | Direction | Creative |
|--------------------|-----------------|------------|--------------|-----------|----------|
| Poster - 2 months | 25th & Randolph | 26,340 | 7/15 - 9/14 | NSFW | Risk |
| Poster - 2 months | 3201 Superior | 17,100 | 7/20 - 9/19 | SSFE | Dr |
| Poster - 2 months | 2011 O Street | 27,500 | 9/25 - 11/24 | SSFW | Dr |
| Poster - 2 months | 27th & Y | 21,220 | 9/25 - 11/24 | WSFN | Walking |
| Poster - 2 months | 3219 S. 10th | 18,930 | 9/15 - 11/14 | WSFN | Store |
| Poster - 2 months | 3700 N. 27th | 19,530 | 11/25 - 1/24 | ESFN | Dr |
| Poster - 2 months | 4501 O Street | 29,100 | 3/15 - 5/14 | SSFE | Risk |
| Poster - 2 months | I-180 & 8th | 21,400 | 3/15 - 5/14 | ESFS | Store |
| Poster - 2 months | 17th & Vine | 20,850 | 5/15 - 7/14 | NSFW | Risk |
| | | | | | |
| Total | | 12,118,200 | | | |

Radio

| Station/Call Letters | Format | Air dates July 06-June 07 | Spot Length | # of Spots | |
|----------------------|-------------|---------------------------|-------------|------------|--|
| KLNC 105.3 FM M-F | Variety/80s | 26 weeks (2 on, 2 off) | :30 | 468 | |
| KFGE 98.1 FM M-F | Hot Country | 26 weeks (2 on, 2 off) | :30 | 312 | |
| KLIN AM 1400 | News Talk | 18 weeks (2 on, 2 off) | :30 | 216 | |
| | | | | 996 | |
| | Impressions | 1,522,800 | | | |

ActionNow4Kids Marketing '07



Know Your Numbers!



Skate Right In For Better Health!



Move More!



Don't Trail Behind – Get Moving Today!



Eat Healthy!



Step Up Your Food Choices Today!

Planning for 2008

- Who? What? How?
- Sustain prevention messages
- Continue screening efforts
- Expand prevention efforts
 - Ethnic/Racial Minority Populations
 - Children & Their Families, Schools, Childcare
 - Working Adults
 - Men
 - Gestational Diabetes



We Need Your Help!

- Please turn-in or fax feedback & brainstorming sheets
 - Fax: 441-8083
- New Leadership
 - Carol Mitchell, *ActionNow!* Coordinator
LLCHD, Chronic Disease Program