



Bi-annual Coordinator's update



**NORTHERN MICHIGAN
DIABETES INITIATIVE**

Objective 1: Refine, expand and evaluate a focused outreach campaign to increase awareness of gestational diabetes, pre-diabetes and diabetes.

- The NMDI Facebook page is continuing to grow, but we still need your help to reach our goal of 150 likes! If you have not yet liked us on Facebook please do. To date we have 126 people who like our page!
- New commercials have been developed and will be airing on both TV 7&4 and TV 9&10 soon. Air times are usually in the early morning, during daytime television and during the evening news.
- NMDI's website has undergone a few changes. To see it visit www.nmdiabetes.org.
- Our recently conducted survey, with 52 respondents, showed that the top four ways people get information about health are from: their healthcare provider, TV, magazines and the internet. People want to be healthy because they want a good quality of life. In terms of learning about being healthy and tools to accomplish this people said healthy eating tips and exercise information is especially useful.
- We will use the information above to enhance our website and Facebook pages.

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

- Recently over 90 healthcare professionals completed our survey regarding their interests in continuing education related to diabetes.
- Top areas were: diabetes management guidelines, reducing complications and medication information.
- An education plan has been created to address the continuing education needs based on the survey results.

Objective 3: Support self-management for people with all types of diabetes.

- Our recently conducted survey, with 52 respondents, showed that people with diabetes wish their healthcare provider spent more time discussing healthy eating and how to reduce complications with them. When asked what they wish others (family members, co-workers, friends, etc.) knew about diabetes people said: diabetes management challenges, nutrition tips and general information about diabetes. In terms of better ways to support people with diabetes people said they'd like nutrition tips, exercise resources and general diabetes presentations.
- With all this great information our team is going to put together a plan to help enhance what we are already doing to address these topics.

Objective 4: Provide support and link NMDI with various obesity initiatives across the 12-county region.

- Our recently completed survey with over 50 physician respondents told us that: 64% of physicians surveyed are using some method of behavioral change techniques with their patients, but they also would like to take advantage of continuing education on this topic if it were offered as a lunch conference or onsite training. In terms of the resources physicians were wanting websites and print materials related to physical activity, healthy eating and diabetes management.
- Based on these findings our team helped organize and promote a Tuesday Grand Rounds presentation on Motivational Interviewing and we are working to collect resources that can be disseminated.
- This fiscal year our Healthy Family Backpack program is being implemented in East Jordan Public Schools. We are excited to be partnering with Charlevoix Area Hospital's school nurses to bring this program to their area.