



Stakeholder Report 2013 | 2014



nmdiabetes.org

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

Stakeholder Report 2013 - 2014

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 activities that support our mission/vision statement.

NMDI Team Interviews Rock Star Bret Michaels about life with Type 1 Diabetes



Pictured above, (l to r) Christi Nowak, MPH, MBA, Manager of Community Health at Munson Medical Center, rock star Bret Michaels and Jill Vollbrecht, MD, Endocrinologist and Co-Medical Director of the Northern Michigan Diabetes Initiative.

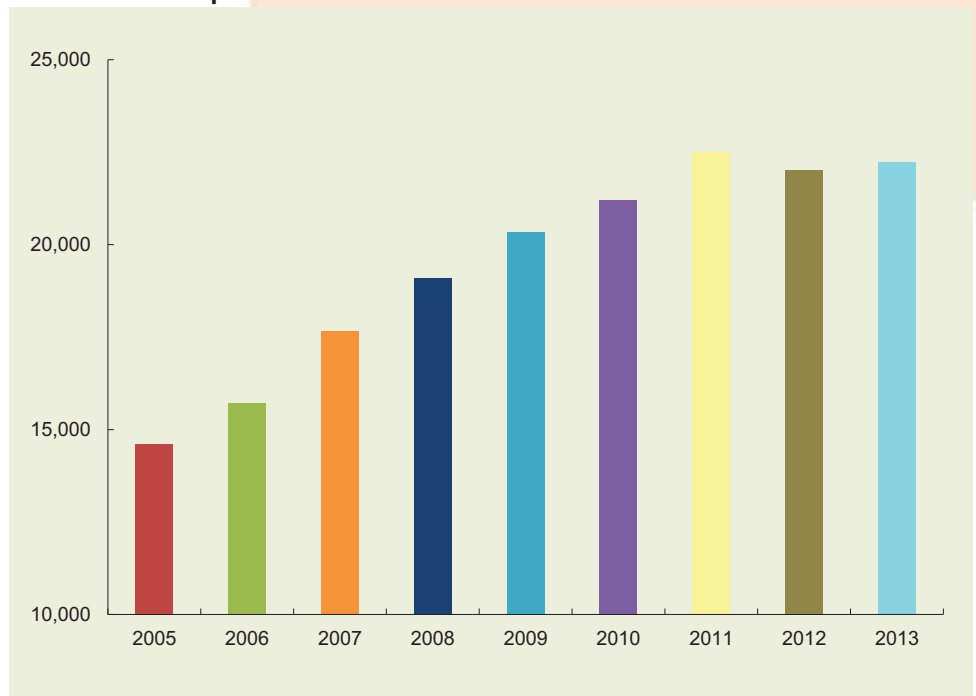
Northern Michigan Diabetes Initiative co-Medical Director Jill Vollbrecht, MD, and Munson Community Health Manager Christina Nowak have been fans of Bret Michaels for several years so they were determined to catch up with Bret while he was in town in hopes of getting an interview to put on the NMDI website. Luck was on their side as Bret spent about 10 minutes talking about living with Type 1 diabetes with the pair. To listen to the Michaels' interview, or to read a transcript of the conversation, go to nmdiabetes.org.

Sally Joy Award

On World Diabetes Day, November 14th, Dr. Jill Vollbrecht was presented with the Sally Joy Leadership Award from the Diabetes Partners in Action Coalition and the American Diabetes Association for her exceptional leadership and passion for diabetes prevention and management. Below Dr. Vollbrecht is pictured with her family at the Capitol Building.



General Adult Population Screened for A1c



Objectives and Outcomes Achieved

Objective One

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

- NMDI had 200 Facebook Likes.
- Since January 2014, our website has had over 5,050 page views!
- NMDI TV Commercials- **TV 9&10** – 94.9% Reach, 11.9 Frequency and **TV 7&4** – 86.4% Reach, 16.3 Frequency

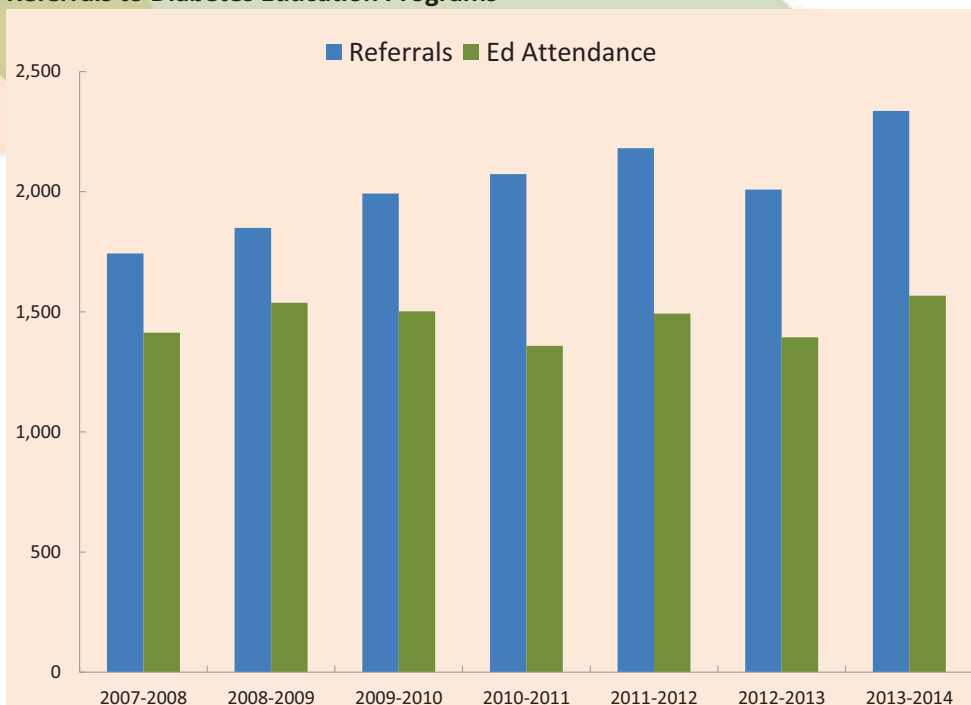
The “reach” represents the percentage of adults in the entire viewing area (26 counties) over the course of the campaign that saw our message and the “frequency” represents the number of times those adults were exposed to our message.

Objective Three

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

- A survey was delivered to learn what people with diabetes are looking for in the community. There were 52 responses. The participants primarily get their information from their healthcare provider and TV. Tools they would like to use to help them be healthier are healthy recipes and exercise information.
- Diabetes Education referrals are at an all-time high across our twelve county region, with a 16% increase over last year. This equates to over 2300 referrals!

Referrals to Diabetes Education Programs



Objective Two

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

- A survey was delivered to the healthcare provider community in the fall of 2013 with a total of 90 respondents. The top three interests for continuing education were: management guidelines, reducing complications and medication information.
- The most preferred ways to get continuing education were: lunch conferences, webinars, and face-to-face trainings.

Objective Four

Provide support, and link NMDI with various obesity initiatives across the 12-county areas.

- Providers expressed a need for additional training and resources regarding physical activity and nutrition so they can better assist patients struggling with obesity.
- A Motivational Interviewing training for physicians was held in February.
- The Community Awareness Steering Committee for Shape Up North (formerly the Obesity Initiative) will gather the resources on physical activity and nutrition to distribute to physicians and others.
- The Healthy Family Backpack program reached 262 families. As a result, 23% of the families set a family goal. At a two-month follow-up, 98% of those families were still following their goal.

2014-2015 Objectives

Community/Prevention

- Refine, expand and evaluate a focused outreach campaign to increase awareness of obesity, gestational diabetes, pre-diabetes, Type 1 and Type 2 diabetes
- Provide support and link NMDI with various obesity initiatives across the 12 county area

Providers/Patients

- Refine, expand and evaluate a targeted healthcare, evidenced-based healthcare professional education plan
- Support self-management for people with all types of diabetes through the use of technology



Dr. Steve Lamie and Diane Butler leading Obesity breakout session.



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Northern Michigan Diabetes Initiative Partners

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