

DPAC Advocacy Workgroup
FY09 Work Plan (based on the Michigan Diabetes and Kidney Disease Advocacy Plan)

Strategy	DPAC Target	Timeline	Responsible Parties	Advocacy Workgroup Member(s) Responsible
A1. Create and maintain list of partner organizations.	✓ Review and expand list to include organizations that share our goals.	Initial list completed by December 31, 2008 with ongoing updates	DPAC Advocacy Workgroup	Initial list developed by the Advocacy Workgroup; to be maintained by <u>Sally and Kim</u> .
A2. Promote DPAC membership to identified partner organizations.	Identify and send letters to partner organizations that do not have active representation on DPAC and prioritize five targets.	Initial contact completed by March 30, 2009 with follow-up as needed.	DPAC members, Advocacy Workgroup, MDON and other partners	<u>Sally and Kim</u> to identify organization and targets. Kim will coordinate mailing.
A3. Engage identified partners in DPAC advocacy efforts by meeting with representatives from these organizations to discuss their advocacy platforms, current policy activities, and opportunities to collaborate.	Meet with at least five partner organizations that do not have active representation on DPAC.	Meetings completed by September 30, 2009 with follow-up as needed	DPAC Advocacy Workgroup	<p>✓ JDRF <u>Jill Geisendorfer</u> will represent JDRF on the A&P work group</p> <p>✓ MI Minority Health Coalition: <u>Marvin Cato</u> will represent the MMHC at the A&P work group</p> <p>✓ Michigan Diabetes Research & Translation Center MDRTC cannot participate in advocacy activities, but <u>Marti Funnell</u> will update us on their activities</p> <p>✓ Business/Chamber of Commerce: <u>Marilyn Bell</u> will keep us apprised of opportunities</p> <p>✓ MI Primary Care Association: <u>Rebecca Cienki</u> and <u>Jere Scott</u> will keep us updated on MPCA advocacy and policy activities.</p> <p>✓ Area Agencies on Aging: <u>Kris Godbold</u> will check AAA legislative priorities</p> <p>Access to Care Coalition: <u>Ann Constance</u> will meet with the Access to Care Coalition to discuss DPAC and collaboration.</p>

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B1. ✓ Promote Diabetes and Kidney Disease Advocacy Day.	Set a goal of having <u>15% of DPAC members attend Advocacy Day.</u> ✓ 17 DPAC members (XX%) attended Diabetes and Kidney Day on April 28, 2009.	✓ Event: April 28, 2009	NKFM, DPAC and Advocacy Workgroup, ADA, MDON, DSMT, MODE, MOA, JDRF and other partners	ALL !!
B4. Refer advocates to advocacy toolkit resources on the DPAC website.	Ask Communications Workgroup to include toolkit or links to toolkit in newsletters, advocacy notices, updates, alerts.	Ongoing	DPCP, DPAC members and Advocacy Workgroup, MDON	All
C3. Develop and disseminate common advocacy messages (ex. websites, list serves, and newsletters).	✓ Work with NKFM, MDON and the DPAC Communications Workgroup to target audiences prior to Diabetes and Kidney Disease Advocacy Day.	✓ Develop messages by March 30, 2009 with ongoing dissemination	DPAC Advocacy Workgroup	✓ <u>Sally</u> completed draft of talking points and sent to Advocacy Workgroup. <u>Betty Krauss</u> and <u>Sharon Goodsell</u> will review advocacy messages and all other workgroup members are also encouraged to share their feedback.
C4. Develop / disseminate information about accomplishments (include success stories and testimonials) in diabetes prevention and control for legislators and general public All-call for success stories/testimonials on health improvement or cost savings from DSME.	•✓ Work w/MDCH, NKFM, MDON and the DPAC Communications Workgroup to target audiences prior to Diabetes and Kidney Disease Advocacy Day. •Review and revise messages as needed.	✓ Develop legislative handouts by March 30, 2009	DPCP, DPAC Advocacy Workgroup, NKFM, MDON and other partners	✓ <u>Sally</u> will develop legislative handout advocating for diabetes and kidney disease prevention and management programs with input from DPCP. ✓ (DON's may also create handouts for their individual areas.)

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D1. Provide advocacy training for consumers, professionals working with people with diabetes, health consultants, and other interested staff (ex. advocacy “webinar”).	Provide a webinar training in 2010 - to focus on advocacy basics (materials may be altered from the original presentation.).	Provided at least bi-annually	DPAC Advocacy Workgroup other partners	N/A in 2009.
D2. Share updates on pending and active legislation related to diabetes.	✓ Send notices, updates or action alerts (when appropriate) to DPAC members.	Ongoing	DPCP, DPAC Advocacy Workgroup, NKFM, ADA, MDON, MODE, & other partners	<ul style="list-style-type: none"> - <u>Greg Prasher</u> will provide updates on the Michigan Care of Students with Diabetes Act. Rep. Rick Jones – sponsor - HR 2425 would recognize Certified Diabetes Educators as Medicare providers, and eligible for reimbursement for diabetes outpatient self-management - ✓ DPAC created a position paper of support. - <u>Ann Constance & Sharon Goodsell</u>. will help us monitor HR 2425
D3. Offer information for partner organizations who are interested in getting more involved with specific advocacy efforts (ex. stem cell research, diabetes in schools).	Same as D.2 above.	As needed	DPCP, DPAC Advocacy Workgroup, NKFM, ADA, MDON, MODE, & other partners	<u>Sally and Kim</u> , supported by all
D4. Promote ongoing education of --consumers --health care professionals --health ins. purchasers -- Practice Transformation Sub-Group & IPIP on optimal diabetes care management	✓ Create Diabetes Care Management Report. Make presentations to employers on “the business case for diabetes and kidney disease prevention and management”	Ongoing	DPCP, DPAC Advocacy Workgroup, NKFM, ADA, MDON, MODE, & other partners	<u>Sally, Kim</u> , and ADA <u>Sharon Goodsell</u> will advise as needed. Current issue she is following: worksite DSME covered by insurance.