

**DPAC Communication and Public Awareness Workgroup
FY09 Work Plan (based on the Michigan Diabetes Action Plan): Updated 1/28/09**

Goal: Develop and implement a communications plan and an ongoing public awareness campaign.

Objective 1. Develop a communication plan by 2009 to identify partners and their communication methods in order to share information on diabetes with the general public.

Activities	DPAC Targets	Timeline	Responsible Parties	Communication Workgroup Member(s) Responsible	Notes
a. Facilitate communication within DPAC and among workgroups.	* Assist other workgroups with their communication needs, such as distribution of materials and postings on the website.	As needed	Communications Workgroup	Kim, Anne	
	* Produce four quarterly newsletters for DPAC membership.	Quarterly	Communications Workgroup	Leslie (lead) workgroup liaisons, and one contributing member for each spotlight article	For 2nd and 3rd quarter newsletters: Resources and support for PWD. Send ideas to Leslie. From Tobacco: “Medicaid Resources for Smoking Cessation” Others: 1) Partnership for Rx Assistance, 2) Food Pantry, 3) 211 System
	* Maintain Diabetes Program websites (including the DPAC web page).	As needed	Bill Baugh, DPCP Web Designer & Communications	Workgroup may contribute information and review format: Ask	

**DPAC Communication and Public Awareness Workgroup
FY09 Work Plan (based on the Michigan Diabetes Action Plan): Updated 1/28/09**

			Workgroup	Ann Scott if she could be lead because of MODE link	
	* Send out regular DPAC updates to membership.	Approximately once a month	Kim Walsh, Communications Workgroup	Kim, others contribute information	
b. Promote DPAC and its mission to partner organizations and the general community.	* Participate in at least five professional meetings or conferences with the DPAC display and NDEP materials. Create a schedule for the year and develop a policy for members to request the display. * Distribute the DPAC brochure.	February 2009	Communications Workgroup	Art (lead), workgroup members may be needed to cover exhibits, Kim to support distribution of the DPAC brochure	<i>Anne to get list of professional conferences. Select conferences by February and secure exhibit tables for each.</i>
c. Explore funding opportunities for implementation of a public awareness campaign.	Survey DPAC membership and possibly DON Advisory Committees to see what they would recommend	Ongoing	Communications Workgroup	Art	Explore funding for low cost awareness strategies.
d. Promote diabetes awareness month and World Diabetes Day to the general public.	<i>How? Internal vs. External messages?</i>	Annually (prior to November)	Communications Workgroup	Volunteer(s) needed to write an article and disseminate information internally and externally	<i>Members to determine how to promote these annual events.</i>
e. Identity external partners and their target audiences and communication vehicles (e.g., MODE and MDON).	Gather organization names and contact information. Contact their communications or marketing staff to find out how we can partner with them.	Initial list to be completed by March 2009	Communications Workgroup	All, volunteer needed to create a partner list with target audiences and communication vehicles identified.	<i>Discuss during February conference call.</i>
f. Determine preferred methods	Brainstorm low-cost options for	Preferred	Communications	All, but need a	<i>Discuss during</i>

**DPAC Communication and Public Awareness Workgroup
 FY09 Work Plan (based on the Michigan Diabetes Action Plan): Updated 1/28/09**

of communication (ex. fax blasts) and frequency of communication using these methods.	communication to external audiences.	methods of communications to be finalized by March 2009	Workgroup	person to pull this together	<i>February conference call.</i>
g. Develop tools and templates for communication needs (ex. template for fax blasts).	Create a template for a “fax blast” type communication vehicle to external audiences.	All tools and templates needed to disseminate materials using “preferred methods” to be developed by April 2009	Communications Workgroup	Megan Goff (graphic design support), Leslie	Leslie to provide example of a fax blast

**DPAC Communication and Public Awareness Workgroup
FY09 Work Plan (based on the Michigan Diabetes Action Plan): Updated 1/28/09**

Objective 2. By 2009, a core set of facts and other emerging diabetes-related issues aimed at the general public will be disseminated using five communication channels.

Activities	DPAC Targets	Timeline	Responsible Parties	Communication Workgroup Member(s) Responsible	Notes
a. Gather existing materials (NDEP, NIDDK, AADE, ADA, CDC).	Gather information and survey the Training and Education Programs Workgroup* to obtain their input on core facts and emerging diabetes-related issues. *This workgroup working on diabetes in pregnancy and diabetes and oral health	By March 2009	Communications Workgroup, Training and Education Programs Workgroup	Roni (MDON as a resource on this)	<i>Volunteers to gather resources before the February meeting for the group to discuss during the Feb. conference call; other resources may be considered.</i>
b. Review and select up to 10 core facts about diabetes and information on emerging diabetes-related issues aimed at the general public. Generate new document based on appropriate reading levels, as needed.	Brainstorm core facts and “emerging issues” and select those that you would like to focus on based on the information gathered. Prefer that group find existing document before developing one. For prevention, as well as management. Aim info for the general public so that it will help to trigger or drive a new behavior.	By April 2009	Communications Workgroup	All, with Robin as lead.	<i>Workgroup to review during the in-person meeting.</i>
c. Develop a distribution plan including identification of five communication channels.	Determine which communication vehicles would be best for each issue.	By May 2009	Communications Workgroup	All, Anne (lead) on development of the communications plan	Communication channels will change based on the

**DPAC Communication and Public Awareness Workgroup
FY09 Work Plan (based on the Michigan Diabetes Action Plan): Updated 1/28/09**

<p>For example, one brochure can go into different channels.</p>	<p><u>Product</u> – Communications Plan including partner list, preferred methods, templates or examples of each method of communication, and possible communication channels for distribution of information and resources.</p>				<p>information or resource being distributed (different partners of interest or different format of information).</p>
<p>d. Disseminate the core set of facts through at least five communication channels.</p>	<p>Decide on at least five communication channels for each piece of info and document that they were sent.</p>	<p>By June 2009</p>	<p>Communications Workgroup</p>	<p>Volunteers Needed</p>	
<p>e. Identify resources that provide basic information on diabetes in other languages.</p>	<p>Gather information and survey the Training and Education Programs Workgroup to obtain their input on core facts and emerging diabetes-related issues (in other languages).</p>	<p>By September 2009</p>	<p>Communications Workgroup, Training and Education Programs Workgroup</p>	<p>Roni</p>	<p>This activity will not be initiated until primary resource has been identified. In subsequent years, there will be a need to identify and distribute materials that are tailored to meet the needs and preferences of high-risk racial and ethnic populations.</p>

**DPAC Communication and Public Awareness Workgroup
FY09 Work Plan (based on the Michigan Diabetes Action Plan): Updated 1/28/09**

Minutes from Conference Calls

January 14th Call:

Present on call: Leslie Biskup-Ahmad, Art Franke, Veronica Evans, Robin Nwankwo, Jose Saraiva, Anne Esdale, Kim Walsh

Minutes in bold and incorporated into workplan (above). Other notes:

This workgroup is looking for additional members with PR experience and background.

Art reviewed the workplan and members volunteered for roles.

For newsletter, aim for 1st week of February for completion of articles; liaisons should aim for this week for submission of their material also.

1st quarter newsletter theme: Resources and support for persons with diabetes, including 1) Rx assistance, 2) food pantry system, 3) 211 system and 4) Medicaid resources for smoking cessation.

February 11th Call:

Present on call: Art Franke, Robin Nwankwo, Ron Evans, Ann Scott, Kim Walsh, Anne Esdale, Bill Baugh

State Diabetes Home Page: Bill Baugh, new webmaster

- Short video from MODE (Got Diabetes? Get Educated) will be put on the state diabetes home page, in a prominent position.
- Other options include: 1) NDEP clips, to be put on website on a rotating basis, and 2) DPAC – How to become a member:
- Diabetes Alert Day and other such events can go on the home page, in a “Highlights” section.
- The website is a key component of our communication strategy.

**DPAC Communication and Public Awareness Workgroup
FY09 Work Plan (based on the Michigan Diabetes Action Plan): Updated 1/28/09**

DPAC Newsletter: Anne & Leslie

- We have enough content for the first newsletter, with Jean Chickering and Dawn Crane writing an article that gives an overview of resources available to those without a job, insurance, or who are other struggling.
- Third quarter newsletter will have information on free clinics, 211 system and food pantries.
- Coordinate development and review of newsletter content with Leslie.

Review, Selection and Dissemination of Core Facts on Diabetes: Robin and Roni

- Selection of 10 core facts is the outer limit; it could be less. Above all, let's not start from scratch but use existing materials such as NDEP.
- The facts should pertain to both prevention and control, for those with diabetes and those who want to prevent disease.
- Use NDEP materials as a start, such as the "Five Facts About Diabetes," a well written one-page flyer. We should also review the NDEP catalogue and NDEP campaigns.
- Anne will obtain the survey summary done by NDEP which identifies how states are working with NDEP materials.
- Important to translate the facts into ordinary public language on prevention/healthy lifestyles.
- Lay education is critically important because about 14.4% of persons with diabetes 18-64 have no health insurance. An even higher % do not have a consistent health care provider.
- We need to translate for the public what information from research and conferences would be of interest to the public.

**DPAC Communication and Public Awareness Workgroup
FY09 Work Plan (based on the Michigan Diabetes Action Plan): Updated 1/28/09**

March 11th call

Present on call: Art Franke, Robin Nwankwo, Ann Scott, Anne Esdale

Website:

- We will look into blogs and other communication vehicles, especially if we develop an external DPAC website. Blogs can be used for health education and question/answer, but they need to be monitored by a staff person.
- A “highlights” section of the website has been suggested by Bill for new developments/announcements/newsletters and was endorsed by the workgroup.

Promotion of DPAC through Participation at Professional Meetings/Conferences: The following were selected:

IPIP – Feb. 25/26 (Anne Esdale)

JDRF – May 31 (Art & Sally Joy)

NKFM – June 12 (Art)

MI Assoc. of School Nurses - May 7 -8 (check fee and see if Mary Jean Klebba can attend)

PATH Conference

Detroit Diabetes Expo

WISEWOMAN

Arab-American conference

**DPAC Communication and Public Awareness Workgroup
FY09 Work Plan (based on the Michigan Diabetes Action Plan): Updated 1/28/09**

