NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

National Diabetes Prevention Program Bright Spot Initiative
Backbone Organization Roles and Responsibilities
Updated: 12/07/2022

Initiative Overview

The Centers for Disease Control and Prevention (CDC) Division of Diabetes Translation (DDT) and the National Association of Chronic Disease Directors (NACDD) are committed to reducing risks for type 2 diabetes. DDT's flagship prevention initiative is the National Diabetes Prevention Program (National DPP). The National DPP is a partnership of public and private organizations working to build a nationwide delivery system for a lifestyle change program proven to prevent or delay onset of type 2 diabetes in adults with prediabetes. The National DPP provides a framework for type 2 diabetes prevention efforts in the United States founded on four key pillars: 1) a trained workforce of lifestyle coaches, 2) national quality standards supported by the CDC Diabetes Prevention Recognition Program, 3) a network of program delivery organizations sustained through coverage, and 4) participant referral and engagement. Additional information on the National DPP is available on the CDC National DPP webpage and the National DPP Customer Service Center.

CDC and NACDD have prioritized increased enrollment among priority populations, noting that recent demographic data from an assessment on enrollment in the National DPP show room for improvement in reaching these populations. Furthermore, there is an urgency to increase enrollment of Medicare beneficiaries in the MDPP. Additional information on the MDPP is available on the CDC webpage for How Medicare Can Help You Prevent Type 2 Diabetes and the CMS webpage for the MDPP Expanded Model.

DDT and NACDD are working with partners toward increased enrollment of participants in the National DPP and MDPP. CDC and NACDD are collectively identifying a series of geographic focus areas with potential for high enrollment yield based on criteria including estimated prediabetes prevalence, availability of CDC-recognized organizations offering the National DPP lifestyle change program, availability of MDPP suppliers offering the MDPP, health system capacity to identify and refer people with prediabetes, public/private payer coverage, and strong partnership networks and support.

> **Bright Spot Initiative Purpose**
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> To dramatically increase enrollment in the National DPP lifestyle change program through strategic partnerships that will commit to specific enrollment goals for general and priority populations and track and share progress.

Backbone Organization

Reaching this enrollment goal will require commitment from various stakeholders and partners across sectors. Using the Collective Impact Framework as a model, a backbone support organization will be critical to create and translate a common agenda into tactical activities that can be executed and managed on the ground in states and regions. **The backbone organization is the coordinating body designated by the State Health Department that brings together a diversity of stakeholders and leads a synchronized effort to establish and achieve the goal of increased enrollment in the National DPP lifestyle change program through implementation of the Bright Spot Project.**

The backbone organization will provide project management, data analytics, and partnership engagement support for this initiative, and will also provide staff (or contractors) to work with CDC-recognized program delivery organizations and other key partners in the state or region to assist the partners in meeting local enrollment goals. The following outlines the key roles, responsibilities, and expertise needed by the backbone organization to drive large-scale participant enrollment.

Key Roles and Responsibilities

- Serve as an overall project manager to coordinate and support the efforts of multiple partner organizations in the state working together to meet the common enrollment goal, including projects currently underway and new work that may need to occur.
- Conduct a landscape and data analysis to understand current systems/projects/processes in place and identify additional opportunities to increase enrollment (e.g., increase local referral or program delivery capacity in key areas of the state, better align partners) and barriers impacting progress.
- Organize and facilitate an initial meeting with key partner organizations to share findings from the landscape analysis and solicit partner buy-in and commitment on specific activities each organization will take locally/regionally to assist in meeting the enrollment goal. Plan and facilitate regular meetings with the partners to review progress, address gaps, and adjust strategies as needed. Work to keep stakeholders engaged, committed, and on task.
- Work with partners to collaboratively set and establish a realistic enrollment goal based upon their landscape and data analysis and current context.
- Aid in achieving the enrollment goal by resolving barriers directly, helping partners resolve their barriers, and managing the overall roadmap of projects contributing to the enrollment goal.
- Develop and track a common set of metrics based on agreed upon data sources to measure and analyze progress toward meeting the state enrollment goal and local/regional targets contributing to that goal.
- Develop standardized methodology and processes that align to local and national goals.

Required Skills and Capabilities

Organizational Characteristics
- Organizational neutrality (should be unbiased and able to work with multiple stakeholders); credibility with stakeholders across multiple sectors (e.g., CDC-recognized program delivery organizations, healthcare, payers, local health departments)
- Knowledge of and ability to work with multiple National DPP and/or MDPP partners in the state or region and effectively build and manage a partner coalition and a portfolio of projects designed to meet the common enrollment goal
- Ability to standardize and share successful approaches/processes so they can be adapted and scaled up across the state or region and in other states or areas of the country
- Infrastructure to provide administrative support (scheduling, report writing, communications, etc.)
- Ability to accept funding from multiple sources and have appropriate contract mechanisms in place (as appropriate)

Project Management Capabilities
- Skills/experience working with diverse partners to solicit buy-in on a common goal and secure commitment on the specific activities each partner organization will accomplish to help meet the goal
- Ability to be flexible and nimble in addressing specific barriers and guiding project execution to reach or exceed enrollment targets
- Dedicated and available staff with strong project management skills; ability to develop and oversee a detailed project management plan involving multiple partner organizations and tasks as well as risk/issue management
- Ability to develop and oversee processes including but not limited to data collection, use of analytics to inform decisions, forecasting, alignment of project contributions to meet overall enrollment goals, and issue/risk management
- Ability to develop and manage a process for regular progress reporting to key partners and project sponsors (e.g., NACDD, State Health Department)

Data Analytics and Reporting Capabilities
- Capacity and appropriate tools to collect data, analyze data, and track metrics from multiple sources and organizational owners
- Skill and ability to develop data visualization products (e.g., dashboards) aligned with the project management plan
- Ability to draw conclusions from the data, make recommendations, and suggest changes to approaches, projects, and/or strategies to maximize opportunities to reach the enrollment goal

Engagement Capabilities and Landscape Knowledge
- Familiarity with and access to specific regions in the state with differing demographics, including socioeconomic status and race/ethnicity; familiarity, connections and credibility with minority and underserved populations
- Familiarity with the National DPP, MDPP, and the state or regional landscape and partners involved in the National DPP and/or MDPP
- Ability to assess the landscape and draw/act on insights related to gaps and potential opportunities impacting program uptake and delivery across the state or region
- Ability to engage and motivate a group of diverse partners and organizations across multiple sectors in the state or region (e.g., healthcare, community-based organizations, local government, employers, payers) to work synergistically to achieve the enrollment goal

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