



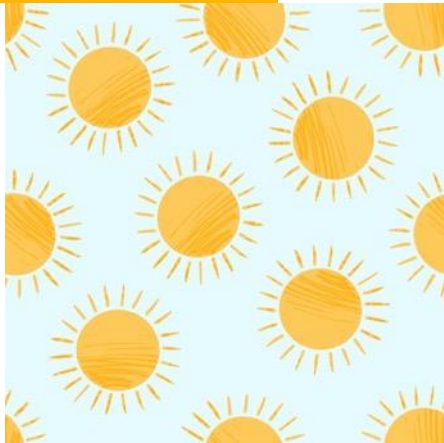
NOVEMBER 17, 2022

Bright Spot Initiative Session 4:
Marketing the National DPP &
Listening to and Acting with the Community



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

BRIGHT SPOT
INITIATIVE



Welcome!

Sarah Brokaw, MPH

Public Health Consultant
NACDD

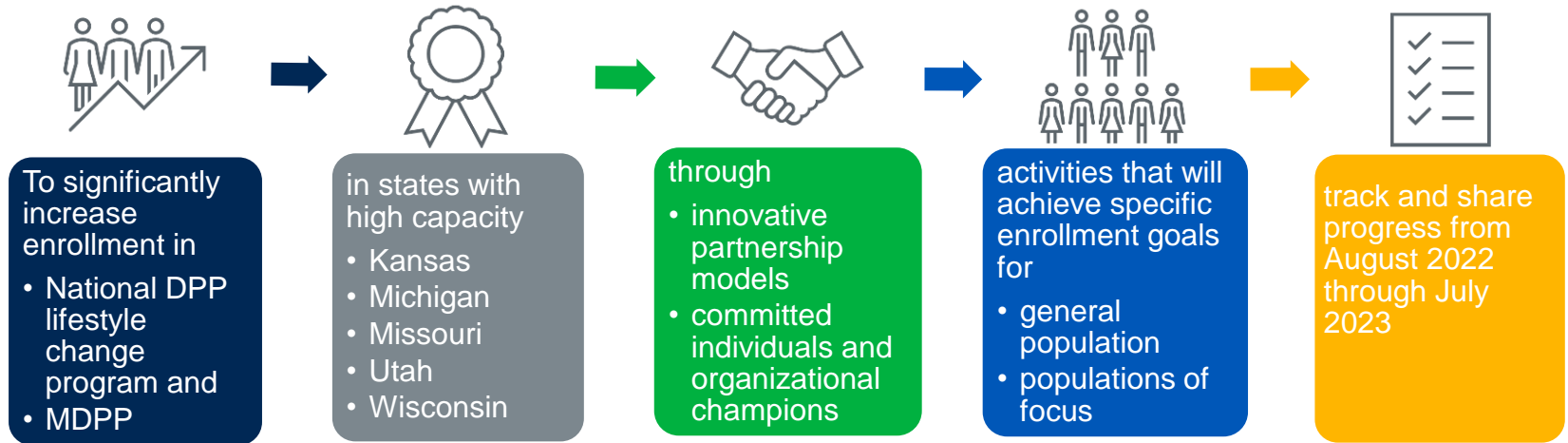


Housekeeping

- **Rename** your Zoom square with your State acronym, Name and Organization
 - Example: NY, Sarah Brokaw, NACDD
- **Unmute** or **use chat** during Q&A and group discussion
- **Use chat** to ask questions and share comments
- Be prepared to **use Jamboard** during breakout groups in second half



Bright Spot Initiative Goal





LEAP Learning Lab Objectives

Learn



Learn, use, and/or modify tools and resources for scaling and sustaining the National DPP and MDPP.

Sources: NACDD/CDC's State Engagement Model and CDC/AMA/NC's Bright Spot Project

Explore



Explore the key strategies of Centering Equity in Collective Impact to guide your state-specific partner engagement approaches.

Source: https://ssir.org/articles/entry/centering_equity_in_collective_impact

Activate



Activate your state's Bright Spot project by implementing innovative partnership models and activities to significantly increase enrollment.

Problem-Solve



Share your state-specific partner engagement approaches, insights, resources, and activities and learn from other participants.



Your Priorities on National DPP

Topic	Priority (# states)
Addressing SDoH and Health Equity	3
Marketing the National DPP	3
Building relationships with providers	3
Increasing referrals	2
Leveraging a landscape analysis	2
Expanding coverage	1
Making the most of your resources	1
Managing partnerships	0
Building pharmacy relationships	0



Your Priorities on Centering Equity

Strategies you're currently working on and where you'd like to dig deeper

1. Ground the work in data and context, and focus solutions	80%	20%
2. Focus on systems change, in addition to programs and services	80%	20%
3. Shift power within the collaborative	20%	80%
4. *Listen to and act with community*	60%	80%
5. Build equity leadership and accountability	60%	40%



Agenda

Topics	Facilitators/ Presenters
Welcome	NACDD
Tools and Successes: Materials to Utilize and Lessons Learned from National Campaigns with Large Group Discussion	CDC The Ad Council
<i>Stretch Break</i>	
Keeping Equity at the Center in State Bright Spot Projects: Overview of Strategy 4 – Listen to and Act with Community	NACDD
Your Boldest Ideas for Marketing the National DPP and Reaching Your Populations of Focus: Small Group Brainstorming Activities	Leavitt Partners, an HMA Company
Lightbulb Moments & Evaluation	NACDD
Next Steps, Announcements, and Closing	NACDD & CDC



Tools and Successes: Materials to Utilize and Lessons Learned from National Campaigns

CDC & The Ad Council

Marketing the National Diabetes Prevention Program



17 November 2022 | Heather Williams, MS, CHES

Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Division of Diabetes Translation



Overview

- Preferred communication Channels for each state
 - Kansas
 - Michigan
 - Missouri
 - Utah
 - Wisconsin
- Imagine You Preventing Type 2 overview
- Content syndication

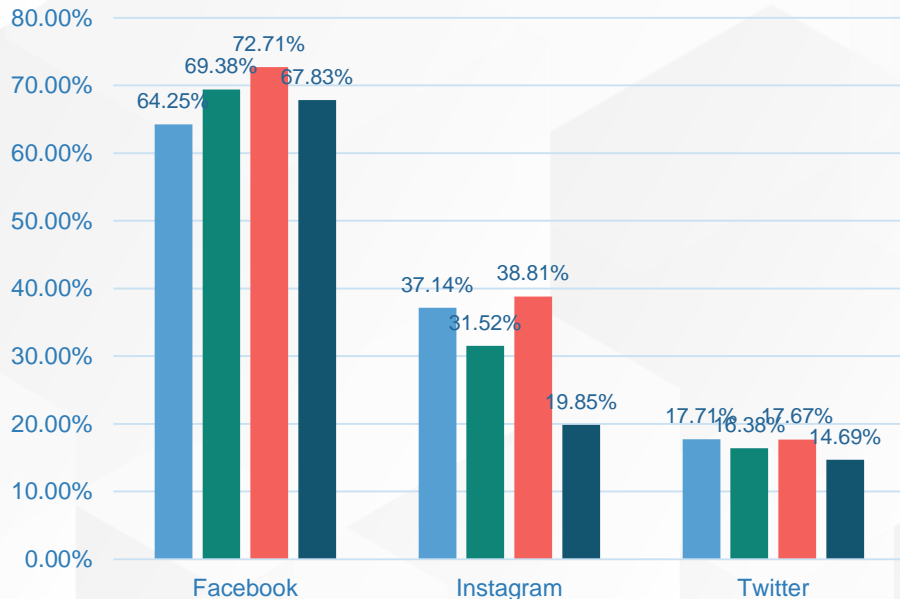


KANSAS

Any Broadcast Watched in the Past 7 Days*

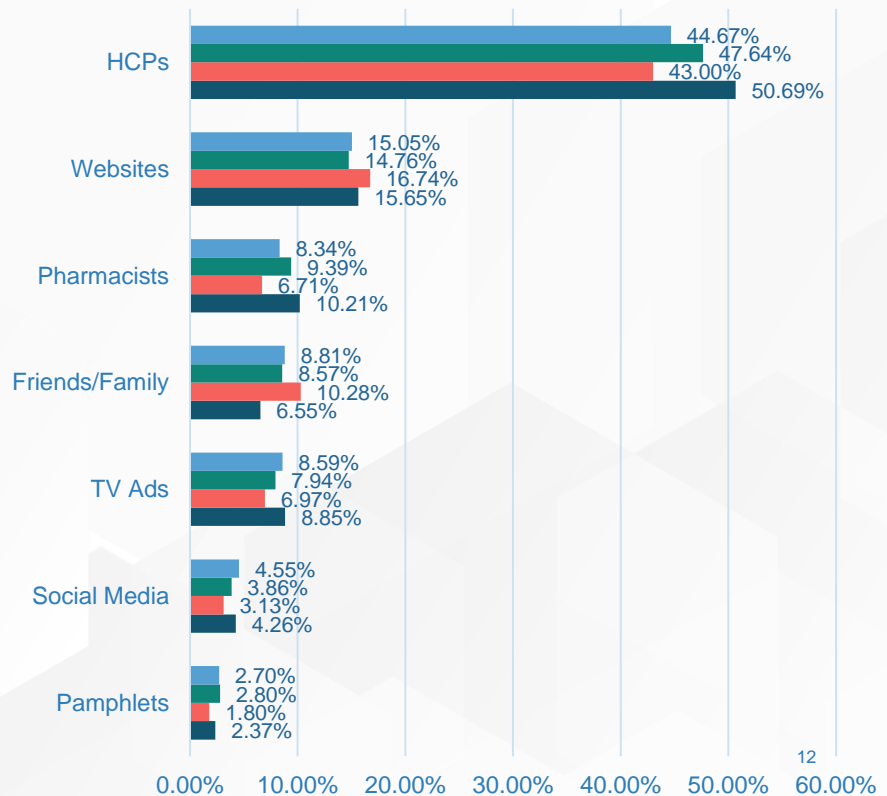
63% USA 65% Kansas 60% aged 35-49 Kansas
79% aged 50-64 Kansas

Social Media Used in the Past 30 Days



- Adults living in the U.S.
- Adults living in Kansas
- People aged 35-49 living in Kansas
- People aged 50-64 living in Kansas

Ways to Receive Health Information in the Past 12 Months



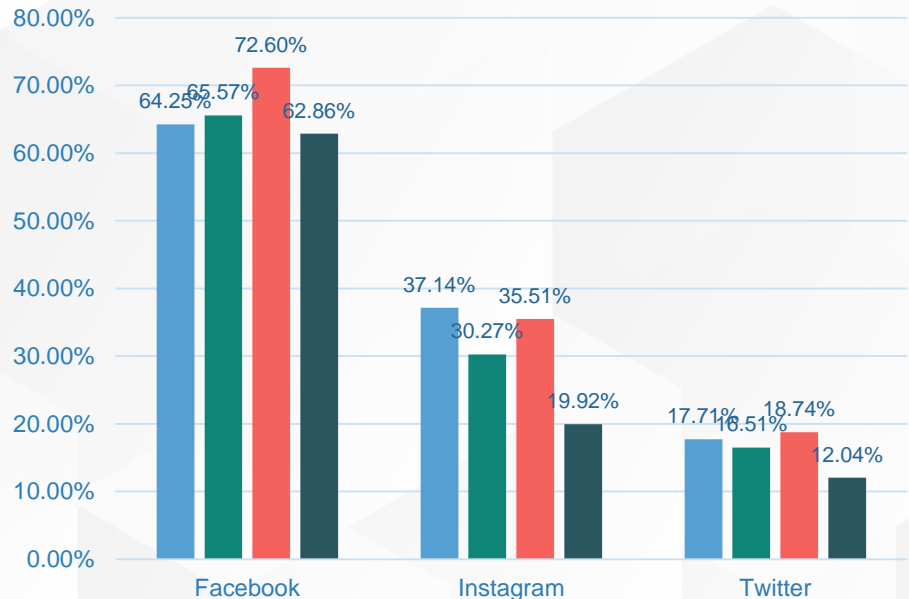
*Broadcast includes ABC, CBS, FOX, and NBC. © MRI-Simmons, 2022. Proprietary and Confidential.

MICHIGAN

Any Broadcast Watched in the Past 7 Days*

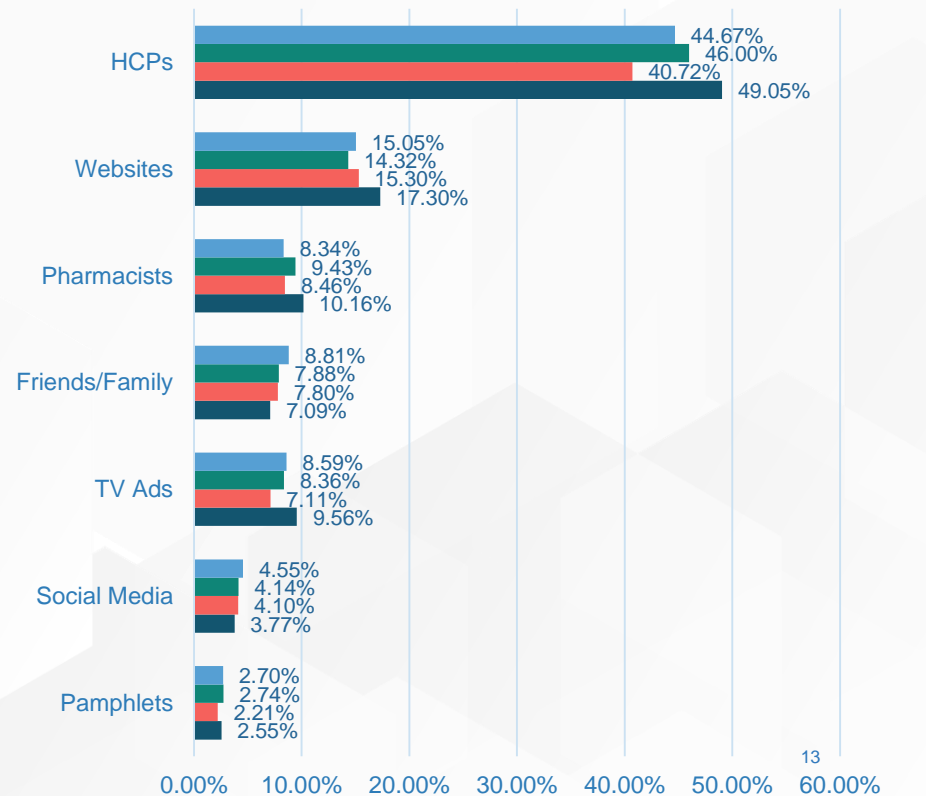
63% USA **69%** Michigan **61%** aged 35-49 Michigan
80% aged 50-64 Michigan

Social Media Used in the Past 30 Days



- Adults living in the U.S.
- Adults living in Michigan
- People aged 35-49 living in Michigan
- People aged 50-64 living in Michigan

Ways to Receive Health Information in the Past 12 Months



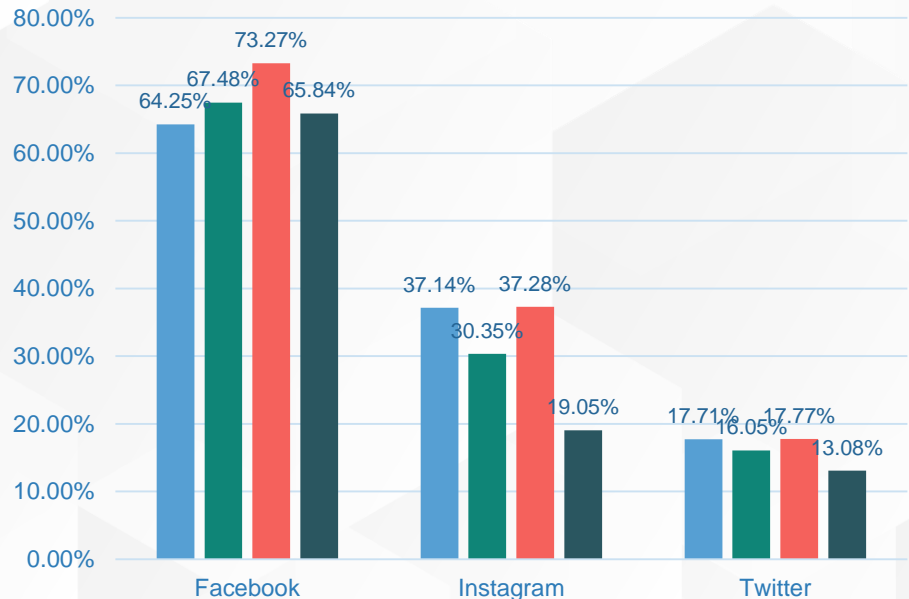
*Broadcast includes ABC, CBS, FOX, and NBC. © MRI-Simmons, 2022. Proprietary and Confidential.

MISSOURI

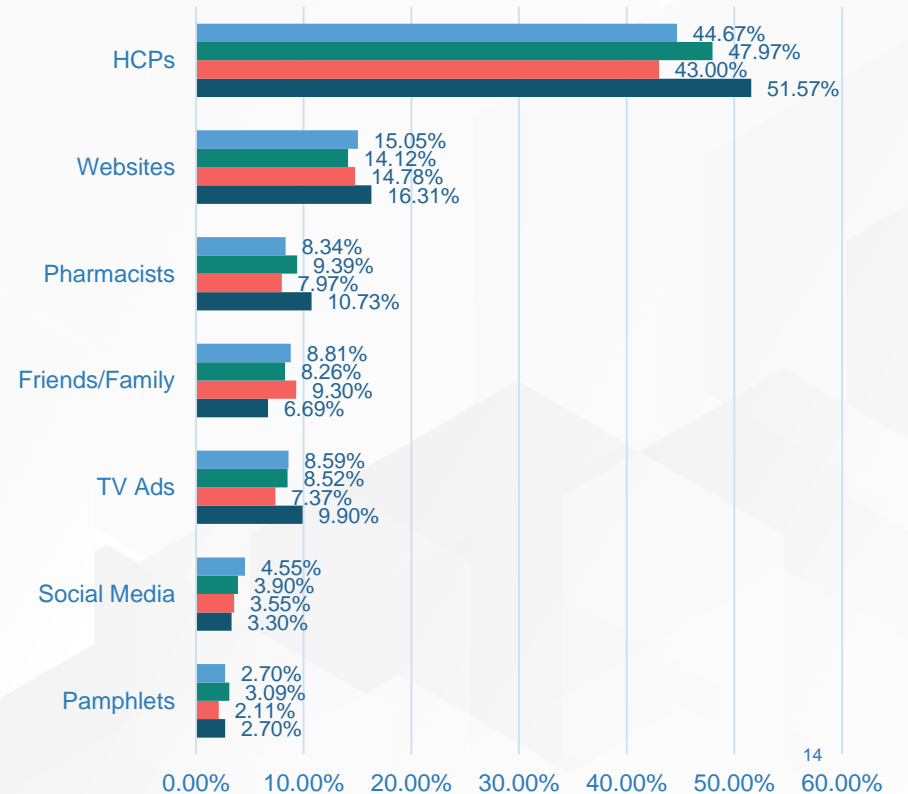
Any Broadcast Watched in the Past 7 Days*

63% USA **68%** Missouri **63%** aged 35-49 Missouri
79% aged 50-64 Missouri

Social Media Used in the Past 30 Days



Ways to Receive Health Information in the Past 12 Months



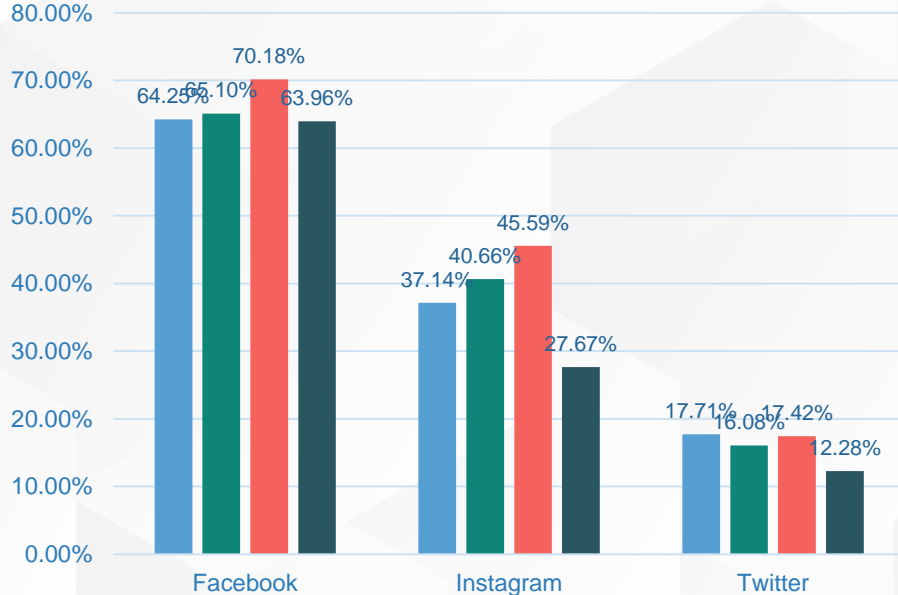
*Broadcast includes ABC, CBS, FOX, and NBC. © MRI-Simmons, 2022. Proprietary and Confidential.

UTAH

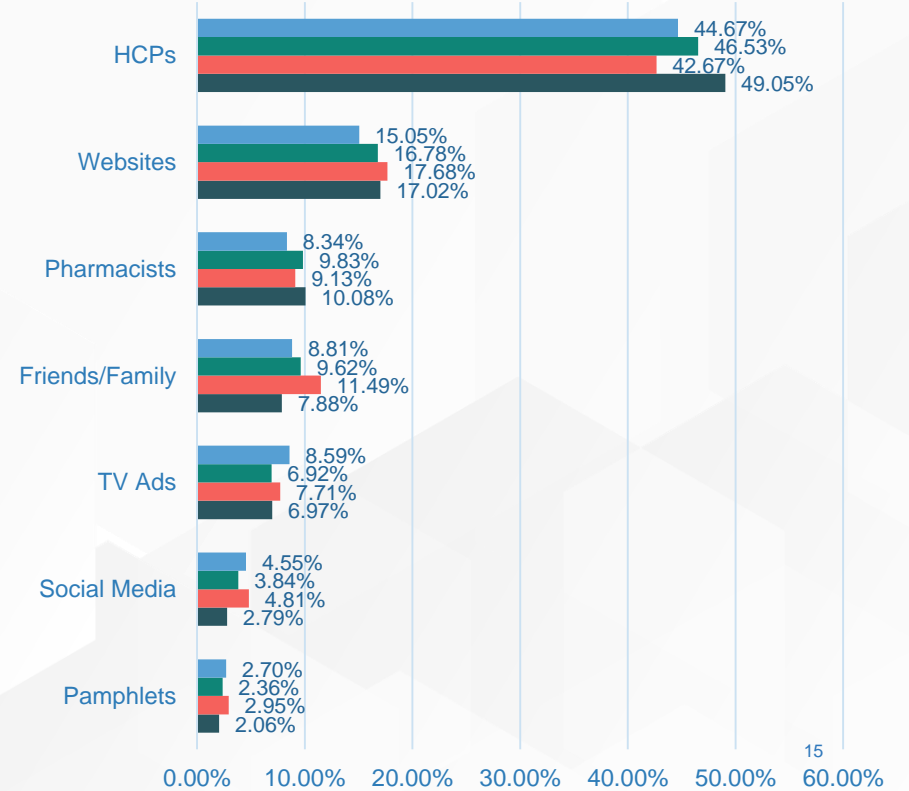
Any Broadcast Watched in the Past 7 Days*

63% USA **58% Utah** **56%** aged 35-49 Utah
72% aged 50-64 Utah

Social Media Used in the Past 30 Days



Ways to Receive Health Information in the Past 12 Months



*Broadcast includes ABC, CBS, FOX, and NBC. © MRI-Simmons, 2022. Proprietary and Confidential.

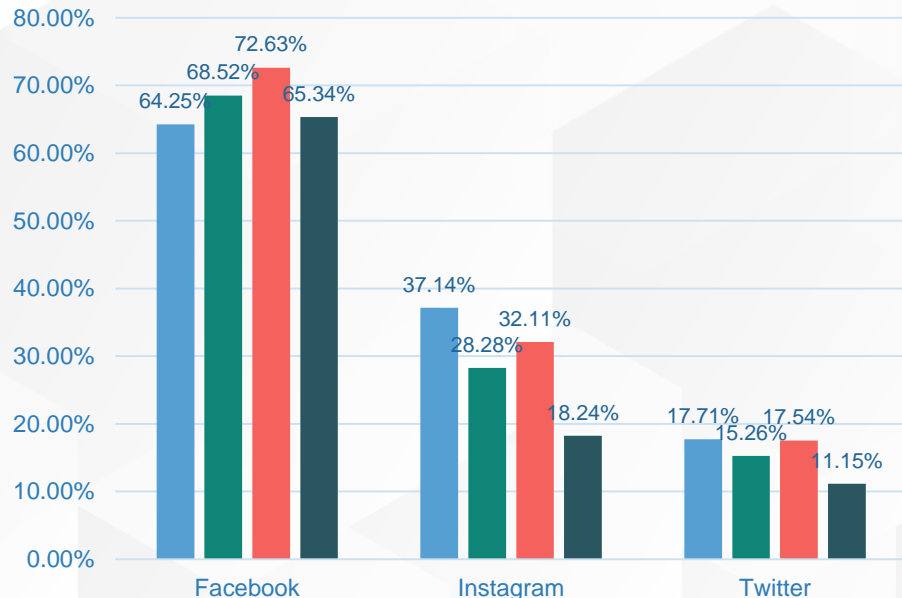
WISCONSIN

Any Broadcast Watched in the Past 7 Days*

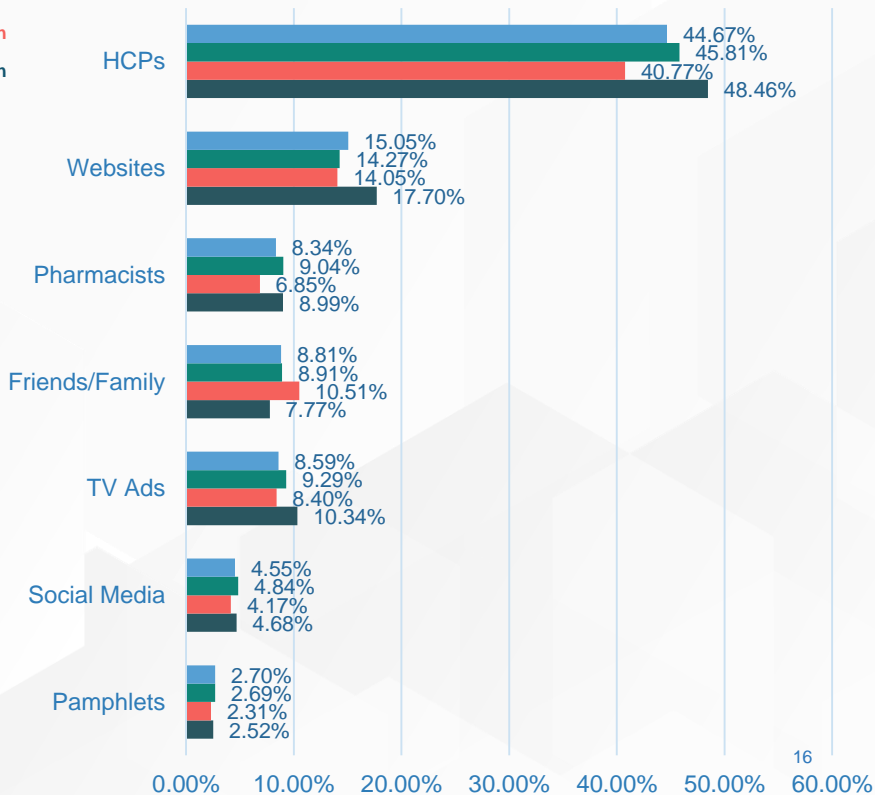
63% USA **69%** Wisconsin

62% aged 35-49 Wisconsin
81% aged 50-64 Wisconsin

Social Media Used in the Past 30 Days



Ways to Receive Health Information in the Past 12 Months



*Broadcast includes ABC, CBS, FOX, and NBC. © MRI-Simmons, 2022. Proprietary and Confidential.

Imagine You Preventing Type 2



Imagine You Preventing Type 2 Campaign

- Created to reach a large segment of the 96 million US adults with prediabetes
- Encourages viewers to enroll in a National Diabetes Prevention Program lifestyle change program
- Takes viewers inside the real-life experiences of 3 program participants: overcoming plateaus, handling obstacles, and celebrating successes





Imagine You Preventing Type 2 | DiabetesTV | CDC

Healthy choices became a habit

Percy learned to make lifestyle changes he can stick to for a lifetime.



More energy means more family fun

Now Denisse knows she can be there for her family no matter what life throws her way.



Finding her way back to the trail

For the first time, Brenda lost weight and kept it off – and now lives pain free.



Content Syndication

- All videos are available for content syndication
 - Specific service we offer to share high-quality products
 - Helps expand reach
 - Promote programs in your area
 - Drives website traffic



Thank you!



HWilliams3@cdc.gov



Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion

hwilliams3@cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Stretch Break



Keeping Equity at the Center in State Bright Spot Projects: Strategy 4

Sarah Brokaw, MPH
NACDD



Strategy 4: Listen to and act with community



Create Trust & Engagement

- Moving from mindset of **working in communities** to **working with communities** and **supporting efforts by communities**
- Listening is often more continuous and organic when the **backbone team** and **leadership team include people who share the backgrounds of intended beneficiaries** or engage regularly with trusted community partners
- The question is not who serves or works in a community but **who is trusted** by members of the community, and engaging them in the work

Example:	Hope Starts Here (HSH) Early Childhood Partnership
Description:	<ul style="list-style-type: none"> • An early childhood partnership in Detroit, has demonstrated listening to and building trust with community partners by focusing on parents and organization's ability to navigate early childhood systems
Work with Community:	<ul style="list-style-type: none"> • Infrastructure for parent engagement that includes parent leads for all strategic imperatives
Engage Trusted Leaders:	<ul style="list-style-type: none"> • Community outreach coordinators all living in the districts they serve and team of experts “boots on the ground” in each district
Support Work By Community:	<ul style="list-style-type: none"> • District teams lead parent education on brain development to influence state policy, support advocacy for quality early childhood experiences and adopt best practices at home



Your Boldest Ideas for Marketing the National DPP and Reaching Your Populations of Focus: Group Brainstorming Activities

Brooke Zollinger, MSc
Leavitt Partners, an HMA Company



Rules of Brainstorming

Defer Judgment

Encourage Wild Ideas

Build on the Ideas of Others

Stay Focused on the Topic

One Conversation at a Time

Be Visual

Go for Quantity



Lightbulb Moment

Use the chat to share one thing that was enlightening to you from today's breakout group discussion.





Evaluation Poll

Trina Thompson, MA
Public Health Consultant
NACDD



Next Steps

Sarah Brokaw, MPH

Public Health Consultant

NACDD

Upcoming Events

- **Monthly 1:1 Calls**
 - Progress Check-in and TA
 - State/Health Intelligence Discussion
- **Learning Lab Session 5**
 - December 15 from noon – 2:00 p.m. ET





Announcements

**Deb Sanchez-Torres,
Leslie Harrison, Miriam Bell &
Deanna Campbell**

Centers for Disease Control and
Prevention



Funding Attribution and Non-Endorsement Statement

The “Diabetes Technical Assistance and Support for State Health Departments” project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$6,600,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.



Accessibility Statement

If you require this document in an alternative format, such as larger print or a contrasted background, please contact NACDD's Communications Department at publications@chronicdisease.org. Alternate formats can be made available within two weeks of a request.



Thank you

BRIGHT SPOT
INITIATIVE 