NOVEMBER 17, 2022

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

To significantly increase enrollment in:
- National DPP lifestyle change program and
- MDPP

in states with high capacity:
- Kansas
- Michigan
- Missouri
- Utah
- Wisconsin

through:
- innovative partnership models
- committed individuals and organizational champions

activities that will achieve specific enrollment goals for:
- general population
- populations of focus

track and share progress from August 2022 through July 2023
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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Priority (# states)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressing SDoH and Health Equity</td>
<td>3</td>
</tr>
<tr>
<td><em>Marketing the National DPP</em></td>
<td>3</td>
</tr>
<tr>
<td>Building relationships with providers</td>
<td>3</td>
</tr>
<tr>
<td>Increasing referrals</td>
<td>2</td>
</tr>
<tr>
<td>Leveraging a landscape analysis</td>
<td>2</td>
</tr>
<tr>
<td>Expanding coverage</td>
<td>1</td>
</tr>
<tr>
<td>Making the most of your resources</td>
<td>1</td>
</tr>
<tr>
<td>Managing partnerships</td>
<td>0</td>
</tr>
<tr>
<td>Building pharmacy relationships</td>
<td>0</td>
</tr>
</tbody>
</table>
# Your Priorities on Centering Equity

<table>
<thead>
<tr>
<th>Strategies you’re currently working on and where you’d like to dig deeper</th>
<th>80%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ground the work in data and context, and focus solutions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Focus on systems change, in addition to programs and services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Shift power within the collaborative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. <em>Listen to and act with community</em></td>
<td>60%</td>
<td>80%</td>
</tr>
<tr>
<td>5. Build equity leadership and accountability</td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>
# Agenda

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

Social Media Used in the Past 30 Days

Ways to Receive Health Information in the Past 12 Months

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

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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

Facebook: 64.29%, Instagram: 30.27%, Twitter: 19.92%

Ways to Receive Health Information in the Past 12 Months

- HCPs: 44.67% USA, 46.00% Michigan
- Websites: 40.72% USA, 49.05% Michigan
- Pharmacists: 8.34% USA, 9.43% Michigan
- Friends/Family: 8.81% USA, 7.88% Michigan
- TV Ads: 8.59% USA, 7.80% Michigan
- Social Media: 5.55% USA, 4.14% Michigan
- Pamphlets: 2.70% USA, 2.74% Michigan

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**MISSOURI**

Any Broadcast Watched in the Past 7 Days*

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>63%</td>
</tr>
<tr>
<td>Missouri</td>
<td>68%</td>
</tr>
<tr>
<td>Aged 35-49 Missouri</td>
<td>63%</td>
</tr>
<tr>
<td>Aged 50-64 Missouri</td>
<td>79%</td>
</tr>
</tbody>
</table>

Social Media Used in the Past 30 Days

<table>
<thead>
<tr>
<th>Platform</th>
<th>USA</th>
<th>Missouri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>64.25%</td>
<td>67.48%</td>
</tr>
<tr>
<td>Instagram</td>
<td>37.14%</td>
<td>37.28%</td>
</tr>
<tr>
<td>Twitter</td>
<td>19.05%</td>
<td>17.71%</td>
</tr>
</tbody>
</table>

Ways to Receive Health Information in the Past 12 Months

<table>
<thead>
<tr>
<th>Source</th>
<th>USA</th>
<th>Missouri</th>
<th>Aged 35-49 Missouri</th>
<th>Aged 50-64 Missouri</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCPs</td>
<td>44.67%</td>
<td>47.97%</td>
<td>43.00%</td>
<td>51.57%</td>
</tr>
<tr>
<td>Websites</td>
<td>15.05%</td>
<td>14.78%</td>
<td>14.12%</td>
<td>15.05%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>8.34%</td>
<td>7.97%</td>
<td>9.39%</td>
<td>9.30%</td>
</tr>
<tr>
<td>Friends/Family</td>
<td>8.81%</td>
<td>8.26%</td>
<td>9.30%</td>
<td>10.73%</td>
</tr>
<tr>
<td>TV Ads</td>
<td>8.59%</td>
<td>8.52%</td>
<td>8.81%</td>
<td>7.97%</td>
</tr>
<tr>
<td>Social Media</td>
<td>4.55%</td>
<td>4.55%</td>
<td>4.55%</td>
<td>4.55%</td>
</tr>
<tr>
<td>Pamphlets</td>
<td>2.70%</td>
<td>3.09%</td>
<td>2.11%</td>
<td>2.70%</td>
</tr>
</tbody>
</table>

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UTAH

Any Broadcast Watched in the Past 7 Days*

63% USA 58% Utah

Social Media Used in the Past 30 Days

Ways to Receive Health Information in the Past 12 Months

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

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**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

- Facebook: 64.25%
- Instagram: 37.14%
- Twitter: 28.28%

Ways to Receive Health Information in the Past 12 Months

- **HCPs**
  - Adults living in the U.S.: 45.81%
  - Adults living in Wisconsin: 48.46%
  - People aged 35-49 living in Wisconsin: 44.67%
  - People aged 50-64 living in Wisconsin: 40.77%

- **Websites**
  - Adults living in the U.S.: 17.70%
  - Adults living in Wisconsin: 14.05%
  - People aged 35-49 living in Wisconsin: 14.27%
  - People aged 50-64 living in Wisconsin: 10.05%

- **Pharmacists**
  - Adults living in the U.S.: 8.99%
  - Adults living in Wisconsin: 9.04%
  - People aged 35-49 living in Wisconsin: 8.34%
  - People aged 50-64 living in Wisconsin: 8.91%

- **Friends/Family**
  - Adults living in the U.S.: 8.91%
  - Adults living in Wisconsin: 10.51%
  - People aged 35-49 living in Wisconsin: 8.11%
  - People aged 50-64 living in Wisconsin: 7.77%

- **TV Ads**
  - Adults living in the U.S.: 8.40%
  - Adults living in Wisconsin: 9.22%
  - People aged 35-49 living in Wisconsin: 8.59%
  - People aged 50-64 living in Wisconsin: 10.34%

- **Social Media**
  - Adults living in the U.S.: 4.68%
  - Adults living in Wisconsin: 4.17%
  - People aged 35-49 living in Wisconsin: 4.55%
  - People aged 50-64 living in Wisconsin: 2.69%

- **Pamphlets**
  - Adults living in the U.S.: 2.52%
  - Adults living in Wisconsin: 2.31%
  - People aged 35-49 living in Wisconsin: 2.70%
  - People aged 50-64 living in Wisconsin: 2.69%

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Imagine You Preventing Type 2

They cut their risk for type 2. You can too.
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

Visit www.cdc.gov/diabetestv/imagine-you.html
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.

Visit www.cdc.gov/diabetestv/imagine-you.html
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

https://www.cdc.gov/diabetes/library/socialmedia/Content_Syndication.html
Thank you!

HWilliams3@cdc.gov
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
<table>
<thead>
<tr>
<th>Example:</th>
<th>Hope Starts Here (HSH) Early Childhood Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Work with Community:</strong></td>
<td>Infrastructure for parent engagement that includes parent leads for all strategic imperatives</td>
</tr>
<tr>
<td><strong>Engage Trusted Leaders:</strong></td>
<td>Community outreach coordinators all living in the districts they serve and team of experts “boots on the ground” in each district</td>
</tr>
<tr>
<td><strong>Support Work By Community:</strong></td>
<td>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</td>
</tr>
</tbody>
</table>
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

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