

Partner with the North Carolina Division of Public Health

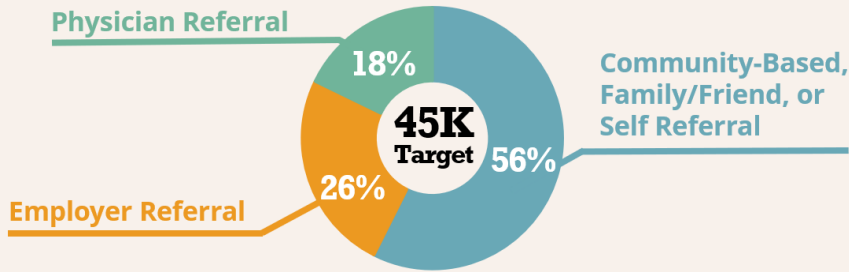
# JOIN THE CHARGE

## to Prevent Type 2 Diabetes



We need your help to reach our national goal of 2M people enrolled in the National DPP by the end of 2021.

**North Carolina's 45K Goal:** To reach the national goal of 2M, we aim to enroll 45K new participants in North Carolina. Based on historical program data, we know that enrollments typically come from the following three categories.



**Leveraging Partner Organizations:** North Carolina Division of Public Health identified key partners to help achieve North Carolina's enrollment goal. The Growth Team engaged each partner to invite them to "Join the Charge" and identify goals they could take on to help increase enrollment into the National DPP. The following steps were taken:



### Partner Organizations

Joined the Charge    Discussion Ongoing    Pending Response

- |                                                    |                                           |
|----------------------------------------------------|-------------------------------------------|
| Blue Cross Blue Shield North Carolina              | North Carolina Alliance of YMCAs          |
| North Carolina Academy of Family Physicians        | Minority Diabetes Prevention Program      |
| North Carolina Medical Society                     | LabCorp                                   |
| North Carolina State University                    | North Carolina Association of Pharmacists |
| North Carolina Community Health Center Association |                                           |











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### Awareness

-  **BlueCross BlueShield of North Carolina (BCBS NC)** | Promote Diabetes Free NC National DPP programs
-  **BCBS NC** | Make the National DPP available to ASO groups and Blue Cross NC employees and implement an marketing campaign to promote the program by Q\_\_ 2021 (timeline pending)
-  **BCBS NC** | Disseminate promotional materials to 100% of at risk fully insured members by Q\_\_ of 2021 to increase awareness of CDC-recognized National DPP lifestyle change programs (timeline pending)
-  **BCBS NC** | Share promotional designs or support marketing efforts to support increasing awareness of NCSU's 26 BCBS NC funded sites and the Eat Smart, Move More, Prevent Diabetes online program
-  **BCBS NC** | Drive awareness around the Eat Smart, Move More, Prevent Diabetes program to the entire Blue Cross NC provider network
-  **BCBS NC** | Develop employer materials for fully-insured groups
-  **North Carolina State University (NCSU)** | Prioritize 5 employers to demonstrate the Eat Smart, Move More, Prevent Diabetes online program and support marketing the National DPP LCP to their employees.
-  **NCSU** | Offer up to 30 weekly online sessions for Eat Smart, Move More, Prevent Diabetes session zero between 1/1/21 – 8/31/21
-  **North Carolina Community Health Center Association (NCCHCA)** | Promote the NC prediabetes consumer videos to community health centers to include on their websites or on their information screens in the waiting rooms.
-  Partner with local pharmacies, grocery stores, or other community partners to launch in-store promotional campaign targeting older minority populations to spread awareness of the DiabetesFreeNC website

### Testing/Screening

-  Provide prediabetes screening guidelines to 80% of in network HCOs and providers by the end of 2020
-  Increase the number of A1c blood tests ordered by in network North Carolina HCOs and providers by 60% by the end of 2020

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### Testing/Screening

-  Increase the number of A1c tests performed, by 50% by the end of 2020 and inform the healthcare providers of all individuals who meet prediabetes criteria
-  Include diabetes and prediabetes resources, such as National DPP promotional material, in 100% of all A1c home test kits ordered
-  Embed the DiabetesFreeNC referral form in 100% of all lab results to the providers of patients who meet prediabetes criteria
-  Provide prediabetes screening guidelines to 80% of in network HCOs and providers by February 2021
-  Increase the number of A1c tests performed, either at LabCorp establishments or via at home test kits, by 50% by mid-2021 and inform the healthcare providers of all individuals who meet prediabetes criteria

### Capacity Building

-  **NCCHCA** | Offer a training/resource sharing geared towards CHWs about the importance and impact of the DPP program.
-  Train new lifestyle coaches to increase coaching capacity by 50% through 2021

### Referrals

-  **North Carolina Association of Family Physicians (NCAFP)** | Increase provider referrals to the Diabetes Free NC Navigator by disseminating referral information through NCAFP e-newsletter and print magazine on a bi-monthly basis from January – December 2021
-  **NCAFP** | Spread awareness of the Diabetes Free NC Navigator at an NCAFP educational event in 2021 to boost provider referrals to the National DPP
-  **North Carolina Medical Society (NCMS)** | Disseminate training materials and resources about screening and referral guidelines to all NCMS PCP members (i.e. 33% of NCMS members) by the end of 2020
-  **NCMS** | Recruit 3,000 NCMS PCP members to make the pledge by May 2021

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### Referrals



**NCMS** | Increase OCHI utilization by sharing educational and promotional resources to NCMS PCP members



**NCCHCA** | Disseminate training and resource materials associated Community Health Centers (CHCs) and clinics to increase awareness of screening and referral sources such as NCCARES360 and the DiabetesFreeNC website



**NCCHCA** | Disseminate information to CHC providers about DiabetesFreeNC via the following <http://ourcommunityhealthinitiative.org/diabetesfreenc/>



**NCCHCA** | Support affiliated CHC's to refer at least 300 individuals into the National DPP by the end of 2021.



Disseminate CDC pharmacy materials and resources about screening and referral guidelines to at least \_\_\_% of member providers and HCOs within by \_\_\_ 2021



Roll out the OCHI platform to all YMCA's that deliver the National DPP LCP by June 2021



Increase provider referrals to National DPP programs by 30% by mid-2021

### Enrollment



**NCSU** | Enroll 750 new participants with the 26 BCBSNC funded on-site DPP providers from 9/1/20 - 12/31/21



**NCSU** | Enroll 1,000 new participants into the Eat Smart, Move More, Prevent Diabetes online program from 9/1/20 - 12/31/21



**NCCHCA** | Promote the recruitment of 2,500 CHC patients to attend a session zero conducted by ESMMPD. Once the session zeros are conducted, DiabetesFreeNC and ESMMPD will convert at least 5% to enrollment by the end of 2021. ESMMPD will provide NCCHCA promotional materials for the session zero for the CHCs to use.



Enroll 5,000-6,000 individuals to the National DPP by the end of 2021



Recruit at least (#) students of pharmacy and medicine to do practicums/rotations at screening events to lead to (#) enrollments in the National DPP lifestyle change program

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The "Diabetes Technical Assistance and Support for State Health Departments" project is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$6,500,000 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.