

## National DPP NC Backbone Organization Roles and Responsibilities

### Initiative Overview

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CDC's Division of Diabetes Translation (DDT) and the American Medical Association (AMA) are committed to curbing the type 2 diabetes epidemic. 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 U.S. 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 at <https://www.cdc.gov/diabetes/prevention/index.html> and <https://nationaldppcsc.cdc.gov/s/>.

DDT and AMA are working with partners toward an enrollment goal of **2 million participants in the National DPP by the end of 2021**. CDC and AMA collectively identified 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, health system capacity to identify and refer people with prediabetes, public/private payer coverage, and, in particular, strong partnership networks and support.

North Carolina was identified as one of these geographic focus areas. Based on data analytics and discussion with the North Carolina Division of Public Health (NCDPH), an **enrollment target of 58,048 by the end of 2021 was established for the state**.

### Backbone Organization

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Reaching this enrollment goal will require commitment from various stakeholders and partners across sectors. Using the Collective Impact Framework<sup>1</sup> 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 North Carolina. **The primary goal for the backbone organization is to achieve the enrollment target, working in coordination with NCDPH and other key partners/stakeholders statewide.**

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-

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<sup>1</sup> [https://ssir.org/articles/entry/collective\\_impact](https://ssir.org/articles/entry/collective_impact)

recognized program delivery organizations and other key partners in 2-3 key regions in the state to assist the partners in meeting local enrollment targets. The following outlines the key roles, responsibilities, and expertise needed by the backbone organization to drive large-scale participant enrollment in North Carolina.

## 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 analyses to understand current systems/projects/processes in place and identify additional opportunities to increase enrollment (i.e. increase local referral or program delivery capacity in key areas of the state, better align partners, etc.) 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 quarterly meetings with the partners to review progress, address gaps, and adjust strategies as needed. Work to keep stakeholders engaged, committed, and on task.
- 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.
- Identify and deploy 2-3 regional enrollment coordinators familiar with the region who can use a “sales mentality” to foster collaboration, break down barriers, and support CDC-recognized organizations and other key partners working to meet enrollment goals.
- 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, health care, payers, local health departments)
- Knowledge of and ability to work with multiple National DPP partners/stakeholder organizations in North Carolina 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 and in other states or areas of the country
- Infrastructure to provide administrative support (scheduling, report writing, communications, etc.)

## CDC and AMA's National DPP Growth Strategy

### Focus Area: North Carolina

- Ability to accept funding from multiple sources and have appropriate contract mechanisms in place (as appropriate)

#### **Project Management Capabilities**

- Skills/experience working with diverse stakeholders to solicit buy-in on a common goal and secure commitment on the specific activities each stakeholder 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 stakeholders and project sponsors (CDC, AMA, NCDPH)

#### **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; understanding of and familiarity with minority and underserved populations
- Familiarity with the National DPP and the North Carolina landscape and partners involved in the National DPP
- Ability to assess the landscape and draw/act on insights related to gaps and potential opportunities impacting program uptake and delivery across North Carolina
- Ability to engage and motivate a group of diverse stakeholders, partners, and organizations across multiple sectors in North Carolina (e.g. health care, community-based organizations, local government, employers, payers) to work synergistically to achieve the enrollment goal
- Ability to provide and manage the work of 2-3 regional National DPP enrollment coordinators