Prevent Type 2 in '22
An Awareness and Promotion Campaign

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Background

In Kentucky, 13.8% of adults have been diagnosed with diabetes, the majority of whom have type 2 diabetes. An additional 12.2% of adults are diagnosed with prediabetes. This percentage is likely much higher as it is estimated that 1.1 million adults in Kentucky have prediabetes, most of whom are unaware that they have the disease. (1) Research has shown that without a health intervention, those with prediabetes are at a high risk of developing type 2 diabetes. Structured lifestyle change programs, like the National Diabetes Program, can prevent or delay the development of type 2 diabetes by over 50%.

The Center for Disease Control and Prevention has developed the National Diabetes Prevention Program (NDPP) infrastructure to prevent or delay type 2 diabetes in the United States (2). In 2022, Kentucky had 34 diabetes prevention programs (DPP) throughout the state, however, these services are largely underutilized due to individuals' lack of awareness of prediabetes, low referral rates by providers, insufficient availability of classes, and lack of insurance coverage. Many individuals with prediabetes have not enrolled in or participated in a lifestyle change program despite the proven efficacy and cost-effectiveness of the interventions in preventing type 2 diabetes.(3)
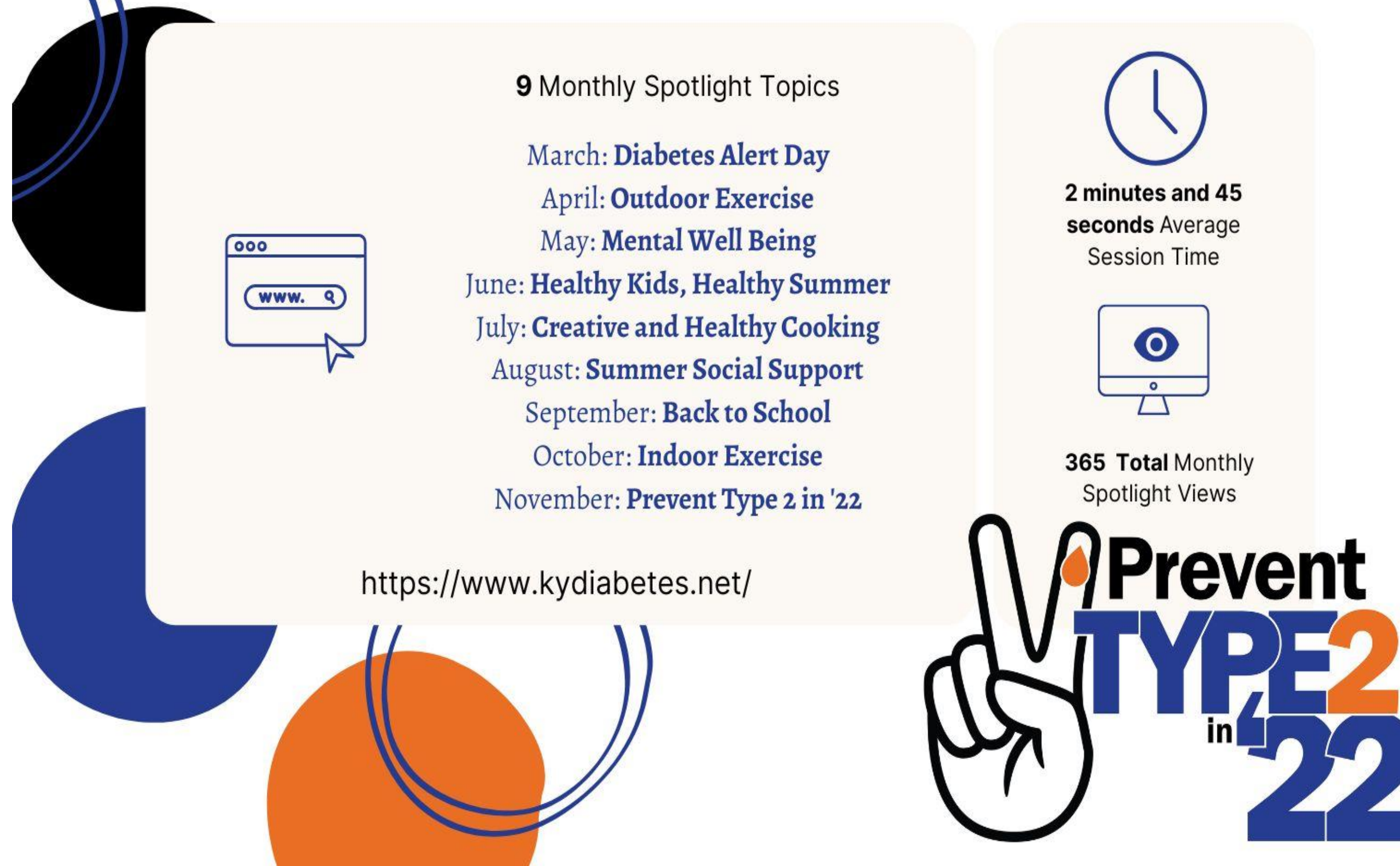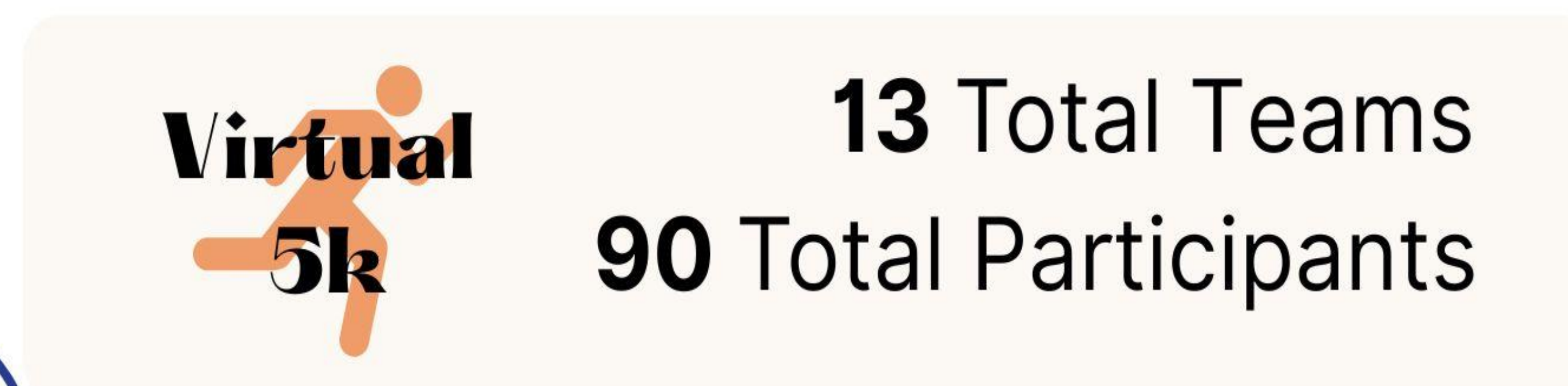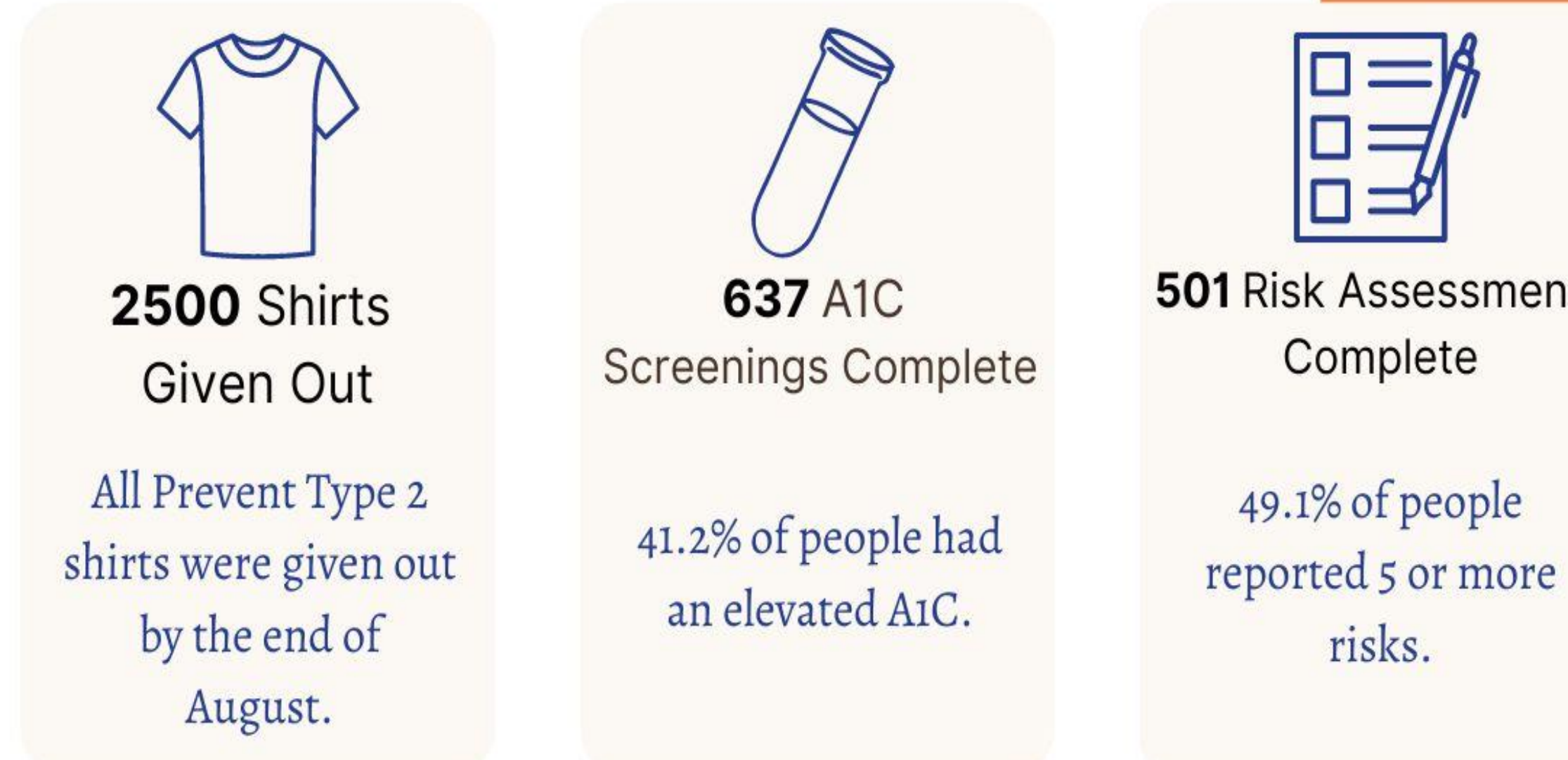
Goals and Components

The Kentucky Diabetes Network's "*Prevent Type 2 in '22*" campaign aimed to increase awareness of diabetes prevention programs and broaden awareness, visibility, and reach of KDN to develop sustainable new partnerships. The campaign consisted of four main components.

1. **Campaign Website:** KDN hosted a central landing page for all campaign information and resources. The site included the prediabetes risk test, information on National Diabetes Prevention Programs in Kentucky, and insurance coverage information. The site included calls to action to point users to the other campaign components.

2. **Monthly Wellness Spotlights**: Each month throughout the campaign, KDN featured a different wellness topic or health behavior change that supported the delay or prevention of type 2 diabetes along with tailored resources for diverse populations.

3. **T-Shirt Dissemination:** To drive interest to the campaign and incentivize involvement in community health programs, KDN disseminated t-shirts with the campaign logo and website to 2500 individuals in Kentucky and surrounding areas who participated in the campaign. T-shirts were provided free of charge and distributed to a variety of individuals including community members and people with diabetes, health care providers, farmers market attendees, students in Allied Health departments at Kentucky universities, wellness program associates, and KDN meeting attendees. Provision of t-shirts was tied to several community health initiatives with the intent to incentivize involvement in and increased awareness of existing community health opportunities.

4. **Virtual Walk/Roll/Stroll 5K**: This culminating event in November was a virtual Walk/Roll/Stroll 5K to coincide with Diabetes Awareness Month. This event included online registration in which individuals signed-up to participate in a modality that was accessible to them.

Prevent Type 2 in '22

Prevent Type 2 in '22 campaign aimed to increase awareness and utilization of diabetes prevention and health promotion programs and services as well as broaden KDN's reach to establish new health and community partnerships across the state.

2500 Shirts Given Out
All Prevent Type 2 shirts were given out by the end of August.

637 A1C Screenings Complete
41.2% of people had an elevated A1C.

501 Risk Assessments Complete
49.1% of people reported 5 or more risks.

Virtual 5k

13 Total Teams
90 Total Participants

9 Monthly Spotlight Topics
March: **Diabetes Alert Day**
April: **Outdoor Exercise**
May: **Mental Well Being**
June: **Healthy Kids, Healthy Summer**
July: **Creative and Healthy Cooking**
August: **Summer Social Support**
September: **Back to School**
October: **Indoor Exercise**
November: **Prevent Type 2 in '22**

2 minutes and 45 seconds Average Session Time

365 Total Monthly Spotlight Views

https://www.kydiabetes.net/

References

1. Kentucky Department of Public Health, Diabetes Prevention and Control Program. (2023). Kentucky Diabetes Report.
https://www.chfs.ky.gov/agencies/dph/dpqi/cdpb/Pages/diabetes.aspx

2. Centers for Disease Control and Prevention. (2021, August 27). What Is the National DPP? https://www.cdc.gov/diabetes/prevention/what-is-dpp.htm

3. National Clinical Care Commission. (2021). Report to Congress on Leveraging Federal Programs to Prevent and Control Diabetes and Its Complications.
https://health.gov/sites/default/files/2022-01/NCCC%20Report%20to%20Congress.pdf.

Unplanned Outcomes

To support and build upon these campaign efforts, Daviess County Diabetes Coalition & Henderson County Diabetes Coalition hosted a year-long billboard campaign with the slogan *Prevent Type 2 in '22 and Beyond.* The billboards were strategically placed in 12 different locations in Daviess and Henderson Counties on high-traffic streets and highways. Lexington – Fayette County Health Department also hosted 9 billboards across Fayette County throughout June and July. There were 857,441 estimated total weekly "impressions" on these billboards.

Multiple organizations throughout the state hosted prediabetes screening events in collaboration with the campaign efforts. T-shirts and campaign information were provided at these events. Participating organizations included United Health Care/ Kings Daughter Hospital/ SOAR, Bluegrass Lions Club, UofL Health, Pennyrile District Health Department, Purchase District Health Department, Floyd County Health Department, Adair County WATCH Coalition, Clinton County Health Coalition, McCreary County Health Coalition, Cumberland County Health Coalition, Livingston County Food Bank, Smithland, Pennyrile Senior Games, Hopkinsville, Smithfield Foods in Grayson County,

Project Outcomes

While intermediate and long-term impacts will need to be tracked over the next several years including enrollment numbers in DPP programs, the program produced several positive short-term impacts including:

• Positive reception of the campaign throughout the state as evidenced by locations of those who requested t-shirts and held associated events

• High demand for t-shirts with the logo as evidenced by our exceeded goal of distributing 2022 shirts in the year

• Number of completed screenings as evidenced by reports provided from screenings, over half of which were identified as being "at-risk"

• Inspiration of other related initiatives as evidenced by billboards and reports of television and social media interviews