Not the Word Police: What the Diabetes Language Movement is Really About

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2019 Diabetes Educator of the Year
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- Notice of Requirements For Successful Completion
  - Please refer to learning goals and objectives
  - Learners must attend the full activity and complete the evaluation in order to claim continuing education credit/hours
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Objectives
At the end of this presentation, participants will be able to

- Discuss the true purpose of the language movement in diabetes
- Identify words that simply replace vs. those that change the message
- Substitute person-centered, strengths-based language in written works

Polling Question
Have you heard about the language movement in diabetes before today?
1. yes
2. no
Review of the evidence... for changing our language

- Stigma
- Expectancy (labels)
- Scare tactics

What is stigma?

- Negative mark
- Different
- Disapproval
- Stereotypes aren’t always negative
- In diabetes, they often overlap

Does diabetes come with social stigma?

- People with diabetes perceived as being...
  - weak, fat, lazy/slothful, overeaters/gluttons, poor, bad, and not intelligent

<table>
<thead>
<tr>
<th>Type 2</th>
<th>Type 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>No 48%</td>
<td>No 24%</td>
</tr>
<tr>
<td>Yes 52%</td>
<td>Yes 76%</td>
</tr>
</tbody>
</table>
From the research

Patients are “noncompliant”

- “I have no patience for people who cause themselves to become ill, lose limbs, and disregard their medication/diet regimen. I’d become overwhelmingly frustrated working with this group of patients all day every day.”
- “From what I’ve seen thus far, many of those who have diabetes are noncompliant and don’t take care of themselves. That would be extremely frustrating for me.”

Dickinson, Lipman, & O’Brien, 2015; The Diabetes Educator

Expectancy Theory

Rosenthal & Fode, 1963; Behavioral Science

Uncontrolled, non-compliant, non-adherent
Do scare tactics work?

Messages at diagnosis

• Factors
  – Encouraging
  – Collaborative
  – Discouraging
  – Recommending other resources


Messages at diagnosis

• Impact on
  – Emotional distress
  – Diabetes distress
  – Wellness
  – Healthy eating
  – Exercise
  – Medication taking

Review of more effective approaches

• Strengths-based
• Person-centered
• Empowering

What the language movement is

• Mindset
• Approach
• Words
• Messages

What it is not

• Word Police
• Short cut
• Convenience-based
• A new version of the old thinking
• Simply replacement
Examples

• Adherence
• Glycemic management
• “Type 1s”
• “Type 2s”
• “T1Ds”
• “T2Ds”
• “PWDs”

Polling Question

Which is the hardest word/phrase to remove from diabetes messages?
1. “control”
2. “compliance”
3. “adherence”
4. “diabetic”

Practice

• From a patient handout:
  – High blood glucose or low blood glucose can cause damage to the blood vessels in our body
  – Eating less than you should have
  – Know your blood glucose range!
  – Correcting low blood glucose
Practice

• From a patient handout:
  – High blood glucose or low blood glucose can cause damage to the blood vessels in your body
    • Keeping blood glucose levels in a safe range can protect the blood vessels in your body
  – Eating less than you should have
    • Eating less than you planned
  – Know your blood glucose range!
    • Know your blood glucose range

Practice

• Study Identifies Risk Factors Tied to Follow Up Noncompliance
  – Researchers found that many diabetic macular edema patients do not return for a follow up visit within one year of receiving treatment for non-proliferative diabetic retinopathy.

Practice

• Study Identifies Risk Factors Tied to Follow Up Noncompliance
  • Study Identifies Risk Factors Tied to Follow Up Rates
    – Researchers found that many diabetic macular edema patients do not return for a follow up visit within one year of receiving treatment for non-proliferative diabetic retinopathy.
    • Researchers found that many people with diabetes and macular edema do not return for a follow up visit within one year of receiving treatment for non-proliferative diabetes-related retinopathy.
Practice

• Glycemic control may prevent/delay reproductive complications. Adolescent and young adult males are vulnerable to poor glycemic control.

• Maintaining target A1C levels may prevent/delay reproductive complications. Adolescent and young adult males are vulnerable to elevated A1C levels.

Practice

• Factors Associated with Adherence to Diabetes Medications
• Factors Associated with Medication Taking in People with Diabetes
  – Poor medication adherence is a well-known barrier to meeting therapeutic goals in diabetes
    • Medication taking can be a barrier to meeting therapeutic goals in diabetes.
  – We need effective strategies to improve medication adherence in patients
    • We need effective strategies to increase medication taking in people with diabetes.
Practice

• Factors Associated with Program Compliance
  – “we can prevent diabetes”
  – Compliance measures were attendance, self-reported physical activity, and food logs

Practice

• Factors Associated with Program Compliance
  • Factors Associated with Program Engagement
  – “we can prevent diabetes”
    • There are ways to lower your risk for diabetes
  – Compliance measures were attendance, self-reported physical activity, and food logs
    • The study measured attendance, self-reported physical activity, and food intake

Practice

• A study was performed among poorly controlled type 2 diabetes patients (HbA1c≥9%).
  • At the end of the follow-up period, patients were divided into 2 groups:
    – well controlled (HbA1c≤8%) and
    – poorly controlled diabetes (HbA1c≥9%)
Practice

- A study was performed among poorly controlled type 2 diabetes patients (HbA1c ≥ 9%).
  - A study was performed among people with type 2 diabetes and A1C ≥ 9%
- At the end of the follow-up period, patients were divided into 2 groups:
  - well controlled (HbA1c ≤ 8%) and
  - poorly controlled diabetes (HbA1c ≥ 9%)
  - HbA1C > 9%