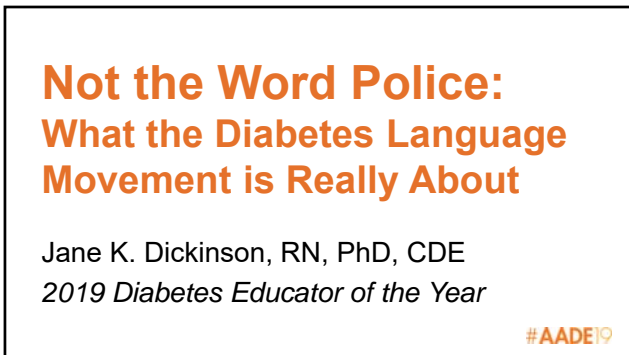


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Disclosure to Participants

- 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
- Conflict of Interest (COI) and Financial Relationship Disclosures:
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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

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Polling Question

Have you heard about the language movement in diabetes before today?

1. yes
2. no

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Review of the evidence... for changing our language

- Stigma
- Expectancy (labels)
- Scare tactics

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What is stigma?

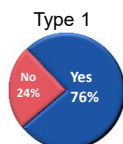
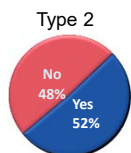
- Negative mark
- Different
- Disapproval
- Stereotypes aren't always negative
- In diabetes, they often overlap

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Does diabetes come with social stigma?

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



Tak-Ying SA, et al. J Clin Nursing. 2003;12:149-150. Browne JL, et al. BMJ Open. 18;3(11):e003384. Browne JL, et al. BMJ Open. 2014;4(7):e005625. Vishwanath A. Health Communication. 2014;29(5):516-526. Liu NF, et al. 2017. Clin Diabetes. 2017;35:27-34.

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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*

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Expectancy Theory



Rosenthal & Fode, 1963; *Behavioral Science*

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Uncontrolled, non-compliant, non-adherent



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Messages at diagnosis

- Factors
 - Encouraging
 - Collaborative
 - Discouraging
 - Recommending other resources



Polonsky, W.H., et al. 2017; *Diabetes Res Clin Pract* #AADE19

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Messages at diagnosis

- Impact on
 - Emotional distress
 - Diabetes distress
 - Wellness
 - Healthy eating
 - Exercise
 - Medication taking



Polonsky, W.H., et al. 2017; *Diabetes Res Clin Pract* #AADE19

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Review of more effective approaches

- Strengths-based
- Person-centered
- Empowering

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What the language movement is

- Mindset
- Approach
- Words
- Messages

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What it is not

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

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Examples

- Adherence
- Glycemic management
- "Type 1s"
- "Type 2s"
- "T1Ds"
- "T2Ds"
- "PWDs"

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Polling Question

Which is the hardest word/phrase to remove from diabetes messages?

1. "control"
2. "compliance"
3. "adherence"
4. "diabetic"

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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

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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

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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.

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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.

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Practice

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

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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.

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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

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Practice

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

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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

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Practice

- A study was performed among poorly controlled type 2 diabetes patients ($HbA1c \geq 9\%$).
- At the end of the follow-up period, patients were divided into 2 groups:
 - well controlled ($HbA1c \leq 8\%$) and
 - poorly controlled diabetes ($HbA1c \geq 9\%$)

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Practice

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

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We know how to make life longer for people with diabetes; how can we make it better?

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Questions?

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