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.

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Presenter: XX, PharmD, CDE – Speaker’s Bureau: XYZ Pharmaceuticals; Advisory Board: ABC, Inc
Presenter: XX, MS, RD – No COI/Financial Relationship to disclose

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Simple Strategies for Promoting DSME and Retaining Participants:
What Diabetes Educators Can Learn from Marketers

Objectives for Today
• Identify the 4 critical times when people with diabetes should be referred to DSME.
• Identify common barriers to DSME that can be addressed by marketing strategies.
• List 4 marketing strategies that can be applied to DSME programs.
• Identify resources that can be used to support marketing efforts.
What will you learn today?

- Marketing strategies
- Tips
- Resources

Diabetes Self-management Education (DSME)
- Ongoing process of facilitating knowledge, skill, and ability necessary for diabetes self-care

Diabetes Self-management Support (DSMS)
- Activities that assist in implementing and sustaining the behaviors needed to manage diabetes

Benefits Associated with DSME/S
- Reduced hospital admissions and readmissions
- Improved health outcomes including A1c
- Reduced onset and/or advancement of complications
- Improved quality of life
- More healthful eating pattern and regular activity
- Enhanced self-efficacy and empowerment
- Increased healthy coping

Diabetes education is helpful for those who participate in it

- Percentage of PWD and FMs reporting that diabetes education programs are 'somewhat or very helpful'
  - PWD: 81%
  - FMs: 72%

Participation in diabetes education programs across ethnic groups

- Non-Hispanic White
- Hispanic
- African American
- Chinese American

People who participate in diabetes education reported fewer psychological problems and enhanced self-management compared with those who had not participated in any educational program.

Ethnic groups in the US reporting diabetes education was helpful

Overall, how helpful was/were the education program(s) you attended?

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Overall % Finding Education Helpful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic White</td>
<td>78%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>70%</td>
</tr>
<tr>
<td>African American</td>
<td>76%</td>
</tr>
<tr>
<td>Chinese American</td>
<td>80%</td>
</tr>
</tbody>
</table>

Overall 78%

Overall 70%

Questions Answered

- When is DSME/S recommended?
- What DSME/S is needed at various times and by whom?
- How is DSME/S best provided?

Diabetes Self-management Education and Support in Type 2 Diabetes

A Joint Position Statement of the American Diabetes Association, the American Association of Diabetes Educators, and the Academy of Nutrition and Dietetics

Questions Answered

- When is DSME/S recommended?
- What DSME/S is needed at various times and by whom?
- How is DSME/S best provided?

DSME/S Algorithm of Care

Four critical times to assess, provide, and adjust diabetes self-management education and support:

1. At diagnosis
2. Annual assessment of education, nutrition, and emotional needs
3. When new complicating factors influence self-management
4. When transitions in care occur

Purpose of Position Statement

- Address triple aim - Improve patient experience of care and education, improve health of individuals and populations, reduce diabetes-associated per capita health care costs
- Provide healthcare teams with information required to better understand the educational process and expectations for DSME and DSMS and their integration into routine care
- Create a diabetes education algorithm that defines when, what, and how DSME/S should be provided for adults with type 2 diabetes
ADA Standards of Medical Care: Recommendations

- People with diabetes should receive DSME/DSMS according to National Standards for Diabetes Self-Management Education and Support at diagnosis and as needed thereafter B
- Nutrition therapy is recommended for all people with type 1 and type 2 diabetes as an effective component of the overall treatment plan A
- DSME/DSMS should address psychosocial issues, since emotional well-being is associated with positive outcomes C
- Because DSME/DSMS and medical nutrition therapy can result in cost-savings B and improved outcomes A, DSME/DSMS and medical nutrition therapy should be adequately reimbursed by third-party payers E

Last Mile Problems

“We tend to think the problem is solved when we solve the technology problem but the human problem remains and that is the great frontier” - Sendhil Mullainathan: “Solving social problems with a nudge.”
What are your last mile problems?

Social Marketing
The use of commercial marketing principles and techniques to change behavior in order to improve their personal welfare and that of society.

Behavior is the Bottom Line
- What are you asking people to do?
- Does your audience understand what you want them to do?
- Do your objectives include the behavior? — Call, sign-up, attend, etc.

Think Like a Marketer
- Behavior is the bottom line
- Know your audience
- Use strategies that address the 4 (or 5) p’s

Know Your Audience
- Define audiences based on behavior
Know Your Audience

- Segment audiences based on behavior
- Motivators, barriers, assets, champions/heroes
- Tell their story

What does she care about and how can we help her live her best life?

[Link](http://www.cdc.gov/healthcommunication/audience/index.html)

Put on Your Marketing Hat

- Understand the behavior
  - What do I want people to do?
- Tell you audience’s story
  - Who am I trying to reach?
- Include the marketing mix in your strategies
  - Am I offering something they want and making it easy for them to get it?

The Marketing Mix – Easy, Fun, Popular

- Product
  - What are we offering? (services, behavior, benefits)
- Price
  - What are the costs of the behavior?
- Place
  - Where can people get what we are offering?
- Promotion
  - What do we want to say that is meaningful, believable, and distinctive?
- Partnerships & Policy

“You Can Do It. We Can Help”

- National Diabetes Education Program Resources
  - Pretested messages
  - Low-literacy retested
  - Public domain
  - Available in multiple languages
The 3 most important takeaways:

1. Identify your target audience.
2. Determine a specific purpose.
3. Organize the information to reach that audience and clarify the purpose.

Takeaway messages

- Frame your Message. How you present or “frame” your activity can impact upon the likelihood that people will engage in it.
  - Try to tap into what is meaningful and motivating to your audience.

A story to tell

**Fiesta Movement**

What do you remember?

1) What are the 3 most important takeaways?
2) What are the 5 Ps?