

DPAC Communications and Public Awareness Workgroup
May 5, 2011
DPAC Meeting: Kellogg Center
Minutes

Present: Anne Esdale, Art Franke, Mary Jean Klebba, Bill Baugh, Marcie Gerlach,
Lindsay E. White, Glenn Cornish, Jose Saravia, Robin Nwankwo, Jill Kimosh

- I. Newsletters for this year to address the theme: “Equity and Accessibility for People with Diabetes”
 - a. Because there is too much information for one article, there will be a 3-part series:
 - i. **Article on Health Disparities/Equity** (June issue): Marcie and Lindsay
 1. To also address social determinants of health
 - ii. **Article on Affordable Care Act** (September issue): Robin
 1. To address questions regarding health care reform and how it affects both prevention and management of diabetes
 2. American Diabetes Association has a good reference document on the Affordable Care Act
 - iii. **Article on free or low cost resources for people with diabetes:** Glenn and Mary Jean, including:
 1. Patient assistance programs, free clinics, federally qualified health centers
 2. PATH story
 3. Partnership for medication assistance
- II. Website
 - a. Goal is to make the website more interactive.
 - b. Have 3 frames that move on the screen to highlight resources or data.
 - c. Need to have a link to Facebook and cell phone applications.
 - d. Bill is doing a great job responding to the requests of the DPCP staff and this workgroup.
- III. Unified Messaging: The goal in the new Diabetes Action Plan for Michigan is: **A captivating diabetes message is utilized across Michigan by all partners for consistency and uniformity.**
 - a. Need is for a “unified message” that is catchy, simple and clear.
 - b. NDEP messages are long; we need something that is less educational and gets the public’s attention on the importance and severity of diabetes. (e.g., the “God billboards” were very important in getting attention. Another tagline is Amylin’s “Face diabetes and MODE’s “Got Diabetes, Get Educated.”).
 - c. This goal is important because currently there are too many messages. When there are too many messages, this is confusing and nothing is catchy.
 - d. Some of the issues we need to discuss/resolve are budget, how to draw on the expertise of a communication specialist, the role of NDEP messages and how we involve other programs and NDEP members.
 - e. Anne is starting to compile an inventory of all messages suggested by DPAC members, as well as messages from NDEP and other programs.

- f. There is a UM Professor in the School of Public Health who has assisted NKFM on messaging who could be a resource.
- g. One issue for discussion is whether “diabetes” needs to be in the message and whether it must always have an action component.

IV. Upcoming events

- a. JDRF: July 26; Sally will be attending

Submitted by Anne Esdale, Staff