

# “Harnessing Youth Voices to Change the Diabetes Conversation”

**The Bigger Picture:** A public health literacy counter-marketing campaign

**Dean Schillinger, MD:** Professor of Medicine in Residence,  
University of California San Francisco

Chief, UCSF Division of General Internal Medicine

Director, UCSF Center for Vulnerable Populations

Health Communications Program

[dean.schillinger@ucsf.edu](mailto:dean.schillinger@ucsf.edu)



**CVP**

Center for Vulnerable Populations  
at San Francisco General Hospital and Trauma Center



# The legacy of “rugged individualism”

- A recent study of US media content related to Type 2 Diabetes
  - » Revealed that only 12% mentioned social or environmental contributors
  - » The vast majority focus on individual choices, unhealthy behaviors, or genetics

# What is “Public Health Literacy” ?

- *Degree to which individuals and groups can obtain, process, understand, evaluate, and act upon information needed to make public health decisions that benefit the community*
- **Target populations:** The public
- **Purpose:** Improve the health of the public
- **Aims:** Engage more stakeholders in public health efforts; address determinants of health
- **Multidimensional:** conceptual foundations; critical skills; civic orientation



# Paolo Freire

“Education either functions as an instrument which is used to facilitate integration of the younger generation into the logic of the present system and bring about conformity or it becomes the practice of freedom, the means by which men and women deal critically and creatively with reality and discover how to participate in the transformation of their world.”

– *Paulo Freire, Pedagogy of the Oppressed*

Diabetes = the new epidemic...



...and patients are getting younger

10 YEARS AGO, ONLY  
1 IN 11 HAD PRE-  
DIABETES

NEARLY  
**ONE IN  
FOUR**  
YOUTH  
AGES  
12-19

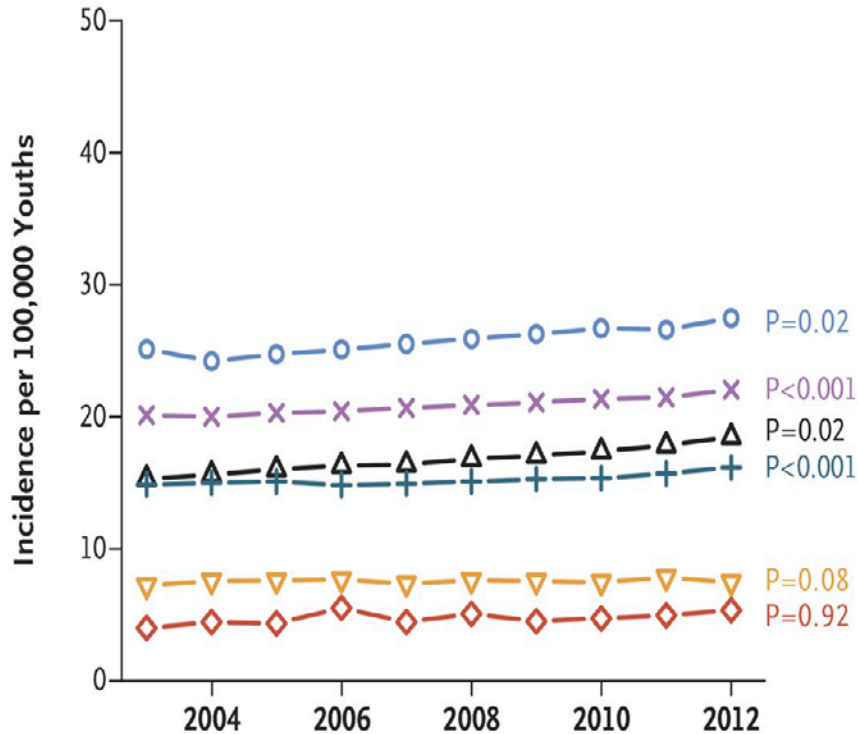
**HAVE PRE-DIABETES**

- AND **50%** OF THESE YOUTH ARE AT GREATER RISK OF -  
DEVELOPING FULL - BLOWN DIABETES WITHIN 5 YEARS.

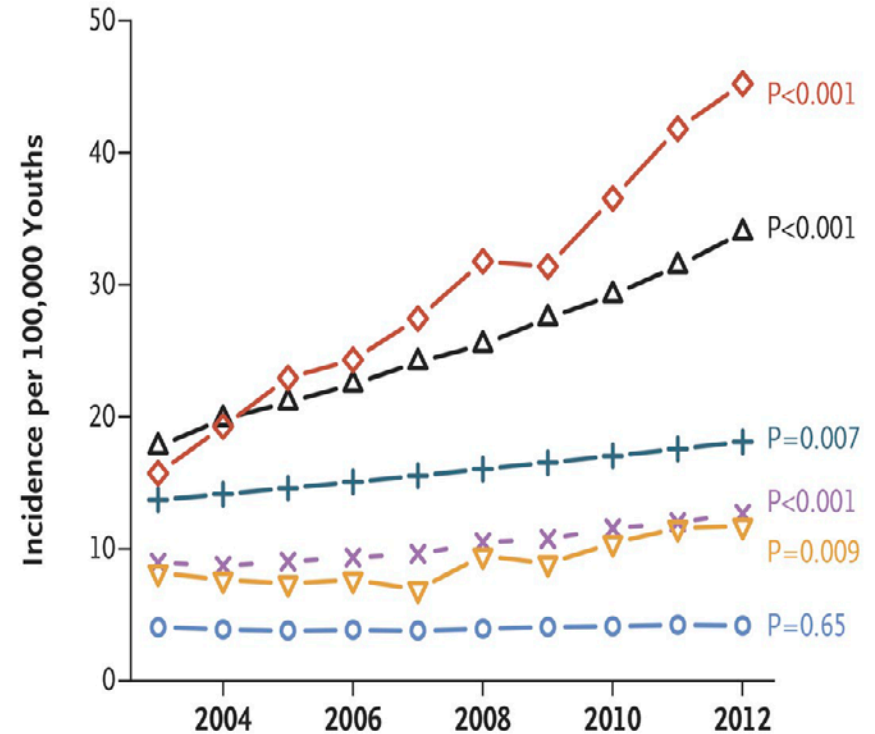
# Diabetes Incidence Estimates in Youth 0-19 years.

✕ All      ▲ Non-Hispanic Black      ▼ Asian or Pacific Islander  
○ Non-Hispanic White      + Hispanic      ◇ Native American

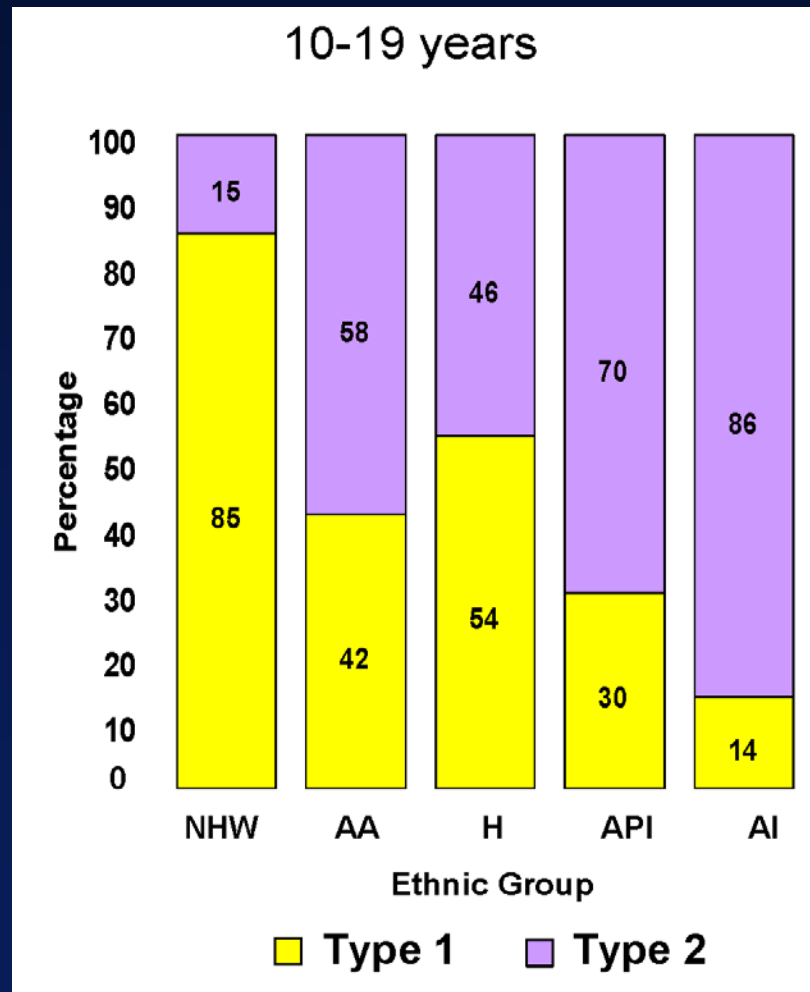
**A Type 1 Diabetes, 0–19 Yr of Age**



**B Type 2 Diabetes, 10–19 Yr of Age**



# Distribution of Incident Diabetes Types among Youth by Race/Ethnicity





25% of  
white youth;  
1 in 3 youth  
overall

**ALMOST 50% OF AFRICAN AMERICAN & LATINO YOUTH  
WILL CONTRACT TYPE 2 DIABETES  
IN THEIR LIFETIME**

*Source: CDC JAMA 2003*

# The Bigger Picture's Innovative Academic-Community Partnership



Spoken word & arts, literacy, civic engagement, social justice and low income/youth of color development and engagement.



CVP: Research in health communication & health policy to reduce health disparities; expertise in social determinants of health.

# The Bigger Picture Campaign is Born

**Missions overlap around equity and chronic disease risks young people face so...**

## **An idea was born**

- » Use youth-generated poetry to engage youth to prevent type 2 diabetes.
- » Empower youth to become vehicles for social and health justice.





The Bigger Picture is a partnership between Youth Speaks Inc. and the UCSF Center for Vulnerable Populations to combat the spread of Type 2 Diabetes.

# How does TBP engage youth to tell their stories?

## Key Questions

- What's the fun?
- What's the incentive?
- Why should they care?

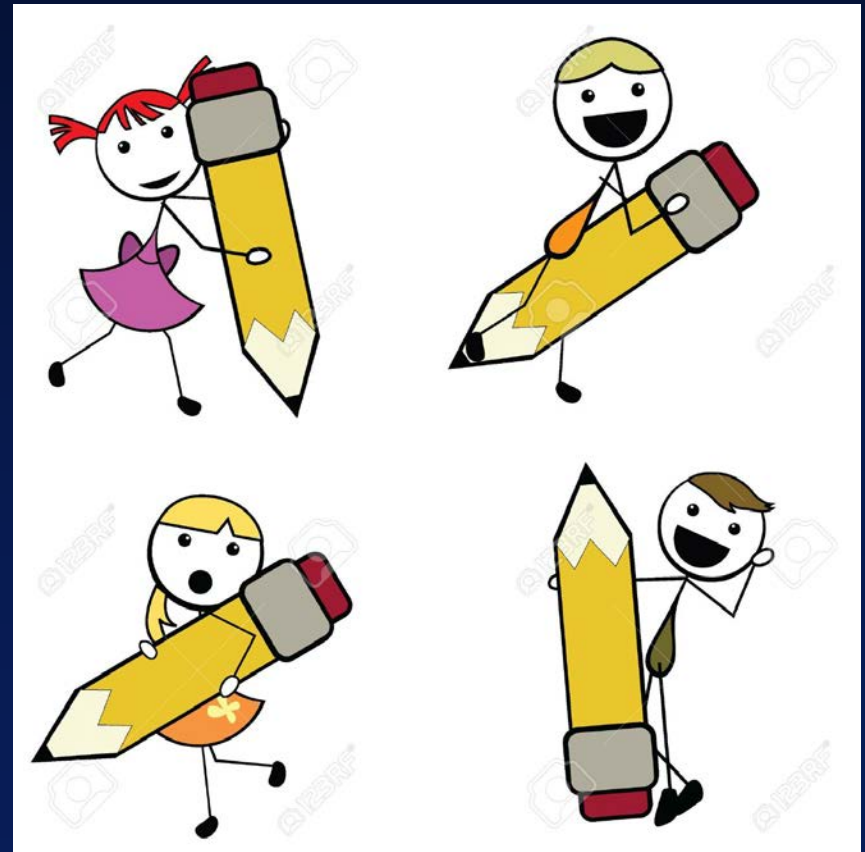


## What's TBP's Frame?

- Call out discriminatory marketing; getting played for corporate profit.
- Focus not on medical/individual, but on social justice and environmental factors.

# Vehicles for Youth-Generated Diabetes Prevention Campaign

- Medically-curated workshops with health professionals (CVP) and poet mentors (YS).
- “Spoken word” videos by YS poets.
- Toolkit and lesson plans.



# Vehicles for Youth-Generated Diabetes Prevention Campaign



Translating poetry > TBP film > school visits

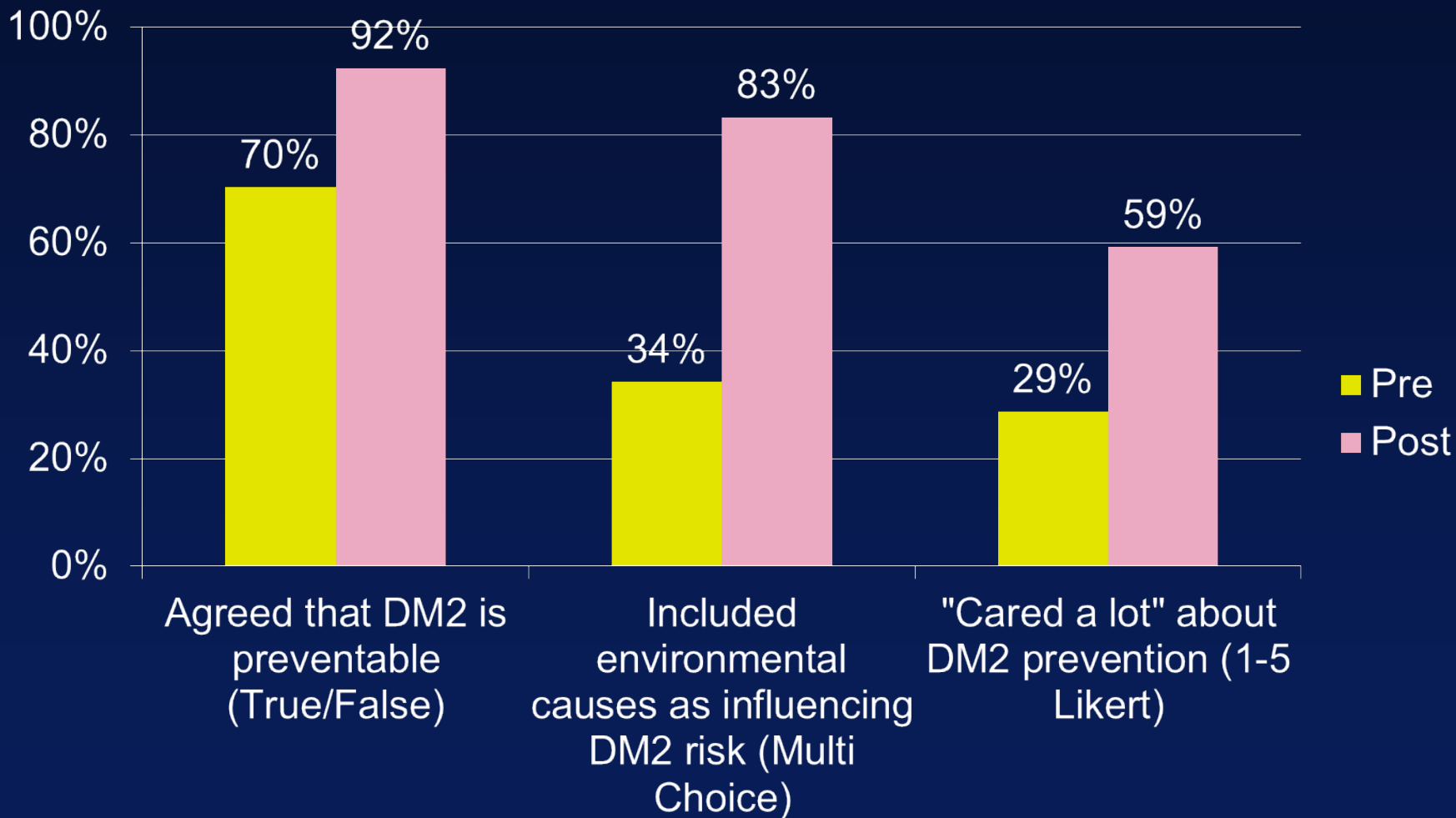
Short Film: *A Taste of Home* by Monica Mendoza

~~#DrinkDiabetes~~



# TBP High School Assembly Presentation Improved Outcomes

Pre/post student assembly results (n=885)



# Results to Date: High Levels of Reach

- 23 video PSAs (two Spanish, website in Spanish).
- >5000 high school students from 20 public Bay Area schools.
- 50 trained poet mentors from 8 poet workshops.
- >10,000 health, education and community stakeholders.
- >1 million video hits.
- Statewide partner training



# Results to Date: High Levels of Reach

- Scaled to statewide
- Partnered with 3 local health departments, statewide interest.
- Huff Post, IOM, Soda Summit, James Beard; UpWorthy, *In Defense of Food, Soda Politics*.



# National Awards

- Food Farm Films Festival
- Real Food Media Contest
- APHA Spirit of 1848 Social Justice Award
- UCSF Excellence in Academic-Community Partnership Award
- Latino Coalition for a Healthy California (Young Champions for Latino Health)
- Sacramento Film Festival
- James Irvine Leadership Award



**OPEN TRUTH**

Open Truth was developed by Shape Up San Francisco, with funding from Metta Fund.

Heart disease

Diabetes

Tooth decay



**open truth**

**SUGARY DRINKS ARE MAKING US SICK**

**OPEN TRUTH NOW.ORG**

**Big Soda, stop targeting me.**

Your products hurt our community.

**Big Soda, stop targeting me.**

Your products hurt our community.

**Big Soda says open happiness.**

What's happy about diabetes?

**Big Soda says open happiness.**

What's happy about diabetes?



**OPEN TRUTH** | **SUGARY DRINKS ARE MAKING US SICK**  
TAKE ACTION AT  
**OPEN TRUTH NOW.ORG**

**OPEN TRUTH** | **SUGARY DRINKS ARE MAKING US SICK**  
TAKE ACTION AT  
**OPEN TRUTH NOW.ORG**

**OPEN TRUTH** | **SUGARY DRINKS ARE MAKING US SICK**  
TAKE ACTION AT  
**OPEN TRUTH NOW.ORG**

**OPEN TRUTH** | **SUGARY DRINKS ARE MAKING US SICK**  
TAKE ACTION AT  
**OPEN TRUTH NOW.ORG**

Open Truth was developed by Shape Up San Francisco, with funding from Metta Fund.

Open Truth was developed by Shape Up San Francisco, with funding from Metta Fund.

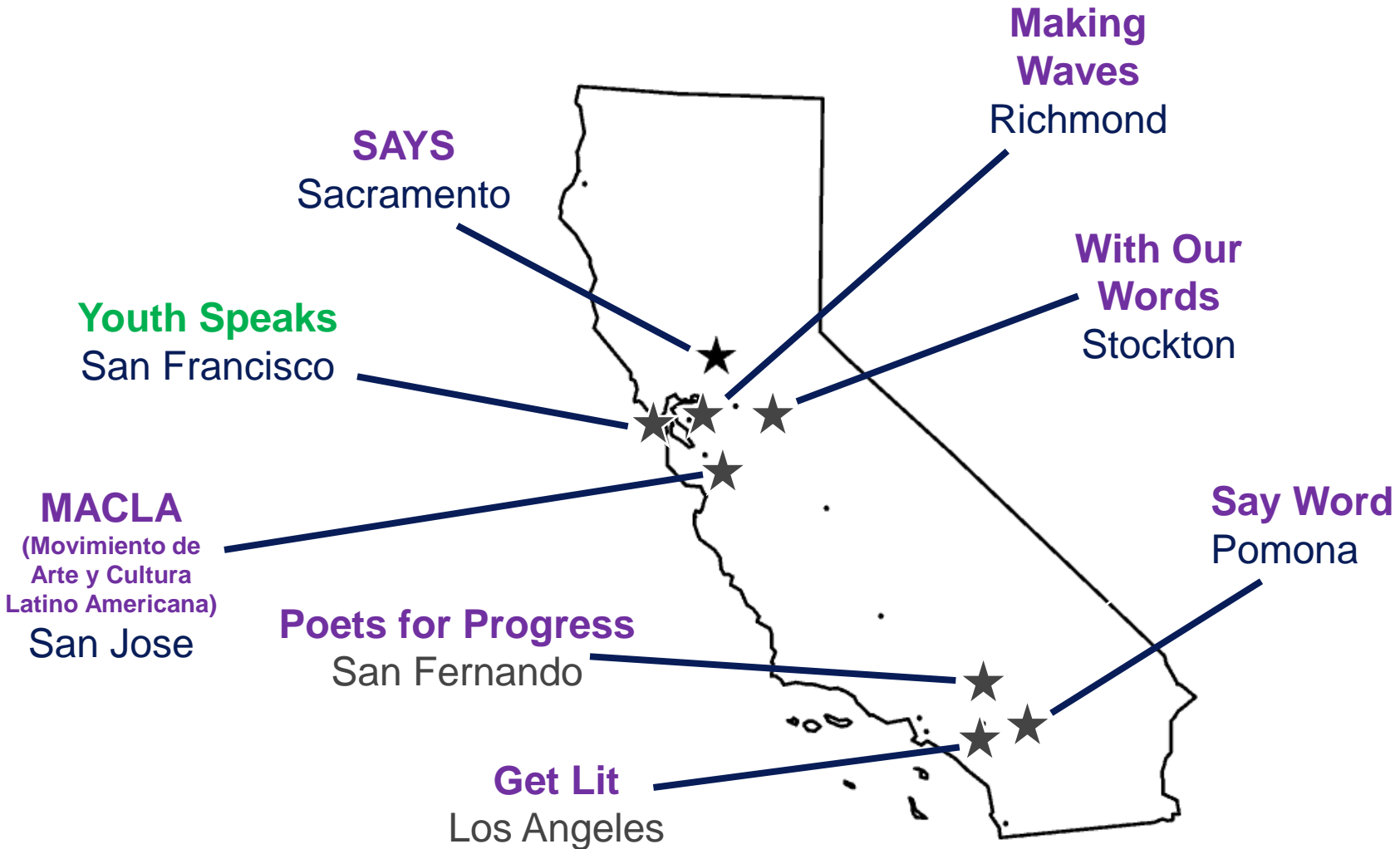
Open Truth was developed by Shape Up San Francisco, with funding from Metta Fund.

Open Truth was developed by Shape Up San Francisco, with funding from Metta Fund.

# TBP Next Steps

- **Expand to other languages and demographics.**
- **Create and evaluate a longitudinal, in-depth school-based TBP program.**
- **Continue scaling model across CA**
  - » Enhance digital platform, marketing, engagement.
  - » Partner with Youth Speaks sister organizations and local public health partners.
    - create content, deploy school visit program, deep dive in schools, engage in local policy change.

# TBP CA Partners



# How can I bring TBP to my community?

1. Share the videos and lesson plans at [TheBiggerPicture.org](http://TheBiggerPicture.org).
2. Request an intro to a TBP statewide youth spoken-word CBO partner
3. Book live poet performance, thought partner presentation or Canzilla (may cost some dough, but well worth it!).
4. Social media – follow for follow



“How can the oppressed participate in developing the pedagogy of their liberation? This pedagogy makes oppression and its causes objects of reflection by the oppressed, and from that reflection will come their necessary engagement in the struggle for their liberation. And in the struggle this pedagogy will be made and remade”.

*-Paulo Freire*

# Thank You! Questions?

Sarah.Fine@ucsf.edu

# THE BIGGER PICTURE.ORG

Raise Your Voice and Join the Conversation about Diabetes. Take a Look at The Bigger Picture.



**CVP**

Center for Vulnerable Populations  
at San Francisco General Hospital and Trauma Center



# “Harnessing Youth Voices to Change the Diabetes Conversation”

**The Bigger Picture:** A public health literacy counter-marketing campaign

**Dean Schillinger, MD:** Professor of Medicine in Residence,  
University of California San Francisco

Chief, UCSF Division of General Internal Medicine

Director, UCSF Center for Vulnerable Populations

Health Communications Program

[dean.schillinger@ucsf.edu](mailto:dean.schillinger@ucsf.edu)

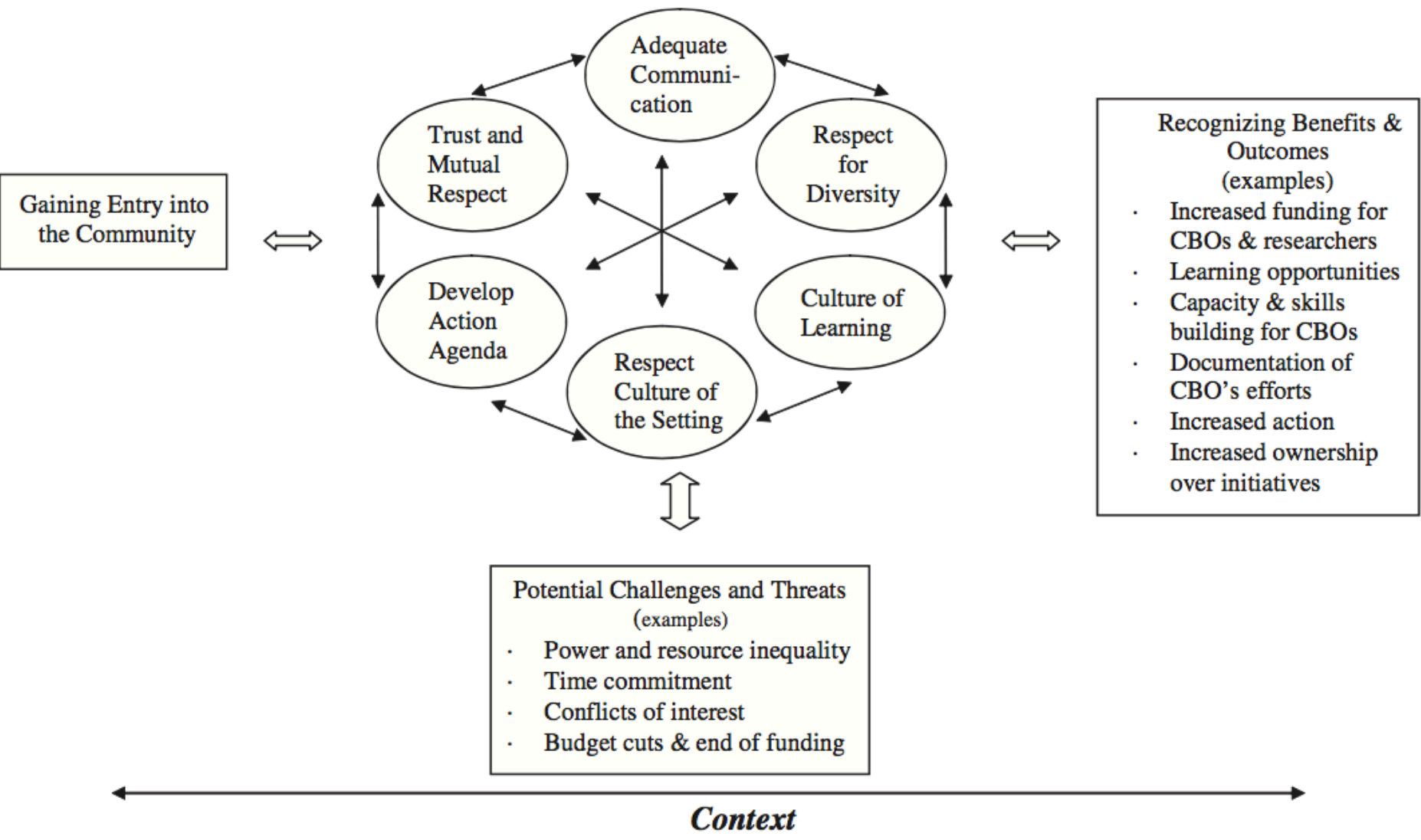


**CVP**

Center for Vulnerable Populations  
at San Francisco General Hospital and Trauma Center



# Partnering with Community Based Organizations



**Figure 1.** Interactive and contextual model of collaboration: Process of developing and sustaining community-university partnerships.