



DIABETES AWARENESS AND OUTREACH CAMPAIGN 2018-2020

FACT SHEET

BACKGROUND

The California Department of Public Health's (CDPH) Chronic Disease Control Branch (CDCB) received \$2,500,000 dollars from the California Budget Act 2018 to develop and implement a Diabetes Awareness and Outreach Campaign through June 2020. The goal of the campaign is to engage Californians at risk for type 2 diabetes about the risk factors for diabetes, increase awareness about the link between diabetes and cardiovascular disease, and promote resources and diabetes prevention programs (DPPs).

The priorities and call to action included in the *Diabetes Prevention Through Lifestyle Change Programs, 2018 Action Plan* will be the road map to develop the campaign. The action plan addresses the rising prevalence of diabetes in California through increased awareness, availability, and utilization of evidence-based DPPs by Californians with prediabetes or otherwise at high risk for developing diabetes.

OUR PARTNERS

The campaign will include coordination with the California Prevent Diabetes Screen, Test, Act Today™ (CA PDSTAT) network, Healthy Hearts California Alliance, and state partners including CDPH's Nutrition Education and Obesity Prevention Branch, Tobacco Control Branch; California Public Employee's Retirement System, California Department of Health Care Services, and California Department of Aging.



MEDIA CAMPAIGN

The media and advertising strategy will include the following strategies:

- Use a media mix of radio, digital, cable, and outdoor
- Focus awareness efforts in media markets and communities with highest rate of prediabetes, diabetes, and cardiovascular disease
- Utilize relevant media markets to reach multiple races and ethnicities

ADVISORY COMMITTEE

An Advisory Committee will guide the strategic planning and development of the campaign and outreach activities. Members include: community health worker, community member, health plan representative, health care practitioner, local health departments, pharmacist, research scientist, and a public/private organization.

COORDINATION

The campaign activities will be coordinated with marketing and promotional activities included in CDPH CDCB's five-year Centers for Disease Control and Prevention (CDC) grant *Improving the Health of Americans Through Prevention and Management of Diabetes and Heart Disease and Stroke* (CDC-RFA-DP18-1815PPHF18), known in California as Prevention Forward (1815), beginning October 2018 through June 2023.