

Black Women's Health Imperative (BWHI) | RECIPIENT PROFILE YEAR 1



AWARD
\$1,425,000

AFFILIATE SITES

- A M Health Services
- Claiborne County Family Medical Center
- Fundamental Health Solutions
- Indiana Minority Health Coalition, Inc.
- Outpatient Medical Center

- Rural Health Medical Program, Inc.
- The Wellness Coalition
- Whatley Health Services

PARTNERS

- Black Women for Wellness
- MedWorks Consulting
- Soul So Good Healthy/Collins Wellness Center
- Urban Health Resources



Targeted States

Alabama (14 counties)
Indiana (5 counties)
Louisiana (5 counties)
Mississippi (4 counties)
Tennessee (2 counties)



Priority Populations

African Americans
Hispanics and Latinos
Medicare beneficiaries



Targeted Setting

Populations living in geographic areas that have no access to the National Diabetes Prevention Program lifestyle change program, with a focus on southeastern states with high rates of type 2 diabetes (the diabetes belt).

Scaling and Sustaining the National Diabetes Prevention Program (National DPP)

The National DPP supports a structured, year-long lifestyle change program (LCP) that is offered in-person and online to prevent or delay the onset of type 2 diabetes among those at high risk. The DP17-1705 program is designed to build the infrastructure in underserved areas to deliver the National DPP LCP to general and priority populations, effectively closing the enrollment gap so that more participants with prediabetes in underserved areas successfully complete the program, achieve 5-7% weight loss, and significantly reduce their risk for type 2 diabetes.

SELECTED STRATEGIES AND ACTIVITIES

INCREASE THE AVAILABILITY OF CDC-RECOGNIZED ORGANIZATIONS

- Select six new affiliates and two existing affiliates to better reach underserved areas.

INCREASE CLINICIAN SCREENING, DETECTION, AND REFERRAL TO CDC-RECOGNIZED ORGANIZATIONS

- Conduct prediabetes screening for type 2 diabetes prevention as part of well-woman and primary care visits.
- Establish a prediabetes screening system for type 2 diabetes prevention for patients to determine their risk and receive a program referral.
- Develop messaging and outreach to promote screening using the American Diabetes Association (ADA)/CDC Prediabetes Screening Test.
- Identify referral strategies for each affiliate site.

INCREASE AWARENESS OF PREDIABETES AND ENROLLMENT IN THE LCP

- Assess best strategies for marketing the program in targeted counties and reaching and enrolling priority populations.
- Develop culturally tailored messaging and imagery.

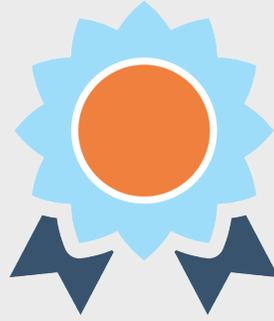
INCREASE RETENTION RATES FOR PARTICIPANTS IN THE LCP

- Screen participants to ensure they are ready and able to commit to the year-long program.
- Conduct advanced trainings for lifestyle coaches to support and retain priority populations.
- Deliver fun and creative programs.
- Engage participants in supplemental activities.

SUCCESS STORIES

BWHI used social media and digital marketing strategies to launch the *Change Your Lifestyle. Change Your Life (CYL²)* prediabetes awareness campaign. Phase 1 of the campaign introduced BWHI as launching its first national campaign to help people understand what prediabetes is and how to prevent type 2 diabetes through CYL². The campaign used the hashtag #CYL2PreventsType2, branded social media graphics, campaign e-blast, campaign blogs, and media ad buys. Phase 2 of the campaign highlighted BWHI program partners to drive enrollment.

BWHI also partnered with two digital media companies, Blavity and their sister brand 21Ninety, to generate awareness among priority populations. These companies helped BWHI reach their priority population, African Americans, focusing on millennials ages 25–34. Blavity helped generate awareness and authentic conversations around BWHI's CYL² initiative and bring resources to the attention of the black millennial community.



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BWHI and Blavity hosted a Twitter Chat to promote the campaign and share tips and tools to help prevent or delay type 2 diabetes. The Twitter Chat along with promotional social media garnered a total of 9,794,534 impressions tied to the #CYL2PreventsType2 hashtag. Instagram Stories on Blavity and 21Ninety reinforced the message of mindfulness, prevention, and empowered knowledge against prediabetes, resulting in 14,799 Instagram impressions and 158 link clicks.

Another partner, Urban One, generated videos for the campaign as well as radio public service announcements and geo-targeting banner placements with an added value of a 60 second awareness/risk test video. Campaign highlights included: 199 total risk test clicks, 1,216 total CYL² clicks, 99 total fact sheet clicks, 73 total find-a-program clicks, and 201,380 total users reached through social media. After year one, BWHI reached an enrollment of 84 participants into the LCP at one site, of which 79 were African American participants.

PERFORMANCE MEASURE HIGHLIGHTS



Reaching Underserved Populations and Areas

6 new organizations added to the CDC recognition program (Diabetes Prevention Recognition Program) and offering the National DPP in underserved areas.

496 people enrolled in the National DPP LCP in underserved areas.

1 advanced skills training held for lifestyle coaches to help retain priority populations.



Health Care System Referrals

3 health care systems or providers implementing bidirectional e-referral.

2 health care systems or providers implementing other referral systems.

For more information on the DP17-1705 Scaling and Sustaining the National Diabetes Prevention Program please visit:

<https://www.cdc.gov/diabetes/programs/stateandlocal/funded-programs/1705.html>

*Year 1 analysis of data submitted by recipients.

LAST UPDATED 8/27/2019

