

## The Balm in Gilead, Inc. | RECIPIENT PROFILE YEAR 1



**AWARD**  
**\$1,425,000**

### AFFILIATE SITES

- 25 congregational health ministries in 25 church congregations

### PARTNERS

- African American Denominational Leadership Health Initiative
- Black Nurses Rock
- National Black Nurses Association



### Targeted States

Alabama (5 counties)  
Georgia (5 counties)  
North Carolina (5 counties)  
South Carolina (5 counties)  
Virginia (5 counties)



### Priority Populations

African Americans  
Medicare beneficiaries  
People in rural communities



### Targeted Setting

African Americans living in underserved rural areas in the American South, reached via congregational health ministries.

## 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

- Scale up internal infrastructure for supporting affiliate sites.
- Finalize selection of faith partners and leaders, identify state managers, and train lifestyle coaches.
- Launch one online program.
- Apply for CDC recognition.

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

- Develop screening outreach and referral protocol.
- Establish a local provider network and referral system through targeted outreach and marketing.
- Select and train 10 faith-based coordinators (2 per state) as community health workers to support referral and outreach.

### INCREASE AWARENESS OF PREDIABETES AND ENROLLMENT IN THE LCP

- Conduct survey and focus groups to identify best practices for screening, engaging, and retaining priority populations.
- Develop statewide marketing plan for each state.
- Create a “Champions Network.”
- Develop and implement pay-for-performance systems and recognize high-performing sites.

### INCREASE RETENTION RATES FOR PARTICIPANTS IN THE LCP

- Develop/adapt tools and materials to support training and skill development of program staff.
- Provide best practices training and skill building to program staff.
- Create and distribute “Tell Your Story” campaign messages and materials to support marketing efforts.
- Conduct community forums and site assessments with local churches and communities to identify program successes, needs, and resources.

## SUCCESS STORIES

The *Southeast Diabetes Faith Initiative* is a five-state faith-based project designed to expand access to and utilization of the National DPP, particularly among African Americans in the southeast United States.

One goal of this multi-faceted initiative is to expand efforts to a diverse group of communities. Different types of communities operate in different ways, and The Balm in Gilead, Inc. prioritizes meeting everyone's specific needs on a wide scale. This means breaking boundaries and barriers between different types of communities and cultures to make a lasting change.

The Balm in Gilead has reached approximately 500,000 individuals through on-going marketing efforts and partnerships, such as work with Fort Valley State University (FVSU). The Balm



***Southeast Diabetes Faith Initiative* reached approximately 500,000 individuals through current on-going marketing efforts.**

in Gilead and FVSU targeted faculty, students, and community members to be a part of the National DPP LCP. FVSU will also assist in recruitment and promotion of the program.

Another partner, the Feed Center—a nonprofit organization—serves many members of the community by providing groceries, meals, childcare, and tutoring for the youth. The Feed Center and The Balm in Gilead are partnering to work toward LCP recruitment and to assist in providing transportation needs. The Feed Center is also willing to transport LCP participants to go grocery shopping in a neighboring town to overcome transportation barriers.

Through these efforts, The Balm in Gilead enrolled 586 participants into the National DPP LCP.

## PERFORMANCE MEASURE HIGHLIGHTS



### Reaching Underserved Populations and Areas

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

**586** people enrolled in the National DPP LCP in underserved areas.

**5** curriculum tools/materials tailored to the needs of underserved populations.

**6** advanced skills trainings held for lifestyle coaches to help retain priority populations.



### Health Care System Referrals

**2** health care systems or providers implementing other\* referral systems.

\*Referral systems other than bidirectional e-referral systems (i.e., bidirectional referrals with any modality or unidirectional referrals from a health care provider regardless of modality).

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.  
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