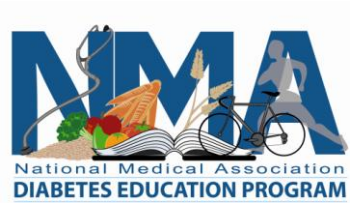
NMA Diabetes Education Program



Summative Program Outreach Numbers

- February 26, 2005 – February 27, 2010 -

National Medical Association
8403 Colesville Road
Suite 920
Silver Spring, MD 20910
(202) 347-1895
diabetes@nmanet.org

October 2010

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EXECUTIVE SUMMARY:

National Medical Association (NMA), established in 1895, is the largest and oldest national organization representing African American physicians in the United States. As the leading force for parity and justice in medicine and the elimination of disparities in health, the NMA is committed to improving the health status and outcomes of minorities and the underserved. While the NMA has historically focused on health issues related to African Americans, its principles, goals, initiatives and philosophy address and benefit all patients served by NMA physicians.

There are 3.7 million African Americans (AA) aged 20 years and older diagnosed with diabetes. Of this number, one fourth is not aware that they have this disease. One in four of AA between the ages of 64 -74 is already diabetic and this same group experiences higher levels of complications such as: blindness, kidney disease and amputations compared to other ethnic groups. Due to these reasons and other startling statistics, the National Medical Association (NMA) is committed to improving the health status and outcomes of minorities and the underserved as it relates to diabetes. In 2005, the NMA was awarded a five-year cooperative agreement from the Center of Disease Control and Prevention (CDC), in collaboration with the National Diabetes Education Program (NDEP), to conduct a diabetes outreach education program. The overall goal of this program is to increase public and physician Awareness about diabetes and improve treatment outcome. Hence, the collective effort of this project will contribute to decreasing the disproportionate numbers of those at-risk for and diagnosed with the diabetes. The four primary program objectives were to: 1) develop and sustain at least six coalitions, 2) conduct community-wide outreach efforts in the six coalition areas, 3) educate diabetes patients of selected NMA physicians, and 4) educate NMA physicians at local, regional, and national meetings.

Coalitions

At the end of Year 5, all six of the Coalitions were maintained through the leadership of six NMA affiliate societies. Contributing partners include the Auxiliary to the NMA, the Student National Medical Association, community collaborators, and state partners. The project focused on creating diabetes outreach efforts in Atlanta, GA; Houston, TX; Indianapolis, IN; Los Angeles, CA; Pine Bluff, AR; and Washington, DC. Collectively the Coalitions completed two hundred and ninety-one (291) outreach efforts from 2005 – 2010 with a reach of over 3 million. The Central Office likewise completed 87 efforts through health fairs, E-blasts, article submissions, and national print and radio public service announcements reaching over 250 million throughout the life of the grant.

PROGRAM OUTREACH NUMBERS

The NMA/NDEP Diabetes Education Program has four core objectives: 1) develop and sustain at least six coalitions, 2) conduct community-wide outreach efforts in the six coalition area, 3) educate diabetes patients of selected NMA physicians, and 4) educate NMA physicians at local, regional, and national meetings. Sub objective points were crafted to align with the performance goals for the National Center for Chronic Disease Prevention and Health Promotion that relates to the Centers for Disease Control and Prevention's (CDC) National Diabetes Education Program (NDEP). Those established coalitions were structured to mobilize community driven diabetes outreach programs that increase public education and Awareness about diabetes. A fifth objective was added in Year 4 and 5 that extracted the need for the Central Office to participate in diabetes related meeting and to also to develop sustainability plan. The following accomplishments/results are derived out of the five years. Explanations were provided as per the year they occurred with the requested summary at the end. Each objective had an over arching 5 Year Long Term goal with appropriate deliverables set for each year according to the growth of the Coalitions.

Number of Programs Completed By Coalitions:

	Year 2	Year 3	Year 4	Year 5	TOTAL
ATLANTA	4	6	5	8	23
HOUSTON	7	4	3	8	22
INDIANAPOLIS	27	4	30	31	92
LOS ANGELES	15	12	12	9	48
PINE BLUFF	5	5	9	25	44
WASHINGTON, DC	7	8	18	29	62
TOTAL					291

Audience Reach Per Coalition:

	Year 2	Year 3	Year 4	Year 5	TOTAL
ATLANTA	4, 210	253, 098	1,013,255	88, 650	1, 121, 213
HOUSTON	693	200, 315	40, 040	82, 269	323, 317
INDIANAPOLIS	1, 056, 288	1, 033	7, 644	29, 857	1, 094, 822
LOS ANGELES	5, 808	72, 308	7, 563	27, 082	112, 761
PINE BLUFF	1, 604	274	214	64, 725	66, 817
WASHINGTON, DC	509	1, 045	792, 465	13, 482	807, 501
TOTAL					3, 526, 431

Number of Programs Completed By Central Office

	Year 2	Year 3	Year 4	Year 5	TOTAL
OUTREACH	5	17	23	8	53
E-BLASTS	1	8	4	6	19
ARTICLES	0	2	1	1	4
PRINT (NATIONAL)	0	2	2	2	6
RADIO (NATIONAL)	0	2	1	2	5
TOTAL					87

Audience Reach Per Coalition From Programs Completed By Central Office

	Year 2	Year 3	Year 4	Year 5	TOTAL
OUTREACH	79, 125	81, 374	117, 712	14, 130	292, 341
E-BLASTS	0	3,600	24, 000	12, 000	101, 600
ARTICLES	0	400, 000	200, 000	1, 160, 000	1, 760, 000
PRINT (NATIONAL)	0	42, 138, 592	15, 099, 568	11, 602, 864	68, 841, 024
RADIO (NATIONAL)	0	32, 011, 426	52, 476, 002	54, 351, 502	188, 838, 930
TOTAL					259, 833, 895

Number of Workshops conducted by Coalitions

	Year 3	Year 4	Year 5	TOTAL
ATLANTA	0	2	2	4
HOUSTON	1	1	2	4
INDIANAPOLIS	1	6	3	10
LOS ANGELES	2	1	3	6
PINE BLUFF	3	8	19	30
WASHINGTON (DC)	2	1	16	19
TOTAL				73

Number of attendees of workshops conducted by Coalitions

	Year 3	Year 4	Year 5	TOTAL
ATLANTA	0	1, 225	800	2, 025
HOUSTON	20	10	80	110
INDIANAPOLIS	58	183	510	751
LOS ANGELES	33	30	190	253
PINE BLUFF	169	222	65	456
WASHINGTON (DC)	20	50	207	277
TOTAL				3, 872

Region & Annual Convention Attendance 2005-2009							
Year	Region I	Region II	Region III	Region IV	Region V	Region VI	Totals
2005	30	39	25	17	34	23	168
2006	71	62	33	47	64	0	277
2007	66	32	26	22	61	35	242
2008	72	51	54	54	27	0	258
2009	26	35	34	51	40	45	231
Totals	**265**	**219**	**172**	**191**	**226**	**103**	**1176**
Average Attendance	59	45	37	44	48	20	252

***0 indicates region combined with another**

LifeScan sponsored the program's first certification program. Held on July 25, 2009 at the NMA's Annual Convention: Diabetes Management Symposium & Certification Workshop – Las Vegas in conjunction with Internal Medicine. One hundred and eight-nine (189) physicians attended. Dr. Michelle Gary Owens provided a presentation on various NDEP materials available for physicians to use.

SPECIAL NOTATION:

Within Year 3 February 27, 2007 - February 26, 2008 of the grant an additional objective was added to the year- long Work Plan Objective #5. This objective focused on NMA staff attending CDC, NDEP, or other national diabetes related conference. Throughout the course of the five year the NMA staff participated in 16 meetings. Year 2 – 1; Year 3 – 6; year 4 – 5; and Year 5 – 4. These meetings provided valuable information, ideas and guidance for the progression of the program as there were many workshops. The NMA staff found attending these meeting valuable.

a. Summary of collaborative activities with DPCPs:

100% of the DPCPs within the respective Coalition cities were engaged. They often provided useful data to populate the websites and were updated on the progress of the program through direct emails from the Program Coordinator.

b. Summary of collaborative activities with NDEP work groups

The NMA was actively engaged in work group calls and face to face meetings throughout the life of the grant, the Health Care Professional Work Group and the African American/African Ancestry Work Group, respectively.

SUSTAINABILITY PLANS

The NMA remains committed to providing education to African American and those of African Ancestry with tools to help them prevent/delay the onset of diabetes and for those already diabetic tools to manage the disease and reduce the risk of complications. Diabetes is on the NMA's Annual Strategic Agenda. The NMA will continuously apply for funding to expand the developed diabetes program the resulted from the CDC cooperative agreement. The following tactics will be used to sustain the program:

a. **Funding**

The NMA will continue to seek funding to sustain the program through federal and non-federal sources.

b. Website – www.NMAdiabetesnet.org

The NMA Diabetes Education Program website will remain live and continuously updated with information for general public, diabetics and physician on the topic of diabetes and its complications. In addition each society affiliated with the NMA Diabetes Education Program will be encouraged to promote diabetes on their sites.

c. **Regional and Annual Scientific Meetings**

The goal of the NMA will be to sustain the Diabetes Management & Certification Symposium at the Associations' annual conferences as well as include speakers to focus on diabetes at regional meetings.

d. **New Media & Media**

The NMA will continue to utilize new media strategies such as Facebook, Twitter, and traditional media – print and radio to promote diabetes.

e. **Research**

The NMA will become a huge proponent of research that focuses on African Americans.