

Planning a Diabetes Activity for Your Community





Reaching Out to Diverse Communities— Where to Start

Talk to community leaders, including local faith leaders, local minority organizations, minority clubs, and community-based clinic staff. Also, remember to ask, “Who are the community leaders?” How do ideas get implemented? It may not be how or by whom you think. The community leaders may be the grandmothers who meet the neighborhood children at the bus stop. It might be the same elderly gentleman who started the neighborhood watch or the couple who organizes the annual neighborhood party, yard sale, or village competition. Just by asking, you can find out who the natural leaders are when it comes to organizing community activities and getting the community involved.

In American Indian and Alaska Native communities, start by talking with the tribal council, or those who can introduce you, such as local Indian Health Service representatives, tribal elders, or local members of American Indian and Alaska Native organizations such as the Association of American Indian Physicians.

In African American communities, be sure to talk to community leaders such as local clergy, church and civic ladies’ and men’s clubs, representatives of local minority organizations such as 100 Black Men or the National Urban League, and members of local chapters of sororities and fraternities such as Chi Eta Phi.

In Hispanic and Latino communities, talk to local clergy, promotoras (community health workers), church and civic community group members such as the Spanish Catholic Center, representatives of local minority organizations such as the National Council of La Raza, and neighborhood clinic staff.

In Asian American communities, talk to local women’s groups, business leaders, community clinic staff, and representatives of local minority organizations such as the Association of Asian/Pacific Community Health Organizations (AAPCHO), and the Indochinese Community Center and the Asian Services Center based in Washington, D.C.



The Next Step

The best way to understand any community or audience different from your own is to talk to the people. Talk to community elders, leaders, and possible partners in the community and explain that you would like to work with the community to control diabetes. The personal touch—a scheduled visit or phone call—is important, especially among some special populations and in the South and rural areas. Ask for advice and be willing to listen openly. By taking the time to listen and learn, you will build a stronger, more respectful relationship with the community—a foundation for success. You will learn about partners you may never have considered, gain a better understanding of what is needed and how to provide it, and develop an insight that will enrich your future activities. By working together with the community, you will create strong, meaningful projects that help community members control diabetes.

Take a look through the eyes of the community.

These questions will help you see the problems and possible solutions for diabetes control from the community's perspective.

- Does the community view diabetes as a problem?
- What are the community members' main concerns about diabetes?
- What do people in the community know about diabetes?
- What can be done about diabetes?
- What prevents members of the community from controlling diabetes?
- Why do people want to control diabetes?
- What would help people learn to control diabetes?
- What do people need to help them improve their health and control diabetes?
- What's available in the community?
- What's missing?
- What kinds of activities do members of the community enjoy? (Bowling, gardening, walking, family picnics, yard sales, bingo, etc.)
- When is the best time and place to conduct an activity?
- Who should be involved?



Choosing an Activity

Don't reinvent the wheel.

First, learn about what's already available. Then, you can figure out how you can join or how you can work on providing what is missing.

Find out what's coming up.

You want to know—

Is there a community health fair coming up? Is there an annual State or county fair? Is there a tractor show or ethnic festival in the near future? What existing events for the community might you join by supplying diabetes information?

To find out—

There are many places you can contact to find out. Try your local convention or visitor's bureau, public health department, State diabetes control program, and events editor of your local paper. The American Diabetes Association has a Web site that lists special events in each state: <http://www.diabetes.org/calendar.asp>.

What programs already exist?

You want to know—

Is there a diabetes support group? Is there a transportation service? Before you spend time developing a program or service, find out what is already available.

To find out—

Call local hospitals, diabetes control programs, cooperative extension offices, rural development centers, local minority organizations, and the American Diabetes Association to learn what programs and services are already available for people with diabetes in your community.

Who else is interested in developing a community diabetes project?

You want to know—

Is there another organization that is active in diabetes? Are there local organizations that you have not considered or that have shown an interest in diabetes or related topics, such as nutrition and physical activity?



To find out—

Watching the news is one way to find out. Your local news programs often will run stories on people and organizations that have organized health efforts that could serve your community. These are potential partners for you. Pay attention to who's doing what, and you'll have a better understanding of their interests and abilities when you talk to them about joining you in your community diabetes project.





Event Planner's Checklist

Develop a Timeline.

A timeline will help to plan and track progress on the activity. Many tasks need to be coordinated to make your community's diabetes awareness activities successful. A timeline outlines all of the tasks that need to be accomplished for the event and provides a guideline on when they need to be completed.

Visit the location.

The location for an event is very important. It needs to be a place in or near the community and accessible by its members. It must be clean, safe, and comfortable. Places of worship, schools, recreation centers, and community parks are often free of charge and can also provide tables, chairs, and other equipment needed for a diabetes education event. Ask the following questions about a location:

- Is it accessible to members of the community with disabilities?
- Is there a fee to use the facility or site?
- Is it accessible to the community?
- Is transportation needed to get to it?
- Is parking available? What will it cost?
- Does it provide adequate space for the numbers of people being invited?
- Does it provide shelter from the elements?
- Is it a place frequented by much of the community?
- Is it clean, comfortable, and safe?
- Are tables, chairs, and other equipment available at the site?
- Is audiovisual equipment such as a VCR, television, slide projector, or microphone available?

Where can you get diabetes materials to support your community activities?

The NDEP has a variety of materials for your community:

- NDEP public awareness campaigns featuring radio, television, and print public service announcements developed with and for African Americans, American Indians, Hispanics/Latinos, Asian Americans, and Pacific Islanders
- NDEP Community Partnership Guide
- NDEP *Control Tips* brochure
- NDEP HbA1c brochure
- NDEP HCFA campaign
- NDEP Guiding Principles

Also check with these organizations, listed throughout the guide: American Diabetes Association, Association of Diabetes Educators, American Dietetic Association, Centers for Disease Control and Prevention, National Institutes of



Health, University of Georgia, Lions Club, your local Cooperative Extension Office, and your State diabetes control program office.

Who will be the contact for the event?

Staffing

What tasks will need to be staffed by volunteers? How long will you need the volunteers? Are your partner organizations providing their own staffing for their diabetes exhibits and other activities?

Donations

Who will provide refreshments? Who will print your flyers and brochures? Figuring out what you will need to purchase and what will be donated will help you budget your resources and target cosponsors for the diabetes control activity.

Publicizing your event

There are many ways to publicize your community diabetes activities. Here are some ideas:

- Write a short description of your diabetes activities. This can be included in neighborhood and partner newsletters and worksite e-mails and on bulletin boards and Web sites.
- Post notices about your diabetes control activities on bulletin boards at places of worship, grocery stores, libraries, and worksites.
- Send a “save the date” notice to local media (see sample). Attention by the media will help to increase the reach of your community’s diabetes control activities and will help to encourage others to join the effort. For more information on working with the media to promote your event, see the NDEP’s *Community Partners Media Guide*.
- Don’t forget to say “thank you.”



EVENT PLANNING TIPS

What's the rush? Allow enough time to plan the event. Rushing leads to unnecessary stress, unhappy volunteers, disorganization, and mishaps.

WHAT, WHERE, WHEN. These are the first questions to answer when you begin planning an event. Know what you are going to do and have several possible options about where you might have it and when you want to have it take place. As soon as you've identified possible locations and a date for the event, begin calling the locations to see if they are available and, if so, for the date you are considering. Places book up quickly. You don't want to get far along in your event planning to find you have no place to hold it.

KEEP EVERYONE INFORMED.

Make sure your participants, donors, and volunteers, who will all be key to making the event a success, have all the information they need with regular updates as you get closer to the meeting. Often, when people don't hear anything for months, they assume the event is canceled and make other commitments.

ORIENT YOUR VOLUNTEERS.

At least 1 week before the event, meet with the volunteers to make sure everyone knows when they're needed, what role they will play, where to obtain the materials they'll need, and who to see if there's a problem.

ASSIGN TROUBLESHOOTERS.

These are people who have an overview of all that's happening that day. They are not assigned to a specific activity but float so as to be available to anyone needing help.

TELL THE COMMUNITY.

Remember to promote your event in places in the community where neighbors get their information. You'll want to use a variety of outlets, including free bulletin boards at the library, grocery store, and work sites, as well as through flyers, the media, and upcoming events.



Sample Timeline

6 to 12 months before

- Develop a list of potential partners, both traditional and nontraditional.
- Contact possible cosponsors to invite participation.
- Call the Mayor's office or City Council representative to get on his/her calendar.
- Set a day and time for the first planning meeting.
- Write and mail letters to invite partners to a planning meeting.
- List the duties and make initial assignments.
- Define your goals and objectives for the event.
- Talk to your local paper about including a special article about diabetes to coincide with your event.
- Invite area hospitals, cooperative extension offices, physical activity groups, and others to exhibit information on their diabetes programs and services.

3 to 6 months before

- Meet with partners to determine the components of your event.
- Send letters to possible donors who will be asked to support the event.
- Identify a site for the event.
- If transportation will be needed, begin to talk to local organizations about donating transportation for the day of the event.
- Make up a telephone call list of people involved with the event.
- Schedule monthly meetings.

1 month before

- Schedule a meeting for volunteers.
- Develop job descriptions for staff and volunteers and hold an orientation.
- Meet with those who will be setting up your site to ensure that everyone knows what is needed.
- Begin collecting and storing donations for the event.
- Schedule weekly meetings as you count down to the event.
- Draft media advisories and radio announcements about your event. (These should be released 2 to 3 weeks before the event.)
- Distribute flyers and promotional materials in the community (including local grocery stores, libraries, etc.).

1 week before

- Meet with volunteers to ensure that they know what they are to do.
- Assign team captains.
- Call participants to ensure they still have all the information they need.
- Make up name tags for volunteers.
- Assign tables for exhibitors.

Sample Letter to Celebrity or Guest Speaker

Date

Dear (celebrity):

Thank you for agreeing to be a part of our Diabetes Awareness Day on (date). Your participation in this important effort will make a difference in our community in the lives of people with type 2 diabetes and their families.

Diabetes affects an estimated 16 million people in the United States. Native Americans, African Americans, Asian Americans, Pacific Islanders, and Hispanic Americans are at greatest risk of developing complications from uncontrolled diabetes. The purpose of Diabetes Awareness Day is to provide individuals with diabetes with helpful information, guides to local resources, and materials on controlling the complications of diabetes.

The event begins at (time) and will end at (time). It will be held at (name, address). We would greatly appreciate it if you could attend and share your personal experience or interest in diabetes with our (community/organization/group). Your participation could inspire individuals who feel overwhelmed by diabetes to learn to take control of this manageable disease.

We have invited (names of other celebrities, officials, VIPs) and expect approximately (number) people to attend. This important event is free and open to the community. We are working with the National Diabetes Education Program, an initiative of the National Institutes of Health and the Centers for Disease Control and Prevention, to spread the word at work, at home, at play: Diabetes is controllable.

Your interest in improving the lives of people with diabetes and your participation in this important effort is greatly appreciated. Please feel free to call me if you have any questions or need additional information.

Sincerely,

(name of coordinator)





Sample Save-the-Date Advisory for the Media

CONTACT: (Name and organization)
(Phone number)

DATE:

SAVE THE DATE

(NAME OF ORGANIZATION) HOSTS SEMINAR ON CONTROLLING DIABETES

- WHO:** Who is organizing the event? (Be sure to mention any partners who are helping in the effort.)
- WHAT:** What is the event?
- WHEN:** When will it take place? (Include date and time.)
- WHERE:** Where will it take place? (Include the name, address, and phone number of the location where the event is being held.)
- WHY:** Why are you conducting this event?
The (name of organization) is a community partner with the National Diabetes Education Program to increase awareness about type 2 diabetes in adults. In the United States, an estimated 16 million people have diabetes. Among (is the audience you're trying to reach a minority audience? Add facts on the impact of diabetes for that audience. See the section on who the NDEP is trying to reach). Uncontrolled diabetes can lead to serious complications, including heart disease and stroke, kidney disease, amputations, and blindness.
- SPEAKERS:** Do you have speakers who will help attract media attention, such as a recognized person with diabetes, expert on diabetes, or local political official who will endorse the effort? Include them in this section.
- COST:** Is there a fee for the event? If not, you can simply say: This event is free and open to the public.

###

(This symbol lets the reporter know that this is the end of the announcement.)



Radio Announcement of Event

Contact:(name/number)

(:30 Public Service Announcement)

FOR IMMEDIATE BROADCAST:

Pull Date: (date after event)

(NAME OF COMMUNITY) FAMILIES IN CONTROL OF DIABETES

Get the upper hand on diabetes! On (day/date) from (time to time) the (name of organization) is hosting the first (type of event, i.e., health fair, seminar, etc.) for people with diabetes and their families. The event will include opportunities to talk to health care providers and others to learn how to control diabetes. The event is free and everyone is encouraged to attend. For more information, call (phone number). Help your family members take control of diabetes... for life.

###





Sample Volunteer Thank-You Letter

Dear (name):

Thank you for participating in (date, name of event) to help our community learn to take control of diabetes. Your willingness to give of your time and energy to make the day a success is greatly appreciated and helped to make an important difference in the lives of our neighbors with diabetes and their families.

On behalf of the (name of community or partnership), I thank you for your concern and efforts to ensure the health and well-being of all our neighbors by working to make diabetes a thing of the past.

Thank you.

Sincerely,

(name of organizer/name of community group)



Request for Support

Dear Faith Leader:

On (day/date), the (name of community/organization) will host the first (name) community health fair on controlling diabetes. (Name of organization) has been gracious enough to provide us with space for this important event, which will help improve the health of our neighbors with diabetes and their families.

Many of our neighbors want to attend the event, but they do not have access to transportation to get there. I am writing to request your support and help in this matter. Your (institution) is known for its good work in the community and willingness to help whenever possible. Your van provides rides to many of our residents for special events. Would it be possible to arrange the use of your van for this event? The van would be needed between the hours of (hours) to provide round-trip transportation for approximately (number) of residents in this area. I would welcome the opportunity to discuss this with you and will call you next week to arrange a time. Until then, if you have any questions or need more information, please call me at (phone number).

Thank you for your time and consideration of this request. I look forward to speaking with you next week.

Sincerely,

(name of organizer)





Creative Fundraising

Here are some ideas for securing support for your community diabetes control activities. Remember, there are many potential resources to consider within communities. Work together with partners to avoid competition with their fundraising activities.

- **Trade services and materials for publicity.** If you need help from the local printer or refreshments from the local grocer, ask if they will donate these services and items in exchange for publicity. In turn, include the name of the store and a quote from the owner in your press release. If local media cover your event, mention the names of the organizations that helped you on the air.
- **Get prizes donated** that can be used for drawings. For \$1, people can purchase a ticket to enter a drawing for a dinner for two at a local restaurant, movie tickets, a bike, a free oil change, or a free video rental.
- **Ask the local movie theater** to donate \$1 of every movie ticket sold to the community diabetes control fund.
- **Hold a community yard sale.** Everyone has something that's junk to them but a treasure to someone else. Ask your neighbors to donate for the sale items that are in good shape but that they don't want anymore.
- **Develop a wish list** to send to local businesses and organizations. Ask that they support the community by donating either the needed item or the funds to purchase it.

Seek support from grantmakers:

The mission of the **Foundation Center** is to foster public understanding of the foundation field by collecting, organizing, analyzing, and disseminating information on foundations, corporate giving, and related subjects. Its audiences include grant seekers, grant makers, researchers, policymakers, the media, and the general public.

The **Foundation Center** can provide community partners with a wealth of information and resources to help secure funding for a community diabetes project. For individuals and organizations seeking to gain skills in grant writing, the **Foundation Center** can provide tips and guidance on what grant makers look for in a successful application, how to approach a potential grant maker, and important tips and guidance on writing a grant. The **Foundation Center** lists thousands of corporations and foundations that provide funding for various projects. This directory can let community members know just where to go to find a potential funder who has an interest in community-based activities on diabetes.

The Center has libraries in Atlanta, Cleveland, San Francisco, New York, and Washington, D.C. The Center offers free classes and sample materials on its Web site. Visit the **Foundation Center** at <http://fdcenter.org> or call them at 800-424-9836.



NDEP Calendar of Opportunities

This calendar gives you a peek at numerous opportunities to deliver messages and conduct activities concerning controlling diabetes. Each month, national health focuses are identified that are natural tie-ins to your diabetes activities.

JANUARY is

- National Glaucoma Awareness Month 800-331-2020
Prevent Blindness America www.preventblindness.org
- Healthy Weight Week 701-567-2646
Healthy Weight Journal www.healthyweightnetwork.com
- National Eye Health Month
Uncontrolled diabetes is one of the leading causes of blindness in adults.

FEBRUARY is

- Black History Month
- American Heart Month 214-373-6300
American Heart Association www.americanheart.org
People with type 2 diabetes are at higher risk of heart disease and stroke.
- Wise Health Consumer Month 800-345-2476
American Institute for Preventive Medicine www.aipm.healthly.net
Make wise health consumers out of your community. Learn more about controlling diabetes.
- National Girls and Women in Sports Day 800-227-3988
Women's Sports Foundation www.lifetimetv.com/
Get the moms and daughters moving to control diabetes.
- Random Acts of Kindness Week 800-685-9595
Conari Press
Offer to pick up a prescription or groceries, give a ride, or make a phone call to say "How are you?" Not only will it put a smile on the face of a person with diabetes, but it will make the whole community a kinder place.

MARCH is

- National Nutrition Month 312-899-0040
American Dietetic Association www.eatright.org
Diabetes and its complications can be controlled through healthful eating.
- American Diabetes Alert 703-549-1500
American Diabetes Association
- National Kidney Month 800-622-9010
- National Professional Social Work Month 202-408-8600
- Save Your Vision Week 314-991-4100





TIP

Call the organizers listed to learn more about the theme or focus for a particular year. This will provide ideas on how to tie in a diabetes message.



TIP

Planning a year ahead means time to influence organizers to feature diabetes.



- Workplace Eye Health and Safety Month 800-331-2020
- National Collegiate Health and Wellness Week 303-871-3068
Remember, diabetes starts early in some populations. Talk to area colleges about including diabetes control information in their information packets this week.

APRIL is

- National Public Health Week 202-789-5600
- National Alcohol Awareness Month 212-206-6770
- National Humor Month 408-624-3058
Laughter can make controlling diabetes a little bit easier. What about a community comedy show where everyone's a comedian—the kids, the seniors, the parents?
- Women's Eye Health and Safety Month 800-331-2020
- World Health Day
- National Youth Sports Safety Month 617-277-1171
- National Volunteer Week 202-729-8000
What a great time to start a community garden, offer a ride to the doctor's office, or volunteer to host an event on controlling diabetes.

MAY is

- Asian American/Pacific Islander Heritage Month
Asian Americans and Pacific Islanders are particularly affected by type 2 diabetes. This is an excellent month to reach out by working with local Asian American and Pacific Islander organizations to increase awareness of diabetes and ways to control it.
- National High Blood Pressure Month 301-251-1222
- National Physical Fitness and Sports Month 202-690-9000
- National Mental Health Month 703-684-7722
- Mother's Day
Tell Mom you love her by helping her control her diabetes. Make her a special card, take her for a walk, or prepare a diabetes-healthy dinner for her.
- Older Americans Month 202-401-1451
- Stroke Awareness Month 800-STROKES
- National Nurses Week 202-554-4444
- National Hospital Week 312-422-3000
- National Running and Fitness Week 301-913-9517
- National Employee Health and Fitness Day 317-237-5630
National Association of Governor's Councils on Physical Fitness and Sports
- National Senior Health and Fitness Day 800-828-8225
Mature Market Resource Center
Get the grandparents moving and learning about controlling diabetes.
Host a senior health and fitness day for seniors and their families.

JUNE is

- Father's Day
Tell Dad you love him and want him around. Encourage him to learn to control diabetes and stay healthy with a special card, a family walk, or information on controlling diabetes.
- National Hug Holiday 714-832-HUGS
Hugs for Health Foundation
Support someone's efforts to control diabetes with a special hug.
- National Men's Health Week 610-967-8620
National Men's Health Foundation
- National Special Recreation Week 319-337-7578
(for the physically challenged)
SRD International Center on Special Recreation
A great time to get people moving with the armchair fitness exercise videos.

JULY is

- July 4th
- *The Indochinese Community Center of Arlington, Virginia, hosts an Asian American event.*
- National Therapeutic Recreation Week 703-858-0784
National Therapeutic Recreation Society

AUGUST is

- Foot Health Month 312-856-8811
Dr. Scholl's
- Medic Alert Awareness Month 800-825-3785
Medic Alert Foundation International

SEPTEMBER is

- Hispanic Heritage Month (mid-September – mid-October)
Hispanics are significantly affected by type 2 diabetes, which often starts very early in this population. Hispanic Heritage Month is a wonderful time to share information on controlling diabetes.
- National Indian Day (fourth Friday)
- Grandparents' Day
- National Cholesterol Education Month
- Healthy Aging Month 203-834-9888
Educational Television Network, with support from the U.S. Postal Service





- 5-A-Day for Better Health Week 301-496-8520
National Cancer Institute
Lots of information on eating healthy for everyone in the community.
- Family Health and Fitness Day USA 800-828-8225
Healthy Information Resource Center
Make it a family effort today. Get the whole family together to move to control diabetes.

OCTOBER is

- Family Health Month
- Healthy Choice American Heart Walk 800-AHA-USA1
American Heart Association www.americanheart.org
- National Dental Hygiene Month 312-440-8900
American Dental Hygienists Association
- National Depression and Mental Health Month 415-479-8608
Pharmacist Planning Services, Inc. ppsi@aol.com
- National Family Health Month 800-274-2237
American Academy of Family Physicians www.aafp.org
- National Disability Employment Awareness Month 202-376-6200
U.S. President's Committee on Employment of People With Disabilities www.50pcepd.gov
Worried diabetes will affect your job? Learn more about laws that protect the jobs of persons with disabilities.
- Talk About Prescriptions Month 202-347-6711
National Council on Patient Information and Education hcpie@erols.com
The perfect month to hold an "Ask the Pharmacist" event.
- National Mental Illness Awareness Week 800-593-6372
American Psychiatric Association www.psych.org
- National Depression Screening Day 800-573-4433
National Mental Illness Screening Project www.nmisp.org
- World Mental Health Day 703-838-7525
World Federation for Mental Health www.wfmh.com
- National Health Education Week 212-334-9470
National Center for Health Education www.nche.org
- National Healthcare Quality Week 847-375-4720
National Association for Healthcare Quality www.nahq.org
- Make a Difference Day 800-416-3824
The Points of Light Foundation www.usaweekend.com
- National Pharmacy Week 202-429-7558
American Pharmaceutical Association www.alphanet.org
Talk to local pharmacists about participating in an "Ask the Pharmacist" event.

NOVEMBER is

- American Indian/Alaska Native Heritage Month
In some tribes, an estimated 50 percent of the adults are affected by type 2 diabetes. Talk to local tribal leaders about working together to take control of diabetes.
- National Diabetes Month
American Diabetes Association 703-549-1500
www.diabetes.org
- Diabetic Eye Disease Month
Prevent Blindness America 800-331-2020
www.preventblindness.org
- National Family Week
Alliance for Children and Families 414-359-1040
www.fsanet.org

DECEMBER is

- Happy Holidays
Celebrate a year of diabetes in control!



Certificate of Appreciation

Presented to



Whose contributions and support have made an important difference in the lives of people with diabetes

Presented this ____ day of _____ by
the community of-

_____, _____

Raising Community Awareness of Diabetes:

How Individuals & Organizations can make a difference

