



Table of Contents

Introduction	1
The NDEP Community Interventions Workgroup	2
The Special Role of a Community	3
What Is Type 2 Diabetes?	4
The Myths of Diabetes	5
Using This Guide	6
Who Is the NDEP Trying To Reach?	7
Where Can We Deliver the NDEP Message?	8
What Does the NDEP Want People With Diabetes To Know?	9
Here's What Communities Can Do To Encourage People With Diabetes To Take Control	11
Partnering To Control Diabetes	13
Who Can Help? Community Partners	14
Local diabetes experts can help	15
Tips on selecting diabetes partners	17
Tips for contacting potential partners	18
Helpful partnering hints	19
Sample letter to potential partners	20
The Planning Meeting	21
What might our plan look like?	22
Planning a Diabetes Activity for Your Community	23
Reaching Out to Diverse Communities	24
Choosing an Activity	26
Event Planner's Checklist	28
Sample Timeline	30
Sample Letter to Celebrity or Guest Speaker	31
Sample Save-the-Date Advisory for the Media	32
Radio Announcement of Event	33
Sample Volunteer Thank-You Letter	34
Request for Support	35
Creative Fundraising	36
NDEP Calendar of Opportunities	37

Raising Community Awareness of Diabetes	43
What Can We Do?	44
Individuals Making a Difference	47
Organizations Making a Difference	51
Ways That Organizations Can Maintain Awareness	54
Encouraging Behavior Change for Diabetes Control Through Physical Activity	69
Encouraging Behavior Change for Diabetes Control Through Access to Health Care	78
Encouraging Behavior Change for Diabetes Control Through Healthy Eating	84
What Do You Think? Activity Feedback Sheet	91
Did You Meet Your Goals? Planning and Evaluating Your Efforts	92
Brag Sheet	93
References and Resources	95
Facts and Statistics on Diabetes	96
NDEP Campaigns Overview	98
NDEP Campaign Materials	99
How To Use NDEP Campaign PSAs	103
NDEP Campaign PSAs: Getting the Media To Use Them	105
A Sampling of NDEP Partners' Community Outreach Activities	106
How Other Communities Joined the Fight Against Diabetes and Other Chronic Diseases	108
A Little Help From NDEP Partners	117
State Diabetes Control Programs	125
Other Resources for Working With Multiethnic Communities	132
Rural America's Resources	137
Additional Sources of Materials for Community Diabetes Activities	138
Getting Physical!	139
Healthy Eating Resources for Community Diabetes Activities	140
Registration Form	149
1999 NDEP Awareness Campaign	150

Helpful information to look for...

Where to start



What you'll need



Who else can help

