

Title of Intervention: Taking on Diabetes: national health campaign

Website: <http://www.takingondiabetes.org/home/facts.htm>

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase awareness and requests for annual retinal exams

Population: Minority populations with diabetes

Setting: New Mexico and Texas Rio Grande Valley; community-based

Partners: American Association of Health Plans (AAHP), American Diabetes Association (ADA), American Academy of Ophthalmology (AAO), mass media outlets

Intervention Description:

- Campaigns and Promotions: This national health communication campaign was part of a larger "Taking on Diabetes" initiative. Radio, television and print announcements used a common theme, the sadness experienced by a grandmother as she loses her sight to diabetes, to prompt individuals to get their annual eye exam. Health plans were able to use the announcements in a variety of ways: member newsletters, internet links for the television and radio messages, marketing to local media and donating advertising time from their own local advertising buys on television, radio or print.

Theory: Social marketing

Resources Required:

- Staff/Volunteers: Local representatives to organize media coverage
- Training: Not mentioned
- Technology: Media outlets
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Ads for various media outlets (TV, radio, print), donated media time, internet access to links to ads
- Evaluation: Tracking sheet

Evaluation:

- Design: Quasi-experimental
- Methods and Measures: The type of media used (print, radio or TV) and the number of annual retinal examinations were tracked.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: In Texas, health maintenance organizations documented an increased interest in the annual retinal examination.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Luz C. National campaign yields positive results for patients with diabetes. Healthplan. Jul-Aug 2002;43(4):50-51.