

**CHRONIC DISEASE CONTROL BRANCH
DIABETES AND HEART DISEASE
PREVENTION UPDATE**

Deana Lidgett
California Heart Disease and Diabetes Prevention Program
California Department of Public Health



What is Prevention First?

- ⦿ Prevention First, Advancing Synergy for Health (Prevention First)
 - New 5-year CDC funded project
 - Combined the Obesity Prevention, Physical Activity, Nutrition, School Health, Diabetes and Heart Disease Prevention
 - Funding into one funding opportunity with two components: Basic and Enhanced.

Funding for Prevention First

- ⦿ Total Funding Award 2,449,602/year
 - Basic Funding: \$744,998/year
 - Diabetes \$227,915
 - Heart Disease \$257,231
 - Enhanced Funding: \$1,704,604/year
 - Diabetes \$589,037
 - Heart Disease \$469,579

Purpose of Prevention First Grant

- To continue the previous work done in addressing chronic disease and related risk factors, such as diabetes, heart disease, obesity, and school health.
- This funding builds upon the Coordinated Chronic Disease Prevention Program funding through CDC, which aimed to increase coordination among chronic disease and risk factor programs.

Prevention First Framework

- This funding opportunity requires work in four key action areas of Chronic Disease Prevention and Health Promotion Domains of:
 - **Epidemiology and Surveillance** to provide states and communities with necessary expertise to collect data and information.
 - **Environmental Approaches** that promote health and support and reinforce healthful behaviors in schools, worksites and communities.
 - **Health System Interventions** to improve the effective delivery and use of clinical and other preventive services.
 - **Improving Community-Clinical Linkages** so communities support, and clinics refer patients to programs that improve management of chronic conditions.

Prevention First Basic Component

- Supports health promotion, epidemiology, and surveillance activities and targeted strategies (seven) that will result in measureable impacts to address school health, nutrition and physical activity risk factors, obesity, diabetes and heart disease and stroke prevention.

Prevention First Enhanced Component

- Build upon and extend the activities supported with basic funding to achieve greater reach and impact
- Implement practice-based and evidence-based interventions to improve physical activity and nutrition, reduce obesity, and prevent and control diabetes, and stroke with a focus on high blood pressure

CDC Domain Three

Domain	Title	Description	Strategies
Three	Health System Interventions	Improves the effective delivery and use of clinical and other preventive services.	<p>Basic</p> <ul style="list-style-type: none"> • Promote reporting of blood pressure and A1C measures and, as able, initiate activities that promote clinical innovations, team-based care, and self-monitoring of blood pressure. • Promote awareness of high blood pressure among patients. <p>Enhanced</p> <ul style="list-style-type: none"> • Increase quality improvement processes in health systems. • Increase use of team-based care in health systems.

CDC Domain Four

Domain	Title	Description	Strategies
Four	Community-Clinical Linkages	Increases interventions that strengthen system and resources for early detection and better management of chronic diseases.	<p>Basic</p> <ul style="list-style-type: none"> • Promote awareness of pre-diabetes among people at high risk for type 2 diabetes. • Promote participation in ADA-recognized, AADE accredited, state accredited/certified, and/or Stanford licensed diabetes self-management education programs. <p>Enhanced</p> <ul style="list-style-type: none"> • Increase use of diabetes self-management programs in community settings. • Increase use of lifestyle intervention programs in community settings for the primary prevention of type 2 diabetes. • Increase use of chronic disease self-management programs in community settings.

Prevention First Team

- ⊙ The Prevention First Grant funds staff across three branches.
 - Chronic Disease Control Branch (CDCB)
 - Nutrition Education Obesity Prevention (NEOP) Branch/California Department of Education (CDE)
 - Safe and Active Communities Branch (SACB)

Prevention First Team Cont.

CDCB Prevention First Staff

Name	Responsibilities
Shirley Shelton	Team Lead Lead on Heart Disease Activities Lead on EHR/HIT Activities
Elise Williams	Grant Manager Oversees Fiscal/Budget/Contracts Oversees progress reporting into reporting tool
Monica Nelson	Coordinate Grant application/budget activities between branches Prepares grant application/budget for routing to Center Back up to Grant Manager
Majei Arnold	Support CDCB Prevention First Team Activities/Back up to Lead Support School Health Activities in Domain 4
Deana Lidgett	Lead on Diabetes Activities Support on Heart Disease Activities
La Roux Pendleton	Lead on Training and Technical Assistance
Mary Rousseve	Communications Lead/Partnership Engagement
Reva Wittenberg	Evaluation Lead
Alex Lee	Special Data Project (Cal-EIS Fellow)

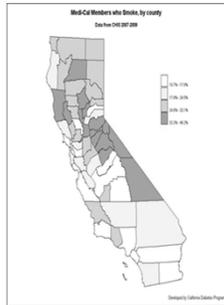
Medi-Cal Incentives to Quit Smoking (MIQS)

- ⊙ The California Department of Health Care Services (DHCS) was awarded a 5-year grant from the Centers for Medicare and Medicaid Services (CMS).
- ⊙ MIQS Project provides \$20 gift card incentives for calling the California Smokers' Helpline to 25,000 adult Medi-Cal members.
- ⊙ The California Department of Public Health is conducting outreach to promote MIQS to statewide partners and to targeted counties with high smoking prevalence rates.



Medi-Cal Incentives to Quit Smoking (MIQS)

- Medi-Cal members smoke more
 - 19.9% vs. 12% non-Medi-Cal population in California
 - Higher in rural counties, as high as 40-45%



Medi-Cal Incentives to Quit Smoking (MIQS) Project

MIQS is testing the effectiveness of incentives on motivating quit attempts for Medi-Cal members by offering a \$20 gift card for those who:

- Call the California Smokers' Helpline at 1-800-NO-BUTTS
- Enroll in free telephone-based cessation counseling service and complete the first session



NRT Now Available

- California Smokers' Helpline launched enhanced services
 - NRT available to all eligible Medi-Cal members who complete counseling session.
 - Starter kit – 4 weeks minimum mailed to members



Medi-Cal Incentives to Quit Smoking (MIQS) Project

Medi-Cal Incentives to Quit Smoking (MIQS)



Ask about FREE patches and \$20 gift card bonus! Call 1-800-NO-BUTTS.

To be eligible, the individual must:

1. Ask for the gift card
2. Be a current Medi-Cal member
3. Have a valid Beneficiary Identification Card number
4. Complete the first counseling session.

Posters and postcards are available for distribution



Sign up for MIQS Newsletter on DIRC



Thank you!

Deana Lidgett
California Heart Disease and Diabetes
Prevention Program
(916) 552-9956
deana.lidgett@cdph.ca.gov