

DIABETES COMMITTEE MEETING

June 16, 2021

4 – 5 PM

DRAFT Minutes

Members Present

Vivienne Rose (co-chair)
Jessica Kiel
Sara Vazer
Pamela Williams

Members Not Present

Pamela Xenakis (co-chair)
Julie Maneen
Mary Pat Bertacchi
Titilayo Ogunmakinwa
Teresa Titus-Howard

Maryland Department of Health Staff Present

Kristi Pier
Sue Vaeth
Sadie Peters
Lisa Marr

1. Review Agenda Items

The Diabetes Committee met via webinar on 6/16/21. Dr. Rose called the meeting to order at 4:15 p.m. and reviewed the meeting agenda items.

2. Roll Call/Introductions

A quorum of the Diabetes Committee was not present.

3. Approve March 10, 2021 and April 21, 2021, Meeting Minutes

There was not a quorum, therefore approval of the minutes were postponed until the next meeting.

4. Discussion: Root Cause Coalition Report

The committee members briefly discussed the impact of COVID on doctor office visits, and vaccine hesitancy. While there is lingering hesitancy to vaccines and routine care, Dr. Rose and Dr. Vazer noted it is improving.

5. Action Planning

The committee discussed how to move forward on reviewing diabetes-related websites. The review form will be updated to include specific things to look for when evaluating sites and members will be assigned URLs of websites sites to be reviewed. Each committee member should review one website by the July 21 meeting, and one website by the September 15 meeting. CCDPC is working on a request for proposals to hire a contractor to make recommendation for improving overall usability and diabetes and heart disease content development beginning September or October. The contractor is expected to take the committee's recommendations into account as a contract requirement.

A Council-wide messaging calendar will be developed with the intent to have standardized messages for all council members to use. The diabetes committee would be responsible for

developing content for three of the months. These messages can be used by any of the council members as they choose. More information will be provided as it is developed.

6. Diabetes Action Plan and Task Force Update

Pamela Williams provided an update on CPHI. Anne Langley, the Director, resigned, and the remaining three staff have transitioned into the Cancer and Chronic Disease Bureau effective 5/31/21.

Dr. Sadie Peters gave an update on the Quality Task Force, which has met twice. Task force members self-selected into four broad work groups to think more broadly to solve problems related to prevention and care for people with diabetes and those at risk. The four groups are environmental approaches, health system interventions, community clinical linkages, and data and surveillance. There is work going on around communication and awareness for diabetes and prediabetes. CareFirst, Medicaid, and the Department are thinking about how to collaborate and generate widespread and sustained communication.

Lisa Marr introduced campaign materials for a mini campaign for prediabetes whose focus is on awareness. The ads encourage people to take the prediabetes risk test. There are three Facebook and online ads targeting an older, diverse populations, all with similar messaging. There are also outdoor ads on billboards (Allegany County), bus shelters (Annapolis and Frederick), and on busses in Baltimore City and Prince George's County. The ads began running in early June and will continue through September.

Follow up items:

Committee members:

- Evaluate one website before the July 21 Diabetes Committee meeting.

Staff:

- Update the template for website reviews to include format, content, features, usability, and multiple audiences – public, employers, health care, etc.
- Assign website to be reviewed to committee members via email and by using a shared Google drive

7. Adjournment

The meeting was adjourned at 5:02 p.m.

Next Diabetes Committee meetings:

July 21, 2021, 5 – 6 pm

September 15, 4 – 5 pm