

DIABETES COMMITTEE

Minutes

January 20, 2021

5:00 PM - 6:00 PM

Members Present

Pamela Xenakis (co-chair)
Vivienne Rose, MD (co-chair)
Mary Pat Bertacchi
Julie Maneen
Pamela Williams
Rita Kalyani, MD
Teresa Titus-Howard
Sara Vazer
Jessica Kiel

Members Not Present

Maryland Department of Health Staff Present

Sue Vaeth
Emily Tolbert

Guests

Anne Langley
Sadie Peters, MD
Lisa Ellis

1. Review Agenda Items

The Diabetes Committee met via webinar on 1/20/21. The meeting was called to order by Pamela Xenakis at 5:02 p.m. Pam Xenakis reviewed the meeting agenda items. Changes to the timing of the agenda items were made.

2. Roll Call/Introductions

A quorum of the Diabetes Committee was present.

3. Approve December 16, 2020, Meeting Minutes

Julie Maneen made a motion to approve the December 16, 2020 committee meeting minutes and Sara Vazer seconded. The minutes were approved unanimously.

4. Diabetes Committee Action Panning

Pam Williams introduced recommendations for possible action items by the committee that were developed in a January 6, 2021 meeting that included Pam Xenakis and MDH staff. Recommendations included 1) development or increased awareness of a provider toolkit for prediabetes, 2) development of a toolkit for patients, focusing on behavior change, 3) providing input on an update to the Center's diabetes web page, and 4) creating a guide for community organizations on recommended activities from the Diabetes Action Plan.

Discussion included the following points:

- There are issues and opportunities to be worked out regarding increasing awareness and implementation among providers. These include use of the CDC/AMA Prevent Diabetes STAT toolkit how to target specific organizations and providers, especially those serving vulnerable populations, increasing a sense of urgency about prediabetes, and use of a Standards of Care app for providers
- A toolkit for people with prediabetes could include bringing together useful resources in one place (a hub) such as a web page on MDH's diabetes website that could include branded resources encouraging behavior change (exercise log, food log, BMI

- calculator), a flyer with a QR code directing people to the page, a diabetes app, links to ADA and other resources, and information about what A1c ranges mean
- Not all people with diabetes and prediabetes have access to devices where they could get information, therefore a paper-based approach should be included

The committee discussed having a goal for the end of this year to measure the effectiveness of the committee's actions. Discussion included using a goal from the state Diabetes Action Plan and/or awareness of prediabetes status.

5. Center for Population Health Initiatives Update (CPHI)

Members of the public from CPHI were recognized to speak. Dr. Peters noted the Quality Task Force is preparing to launch. Its goals are to assess what information is available and what is needed to make recommendations about diabetes prevention and care. Dr. Peters requested permission to provide updates on the work of this task force would like to rely on the group's expertise as the work progresses.

CPHI published a request for proposals (RFP) to increase communication around prediabetes. The RFP has three parts, design of a logo to brand the diabetes action plan initiative, and two marketing campaigns. The marketing campaigns will target (1) people at risk of developing diabetes to increase awareness and take action and (2) people with diabetes to enter a lifestyle change program such as DSMES. The marketing campaigns, expected to launch in March or April, will focus on social media and online advertising, and will include some print messaging. These campaigns will not include texting.

CPHI offered to provide a full overview of their work as it aligns with the state action plan at a future committee meeting.

6. Follow up items:

Committee members:

- Review other states and health systems websites to see if they have a coordinated hub for information
- Pam Xenakis will review network newsletters through MDPCP

Staff:

- Provide BRFSS data regarding awareness of prediabetes
- Share CPHI's Request for Proposal

7. Adjournment

The meeting was adjourned at 6:05 p.m.

Next Diabetes Committee meetings:

March 17, 2021, 4:00 – 5:00 pm

April 21, 2021, 5:00 – 6:00 pm