

CITIES FOR LIFE: A COMMUNITY-WIDE SELF-MANAGEMENT APPROACH TO DIABETES IN BIRMINGHAM, ALABAMA

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Background 1

- AADE/ADA guidelines call for diabetes self-management support to sustain the benefits of self-management education during the 8,760 hours a year individuals are “on your own”
- Multi-level clinical, policy and health promotion campaigns have reduced:
 - Smoking in the U.S.
 - Cardiovascular disease in Finland
- Potential of broad community approaches to self-management support

Cities for Life: Birmingham, Alabama 2

Diabetes management program led by the American Academy of Family Physicians Foundation with support from Sanofi US that demonstrates and tests the success of:

- Enhancing community resources for diabetes self-management
- Linking people living with diabetes to community resources



Community Components 3 of *Cities for Life*

- 1 Broad Community Representation** of government, professional, academic, voluntary, faith, service and business groups
- 2 Steering Committee** provides community-based guidance
 - Members include:
 - University of Alabama at Birmingham (UAB) Department of Family and Community Medicine
 - UAB’s Diabetes Research and Training Center’s Community Engagement Core (DRTC-CEC)
 - UAB HealthSmart
 - YMCA of Greater Birmingham
 - Meets biweekly and guides program
- 3 Social Marketing** to enhance awareness of program, key messages and resources available, including multiple city-wide and neighborhood events, speaking engagements and media placements
- 4 Website** (mydiabetesconnect.com) to promote community resources and link clinical and community program components together

Evaluation 4

Documentation of accomplishment of objectives from project notes, minutes, participation records, media audits, focus groups, surveys, etc.

Results 5

Broad Representation from Community Leaders:

- Local Mayor and City Council members
- University of Alabama at Birmingham (UAB)
- YMCA of Greater Birmingham
- Over 80 Community Action Team (CAT) members drawn from local primary care, health, civic, business, faith and media with programs and activities that can help those living with diabetes

Increased Collaboration among Community Organizations:

- Partnership between local YMCA, DRTC-CEC and UAB HealthSmart provides individualized counseling through coordinated lifestyle and health promotion services
- Eight AAFP Foundation Collaboration Awards granted within the community to help organizations expand resources for people living with diabetes

Awareness of Community Resources:

- Online website of local diabetes management resources
- Two patient navigators work with 6 physician practices and more than 160 patients to enhance awareness of and access to community resources

Extensive Community Reach:

- More than 36 local events reaching more than 7,444 people
- Multi-media coverage, which has gained over 35.5 million media impressions

Conclusion

Government, healthcare practice, academic, voluntary, faith, service and social marketing communities can cooperate to enhance community resources for diabetes self-management, build individuals’ awareness of and access to resources, and improve linkages to primary care practices.



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The *Cities for Life* program is made possible with support from Sanofi US.