e More Diahetes" preventing diabetes and the complications of diabetes The Move More Diabetes Project helps us improve our lives by

Move More Diabetes: A social marketing strategy to improve diabetes self-managing skills Natalie Morse, Director, Community Health Improvement, Maine General Health & Alison Jones Webb, Move More Diabetes Project Coordinator

(employers, faith communities, health care initiative with community partners Move More Diabetes is a community-based

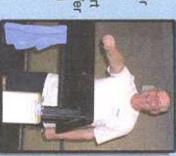
diabetes self-management resources toward a physical activity goal of 150 minutes their self-managment skills, by working support adults with type 2 diabetes improve The Goal of Move More Diabetes is to per week and by increasing referrals to

activity and develop a market strategy to provide self-management support to Marketing to identify barriers to physical Move More Diabetes Utilizes Social

Move More Diabetes Strategies Include

management enrollees to existing social marketing Educators" to deliver support "Lay Health best practice peer diabetes selfto enrollees, and refer non-directive support messages, provide

resources



Move More Diabetes "5 Ps of Social Marketing"

per week Product - 150 minutes of physical activity

Move More website local cable TV, employee health fairs, and to local newspapers, employer newsletters Project staff provide promotional materials settings, and faith and community settings product at worksites, health care provider Place - Lay Health Educators promote the

and engage in other diabetes selfdoing other things they enjoy management strategies is loss of time spent their activities level to 150 minutes per week Price - The price for enrollees to increase

articles and the Move More website support to potential enrollees and promote materials, display stands, newspaper the project; project staff develop print health care providers provide directive change and provide non-directive support; marketing messages promoting behavior (peers, "people like me") deliver social Promotion - Lay Health Educators

providers to promote environmental change community partners and health care Policy - Project staff work directly with

www.movemore.org

You Give Me... Move More Diabetes Exchange

Loss of enjoyment Enrollment form no more "screen

Feeling of well being Companionship Hope for the future Sense of control Improved health Pedometer, and incentives

keep thinking, "How can I find the time diabetes complications. You can do it! minutes of activity each week can prevent but you know it's not enough. Just 150 and the motivation?" You exercise some, Your doctor told you to exercise, and you The Move More

other helpful tools help by providing Diabetes Project can pedometers and you with free

about the Move More For more information Diabetes Project, call 872-1789 624-4325



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or 474-7473.