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Dissemination of Regional and Statewide Self-management Resources and Training

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A partnership of rural health centers and churches in West Virginia working to promote innovative ways to help people experience the benefit of taking control of their diabetes.
Project Goals

1) Disseminate self-management communication materials using social marketing strategies

2) Equip and support the partner agencies to lead ongoing Help Yourself self-management workshops

3) Integrate changes into health care systems that facilitate self-management education and support

4) Promote expansion of medical group visits through mentoring and consultation
Intervention Strategies

- “Help Yourself:” Chronic Disease Self Management Program
- Communication plan and behavior change materials
- Patient self-assessment tools
- Help Yourself toolkit and website (in development)
- Medical Group Visits
- Integration of self-management support
Spread Partners

Whole Environment Approach
Commitment to Self Management - Ongoing TA and Support

- Training and support for WV State Collaborative effort
- Assistance with data collection and evaluation
- Develop of new SM materials
- Toolkit development
- Help Yourself webpage
- Major focus of WV Diabetes Control Program
Dissemination

Regional Spread

- 51 Coalitions
- 9 States

West Virginia Spread

Over 150 leaders trained in 12 states
Over 100 leaders trained from WV

2005 Help Yourself Staff
- Master Trainers
- Leaders
Key Lessons Learned

- Social marketing approach: a strategic tool for successful integration of self management
- Overcoming barriers to self management requires system changes in primary care practice and community
- Medical group visits have a positive impact on self management and clinical outcomes
- Replication through leader training promotes sustainability
The Importance of OFUS

- Facilitate communication and link to clinical providers
- Provide a range of methods for ongoing reinforcement
- Train community leaders and peers in key roles
- Groups promote personal connections
- Use common language to reinforce key messages
- Variety of interventions...something for everyone
- Take programs to the people where they are
- Everyone can benefit from and promote self management
Thank You!