

This product was developed by the Proyecto Vida Saludable at the Holyoke Health Center, Inc. in Holyoke, MA. Support for this product was provided by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey.

Holyoke Health Center's

Proyecto Vida Saludable:

Innovative Diabetes Self Management Strategies for Latino Patients with Type 2 Diabetes

Sponsored by the Robert Wood Johnson Foundation

Demographic Overview:

The city of Holyoke has the highest rate of diabetes mortality in the Commonwealth of Massachusetts. Our patients share the burden of this disease and suffer disproportionately. This project will focus on the current registry of the Holyoke Health Center's patients with Type 2 diabetes. We have currently populated the registry with 1042 diagnosed patients who live in Holyoke, Massachusetts. We will reach a minimum of three hundred 300 patients who are in our practice and enrolled in our PECS database. These patients are 89% Latino/Puerto Rican and 100% live at or below the poverty level.

Overall Goal of our project is to:

Engage HHC's clinical and support staff and patients with type 2 diabetes to improve and maintain positive behavior changes and health outcomes by providing a series of programmatic interventions such as Breakfast Club, Snack Club, Diabetes Education, Exercise Classes, Clinical Staff Training and ongoing involvement of Promotoras de Salud for specialized diabetes self-management programming.

Breakfast Club

Rise and Shine with the Breakfast Club

In July 2003, we began a weekly **Breakfast Club** and Spanish language diabetes support group for our patients. The Breakfast Club meets weekly for eleven weeks and includes a graduation ceremony and a **Supermarket Tour**. These groups fulfill a need for social and emotional support for our patients that had been previously lacking and provided a venue for effective education programming. Our patients benefit from joining together to eat a nutritious breakfast in a supportive and educational environment. Many of our patients suffer from co-morbidities including depression and the Breakfast Club gives them a reason to get up and start moving bright and early in the morning. It also promotes “healthy” foods and provides hands on experience with correct portion sizes and diet control. We have also found that many of our patients skip breakfast instead of starting the day with good nutrition. The Breakfast Club emphasizes how and what to eat and provides a variety of options including familiar breakfast items and new never before attempted foods.

Participation to date: 103 patients

Chronic Disease Self Management Program

Chronic Disease Self-Management Staff Training and Patient Programs :

Dawn Heffernan, RN, MS, Diabetes Program Manager and Jeanette Rodriguez Promotora Coordinator participated in a four day Master Trainers certification course for the Chronic Disease Self-Management Program developed by Maria H. Marin, B.S., Virginia González, MPH, and Kate Lorig DrPh at Stanford Patient Education and Research Center for Health Education Programs. After obtaining their certification, the two trainers offered the six week program to patients. The patient demand for the classes far exceeded the trainers capacity, therefore, the trainers offered a four day leaders training to increase the health centers capacity to reach patients through this program. HHC currently has nine leaders trained to offer CDSM Program to patients. Two CDSM Programs are offered weekly.

Since September 2004, HHC has offered the Chronic Disease Self-Management Program to 40 patients.

Diabetes Education Classes: Diabetes Self-Management Skills for Learning and for Life

Diabetes Education Classes: The diabetes education classes are offered on a weekly basis to patients and their family members. The education classes are conducted over the course of eleven weeks and include a **Supermarket Tour** and a **Graduation Ceremony**. The diabetes educators utilize the Diabetes Education and Empowerment Curriculum developed by the Midwest Latino Health Research, Training, and Policy Center. The diabetes team including the diabetes educator, the promotor coordinator, the lifestyles coordinator and three promotores were trained to implement the curriculum in a three day training provided by the Midwest Latino Research, Training, and Policy Center. Several low literacy teaching tools to complement the curriculum have been developed. We are also developing a patient tool kit to highlight the salient points from each lesson. This toolkit will be utilized by clinic staff for patient teaching and will serve as a patient reference to the classroom lessons.

Participation to date: 90 Patients

Educational Materials

Retained a consultant to assist us with the development of patient educational materials. Patient education materials are culturally and linguistically appropriate and have been specifically designed for our program.

Exercise Classes: Movimiento Por Su Vida

Exercise Classes are an essential component to our lifestyles program and we offer on site low impact aerobics and a walking club. Classes are offered four days per week and all patients with a referral from their provider are eligible to attend the classes. The exercise classes feature low impact aerobics, dancing, and walking, Latin music, personalized fitness goals, and a fun friendly atmosphere. The lifestyles coordinator provides physical activity education and maintains health center protocols in regards to proper dress, hydration, and blood sugar parameters. Our Lifestyles coordinator is currently attending an aerobics certification program.

Participation to date: 46 Patients

Weekly Drop-In Snack Club

The **Weekly Drop-In Club** was developed to meet the needs of patients who were not comfortable making an eleven week commitment to a class or a club. Patients are able to Drop-In to the club when it is convenient for them, and HHC providers know the diabetes team (diabetes educator, promotor coordinator, lifestyles coordinator, and promotores) will be available for patients with diabetes every Thursday at 1:30 pm. The club features healthy snacks, answers to commonly asked questions about diabetes, support for patients with diabetes, individual counseling, and information about Holyoke Health Centers Diabetes Programs. Newly diagnosed patients are encouraged by their providers to come to the Drop-In Club to meet other patients with diabetes and the diabetes program staff. Patients who have completed the Breakfast Club, Diabetes Education Classes or the Chronic Disease Self-Management Program are encouraged to come to the Drop-In to share their experience with newcomers.

Participation to date: 150 patients

Super Market Tours: Patients who have completed Breakfast Club, support group and/or Diabetes Education classes participate in a “Field Trip” to local supermarkets to apply what they have learned about healthy foods. Patients are encouraged to practice skills such as label reading and meal planning. Facilitators also discuss cost saving measures of coupon use, sale shopping and price comparison.

Social Marketing

Onsite social marketing strategies have played an important role in the engagement of patients into our diabetes programs. Social marketing has focused on our current patient population of more than 1,000 patients with type 2 diabetes. We have developed colorful posters for the clinic, brochures to be handed out to community agencies and patients, star patient board displaying patient successes in the clinic and fliers with recent updates to programs. We are currently working on a website for provider access to latest updates to our programs which will replace the pamphlets and fliers. The most effective strategy, however,

has been word of mouth and patient testimonials highlighting their success.