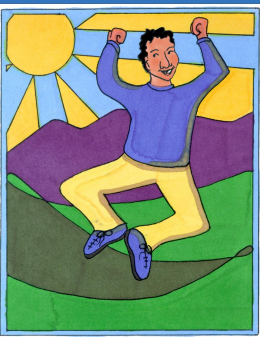




This product was developed by the Help Yourself: Chronic Disease Self Management Program at Marshall University School of Medicine in Huntington, WV and the New River Health Association in Scarbro, WV. Support for this product was provided by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey.





Dissemination of Regional and Statewide Self-management Resources and Training

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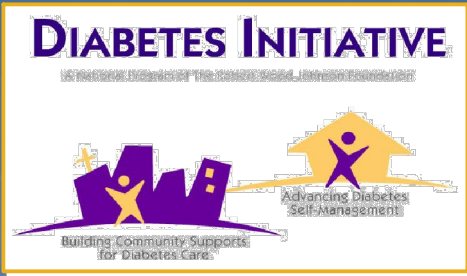
Molly Shrewsberry, MPH



**RWJF Diabetes Initiative
Final Annual Meeting**

Tucson, AZ

Oct. 18-20, 2006



WV Advancing Diabetes Self-Management Program

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.



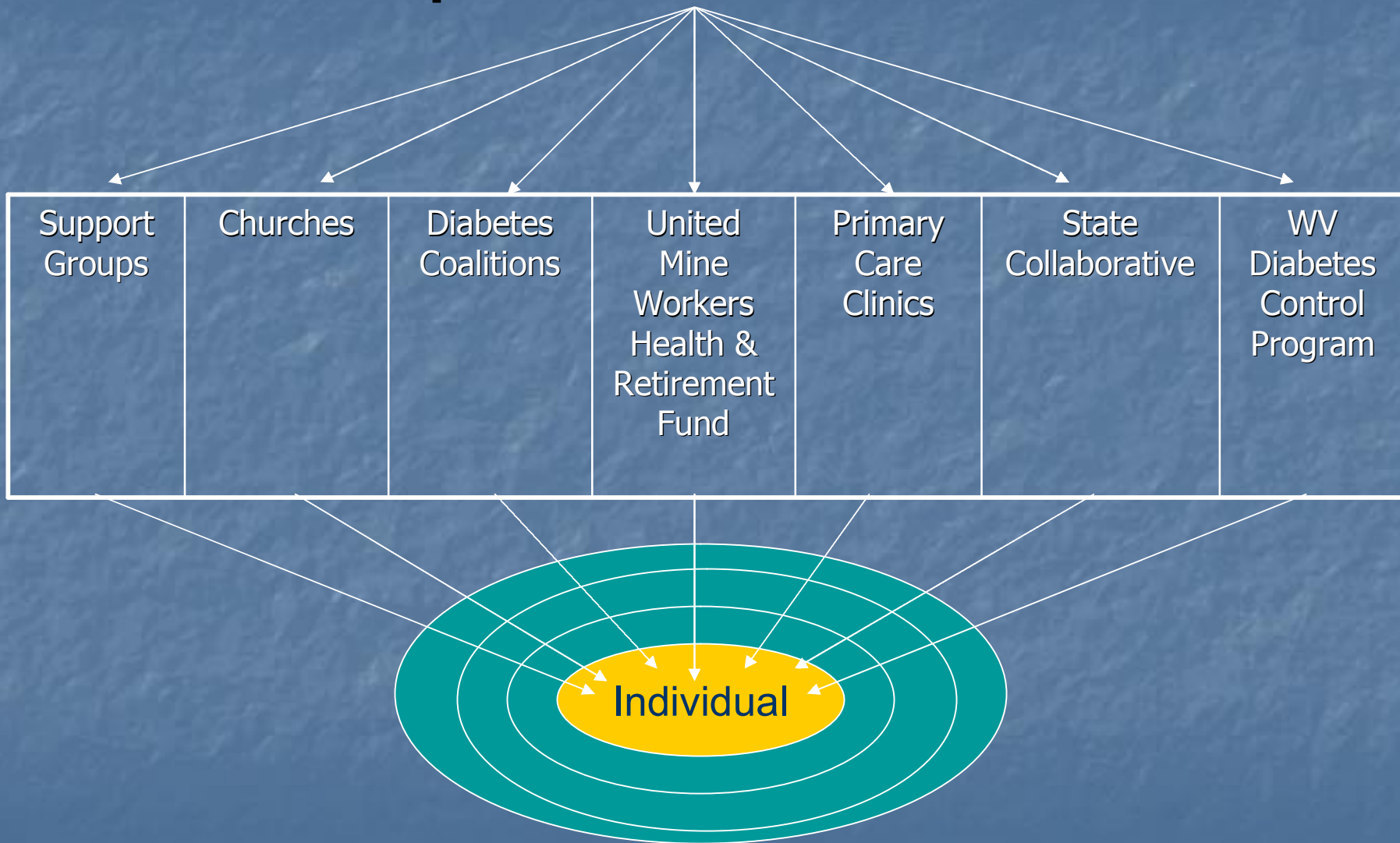
Project Goals

- 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

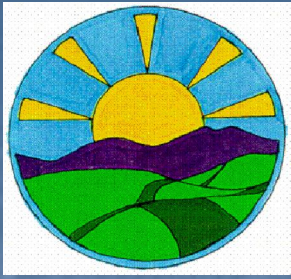
Intervention Strategies

- “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

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!

