

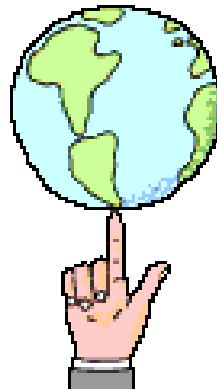
Rethinking Diabetes Prevention: An Innovation Community-Based Diabetes Prevention Strategy in Two High-Risk Areas of Toronto

Community Health Nurses Association of Canada
Wednesday, May 18, 2011
Presented by: Jill Cheyne

- In 2009-2010, Toronto Public Health embarked on a Diabetes Prevention Strategy (DPS) in two high-risk communities.
- The purpose of the project was to plan, implement and evaluate a DPS in two high-risk communities in the City of Toronto
- Target audience: people living in high risk communities that have not already been diagnosed with the disease.

Project Goal

- To reduce individual risk for developing type 2 diabetes by planning and implementing culturally appropriate, accessible programs that increase awareness of the risk factors for diabetes and provide opportunities to reduce these risk factors.



Environmental Support

- Community Health Centre Partnerships
- Neighbourhood Advisory Committees
- Community Outreach Workers
- Food Security/Physical Activity Strategies

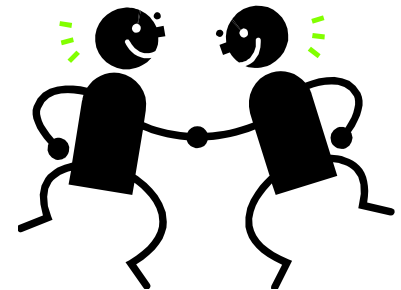
Education and Skill Building

- Type 2 Diabetes Risk Assessment Workshops
- Food Skills Programs
- Physical Activity Programs

Social Marketing

- Local Media Campaigns

- Formal partnerships with Community Health Centres
- Informal Partnerships
 - Parks, Forestry and Recreation
 - Community-Based Agencies
 - Community members
 - Other diabetes prevention projects



- Successes

- Legal contracts with formal partners
- Referral system to primary health care
- Access to community members/groups
- Building of sustainable programs (e.g. Parks, Forestry and Recreation)
- Better understanding of people who live in the community

- Challenges

- Different organizational visions
- Communication challenges
- Diabetes prevention versus diabetes management



- Community Selection
- Outreach Workers
- Literacy process
- Translation
- Focus Groups



Successes

- Outreach workers enabled us to have access to community members that we would otherwise have not
- Focus groups allowed us to create programs/services/social marketing materials that resonated with community members
- Community members are appreciative of our programs

Challenges

- Difficult to outreach to a very culturally diverse community
- Translations/Back Translations/Intepreters
- Lack of culturally appropriate/validated tools to measure changes in eating behaviours and physical activity
- You can't AND will not please everyone!

- Type 2 diabetes risk assessment workshops
- Physical Activity Program
- Foods Skills Program
- Creating supportive environments (e.g. food security and physical activity)



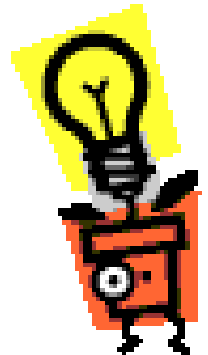
Successes

- Lesson plans and resources developed for each program (culturally appropriate)
- Outreach workers providing education-over 1200 diabetes risk assessment tools completed!
- Relationships between PHNs/RDs and community members
- Pilot project has allowed us to build a brand and increase visibility of the diabetes prevention strategy

Challenges

- Expensive to run education programs
- Quality assurance of type 2 diabetes risk assessment workshops
- Challenges in reaching ALL ethno-cultural groups
- Lack of culturally appropriate/validated tools to measure changes in eating behaviours and physical activity

- Process and outcome evaluation
- Type 2 Diabetes Risk Assessment Tool (Canadian Diabetes Risk Assessment Tool)
- International Physical Activity Questionnaire
- Food Skills Program Pre/Post Questionnaire
- Obtained comments from people attending workshops regarding what they learned



Successes

- Evaluator assigned to project
- Increased awareness and understanding of risk factors for type 2 diabetes
- Increased physical activity
- Improved healthy eating behaviours and attitudes

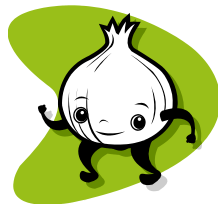
Challenges

- Evaluation sometimes was a hindrance to the programs and services
- Negative reactions from staff regarding evaluation tools and processes
- Lack of culturally appropriate/validated tools to measure changes in eating behaviours and physical activity

- Difficult to deliver a diabetes prevention strategy in a multi-cultural setting
- Each cultural group has different needs and expectations
- Eating patterns and attitudes to physical activity also differ
- Validated dietary and physical activity questionnaires are western biased and extremely difficult for target audience to complete

Conclusion

- Community=



Diabetes Prevention - Toronto Public Health - Windows Internet Explorer

http://www.toronto.ca/health/diabetes/index.htm

Diabetes Prevention - Toronto Public Health

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Diabetes Prevention

- Public Health Home
- A - Z Index
- Contact us

Diabetes Prevention

- What is diabetes?
- Who is at risk?
- Reduce your risk
- Resources

Prevent diabetes now

Diabetes is a serious disease – but it can be prevented.

Small changes towards a [healthy lifestyle](#) can prevent or delay the start of type 2 diabetes if you are at risk for the disease.

Get healthier one step at a time. Be active, eat well and achieve a healthy weight.

What is diabetes?
Know the symptoms and three types of diabetes

Who is at risk?
Age, being overweight, family history or member of a high risk group. [Find out your risk](#)

Resources
For more information on diabetes

PREVENT DIABETES NOW

Contact Information

For more information call
[Toronto Health Connection](#) at 416-338-7600.

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Questions



Jill Cheyne
Health Promotion Consultant
Toronto Public Health
416-338-7874
jtackne@toronto.ca