

# A comprehensive source for diabetes self-management education

Helping people with diabetes better manage their disease

## The American Diabetes Association, Merck, and StayWell

The American Diabetes Association (ADA) is a network of more than one million volunteers; more than 500,000 members with diabetes, their families, and their caregivers; nearly 14,000 health care professionals; and more than 800 staff members—all dedicated to preventing and curing diabetes and improving the lives of those affected.

Merck is a global health care company with the mission to discover, develop, and provide innovative products and services that save and improve lives. It devised its Journey for Control education initiative alongside the ADA to provide tools that would help health care educators improve diabetes management for patients.

In collaboration with StayWell, the ADA and Merck sought to develop a platform that would offer diabetes self-management education (DSME) tools and resources leveraging the science of behavior change to support the ongoing management of diabetes.



*The Diabetes Education System offers education resources that are impactful for all programs that use them, but most importantly, the resources are the sustainable education tools for programs serving populations with health disparities, which are the populations most affected by diabetes.*

– Jo Ellen Condon, RD, CDE, former managing director of Education Recognition Programs at the ADA

## A healthy need

To increase the effectiveness of diabetes self-management, the collaborative wanted the platform to:

- Enable educators and individuals with diabetes to directly access diabetes health content
- Provide curriculum design for new programs to adhere to national standards and support accreditation
- Allow educators to easily personalize resources for specific programs and clients, while meeting literacy and multicultural needs



The collaborative set out to develop the system while leveraging:

- The ADA's extensive expertise, and credibility as a wide-reaching independent organization and the largest U.S. Medicare National Accreditation Organization for DSME
- Merck's Journey for Control initiative, and its longstanding and widely recognized innovation in DSME tools
- StayWell's vast library of diabetes resources, credibility in health education, and content distribution systems

## A rewarding solution

The collaborative launched the customized, multimedia platform—calling it the Diabetes Education System—in 2010. It was developed with input from the ADA Education Recognition Programs staff with a strategy to ensure it helps educators attend to their clients' goals, to offer a comprehensive, complementary suite of DSME tools and resources, including:

- The Journey for Control's Living Well With Diabetes workbook series
- The Journey for Control's U.S. Diabetes Conversion Map® program, which provides teaching tools educators can use to lead groups and one-on-one sessions that help people with diabetes manage it through behavior changes
- Highly visual and interactive Krames On-Demand® health education that facilitates understanding for all learning styles, with:
  - All diabetes HealthSheets™ in English and Spanish, plus key sheets in multiple languages
- Comprehensive interactive workbooks in English and Spanish
  - Digital Go-to-Guides with easy-to-understand text, audio, and video content on diabetes management

Educators can use this suite of flexible, interchangeable, and related resources to support their curriculum while serving their unique population—based on a personalized education plan for each person's needs.

The system extends the resources beyond interaction with a diabetes educator to promote continued learning by individuals as they seek to incorporate knowledge into daily life.

## ● Healthy returns

With the Diabetes Education System:

**100%**

of users gained more knowledge on becoming more active/exercising

**97%**

of users were satisfied with their experience using the platform

**96%**

of users gained more knowledge on undergoing exams, monitoring blood glucose, eating healthier, emotionally feeling better about their condition, and working more closely with their health care provider

**33%**

of users gained 85% to 100% more knowledge on taking medications

**33%**

of users decreased their A1C by 50% or more



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