

Module I-5

Community awareness, promotion and prevention

Overview

An increase in community understanding of the special needs of people with diabetes is essential. Diabetes health professionals should also promote strategies for the primary prevention of type 2 diabetes. Many of the strategies used to meet these goals are designed not only to bring about positive change in an individual's behaviour but also to increase the understanding of the community and dispel myths surrounding diabetes. Changes occur most readily and permanently when environment, home, work and recreation activities enable people to reinforce change.

Goals

- To provide participants with an understanding of the community's knowledge and attitudes towards diabetes
- To provide participants with an understanding that community strategies need to reflect the differences between type 1 diabetes and type 2 diabetes
- To provide participants with strategies for health promotion and the primary prevention of type 2 diabetes

Objectives

After completing this module the participant will be able to:

- Describe the general public's knowledge of and attitudes towards diabetes
- Identify the health priorities and resources needed for diabetes in the country
- Discuss the use and applicability of various intervention activities in relation to promoting diabetes health, such as screening programmes, educational programmes, counselling, telephone hotlines, the media, school- and workplace-based programmes
- Describe the concepts of primary, secondary and tertiary prevention
- Describe the value of screening programmes and school and workplace awareness programmes
- Interpret research relating to the primary prevention of type 2 diabetes
- Describe the levels of health promotion in individuals, communities and organizations, and public policy and practice

- Discuss approaches to health promotion – medical, behavioural change, educational, client-centred, and societal change
- Discuss the role of advocacy and communication skills in influencing policy making*
- Use epidemiological data to justify preventive strategies*
- Interpret country-specific surveillance data on the prevalence of diabetes and risk factors for the development of diabetes in the community*

Teaching strategies

Interactive workshop, discussion

Suggested time

2 hours

Who should teach this module

Health promotion professional, diabetes educator, member association personnel

Evaluation of learning

15-minute presentation of a proposed health promotion activity

References

- Chiasson JL, Josse RG, Gomis R, et al. Acarbose for prevention of type 2 diabetes mellitus: The STOP-NIDDM randomized trial. *Lancet* 2002; 346: 393-403.
- Cottrell RR, Girvan TJ, et al. *Principles and foundations of health promotion and education*. Allyn and Bacon. Boston, 1999.
- Katz J, Peberdy A. *Promoting health: knowledge and practice*. Macmillan Press Ltd. London, 1997.
- Kemm J, Close A. *Health promotion: theory and practice*. Macmillan Press Ltd. London, 1995.
- Nutbeam D, Harris E. *Theory in a nutshell: a guide to health promotion theory*. McGraw-Hill. Sydney, 1999.
- Pan X, Li G, Hu Y, et al. Effects of diet and exercise in preventing NIDDM in people with impaired glucose tolerance: The Da Qing IGT and Diabetes Study. *Diabetes Care* 1997; 20: 537-44.
- Raczynski JM, DiClemente RJ. *Handbook of health promotion and disease prevention*. Kluwer Academic/Plenum Publisher. New York, 1999.
- Scott D, Weston R. *Evaluating health promotion*. Stanley Thornes Ltd. Cheltenham, 1998.
- The Diabetes Prevention Program Research Group. The Diabetes Prevention Program. *Diabetes Care* 2002; 23: 2165-71.
- The DREAM Trial Investigators. Effect of rosiglitazone on the frequency of diabetes in patients with impaired glucose tolerance or impaired fasting glucose: a randomized controlled trial. *Lancet* 2006; 368: 1096-105.

Tuomilehto J, Lindstrom J, Eriksson JG, et al. Prevention of type 2 diabetes mellitus by changes in lifestyle among subjects with impaired glucose tolerance. *N Engl J Med* 2001; 344: 1343-50.

Wass A. *Promoting health: the primary health care approach*. WB Saunders. London, 1994.

* Indicates objectives at an advanced level