

A proposal submitted to:
United Black Fund of Greater Cleveland

January 26, 2007

From:
Diabetes Association of Greater Cleveland

In support of:
DAGC Diva Coaching Sessions

Contact Person:
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A. ORGANIZATIONAL DESCRIPTION:

Diabetes Association of Greater Cleveland (DAGC) is an independent organization (not nationally affiliated) that has served Northeast Ohio as the major local source of education, research, and advocacy for the prevention and treatment of diabetes for 52 years. DAGC evolved from two organizations: The Cleveland Diabetes Society established in 1946, comprised of physicians and the Diabetes League of Greater Cleveland established in 1948 comprised of lay members. In 1954, these two organizations came together bringing the collective wisdom of professionals and lay people to join forces to provide services throughout the community. Today, that partnership between health professionals and the community is even stronger. The agency is comprised of diabetes professionals and lay people, staff and volunteers, all of whom are committed to serving the health care community and those affected by diabetes.

DAGC programs fall within three main areas: patient education and services, funding of local diabetes research, and youth programs, including Camp Ho Mita Koda, a summer camp for children with diabetes. DAGC's board of directors is comprised of 42 members who represent physicians, allied health professionals, researchers, business leaders, and educators, among other groups. An annual operating budget of \$1.8 million is realized through special event gross revenues (including corporate sponsorships), United Way donations (DAGC is an United Way member organization), memorial donations, membership dues, grants, annual campaign gifts, and unsolicited contributions from individuals, corporations, and civic organizations.

Mission

Diabetes Association of Greater Cleveland's mission is to improve the lives of people affected by diabetes by leading the Northeast Ohio community in its prevention, management, and cure.

Patient Education and Services

- **Community Education Programs**
DAGC offers 6-8 free community education programs annually at a variety of locations throughout northeast Ohio. Both local and national diabetes specialists address a plethora of diabetes-related topics, from advances in treatment options to preventing complications. Additionally, DAGC sponsors a yearly diabetes fair with exhibits, presentations, and health screenings. In 2006, 650 individuals attended DAGC's various community education programs.
- **Telephone and Email Counsel**
DAGC's health educators (two registered dietitians, one registered nurse, and one registered dietetic technician) staff diabetes-related questions via telephone and email. In 2006, DAGC fielded more than 3,500 calls and emails.
- **Diabetes Self-Management Education Classes**
DAGC offers a comprehensive diabetes self-management education program, accredited by the American Diabetes Association. The program consists of

group classes taught at safety net providers, including Neighborhood Family Practice, Care Alliance, and the Free Clinic.

- **Medical Nutritional Therapy Counseling**
DAGC's Nutrition Educator, who is a registered dietitian, offers nutrition counseling to individuals with diabetes. Participants receive individualized education about nutrition issues that affect diabetes management. Topics include weight management, portion control, appropriate meal spacing, reading food labels, meal planning, physical activity and carb counting. In 2006, 73 individuals were served through this program.
- **Culturally Specific Education Programs**
DAGC offers culturally specific diabetes education programs, including the popular African American Family Reunion program (previously supported by United Black Fund of Greater Cleveland), which served more than 2,500 individuals in 2006 by distributing diabetes educational materials for family reunions.
- **Aronoff Library and Resource Center**
A diabetes resource library is maintained at DAGC's office through donations by friends of the Association. Resource materials include videos, slide/tape programs, books, periodicals, medical journals, and pamphlets. The library is open to the public during office hours.
- **Advocacy**
DAGC serves the low income and underinsured populations through the Lend Each A Hand (LEAH) program, which provides diabetes supplies. Over the past two years, DAGC provided nearly \$20,000 in medical supplies (test strips, lancets, syringes, glucose meters, and insulin) to persons in need.

In addition, DAGC plays a vital role in Northeast Ohio in a grass roots effort to inform policymakers to ensure quality care and to make significant progress in the search for a cure for diabetes.

- **Professional Education**
DAGC has forged a unique relationship with the medical community through its sponsorship of the local Endocrinology Club. The membership includes endocrinologists and diabetes specialists from all the local medical institutions. The Endocrinology Club meets quarterly about current issues of diabetes, advances in treatments, and developments in research. In addition, DAGC works with medical professionals through its other symposia targeting physicians and allied health professionals (registered nurses, registered dietitians, registered dietetic technicians, etc.).

Funding of local diabetes research

Since its founding more than fifty years ago, DAGC has played a key role in the distribution of more than \$6.2 million in funding to support local diabetes researchers in Northeast Ohio research institutions. Local grant money often leverages additional grant monies, support and expertise, and encourages local physicians and researchers to focus their work on diabetes-related issues. One-fifth of DAGC's current operating

budget is dedicated to supporting local diabetes researchers in their quest for an understanding of diabetes, its complications, and its eventual cure.

In 2003, through the generous gift of the Dietrich family, the Diabetes Association of Greater Cleveland's Dietrich Diabetes Research Institute (DDRI) was formed. This \$1.3 million initiative functions as a catalyst and resource for the local diabetes research community. Specific initiatives of DDRI include quarterly meetings and symposia for local diabetes researchers, lay and professional newsletters, an online, searchable database of local diabetes research, and an annual Diabetes Research Retreat, presented in conjunction with Case School of Medicine.

DDRI is now the umbrella for all DAGC research activities. Overseen by a full-time Research Manager, DDRI's mission is to:

Support basic science, clinical, behavioral and educational research in diabetes conducted in the northeast Ohio area

- Assist young investigators interested in diabetes research
- Aid established researchers seeking initial support in innovative research pertinent to diabetes and its complications
- Support summer internships at local research institutions for undergraduate, graduate and medical students interested in diabetes research

Serve as a diabetes research information clearinghouse and contact point, and

Strengthen the diabetes research presence in northeast Ohio by facilitating collaborative efforts.

DAGC's research focus is to encourage scientific researchers to dedicate their investigations to diabetes-related issues. DAGC, through its Research Review Committee, supports four major research initiatives: 1) the DDRI Grants-in-Aid of Diabetes Research, 2) the DDRI Post-Doctoral Fellowships in Diabetes Research, 3) the DDRI Summer Internships in Diabetes Research, and 4) the DDRI Collaborative Grant.

▪ **DDRI Grants-in-Aid for Diabetes Research**

DAGC is committed to supporting local, young investigators and/or established researchers, new to the field of diabetes research, whose research adds to the body of knowledge leading to improved detection, prevention, management, and ultimately a cure for diabetes. The DDRI Grants-in-Aid for Diabetes Research are 1 to 2-year awards in basic science, clinical, behavioral, and educational research in diabetes at research institutions in northeast Ohio. DAGC strives to underwrite medical research that will enhance the quality of health care in the northeast Ohio community and to advance knowledge contributing to improved treatments. Over 45 dedicated researchers have been funded in the past fifteen years alone.

▪ **DDRI Post Doctoral Fellowships in Diabetes Research**

DAGC considers the nurturing of new investigators and ideas an important part of its research mission. DAGC supports post-doctoral fellowship awards (salary support) for the duration of two years in basic science, clinical, behavioral, and educational research in diabetes for investigators working in northeast Ohio who have received their M.D. or Ph.D. less than five years ago. Emphasis is placed on clinical research projects and on projects with clinical relevance.

- **DDRI Summer Internships in Diabetes Research**

The DDRI Summer Internships in Diabetes Research offers summer stipends to selected students interested in conducting diabetes research for an 8-10-week period between June and August. To be eligible, a student must be a full-time undergraduate or medical student with demonstrated scholastic ability. The student must enlist an established diabetes investigator at a northeast Ohio research institution to serve as the project sponsor. The projects are conducted at approved institutions in the Greater Cleveland area. DDRI interns attend weekly seminars on diabetes topics, visit Camp Ho Mita Koda, DAGC's summer camp for children with diabetes in Newbury, Ohio, and present their research findings to the DAGC Board and members of the research community at the end of the summer.

DDRI Collaborative Grant

To fulfill its commitment to advance research in diabetes, DDRI awards challenge grants in diabetes research (first grants will be awarded in 2007). DDRI will award 3 collaborative grants of up to \$46,000 per project. One-to-one matching funds must be obtained by the investigators to make the maximum total of \$92,000 per project.

Consistent with the mission of DDRI, these grant awards are intended to stimulate cooperative research among investigators in different institutions, disciplines, and departments with a focus on a clearly identified diabetes-related research project. Priority will be given to inter-institutional proposals. Applicants must have a faculty appointment at a Northeast Ohio institution.

Youth Programs and Camp Ho Mita Koda

Camp Ho Mita Koda for children with diabetes, which has served children with diabetes since 1929, is a wholly owned and operated subsidiary of the Diabetes Association of Greater Cleveland. The organizations merged in July 2006. DAGC had been a major financial supporter of Camp Ho Mita Koda for many years, and managed the camp since 1991. With this merger, Camp Ho Mita Koda received assurance that it can continue to serve children with diabetes until there is a cure. The merger also allows DAGC to expand its services to children, teens, and families affected by diabetes.

Camp Ho Mita Koda is one of the oldest summer camps for children with diabetes in the country. Camp HMK was founded by Dr. Henry John of the Cleveland Clinic in 1929. It is located on 75 beautiful wooded acres in Newbury, Ohio, just 25 miles east of Cleveland in Geauga County. Each summer, the camp is open for nine weeks providing children coping with diabetes with education and support in a camp setting. Some of the recreational activities that children participate in include: swimming, boating, canoeing, sailing, fishing, arts, crafts, skits, music, archery, tennis, team sports, hiking, nature study, team challenge, ropes course, and special events.

Camp Ho Mita Koda served 306 children and teenagers with type 1 and type 2 diabetes in 2006 through its residence camp for children with type 1 diabetes, mini-camps for young children with diabetes and their parents, Bicycle Adventure, residence camp for teenagers with type 2 diabetes, Teen Weekend for teenagers with type 1 diabetes (a new program in 2006), and off-season programs including an ice skating activity, Camp

Family Swim as part of the Verizon Wireless Swim for Diabetes, and the Fall Family Festival & Halloween Party.

Experienced physicians from the area's major medical centers and teaching hospitals oversee the care of each camper during regular visits to camp. A registered dietitian plans and supervises the well-balanced meals and snacks prepared by the professional culinary staff. Diabetes supplies and insulin are provided by the camp. Children learn how to retain control of their diabetes and are encouraged to achieve independence in diabetes self-management. The camp also serves families by providing a respite from the constant care that diabetes management requires and it is a training facility for medical and allied health professionals.

B. PROBLEM STATEMENT

The Ohio Department of Health reports that the number of diabetes cases in Ohio almost doubled from 1994 to 2003. An estimated 1 million Ohioans have diabetes, although about 267,000 cases are undiagnosed.

The reason for the staggering increase in the incidence of diabetes is largely due the obesity epidemic that Ohio (and the entire country) is facing, which is a result of poor nutrition and inactivity. Even more alarming is the explosion of type 2 diabetes (formerly called adult-onset diabetes) among young people. Statistics reveal that over 9 million children in the United States are overweight (15% of all children between the ages of 6 and 11). Data shows that more than 90% of adolescents with type 2 diabetes are obese. Besides obesity, a family history of the disease is a large risk factor.

Diabetes incidence among African Americans is particularly severe. The Centers for Disease Control and Prevention (CDC) predicts that African Americans are 1.8 times as likely to have diabetes as non-Hispanic whites, which translates to a 13.3% incidence rate in the African American population, compared to 7% of the population at large. Statistics also show that African Americans experience higher rates of diabetes, including cardiovascular disease, blindness, amputation, and kidney failure.

Statistics surrounding African American women and diabetes is even more alarming. The CDC reports that 1 out of every 4 African American women age 55 and older has diabetes (nearly twice the rate of white women). Moreover, in women with diabetes, deaths from heart disease have increased 23% over the past 30 years compared to a 27% decrease in women without diabetes. The burden of diabetes on women is unique. Not only is diabetes more common in women than in men, but women are often the gatekeepers for family health and care decisions, often for spouses, children, and parents.

In order to address this unique role that women play in the prevention and management of diabetes (either for themselves or for loved ones), the Diabetes Association of Greater Cleveland is partnering with Divabetic, a women's diabetes outreach organization headquartered in New York City, to offer a women's outreach program in Cleveland in September 2007. Divabetic was inspired by Luther Vandross (who died as a result of the complications of diabetes) and created by his assistant, Max Szadek.

Divabetic's goals are designed to promote above all, a positive attitude and help build

esteem among women living with diabetes today. The phrase "Divabetic" is meant to encourage every woman with diabetes to apply a diva's bold, sassy personae and stance to dealing with diabetes. Divabetic believes that if it empowers the diva in a woman with diabetes to manage her blood sugar properly, she will strive to be at her best, which will invariably help lower the risks associated with the disease such as, stroke, amputation and blindness.

Divabetic's signature event, "Divabetic Makeover Your Diabetes," is being held in six cities in 2007, including Cleveland (date is still to be determined, but will be sometime in September 2007). Diabetes Association of Greater Cleveland is co-sponsoring this unique event, which includes an evening of free mini-massages and complimentary salon-style services (hairstyles, makeovers) and motivational speakers to make diabetes outreach more appealing and accessible to women. Teams of beauty and fashion experts and diabetes educators and nutritionists work together to help women with both type 1 and type 2 diabetes modify their behaviors to improve their methods of care and quality of life.

As a follow up to the event, which is expected to attract 400 women from Northeast Ohio, DAGC would like to offer monthly diabetes coaching and support sessions for women with diabetes. The follow up sessions will be modeled after a similar program that is offered by the Divabetic organization called "Bee a Diva." Because of the demographics of Cleveland and the disproportionate number of African Americans affected by diabetes, DAGC expects that this group will be comprised of mainly African American women with diabetes.

And so, DAGC respectfully requests funding in the amount of \$10,000 from United Black Fund of Greater Cleveland to support eight "Bee a Diva" motivational sessions following the Divabetic Makeover Your Diabetes program in September and to support promotion of the Divabetic Makeover Your Diabetes program to African American women in Greater Cleveland.

C. PROJECT GOALS AND OBJECTIVES

Specific goals and objectives of the Bee a Diva coaching and support sessions include:

Offer 8 monthly Bee a Diva coaching sessions (2 hours each) as a follow up to the Divabetic Makeover Your Diabetes event that is being held in Cleveland in September 2007.

- Follow-up sessions to be offered in October 2007, November 2007, December 2007, January 2008, February 2008, March 2008, April 2008, and May 2008.
- DAGC's Diversity Coordinator, who is a Registered Dietetic Technician, will coordinate the facilitation, location, and discussion of each session.
- Specific facilitators and locations of each session are to be determined after needs and interests of group are assessed at first session (October 2007).

Recruit at least 15 African American women with diabetes to participate in the Bee a Diva coaching sessions (maximum group size is 30 women) on a "regular" basis (meaning attending at least 4 out of the 8 sessions).

Provide incentives for women to continue to attend the Bee a Diva motivational sessions. Incentives, including "Bee a Diva" and "Divabetic" specific products (manufactured by the Divabetic organization) will be given to women who attend 4, 6, and 8 out of the 8 sessions that will be offered.

Provide diabetes blood glucose supplies for participants without health coverage (blood glucose meters and testing strips will be donated by DAGC).

Incorporate the following into each Bee a Diva session:

- Updates on latest diabetes technologies
- Goal setting and attainment exercises
- Lifestyle modifiers
- Peer feedback and support
- Self-esteem enhancers
- Performance therapy to help participants achieve and maintain creative control – including, but not limited to relaxation therapy, yoga, flower arranging, card making, gardening, and spiritual counseling.

D. METHOD AND BACKGROUND

As a follow-up to the Divabetic Makeover Your Diabetes event that the Diabetes Association of Greater Cleveland (DAGC) is co-sponsoring in September 2007, DAGC would like to offer 8 free coaching and support sessions to interested participants, modeled after Divabetic's successful Bee a Diva program.

The Bee a Diva program brings together women who are living with type 1 or type 2 diabetes, at risk for diabetes, or caring for someone affected by diabetes. The goal of Bee a Diva is to provide structure to conversations about diabetes in an upbeat, friendly, and motivational atmosphere and teach participants how to set personalized and measurable goals to get past "burn-out" and back to feeling like a "knock-out," despite the burdens of diabetes.

Specifics of the program include:

Two-hour sessions will be held monthly from October 2007 through May 2008 at a variety of locations throughout the Greater Cleveland area, depending on the topic and activity for the session.

There will be no charge to participate.

Participants with no health insurance will receive diabetes blood glucose monitoring supplies for the duration of the program (blood glucose meters and testing strips will be donated by DAGC).

DAGC's Bee a Diva program will be planned by DAGC's Diversity Coordinator, who is a Registered Dietetic Technician. One of DAGC's health educators (registered nurse, registered dietitian, or registered dietetic technician) will attend each session, along with a featured speaker, which, depending on the session, may be a life coach, a social worker, or another diabetes educator.

Facilitators will help participants develop game plans and find encouragement and/or the motivation to improve their care and work together to stop bad behaviors, change cultural influences, and prevent diabetes related complications from occurring. Each session will start with a “Pass the Boa” activity. Everyone who participates dons a feather boa and talks about how their life is affected by diabetes. All sessions will include:

- Updates on latest diabetes technologies
- Goal setting and attainment exercise
- Lifestyle modifiers
- Peer feedback and support
- Self-esteem enhancers
- Performance therapy to help you achieve and maintain creative control!

Guest relaxation specialists, spiritual counselors, floral arrangers, yoga instructors, gardeners, and other ‘diva’ presenters will be invited to teach participants new skills and interests in order to encourage more candid conversations about living with diabetes.

Attendees from the Divabetic Makeover Your Diabetes event will be solicited to participate in these follow-up sessions. Because of the demographics of Cleveland and the disproportionate number of African Americans with diabetes, it is expected that many of the participants will be African American women. It is DAGC’s goal to recruit at least 15 African American women with diabetes to participate in a majority of the Bee a Diva sessions (at least 4 of the 8 sessions), although it is very possible that the need for and response to this program from the African American community will be much greater!

Incentives will be offered for participants to attend at least 4 out of the 8 sessions. Greater incentives will be offered to those who attend 6 out of the 8 sessions and for those who attend all 8 sessions. Incentives will include “Bee a Diva” and “Divabetic” specific products (manufactured by the Divabetic organization).

E. EVALUATION

The Bee a Diva program will be evaluated utilizing the following measurements:

The number of attendees per session, broken down to reflect number of African American women attendees.

The number of “regular” attendees, meaning the number of attendees who attend at least 4 of the 8 sessions, broken down to reflect number of African American women attendees.

The number of blood glucose meters and testing strips distributed to attendees without health insurance.

Self-reported diabetes management indicators over the project period:
hemoglobin A1c, blood pressure, lipids.

Evaluations (which include objective and subjective questions) will be distributed and collected at the end of each session. Results from the evaluations will be tabulated and necessary changes will be made, if needed, throughout the 8 month period.

DAGC's Bee a Diva program is a pilot program. It is DAGC's hope that the response to these Divabetic inspired programs will be great! If these programs are successful, DAGC plans to secure future funding to continue the monthly motivational support sessions beyond the funding period of the United Black Fund of Greater Cleveland grant.



United Black Fund of Greater Cleveland, Inc.

Proposed Budget (UBF FUNDS ONLY)

From: OCTOBER 2007

TO: May 2008

NAME OF ORGANIZATION: Diabetes Association of Greater Cleveland

EXPENSES

<u>PERSONNEL COSTS</u>	<u>AMOUNTS</u>
1. Salaries & Wages	\$4,800
2. Dental & Health Ins.	
3. Life & Pension Ins.	
4. FICA (Social Security)	
5. Consultants	\$800
6. Workman's & Unemployment Compensation	
7. Other: Benefits & Taxes	
Sub-Total	\$5,600
<u>Fixed Costs</u>	
8. Lease & Rent	
9. Utilities	
10. Telephone	
11. Equipment	
12. Equipment Maintenance	
13. Other _____	
Sub-Total	\$0
<u>Support Costs</u>	
15. Postage and Mailing	\$1,000
16. Supplies for each meeting (for "diva" presenters")	\$1,200
17. Incentives	\$1,200
18. Advertising	\$1,000
Sub-Total	\$4,400
TOTAL EXPENSES	\$10,000



United Black Fund of Greater Cleveland, Inc.

Proposed Budget – Continued

From: OCTOBER 2007

TO: MAY 2008

REVENUE

<u>Revenue Sources (Other than UBF)</u>	<u>Amounts</u>
1. Donated diabetes supplies to DAGC (from pharmaceutical companies)	\$1,500
Sub-Total	\$1,500
<u>Agency Fundraising Projects</u>	
Sub-Total	\$0
<u>United Black Fund Allocation:</u>	\$10,000
<u>Total Revenue :</u>	\$11,500



**UNITED BLACK FUND OF GREATER
CLEVELAND, INC.**

SALARY DETAIL

A. SALARIED PERSONNEL:

Salaried Position(s)	Salary Amount	Management Percentage	# Hrs per/wk # Hrs per/yr
1. Diversity Coordinator	\$4,400	0%	220 hrs/year @ \$20/hour
2. Vice President, Programs and Services	\$400	10%	
3.			
4.			
5.			
6.			
7.			
Totals	\$4,800	10%	220 hours

B. CONSULTANT(S)

Consultants Position(s)	Projected Payment(s)	Management Percentage	Projected # of Hours
1. Relaxation specialist	\$300	0%	4 hours
2. Spiritual counselor	\$150	0%	2 hours
3. Floral arranger	\$100	0%	2 hours
4. Yoga instructor	\$150	0%	2 hours
5. Gardener	\$100	0%	2 hours
Totals	\$800	0%	12 hours

Print Name: Helen M. Dumski, RD, LD

Title: Vice President, Programs and Services

Date: January 26, 2007