DIABETESMANAGEMENT NC

DSMES Updates

October 29, 2021

Corissa Payton DSMES Quality Coordinator NC Division of Public Health

- Goal is to promote awareness of DSMES services in NC
- Get providers and participants to DiabetesManagementNC.com
- Toolkit with graphics and social media ready messages for partners and sites
- Can be used anytime and/or Diabetes Awareness Month
 - One post per week each week of the month

- Created social media graphics with 4 different messages
- Facebook, Twitter, Instagram
- Available in English and Spanish
- Multiple content options for posts for each graphic
 - General audience messaging
 - Provider specific messaging
- Going to track hashtag use and website visits



adults with diabetes have taken a class to learn how to self-manage their diabetes.

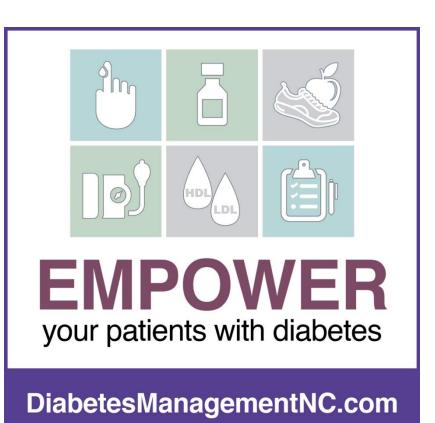
Help your patient find a class near them. DiabetesManagementNC.com Diabetes self-management education and support (**DSMES**) results in an **average A1c reduction** of



DiabetesManagementNC.com

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- DiabetesManagementNC.com Social Media Marketing Toolkit Link
- Also under <u>Resources page of DiabetesManagementNC.com</u>

DiabetesManagementNC.com

Social Media Marketing Toolkit

The DiabetesManagementNC.com Toolkit provides promotional material to increase awareness of diabetes self-management education and support (DSMES) services in North Carolina, the benefits of DSMES services to participants, and DiabetesManagementNC.com where providers can go to find a DSMES service for their patients.

Sample Social Media Posts

Included in this document are sample social media posts for you to use on your own platforms to promote awareness of DiabetesManagementNC.com and diabetes self-management education and support (DSMES) services in North Carolina.

- The icons at the end of each post indicate the social media platforms that the post, as currently written, is formatted to fit.
- Share and promote all images and messages or choose the ones that are the most relevant to your work and audience.
- You have the option to choose between messages for a general audience or messages specifically designed for health care providers.

Suggested hashtag: #DiabetesManagementNC #DiabetesAwarenessMonth (if posting in November)



diabetes (EAAMD) facilitan el conocimiento, la habilidad y la capacidad necesarios para el autocuidado de la diabetes. #DiabetesManagementNC

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Diabetes self-management education and support Los servicios de educación y apoyo para el automanejo de la (DSMES) services improve quality of life and promote lifestyle behaviors including healthful meal planning and engagement in regular physical activity. #DiabetesManagementNC

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Diabetes self-management education and support (DSMES) services are individualized and tailored to the needs of the participant, #DiabetesManagementNC

(DSMES) services facilitate the knowledge, skill, and

ability necessary for diabetes self-care.

#DiabetesManagementNC

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diabetes (EAAMD) mejoran la calidad de vida y promueven comportamientos de estilo de vida, incluida la planificación de comidas saludables y la participación en la actividad física regular. #DiabetesManagementNC



Los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) son personalizados y adaptados a las necesidades del participante. #DiabetesManagementNC





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ENGLISH SPANISH People with type 2 diabetes who receive DSMES services Las personas con diabetes tipo 2 que reciben los servicios de Specific achieve clinical improvements in lipid profiles, weight, EAAMD logran mejoras clínicas en los perfiles de lípidos, peso and blood pressure. Visit DiabetesManagementNC.com y presión arterial. Visite DiabetesManagementNC.com para to help your patients find a class near them. ayudar a sus pacientes a encontrar una clase cerca de ellos. Provider #DiabetesManagementNC #DiabetesManagementNC f Ø 🔽 foy Diabetes self-management education and support General (DSMES) services facilitate the knowledge, skill, and ability necessary for diabetes self-care. #DiabetesManagementNC #DiabetesManagementNC f O 🔽 foy Diabetes self-management education and support (DSMES) services improve quality of life and promote lifestyle behaviors including healthful meal planning and

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Los servicios de educación y apoyo para el automanejo de la diabetes (EAAMD) facilitan el conocimiento, la habilidad y la capacidad necesarios para el autocuidado de la diabetes.

A-Z Diabetes Educator Bootcamp

- Greenville, North Carolina
- March 21 25, 2022
- <u>Registration coming soon</u>

Contact Information

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DiabetesManagementNC.com