VIRGINIA
DIABETES
COUNCIL

ANNUAL REPORT 2018-2019

Virginia Diabetes Council

Website: www.virginiadiabetes.org

TABLE OF CONTENTS

Letter from Chair _____ 3
Letter from Incoming Chair _____ 4
Virginia Diabetes Council Board _____ 6
Annual Report Strategic Highlights, 2018-2019 _____ 7
Diabetes Prevention Committee _____ 9
DSMES Committee _____ 12
Schools Committee _____ 15
Virginia Center for Diabetes Prevention & Education _____ 17
Madison & Main _____ 19
Financial summary _____ 20

LETTER FROM CHAIR

It has been an honor to Chair the Virginia Diabetes Council in 2018 – 2019. Our board and volunteers have accomplished so much last year that it has put the VDC on sure footing for the next five years. As I look back on this year, I am proud of three accomplishments. First, the new face of VDC including a new logo, website, newsletter and Facebook page. A fresh face has revitalized our Board and volunteers. Secondly, I am proud of the strong infrastructure that we created within our Board and committees. This infrastructure has made working with VDC more responsive, less onerous for the volunteers and more productive. And last but not least, I am proud of all of the accomplishments that our volunteers, committees and Board made this year. Writing this report highlights all that was accomplished. I hope you agree and are astonished by what VDC accomplished! We could not operate so successfully without a committed Board, engaged volunteers and dedicated partners.

A special thank you to our Past Chair Susan DeAbate, who, while leaving the Board continues with her VDC involvement as Chair of the DSMES committee. I'd also like to thank Dee Brown and Lisa Krieg who served as treasurer and secretary this past year. I am grateful to our Board members who are chosen with great care and consideration toward diversity, ability and vision. I'd also like to deeply thank VDC's Executive Director, Julia Groom whose bold guidance and good sense of humor has made our "work" more productive and pleasurable. And, I'd like to give a special thanks to the Virginia Department of Health who continue to be supportive of our work in Diabetes Prevention, (National DPP) and Increasing Capacity of Diabetes Self-management Education Services (DSMES). VDC would not be where we are today without VDH's partnership.

In closing, thank you for this opportunity to serve you and the people of Virginia who are affected by diabetes. VDC's mission to "Raise Awareness. Build Collaboration. Promote Excellence in Education and Treatment" speaks to the dedication of our Board and volunteers. It was an honor to serve such a diligent, helpful and collaborative council.

Anne Wolf, MS, RD
Chair, VDC, 2018-2019

LETTER FROM INCOMING CHAIR

Everyone loves a good story. Stories give subjects a human touch, voice, and or experience that make them relatable to us fellow humans. Stories we can relate to allow us to connect with others. The Virginia Diabetes Council (VDC) has a story to tell. Our story (my part in of which is just beginning) is about people with passions and commitments. Volunteers giving of their time, energy and or money for a common purpose they believe in. Volunteers doing work fulfilling the mission and vision of VDC – become a leading collaborative voice. A voice that will raise awareness. Collaboration and work that will make possible education and treatment for those affected by or at risk of diabetes. (To read the official Vision and Mission of VDC please see our beautifully renovated web site at virginiadiabetes.org.)

This letter is my story and experience as a volunteer for VDC. It begins, after having been newly certified as a diabetes educator, I attended my first VDC meeting. Initially, I was looking to network with others sharing my passion. Before I knew it, I was serving on a subcommittee to start a mentoring program for future diabetes educators. What I would have done to have had such a program when I was preparing to take the Certified Diabetes Educator exam! Seeing firsthand the people who benefited from this program convinced me that this was an organization that can make a difference for people affected by diabetes. Fast forward to April 2018 when I took over as Chair of the Diabetes Self-Management Education and Support (DSMES) Committee. As Committee Chair I had the opportunity and experience of working with and learning from some very wonderful, committed volunteers and a few fellow diabetes educators! Kathy Gold and Julie Pierantoni were just two such volunteers and mentors for me. What is a story without heroes?

A few months later, when I was approached by Kathy, then Chair of the Nominating Committee as Past Chair, of course I agreed to serve as Chair Elect. As a VDC Board Member I then had the opportunity to work with and learn from even more wonderful and committed volunteers. This past year as Chair Elect, I have had the pleasure of being part of and witness to the transformation of the VDC. Under the extraordinary leadership of both Susan DeAbate Past Chair and Anne Wolf Chair and under the guidance of our Executive Director, Julia Groom, I watched VDC evolve and transform and change and grow into the organization it is today. I was there to see the before and after!

Now as I take over as Chair, I know that others before me have worked hard to fulfill the Vision and Mission, also newly and beautifully renovated, of VDC. As a witness to and a small part of the wonderful transition this past year I know that I am now Chair of a Council and Board that has been put together and shaped into a well-functioning governing board. It is primed and ready for work. I am honored to be leading the VDC this year.

At our Board Retreat just last week, we discussed change and the need for change. VDC needs to stay relevant and evolve to meet new challenges. Changes or transitions are sometimes necessary, but they can be uncomfortable and challenging, they can be difficult. It is easier to just do it the way it has always been done. There are three phases to change: endings and letting go of old reality, the neutral zone, and finally new beginnings and reality. My story is one of transitions and change. I know my time as Chair Elect has ended, I have been in a neutral zone or limbo as I transition to Chair of VDC. I can see a new beginning happening and it looks bright and good and full of great stories to tell. I can't wait to learn and tell more stories. I want to tell you all about my wonderful board, stay tuned.

To learn more about our story come join us. Volunteer on one of our committees. Donate time or money, participate on committee calls or quarterly meetings. Work with us to continue the story and great work we have already accomplished as well as work we plan to accomplish soon!

Thank you for nominating me to serve this year.

Mary E. Albert, MS, RD, CDE and Chair of VDC 2019-2020

VIRGINIA DIABETES COUNCIL BOARD

The following were the VDC Board Members July 1 2018 – September 30, 2019.

Elected Board Members

Chair: Anne Wolf
Chair Elect: Mary Albert
Past Chair: Susan DeAbate
Treasurer: Dee Brown
Secretary: Lisa Krieg

VDC Board Members At-Large

Joyce-Green Pastors
Becky Bowers-Lanier
Evan Sisson
Joe Ogden
Marc Baily

Diabetes Prevention Committee Co-Chairs

Randi Abell

Tanya Henderson

Increase Capacity DSME Workgroup Acting Chair

Mary Albert

Diabetes in School Chair

Jackie McManemin

Advocacy Chair

Becky Bowers-Lanier

VDC Executive Director

Julia Groom

ANNUAL REPORT STRATEGIC HIGHLIGHTS, 2018-2019

This year has been monumental in changing the face of the Virginia Diabetes Council with a fresh logo, a new website, updated newsletter and Facebook page.

Our Board is strong and committed, not only giving their time and insight around the state of diabetes in Virginia but also in their commitment to the growth and sustainability of VDC; this year we had 100% of our Board donating to VDC. The Board has also committed to expanding our collaborative effort and undertaken a *Diabetes Leadership Summit* in Virginia to take place in early 2020.

VDC volunteers and committees are actively engaged in increasing awareness, building collaboration and promoting excellence in prevention, education and treatment of diabetes.

Our committees have been actively engaged in increasing awareness, building collaboration and promoting excellence in prevention, education and treatment of diabetes.

- The DSMES committee used social media marketing to increase awareness of DSMES programs throughout the state.
- The Diabetes Prevention committee provided $63,000 in mini-grants to 21 National DPPs in Virginia to help them train lifestyle coaches, market their programs to their communities, recruit and retain participants and improve overall sustainability of the National DPP in Virginia.
- The Schools committee successfully applied and received a substantial grant from the Lion's Club to pilot test a training program for school nurses to help them treat diabetes in the school setting more confidently.
- The Advocacy committee, a new committee, established its goals and strategies for the year.

VDC collaborated and contracted with the Virginia Center for Diabetes Prevention and Education (VCDPE) to provide technical assistance and mentoring to support the

sustainability of the National DPP throughout Virginia. VCDPE plays a pivotal role keeping the pulse on programs challenges, successes and need for support and training while championing regional collaboration and networking.

VDC also collaborated and contracted with Madison and Main to increase awareness of prediabetes and diabetes and evidence-based programs such as the National DPP and DSMES using social media ads. Madison and Main are currently completing market research to better understand Virginian's awareness and use of the DSMES and National DPP programs. Armed with this information, VDC will be better able to address the needs of the population at risk for or with diabetes and guide them towards evidence-based programs that will support their care and treatment.

DIABETES PREVENTION COMMITTEE

Chairs: Tanya Henderson and Randi Abell

Mini-Grant Funding

In early 2019, the Virginia Diabetes Council offered a funding opportunity to solicit proposals from organizations interested in implementation of the National Diabetes Prevention Program (NDPP) or to work towards developing or sustaining an ongoing NDPP. This funding was available for organizations offering an *in-person, virtual, combination, or distance-learning* program.

Goals of this funding opportunity support an organization's capacity for the following activities:

- Marketing
- Increased Participation and Recruitment
- Partnership Engagement
- Availability/Training
- Screening, Testing, and Referral
- Coverage/Reimbursement

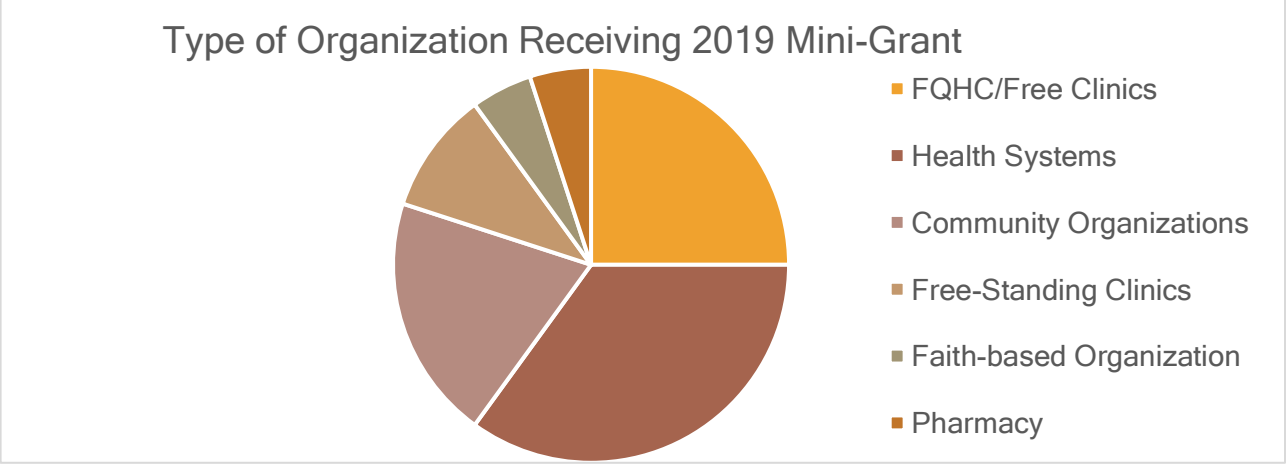
The total award amount to support NDPP in Virginia for 2019 was $63,000. The VDC received 21 applications and all were funded in amounts ranging from $1000 - $ 5000. The following list provides specific examples of how the funding could be used.

Mini Grant Committee 2019

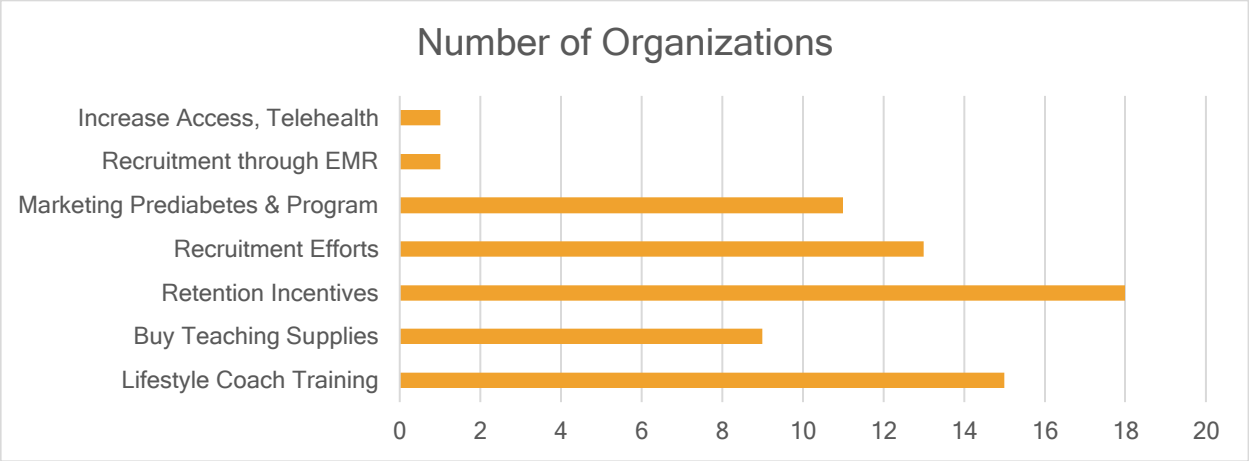
Kayla Craddock, Randi Abell, Tanya Henderson, Joyce Pastors, Michael Bennett, Cassandra Stish, Jeannie Black and Sharon Easter.

Mini-Grant Results

Who Received Funding?



How was the Funding used in General?



How was the Funding used More Specifically?

53 Lifestyle coaches from Virginia were trained

35 New cohorts were started in Virginia

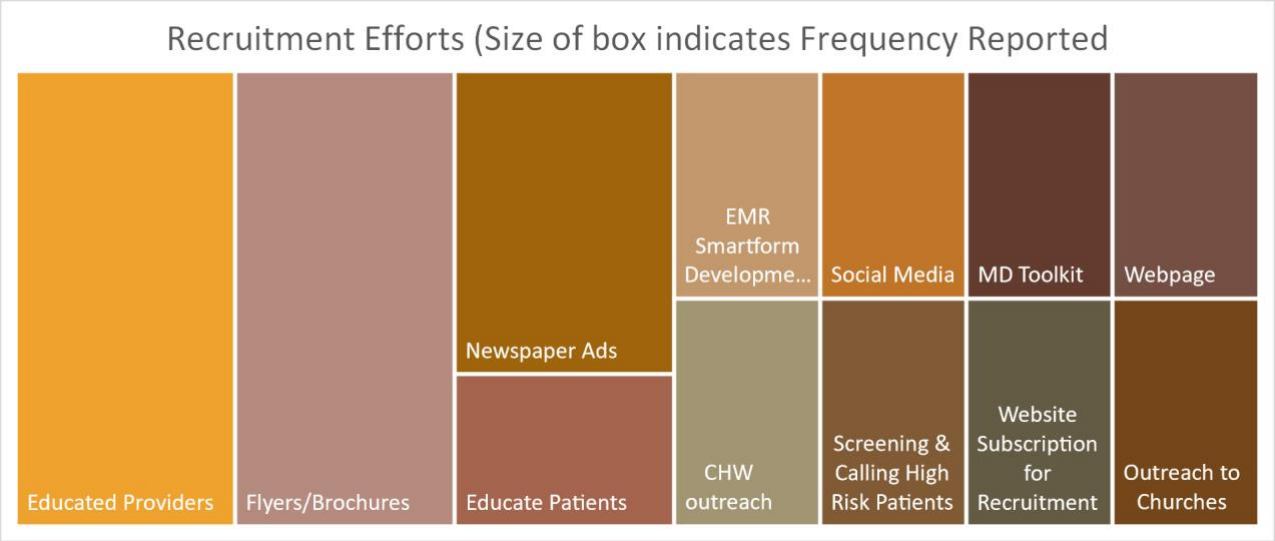
Retention was important:

86% of Grantees used some money for Retention



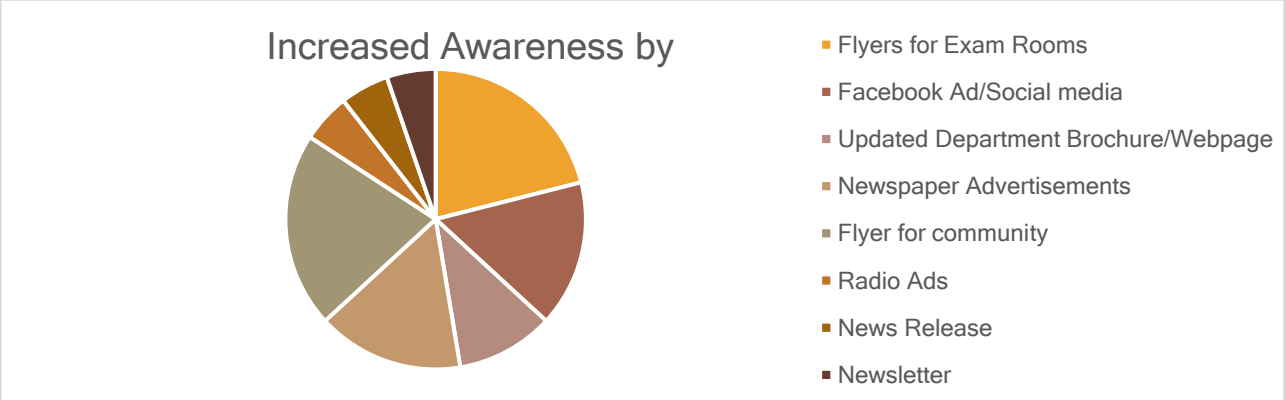
Recruitment Efforts were Made

62% of Grantees used the funding for Recruitment



Raising Awareness was Paramount

52% of Grantees used funding for Increasing Awareness and Marketing



Funding was also used to:

- **4.8%** Increase access to National DPP using telehealth
- **4.8%** Hire Administrative help

Summary: Overall, the 2018-19 National DPP Mini-Grant program was deemed highly successful with programs using creative ways to increase awareness of prediabetes to the community, patients and providers, recruit participants into their programs, retain participants into the program, train their staff, and start new cohorts throughout Virginia.

DSMES COMMITTEE

Chair: Mary Albert

Social Media Marketing of DSMES

Marketing and Promotion DSMES to Underserved Areas – Increase Awareness and Referrals

Increasing the Capacity of DSMES Programs in Virginia is one aim of the DSMES Committee. Some programs throughout Virginia struggle to get referrals for patients to access their programs. Marketing and promoting programs using Social Media is deemed potential outlet for reaching those in high risk areas.

Funding utilized to contract with Marketing Firm Madison & Main to design and run a Social Media Campaign to Market DSMES Programs in two areas of Virginia. Ads were designed to appeal to 30-65-year-old adults of African American and non-African American ethnicities - targeted populations in cities and regions in Hampton Roads and the Eastern Shore of Virginia.

Madison and Main - Social Media Campaigns

- Promoted DSMES Programs in VA
- Six ads ran between April 24-June 30, 2019; exclusively on Facebook
- Timeframe: April through June - Hampton Roads & Eastern Shore
- Aim to raise awareness and move individuals to take action
- Contact primary care provider to seek referral
- Click on link for local program for more information
- Images and wording of ads designed to be representative of targeted populations

Ad duration and reach

Ads	Duration	Total Reach
Ads 1 and 2	ran for 20 days	81,429
Ads 3 and 4	ran for 18 days	56,275
Ads 5 and 6	ran 30 days	59,652

	DATES	COPY	TARGETING	LINK CLICKS	IMPRESSIONS	REACH
Ad #1	Apr 24, 2019 - May 13, 2019	Plan for your well-being. Live a longer, healthier life with your family by taking action and finding a local program near you today. https://www.diabeteseducator.org/living-with-diabetes/find-an-education-program	30-65 male/female African Americans living in Hampton Roads, specifically the following cities: Newport News, Williamsburg, Suffolk, Norfolk, Portsmouth, Virginia Beach, Eastern Shore	1,180	240,348	77,149
Ad #2	Apr 24, 2019 - May 13, 2019	Are you managing your life with diabetes? Comment and tell us who you're living for every day and take the first step to a healthier life by attending a local program near you – now available throughout the Eastern Shore. https://www.diabeteseducator.org/living-with-diabetes/find-an-education-program	30-65 male/female living in Eastern Shore of Virginia, specifically cities/towns: Accomac, Cape Charles, Chincoteague Island, Exmore, Onancock, Tangier Island, Wachapreague	100	36,332	4,280





	DATES	COPY	TARGETING	LINK CLICKS	IMPRESSIONS	REACH
Ad #3	May 14, 2019 - May 31, 2019	African Americans are nearly 2x more likely to develop diabetes. Managing your diabetes with routine exercise and healthy eating can be the first step to a healthier life. https://www.diabeteseducator.org/living-with-diabetes/find-an-education-program	30-65 male/female African Americans living in Hampton Roads, specifically the following cities: Newport News, Williamsburg, Suffolk, Norfolk, Portsmouth, Virginia Beach, Eastern Shore	1,033	194,011	43,727
Ad #4	May 14, 2019 - May 31, 2019	They depend on you as much as you depend on them. Living a healthy life with diabetes is possible – visit a local program near you for more on living with diabetes. https://www.diabeteseducator.org/living-with-diabetes/find-an-education-program	30-65 male/female living in Eastern Shore of Virginia, specifically cities/towns: Accomac, Cape Charles, Chincoteague Island, Exmore, Onancock, Tangier Island, Wachapreague	421	121,316	12,548





	DATES	COPY	TARGETING	LINK CLICKS	IMPRESSIONS	REACH
Ad #5	June 1, 2019 - June 30, 2019	Your son needs you. Manage your diabetes and take control. Visit FPO to learn more about how to live longer for your family.	30-65 male/female African Americans living in Hampton Roads, specifically the following cities: Newport News, Williamsburg, Suffolk, Norfolk, Portsmouth, Virginia Beach, Eastern Shore	961	217,789	41,928
Ad #6	June 1, 2019 - June 30, 2019	When diet and exercise aren't sufficient enough on their own, diabetes medications can help lower your blood sugar level. Find local diabetes programs near you: FPO link.	30-65 male/female living in Eastern Shore of Virginia, specifically cities/towns: Accomac, Cape Charles, Chincoteague Island, Exmore, Onancock, Tangier Island, Wachapreague	902	258,093	17,724





Impressions or times ads were seen and click rate per total persons reached:

Ad	Impressions	Targeted Region	Click Rate
1	240,348	Tidewater	6%
2	36, 332	Eastern Shore	2%
3	194,011	Tidewater	2%
4	121,316	Eastern Shore	3%
5	217,789	Tidewater	2%
6	258,093	Eastern Shore	5%

Considerations for future marketing include of the clicks how many generated referrals? What is the ideal time and duration to run ads to get good click rates? Are ads reaching the most vulnerable of these populations?

SCHOOLS COMMITTEE

Chair, Jackie McManemin

- Started monthly conference calls in October 2018
- The following goals were established during the general meeting in September 2018
    - Revise the Virginia Diabetes Medical Management Plan (DMMP)
    - Continue the subcommittee to pilot Salus Education in VA
    - Update the website
- 2 subcommittees were established:
    - LEARNS Subcommittee – 4 team members + Lions Clubs members
    - DMMP Subcommittee – 8 team members
- Accomplishments
    - DMMP Subcommittee – Chair: Jacqueline McManemin
        - Revised Virginia Diabetes Medical Management Plan (healthcare provider orders outlining diabetes care required during the school day, 8-page document)
        - Revised the DMMP FAQ Handout for School Nurses
        - Developed the DMMP Supplement (one-page document for insulin changes without replacing the entire DMMP)
        - Developed Quick Reference Guide (Diabetes-related resources for school nurses, parents, etc.)
        - The new forms were posted in Spring 2019 in preparation for the 2019-2020 school year
        - Collecting feedback via email
        - Next revision 2021-2022 SY (every 2 years)
    - LEARNS Subcommittee – Chair as of Sept 2019: Traci Carter
        - Identified an online, e-learning platform that provides comprehensive diabetes education to school nurses and school staff. Program identified: Salus Education
        - Grant funding awarded through the Lions Clubs International Foundation, with additional generous donations received from Virginia Lions Clubs, Virginia Diabetes Council, and Virginia Coordinating Body of the AADE to provide Salus Education to school divisions within the Lions Clubs 24-L Region.
        - As of 9/26/2019, 339 total licenses were purchased through the grant in a total of 21 School Divisions within the identified pilot region for a grand total of >2,000 nurses, school staff members, teachers viewing the modules
        - Licenses are valid through 6/30/2020
        - Licenses are continuing to be distributed as more counties express interest
        - The committee is continuing to spread the word about the project through the VDC's website, by attending and presenting at national and state conferences (National Association of School Nurses, American Association of Diabetes Educators, Virginia Association of School Nurses, Children with Diabetes Meeting, Summer Institute for School

Nurses), and through the development of printed materials (for handouts and electronic messaging/social media)
        - The committee is preparing the new grant proposal for 2020-2021 school year with the hopes of expanding to more regions in VA
        - 2 new members have been added to the subcommittee due to growing workload demands
- The Schools Committee established the following goals for the new year (2019-2020)
    - Expand the LEARNS pilot to more regions in VA
    - Develop a webinar series focusing on new technologies, products, etc.
    - Continue to customize the VDC Website to improve the user's experience

VIRGINIA CENTER FOR DIABETES PREVENTION & EDUCATION

In collaboration with the Virginia Diabetes Council and Virginia Department of Health, the Virginia Center for Diabetes Prevention and Education (VCDPE) successfully completed four goals:

- Increased capacity for National DPP in Southwest Virginia and other high-risk areas by providing free lifestyle coach training
- Supported sustainability of National DPPs in Virginia by providing mentoring and technical assistance.
- Orchestrated the Virginia Diabetes Prevention Annual Networking Meeting
- Developed four continuing education online learning modules for National DPP lifestyle coaches.

Lifestyle Coach Training (LCT) for the National DPP in Southwest Virginia & High-Risk Areas

- Provided free LCT to 30 coaches in Virginia, partially funded by VDC grant (n=15) and rest funded by State (n=15). These coaches reside in high risk areas such as SW Virginia, South Virginia and Eastern Shore or worked at FQHC.
- Orchestrated and delivered one LCT to 38 trainees in Abingdon Virginia. LCT trainees practiced in high-risk for diabetes areas of Virginia and Tennessee. The goal was to increase capacity of National DPP in this high-risk area with few providers.

Diabetes Prevention Technical Assistance

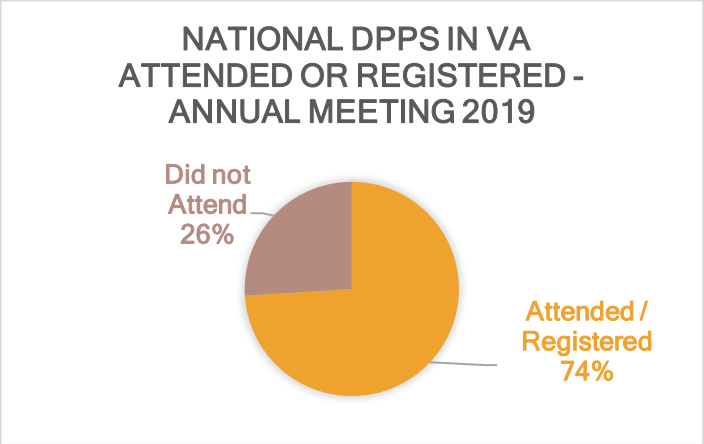
- Held four regional calls to National DPPs in Virginia.
    - All-State Calls
        - October 5, 2019: 26 attendees
        - March 15, 12 pm – 1pm: 15 attendees
    - Regional Calls
        - Central Virginia NDPPs: November 15, 12 – 1 pm: 5 attendees
        - Northern Virginia NDPPs: November 16, 12 – 1 pm: 8 attendees
        - South and Southwest Virginia: February 14, 12 – 1 pm: 7 attendees
        - Tidewater and Eastern Shore: February 15, 12 – 1 pm: 9 attendees

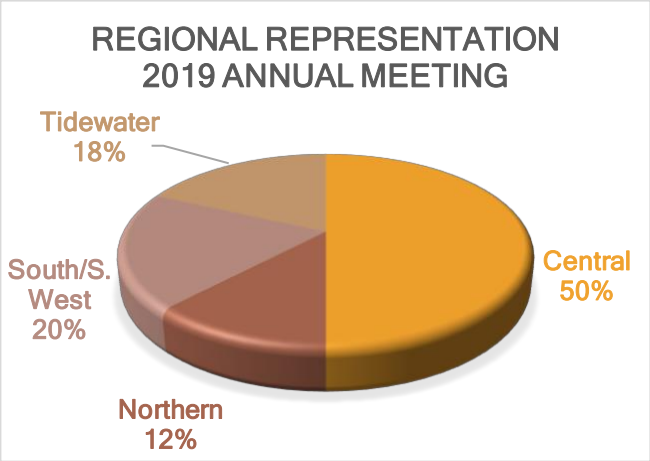
- Created and distributed six bi-monthly newsletters to all National DPPs in Virginia. Newsletters contain diabetes prevention related events from CDC and within State, coaching tips and relevant information for providers of the National DPP.

- Worked with National DPPs in Virginia to help answer their questions around marketing, recruitment, retention, referral, DPRP standards, coaching and facilitation. In particular, worked with Eastern Shore Rural Health Center, La Casa de la Salud, Ballad Health, Stone Mountain, Central Virginia Health System, Clinch River Health Center, Riverside, Martinsville/Henry Co Health Coalition, CHC of New River Valley

Virginia Diabetes Prevention Annual Networking Meeting

- On April 12, 2019 the second annual Virginia National DPP Networking meeting was held near Richmond, Virginia. Eighty-three people registered and 78 attended the meeting, representing the majority of the National DPPs in Virginia. There was good regional representation with many more coming from Central Virginia, which was closer to the meeting location and where most of the programs are located. Program evaluations were very positive of the sessions, speakers and overall event (evaluation report available upon request).





Continuing Education Videos for National DPP Providers

In order to "train up" Virginia's National DPP lifestyle coaches, the VCDPE developed five online educational videos available to coaches on-demand and free of charge. Videos can be accessed at https://med.virginia.edu/vcdpe/lifestyle-coach-training/. Topics were:

1. "Strategies to Sustain Weight Loss" by Linda Delahanty, MS, RD 60-minute webinar
2. "Building Self-Efficacy among your NDPP Participants" by Anne Wolf 20-minute video/webinar
3. "The 8 Keys in Establishing Rapport and Building Trust" by Anne Wolf 20-minute video/webinar
4. "Nutrition 101 for Non-Health Professionals" by Viola Holmes, MS, RD, CDE 15-minute video/webinar
5. "Physical Activity and Weight Loss" by Rebecca Jolyn, MS 15 minutes video/webinar Strategies"

MADISON & MAIN

In 2019, Madison+Main assisted the Virginia Diabetes Council with a variety of marketing efforts, including: the creation of branded print collateral, social media platform development and management, social media content creation, digital graphic production, Facebook and Google Search advertising campaigns, website development and management, and email marketing.



- Please see pages 11-13 to view their work for the DSMES campaigns.
- Please see Appendix 1 on the Facebook Ad campaign
- Please see Appendix 2 for Google Analytics Summary

FINANCIAL SUMMARY

Starting Balance July 1 2018:	$30,252.55
Income:	$301,876.22
Expenses:	$289,529.77
Ending Balance:	$ 46,852.33

Appendix 1

Virginia Diabetes Council | Facebook Ad Campaigns
Account Manager: Allison Throckmorton
Last Revised: Jan-Sept 2019 Reporting

Dates Ad Will Run	Platform	Topic/Focus of Ad	Copy for Ad	Targeting Details	Link Clicks	Reach	Impressions
April 2019	Facebook	Prediabetes	Did you know more than 84 million adults have prediabetes — and 90% don't know it? Learn the signs today and take control of your health.	30-65 male/female living in Northern Virginia, specifically Fairfax, Loudoun, Prince William, Alexandria, Fairfax, Falls Church, and Manassas	716	37125	62694
			More than one out of three people have prediabetes and don't even know it. Don't be fooled by this silent health issue — get tested today.	30-65 Eastern Shore of Virginia, specifically cities/towns: Accomac, Cape Charles, Chincoteague Island, Exmore, Onancock, Tangier Island, Wachapreague	350	7808	56146
May 2019	Facebook	Prediabetes	Did you know that African Americans are at higher risk for developing prediabetes? Losing weight and eating healthy can help lower your chances.	30-65 Eastern Shore of Virginia, specifically cities/towns: Accomac, Cape Charles, Chincoteague Island, Exmore, Onancock, Tangier Island, Wachapreague	216	7,630	64,691
	Facebook		Look around. One out of every three people have prediabetes. Could it be you? Learn more, take the test, and help spread the word.	30-65 male/female living in Central VA, specifically the following cities: Richmond, Petersburg, Colonial Heights, Hopewell, Chesterfield, Prince George	324	21,804	43,768
June 2019	Facebook	Prediabetes	Prediabetes is a silent danger. Knowing your numbers and being more active are two key ways to prevent Type 2 diabetes.	21-65 male/female living in Central VA, specifically the following cities: Richmond, Petersburg, Colonial Heights, Hopewell, Chesterfield, Prince George	234	15,912	35,957
	Facebook		If left untreated, prediabetes increases your risk of stroke, heart disease, and Type 2 diabetes. Don't take the chance — get tested today.	21-65 male/female living in Northern Virginia, specifically Fairfax, Loudoun, Prince William, Alexandria, Fairfax, Falls Church, and Manassas	253	21,176	31,258
	Facebook		Easy tip! If you have prediabetes, you'll want to avoid certain foods — most of which are white. This includes: Sugar, white flour, white bread, white rice, white pasta, and white potatoes.	21-65 male/female living in Hampton Roads, specifically the following cities: Newport News, Williamsburg, Suffolk, Norfolk, Portsmouth, Virginia Beach, Eastern Shore	225	17,512	36,750
July 2019	Facebook	Prediabetes	Good news! Did you know that prediabetes is reversible? A healthy and active lifestyle can lead to a brighter future in more ways than one.	21-65 male/female living in Central VA, specifically the following cities: Richmond, Petersburg, Colonial Heights, Hopewell, Chesterfield, Prince George	360	21,615	43,267
	Facebook		An estimated 30.3 million people have prediabetes — that's 9.4 percent of the U. S. population. Know your numbers and get tested today.	21-65 male/female living in Northern Virginia, specifically Fairfax, Loudoun, Prince William, Alexandria, Fairfax, Falls Church, and Manassas	416	42,641	74,002
August 2019	Facebook	Prediabetes	If you're working to reverse prediabetes, you should have your blood tests checked every 3 months. Talk with your health care professional today to figure out the best frequency for you.	21-65 male/female living in Hampton Roads, specifically the following cities: Newport News, Williamsburg, Suffolk, Norfolk, Portsmouth, Virginia Beach, Eastern Shore	197	9,556	23,892
	Facebook		84.1 million adults (18+) have prediabetes — that's 33.9 percent of the adult U.S. population. If you haven't been tested for prediabetes, don't wait. Act now.	21-65 male/female living in Northern Virginia, specifically Fairfax, Loudoun, Prince William, Alexandria, Fairfax, Falls Church, and Manassas	229	12,864	27,784
September 2019	Facebook	Prediabetes	Without taking action, many people with prediabetes develop Type 2 diabetes within five short years. Time is ticking — don't wait on talking to your doctor.	21-65 male/female living in Central VA, specifically the following cities: Richmond, Petersburg, Colonial Heights, Hopewell, Chesterfield, Prince George	270	13,072	19,475
	Facebook		It's important to know your body and take care of yourself – your health could depend on it.	21-65 male/female living in Northern Virginia, specifically Fairfax, Loudoun, Prince William, Alexandria, Fairfax, Falls Church, and Manassas	190	18,162	30,643
	Facebook		Looking to reduce the risk of developing diabetes? Take the first steps by remaining active and choosing healthy eating habits.	21-65 male/females living in Hampton Roads, specifically the following cities: Newport News, Williamsburg, Suffolk, Norfolk, Portsmouth, Virginia Beach, Eastern Shore	174	15,540	28,392
	Facebook		An estimated 30.3 million people have prediabetes — that's 9.4 percent of the U. S. population! Know your numbers and get tested today.	21-65 male/female living in Southwestern VA, specifically the following cities: Bristol, Buena Vista, Covington, Lexington, Martinsville, Norton, Radford, Roanoke, and Salem	214	12,837	22,372
October 2019	Facebook	Prediabetes	Are you a night owl? A chronic lack of sleep is a known risk factor for prediabetes (but this doesn't apply to willingly staying up late to watch Netflix.) Learn the other serious risk factors today.	30-65 male/female living in Southwestern VA, specifically the following cities: Bristol, Buena Vista, Covington, Lexington, Martinsville, Norton, Radford, Roanoke, and Salem	TBD	TBD	TBD
	Facebook		African Americans and Hispanics are over 50% more likely to have diabetes as non-Hispanic whites. Get tested today so you won't stress over it in the future.	30-65 male/females living in Hampton Roads, specifically the following cities: Newport News, Williamsburg, Suffolk, Norfolk, Portsmouth, Virginia Beach, Eastern Shore	TBD	TBD	TBD
	Facebook		Did you know that 1 in 3 Americans have prediabetes? It's a scary statistic! It's key to know your body and have your blood tested regularly to spot any warning signs.	30-65 male/female living in Central VA, specifically the following cities: Richmond, Petersburg, Colonial Heights, Hopewell, Chesterfield, Prince George	TBD	TBD	TBD

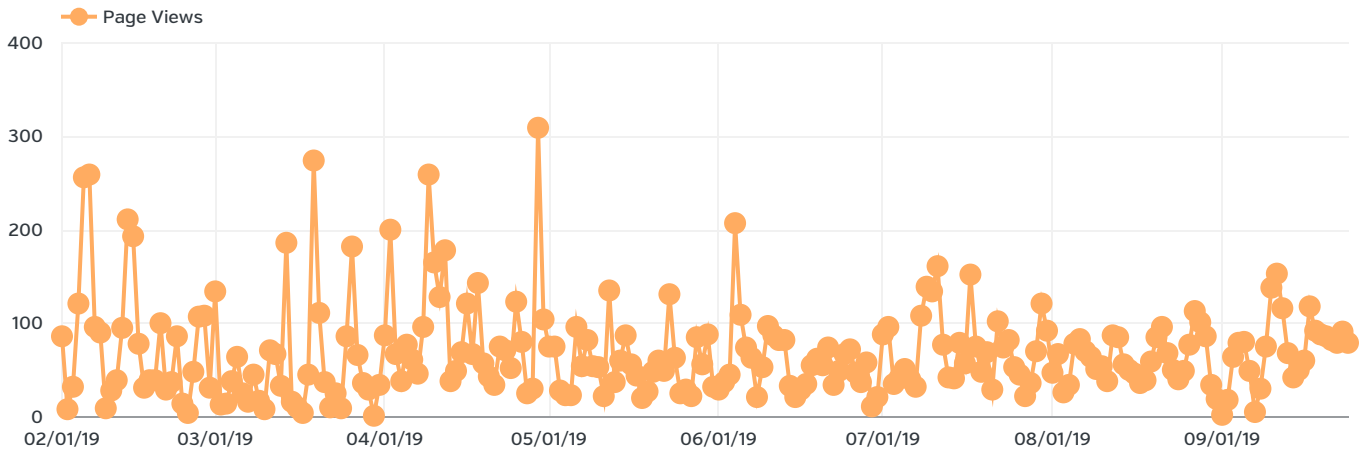
madison+main

www.virginiadiabetes.org

Google Analytics - Summary

02/01/2019 - 09/24/2019

OVERVIEW
SESSIONS



ALL TRAFFIC
SESSIONS

7,758

ALL REFERRALS
SESSIONS

878

TOP TRAFFIC
SESSIONS

CHANNELS	SESSIONS	PAGES / SESSION	AVG. SESSION DURATION
(Other)	2,689 (34.66%)	1.13	0:07
Direct	2,095 (27.00%)	2.52	2:12
Organic Search	1,173 (15.12%)	3.15	3:22
Referral	500 (6.44%)	5.23	5:29
Display	481 (6.20%)	1.06	0:07

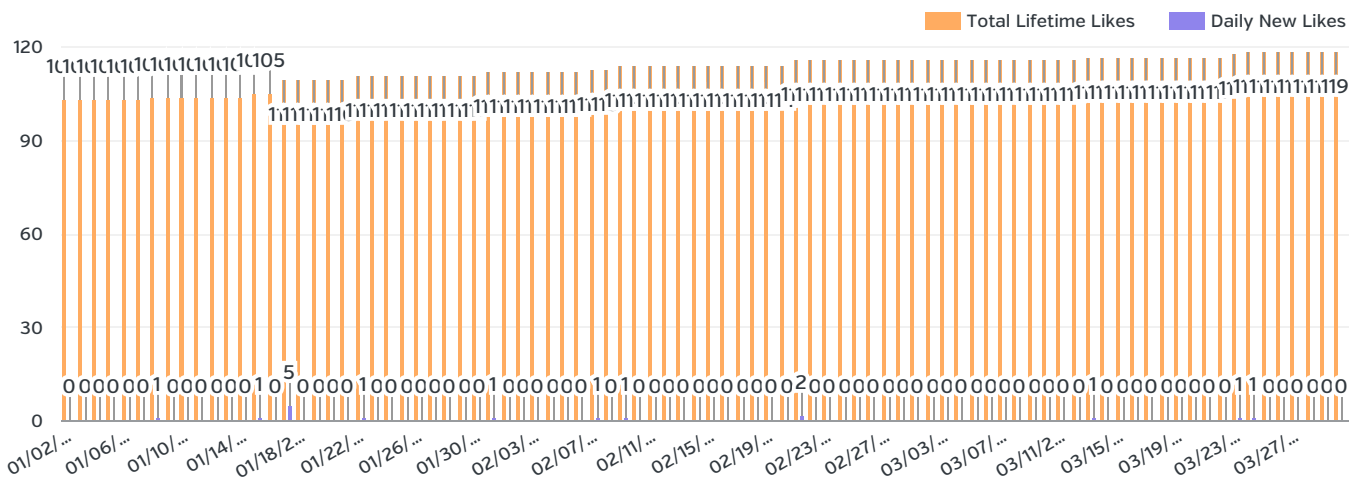
TOP REFERRALS
SESSIONS

SOURCE	SESSIONS
em-ui.constantcontact.com	220 (25.06%)
m.facebook.com	210 (23.92%)
facebook.com	142 (16.17%)
doe.virginia.gov	57 (6.49%)
vdh.virginia.gov	49 (5.58%)
myemail.constantcontact.com	43 (4.90%)
l.facebook.com	22 (2.51%)
app.constantcontact.com	20 (2.28%)
health.arlingtonva.us	16 (1.82%)
childrens.uvahealth.com	13 (1.48%)

Facebook - Summary

01/01/2019 - 09/24/2019

LIKES



LIMITED TO A 90-DAY PERIOD

WEEKLY TOTAL REACH

91

LIMITED TO A 90-DAY PERIOD

LIKES

119

LIMITED TO A 90-DAY PERIOD

Facebook Ads - Overview

01/01/2019 - 09/24/2019

REACH
FACEBOOKADS

365,001

IMPRESSIONS
FACEBOOKADS

1,773,734

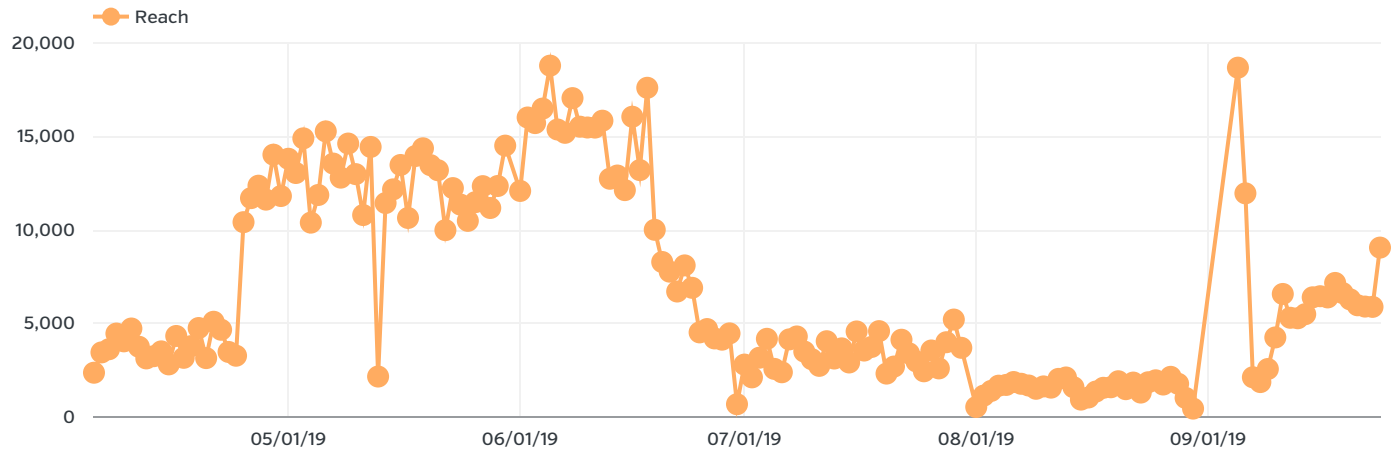
CLICKS
FACEBOOKADS

14,771

CTR
FACEBOOKADS

0.83%

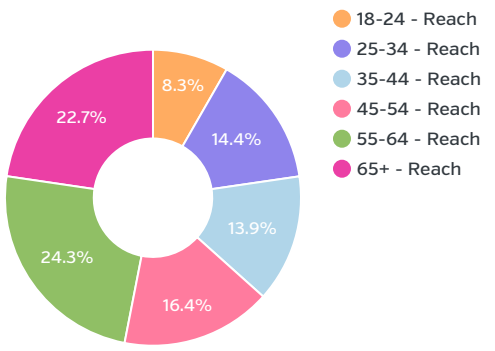
PERFORMANCE



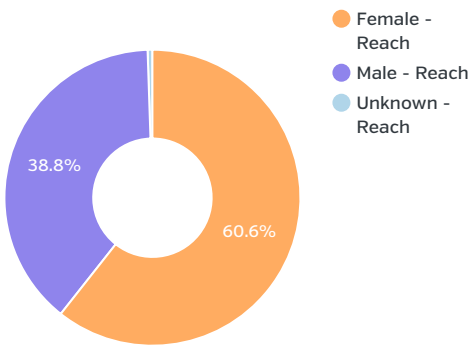
Facebook Ads - Demographics

01/01/2019 - 09/24/2019

REACH BY AGE



REACH BY GENDER



Google Ads - Summary

05/14/2019 - 09/24/2019

IMPRESSIONS
ADS

15,898

CLICKS
ADS

600

CTR
ADS

3.77%