

**CHECKLIST of EFFECTIVE MARKETING PROMOTIONS for DSMES and DPP PROGRAMS and  
SELF-ASSESSMENT of YOUR MARKETING PLAN STATUS**

Your Name: \_\_\_\_\_ Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

<b>A</b>	<b>PARTNER WITH BUSINESSES, HEALTH AGENCIES, HEALTH ENTITIES and EMPLOYERS</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
1	Ask Local Businesses to Add Information on Your Program to Their Promotions for Larger Community-Wide Reach			
2	Partner with Community Health Agencies for Aligning DSMES or DPP with Agencies' Population Health Strategies			

<b>B</b>	<b>FURNISH YOUR PROGRAM IN OTHER LOCATIONS</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
3	Furnish Your Program in Accountable Care Organizations, Patient Centered Medical Homes and Other Healthcare Entities			
4	Furnish Your Program to Employers "On-Site" for Employees			

<b>C</b>	<b>HOST and PARTICIPATE in DIABETES and HEALTH-RELATED COMMUNITY EVENTS</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
5	Host Diabetes Fairs for Community People			
6	Host Diabetes "Self-Care" Community Events (e.g. Get Moving Event: Mile Walk-On-Thon; Cooking Demonstration Event)			
7	Host Diabetes Prevention Parties			
8	Host Type 2 Diabetes Screening Events			
9	Participate in Local Farmers' Markets			
10	Participate in Community Health Fairs Sponsored By Other Groups			
11	Hold "Ask a Diabetes Educator" Events			

<b>D</b>	<b>DEVELOP DIABETES INFORMATIONAL FLYERS FOR COMMUNITY</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
12	Develop Info Flyers on Diabetes Self-Help Topics and Distribute Where PWDs Gather			

<b>E</b>	<b>IMPLEMENT HEALTHY EATING AND FOOD-RELATED PROMOTIONS</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
13	Conduct Grocery Store Tours and Give Attendees Healthy Shopping List			

<b>F</b>	<b>CREATE OWN REFERRAL FORM FOR PROVIDERS EXTERNAL TO YOUR ENTITY</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
14	Create Branded DSMES--DPP Referral Form (Pads of 50) and Deliver to Providers			

<b>G</b>	<b>IMPLEMENT PRINT PROMOTIONS</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
15	Create Diabetes Calendars with All DSMES and DPP Services and Activities Listed			
16	Create Print Promotions for DSMES Program and DPP			

<b>H</b>	<b>IMPLEMENT NEWS MEDIA and SOCIAL MEDIA ADVERTISING and PROMOTIONS</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
17	Advertise Programs in Local Newspapers and Sponsoring Organization's Own Newsletter			
18	Promote Program on Your Organization's Internet Website Page			
19	Promote Program on Social Media Websites			
20	Promote Programs on Your Organization's INTRANet			
21	Host Regular Online Diabetes Blogs			
22	Advertise and Be Interviewed on Local Cable TV Station			
23	Advertise and Be Interviewed on Radio Stations			

<b>I</b>	<b>PROVIDE INFO-MERCIALS at YOUR ORGANIZATION</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
24	Provide Regular Hot Topic “Infomercials” at Your Organization			
<b>J</b>	<b>PROVIDE FUN GIVE-AWAYS to PATIENTS and COMMUNITY PEOPLE at YOUR PROGRAMS and EVENTS</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
25	Distribute Free, Fun Diabetes Goodies			
<b>K</b>	<b>“3D” YOUR TEACHING TO MAKE IT SENSORY and MORE FUN and ALWAYS “EDU-TAIN”!</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
26	Use Fun, Touchable 3-D “Edu-taining” Diabetes Teaching Aids			
27	Use Fun Acronyms, Mnemonics and Wordsmithing			
28	Use Fun “Wuzzles”			
<b>L</b>	<b>IMPLEMENT PROMOTIONS to EMPLOYEES at YOUR ORGANIZATION</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
29	Promote Programs to Employees on Employee Bulletin Boards			
30	Promote Programs to Employees via Diabetes-Friendly Meals			
<b>M</b>	<b>TARGET RESTAURANTS for PROMOTIONS</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
31	Ask Local Restaurant to Put Diabetes-Friendly Meal on Menu			
<b>N</b>	<b>COMMUNICATE ALL of YOUR PATIENT OUTCOMES! ....aka BLOW YOUR HORN!</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
32	Regularly Communicate Patient Outcomes to Providers and Stakeholders			
<b>O</b>	<b>SEND PROGRESS NOTES REGULARLY</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
33	Send a DSMES – DPP Progress Report to Providers After Each Visit			
<b>P</b>	<b>DON’T FORGET YOUR STATE DEPARTMENT OF HEALTH</b>	<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>
34	Tap into Available Services from Your State DepT. of Health			
<b>TOTAL MARKETING PLAN STRATEGIES OF 34 THAT YOU:</b>		<b>Implemented</b>	<b>Planning For</b>	<b>Considering</b>

I can  
AND  
I will