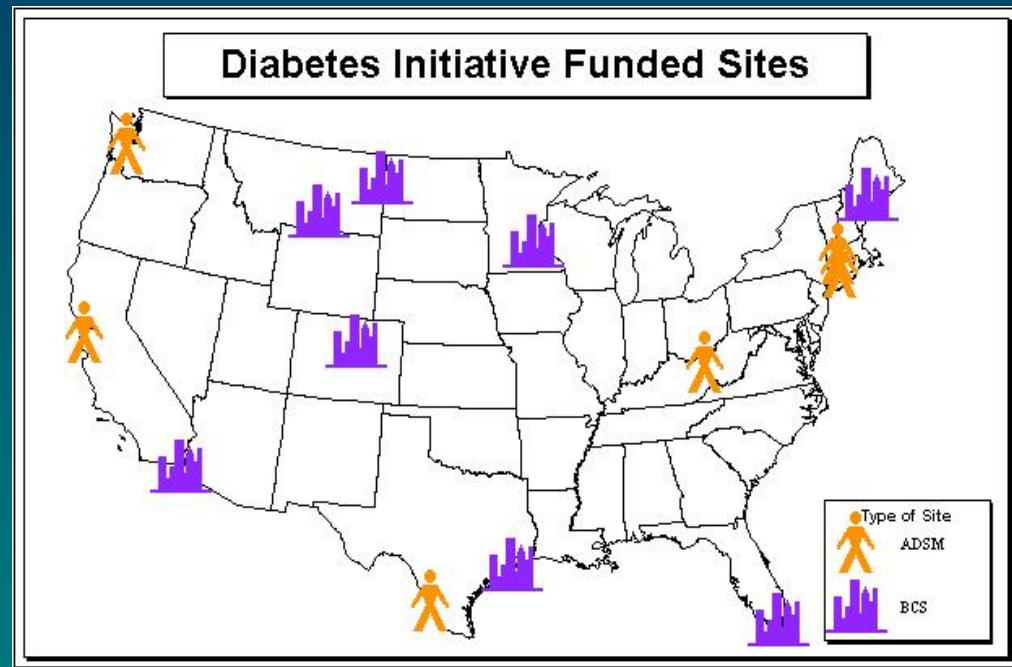


This product was developed by the Help Yourself: Chronic Disease Self Management Program at Marshall University School of Medicine in Huntington, WV and the New River Health Association in Scarbro, WV. Support for this product was provided by a grant from the Robert Wood Johnson Foundation® in Princeton, New Jersey.

HELP YOURSELF

Diffusion of the
Chronic Disease Self
Management Program
in West Virginia

RWJ Advancing Diabetes Self Management in Rural West Virginia



A partnership of rural health centers and churches working to promote innovative ways to help people experience the benefit of taking control of their diabetes.”

What is Help Yourself?

- A 6-week workshop series developed at Stanford - 2 ½ hours/week in clinic or community settings
- People with different chronic health problems attend together.
- Workshops are facilitated by two trained leaders, one or both could be non-health professional with a chronic diseases themselves.



Spread Partners

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graph TD; A[Spread Partners] --> B[Trained Community Partners]; A --> C[Primary Care Clinics with Trained Teams]; B --- B1[Partnership of African American Churches]; B --- B2[United Mine Workers of America Foundation]; B --- B3[Appalachian Diabetes Coalitions]; B --- B4[West Virginia Bureau for Public Health]; B --- B5[Community Support Groups]; C --- C1[New River Health]; C --- C2[Cabin Creek]; C --- C3[Minnie Hamilton]; C3 --- C3a[Gilmer and Calhoun]; C --- C4[Lincoln Primary Care]; C --- C5[Clay County];
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Trained Community Partners

- Partnership of African American Churches
- United Mine Workers of America Foundation
- Appalachian Diabetes Coalitions
- West Virginia Bureau for Public Health
- Community Support Groups

Primary Care Clinics with Trained Teams

- New River Health
- Cabin Creek
- Minnie Hamilton
 - Gilmer and Calhoun
- Lincoln Primary Care
- Clay County

Marshall University Provides TA and Support to Partners

- Help to identify leaders and target population
- Train leaders and staff trainings
- Help lead the course
- Develop marketing materials
- Develop and promote a referral system
- Evaluation using pre/post questionnaire

Linked to Behavior Change Marketing Campaign

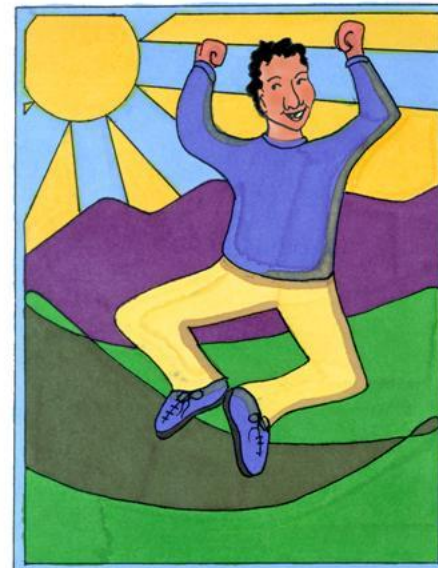
Are you Ready?



Balance Your Plate



Choose to Move



Kick the Habit

Ask Us How!



Developed by Marshall University Center for Rural Health
with thanks to the
Robert Wood Johnson Foundation
Advancing Diabetes Self-Management Goals

For more information about how you
can enjoy a healthier life while living
with a chronic condition...

Call:

Licensed Master Trainers

- Sally Hurst, BA – (T-Trainer)
- Marie Gravely, MA, RD, LD, CDE
- Molly Shrewsberry, MPH
- Richard Crespo, PHD
- Linda Stein, LSW
- Kathy Reis, RN, CDE
- Sheila Plogger, Lay leader
- Edna Green, Lay leader
- Wendy Moore, Lay leader

Accomplishments since July 2003

- 9 Licensed Master Trainers
- 7 Leaders trainings – 96 leaders trained
- 13 + “Help Yourself” courses
 - Over 124 participants
- System for evaluation with pre/post data
- Staff trainings at Primary Care Centers
- Presentations for community groups
- Self management presentations at State meetings
- WV dissemination at National conferences

Outcomes

Pre and post 6-month questionnaires document the same outcomes as Stanford's research –

- 25% rated their general health better
- 59% reported increased confidence in performing self-management behaviors, managing their disease and achieving outcomes
- 50% increased physical activity
- 85% increased use of cognitive symptom management techniques

Process Outcomes

- Breaks through rural isolation
- Builds self-efficacy
 - Participants are valued and encouraged
- Celebrates and honors success
 - Everyone is successful!
- Develops leadership from within group
- Patients continue to participate in other self management groups

Conclusion

Help Yourself is:

- Effective at skill building to promote lasting behavior change
- A successful strategy for integrating key self-management concepts and skill building into primary care system and other organizations
- An effective component of employee wellness program

-
- Marie Gravely, MA, RD, LD, CDE
West Virginia Diabetes
Prevention and Control Program
 - Richard Crespo, PhD
Robert Wood Johnson Foundation Director
 - Sally Hurst, BA
Robert Wood Johnson Project Coordinator