

"Move More Diabetes"

The Move More Diabetes Project helps us improve our lives by preventing diabetes and the complications of diabetes.

Move More Diabetes: A social marketing strategy to improve diabetes self-managing skills.
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Move More Diabetes is a community-based initiative with community partners (employers, faith communities, health care providers)

The Goal of Move More Diabetes is to support adults with type 2 diabetes improve their self-management skills, by working toward a physical activity goal of 150 minutes per week and by increasing referrals to diabetes self-management resources

Move More Diabetes Utilizes Social Marketing to identify barriers to physical activity and develop a market strategy to provide self-management support to enrollees

Move More Diabetes Strategies include best practice peer support "Lay Health Educators" to deliver social marketing messages, provide non-directive support to enrollees, and refer enrollees to existing diabetes self-management resources



Move More Diabetes "5 Ps of Social Marketing"

Product - 150 minutes of physical activity per week

Place - Lay Health Educators promote the product at worksites, health care provider settings, and faith and community settings. Project staff provide promotional materials to local newspapers, employer newsletters, local cable TV, employee health fairs, and Move More website

Price - The price for enrollees to increase their activities level to 150 minutes per week and engage in other diabetes self-management strategies is loss of time spent doing other things they enjoy

Promotion - Lay Health Educators (peers, "people like me") deliver social marketing messages promoting behavior change and provide non-directive support; health care providers provide directive support to potential enrollees and promote the project; project staff develop print materials, display stands, newspaper articles and the Move More website

Policy - Project staff work directly with community partners and health care providers to promote environmental change

www.movemore.org

Move More Diabetes Exchange

You Give Me...	You Get...
Enrollment form	Pedometer, and incentives
Loss of enjoyment (no more "screen time," etc.)	Companionship
	Feeling of well being
	Improved health
	Sense of control
	Hope for the future

"Move More Diabetes"

Your doctor told you to exercise, and you keep thinking, "How can I find the time and the motivation?" You exercise some, but you know it's not enough. Just 150 minutes of activity each week can prevent diabetes complications. You can do it!

The Move More Diabetes Project can help by providing you with free pedometers and other helpful tools.

For more information about the Move More Diabetes Project,

call 872-1789,

624-4325

or 474-7473.



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