

The Diabetes Council Presents the Advocacy Committee Webinar Series

Demonstrating Value and Telling Your Story

Save the Dates

Webinars: September 27, October 4, and October 18
2:30 p.m. – 4:00 p.m. ET for all dates

Who:

All DPCP staff can participate. Consider reserving a conference room so staff can attend together.

Why:

To develop skills and tools to advance our work and demonstrate the value of our programs

Special Focus: This webinar will focus on demonstrating the value of diabetes self-management education to partners and policy makers

Learning Objectives:

At the end of the webinar series, participants will be able to....

1. Understand key terms in economic evaluation and how to apply them. Diabetes self-management education (DSME) will be used as an example.
2. Identify and summarize the literature on economic evaluation of DSME
3. Develop a template for using economic evaluation of programs to enhance success stories and demonstrate program value
4. Show the value of their programs in ways that appeal to a variety of audiences
5. Learn techniques for writing effective success stories to influence policy change

Course Outline:

Session 1—Economic Evaluation Overview

The series begins with an exploration of how we tell an economics story. Session 1 will provide a broad overview of economic evaluation concepts and applications from the literature. Peer-reviewed articles will be used to illustrate key concepts. Participants will be asked to review articles after Session 1 and be ready to share highlights at Session 2.

Session 2—Applying Economic Evaluation

This session applies lessons from the first webinar with participants' critical review of key findings from the assigned articles. One state DPCP example will highlight how an economic evaluation was used to make a case for DSME to stakeholders. Participants will be asked to collectively create a template that can use economic arguments to demonstrate the value of programs.

Session 3—Roundtable Discussion

This final session will include a state's success story in influencing policy change. Through a facilitated discussion, participants will finalize a "Swiss cheese" (fill in the blank) template that can be customized using their states' own data for advocacy activities with stakeholders.

Instructor:

With over 20 year of applied social science research, Carsten Baumann serves as the Director of External Evaluations within the Prevention Services Division of the Colorado Department of Public Health and Environment (CDPHE). He is responsible for the design and implementation of an overall plan for measuring the effectiveness of the State Tobacco Education & Prevention Partnership and the Cancer, Cardiovascular and Pulmonary Disease Grants Program. He serves as an instructor for the Evidence-Based Public Health course through the Colorado School of Public Health, and as a consultant to other states and the CDC on evaluation of tobacco control, physical activity and nutrition interventions. Prior to joining CDPHE, Mr. Baumann spent five years as a part-owner of a private research and evaluation company and five years as an economist of a regional bank. Mr. Baumann earned a master's degree in Political Science and Economics at the University of Mannheim, Germany and a Dual Bachelor of Arts Degree in Economics and International Relations from Claremont McKenna College.

Diabetes Council



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