

IMPROVING AWARENESS AND USE OF DIABETES RESOURCES, SERVICES AND TRAINING

Diabetes Information Resource Center developed to answer stakeholder need

Public Health Problem

- California covers a large area, making it difficult for providers and patients to be familiar with the extensive network of programs and services available to fight the diabetes epidemic in California.
- A statewide assessment of diabetes stakeholders confirmed the need to improve communication about programs, services, training opportunities, and resources in order to assure widespread awareness and use.
- Stakeholders clearly wanted the California Diabetes Program to take the lead in developing a system for this purpose.

Program

- The Diabetes Information Resource Center (DIRC) is an online, information management system created with stakeholder input that addresses information related to the national objectives for state diabetes programs and Healthy People 2010. Funded by a grant from the Centers for Disease Control and Prevention as well as industry sponsors, it is designed to reach individuals and organizations working with people who have diabetes or are at risk for developing it.
- The resource center system not only pushes information out to users but pulls in their information for continuous updating of the resources.
- Features of the system keep users engaged. Registered users get a password, create a Partner Profile, link to their own Web site, post resources to share and receive monthly tracking reports. Regular, automatic messages remind registered users to review and update their information. An Event Calendar feature helps users promote events, automatically collect responses to invitations, send reminder emails to participants and easily create name badges and sign-in sheets.
- Registered users have access to online forums on many topics and can post documents to share with their discussion group.

Impact

- The Diabetes Information Resource Center infrastructure was built by the California Diabetes Program and belongs to the state users. It is maintained by both the California Diabetes Program and registered users who take responsibility for keeping their own information current.
- Over one hundred thousand visits to the online system occurred in the first year of existence.
- In a recent ten month tracking period, there were over thirty thousand visits to Partner Profiles and over one hundred thousand visits to the Resources section.
- A user describes its value this way: “Thank you so much for your excellent work building DIRC! I sincerely believe you and your team deserve an award for excellence in public service.”

Contact

Susan Lopez-Payan
California Department of Health Services
916-552-9942
slopez1@dhs.ca.gov