



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# MEASURABLE PROGRESS UNLIMITED SUPPORT

YMCA'S DIABETES PREVENTION  
PROGRAM OVERVIEW

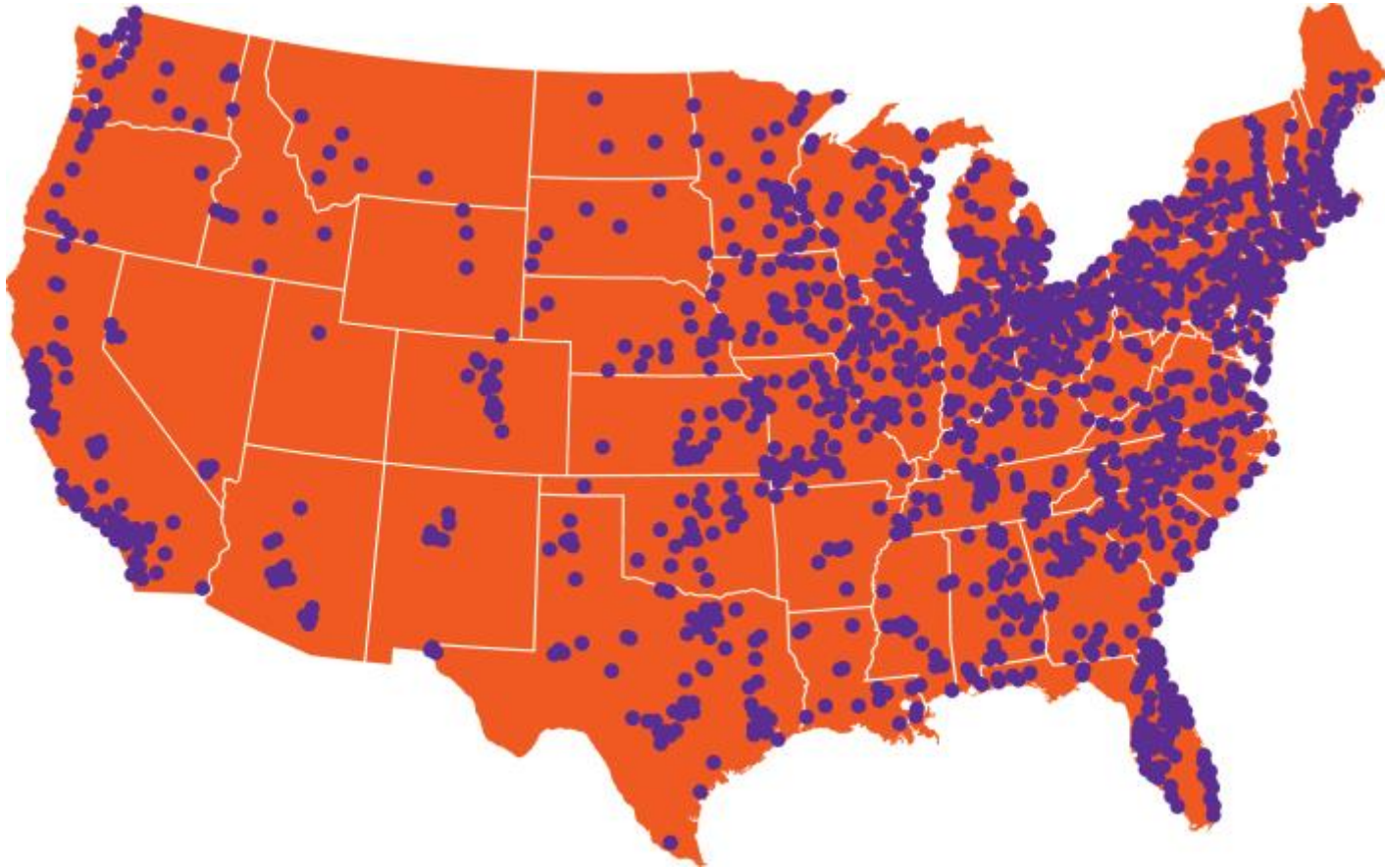
MAMTA GAKHAR, MPH  
PROJECT MANAGER, PROGRAM  
DELIVERY AND TECHNICAL  
ASSISTANCE  
YMCA OF THE USA



March 18, 2015

# Y-CONTEXT

# Y STRUCTURE: ASSOCIATIONS & BRANCHES



## OUR REACH

### FACTS

YMCAs  
**2,700**

YMCAs IN COMMUNITIES  
WHERE HOUSEHOLD INCOME IS  
BELOW THE NATIONAL AVERAGE  
**58%**

COMMUNITIES SERVED  
**10,000**

STATES  
**50 plus**  
District of Columbia  
and Puerto Rico



# THE Y's APPROACH TO HEALTHY LIVING



Impacting  
**INDIVIDUALS**



Impacting  
**FAMILIES**



Impacting  
**ORGANIZATIONS**



Impacting  
**COMMUNITIES**



Impacting  
**SOCIETY**

To  
**PROMOTE  
WELLNESS**  
(Primary)

To  
**REDUCE  
RISK**  
(Secondary)

To  
**RECLAIM  
HEALTH**  
(Tertiary)

**Personal Training**

**Wellness Centers**

**Group Exercise**

**Youth Sports**

**Swim Lessons**

**Family Camp**

**Adventure  
Guides**

**Employee Wellness  
Benefits**

**Policies  
Promoting  
Healthy  
Eating**

**Policies  
Promoting  
Physical  
Activity**

**Built Environment**

**Access to Fresh  
Fruits & Veggies**

**P.E. in  
Schools**

**Economic Incentives  
and Disincentives  
(taxation or  
subsidies)**

**Tobacco-free  
Environments**

**Diabetes  
Prevention**

**Falls  
Prevention**

**Smoking  
Cessation**

**Childhood  
Obesity**

**Cardiac  
Rehab**

**Arthritis  
Treatment**

**Diabetes  
Control**

**Cancer  
Survivorship**

**MEMBERSHIP**

# YMCA'S DPP – BY THE NUMBERS (1/31/15)

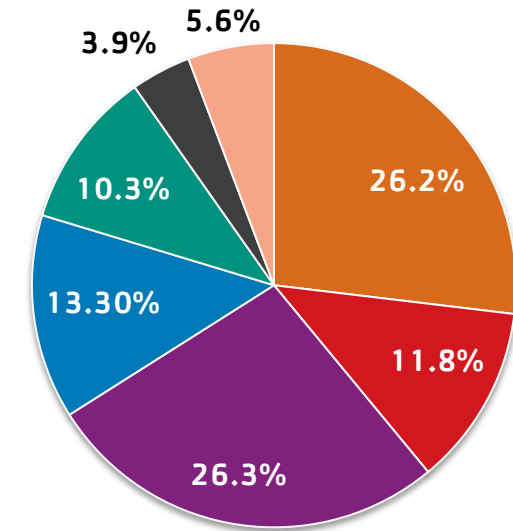
<b>Participants attending at least one session<sup>1</sup></b>	<b>28,458</b>
<b>Average weight loss at the end of the weekly sessions</b>	<b>4.6%</b>
<b>Average weight loss at the end of year</b>	<b>5.6%</b>
<b>Number of states delivering the program</b>	<b>43</b>
<b>Ys currently trained to deliver the program</b>	<b>173</b>
<b>Total class locations</b> 514 Y sites   581 non-Y sites	<b>1,124</b>
<b>Classes started<sup>2</sup></b>	<b>3,575</b>
<b>Average number of sessions attended for 4+ sessions</b>	<b>12.5</b>
<b>Average minutes of weekly physical activity</b>	<b>117.1</b>

# PARTICIPANT DETAILS

Average age	Age breakdown	Gender
56 years	18-24 years = 0.8%	Female = 76.8%
	25-44 years = 18.5%	Male = 23.2%
	45-64 years = 53.4%	
	≥65 years = 27.4%	
(n=29,381)	(n=29,381)	(n=29,381)

Percent low income
17.4% (n=18,423)

## Self-Referral Sources

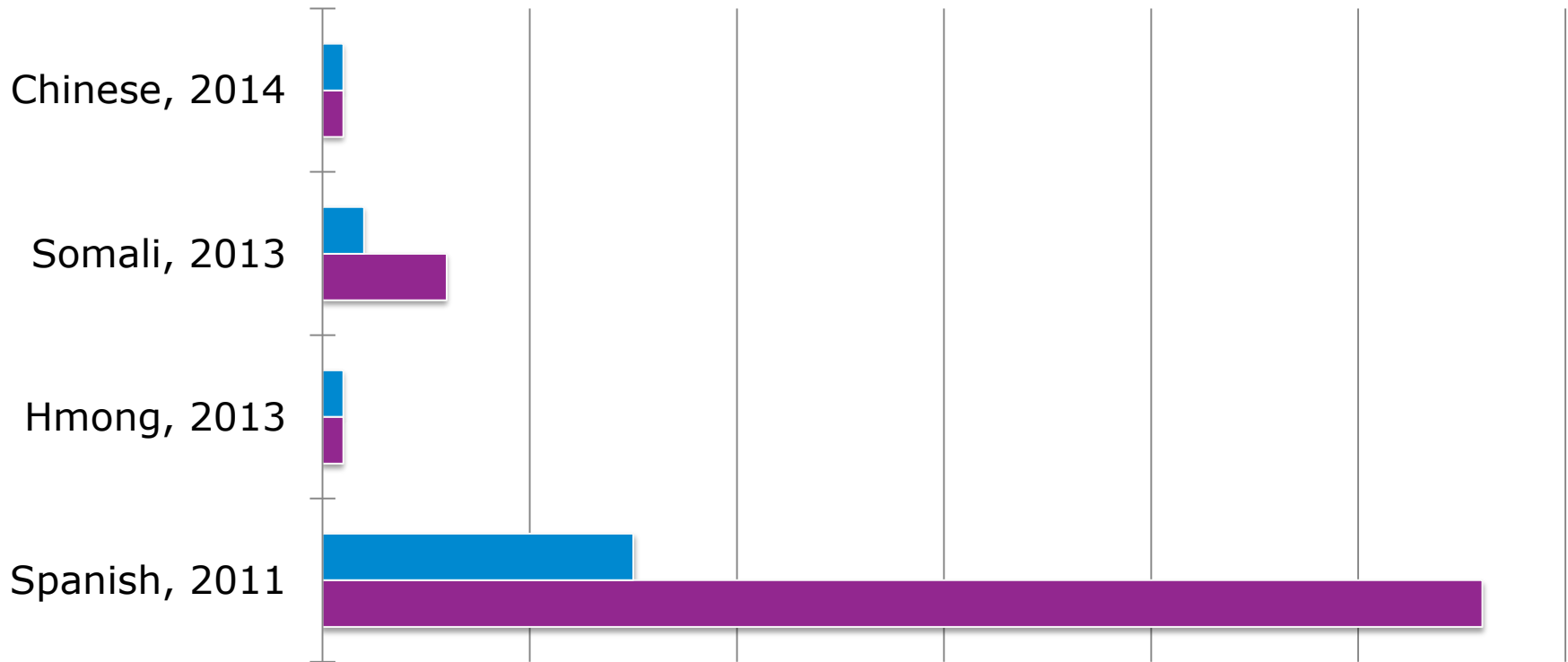


- Health care provider
- Staff member
- Marketing materials
- Other
- Family/friend or word of mouth
- Employer
- Screening/testing event or health fair

(n=12,279)

# MEETING PARTICIPANT NEEDS

## Program Delivery in Various Languages

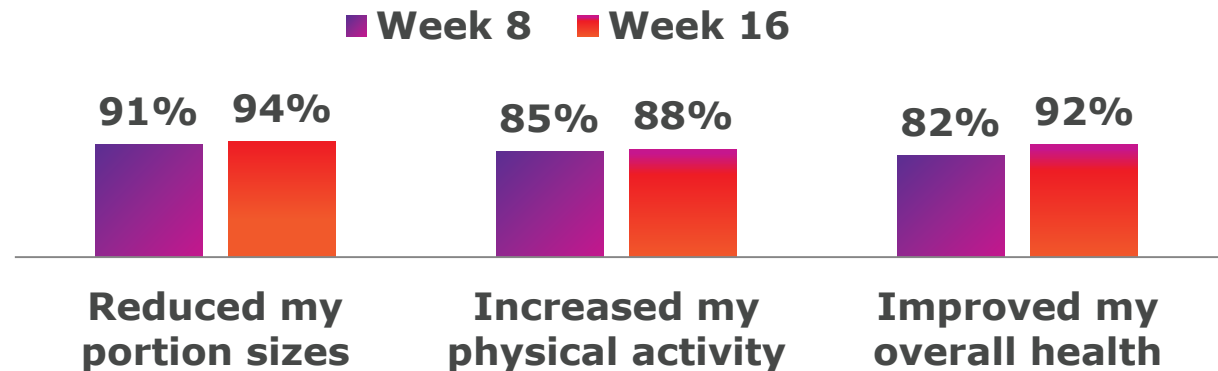


	Spanish, 2011	Hmong, 2013	Somali, 2013	Chinese, 2014
■ Providers	15	1	2	1
■ Classes	56	1	6	1

# WHAT PARTICIPANTS ARE TELLING US

Retention	
Retention from session 1 to session 4	86.1%
Retention from session 4 to session 9	82.5%

Participants are asked to provide feedback on the program at sessions 8 and 16.





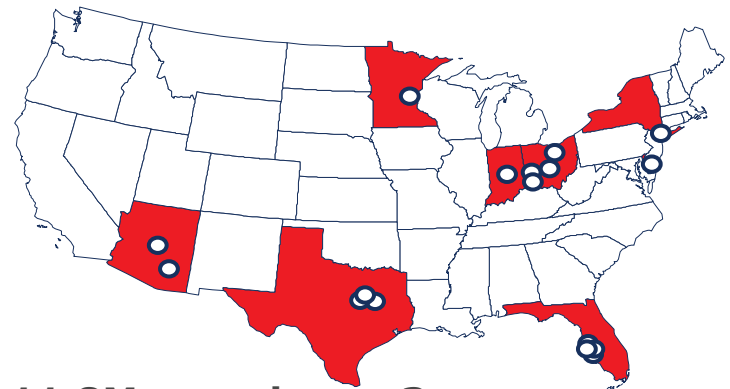
# Y-USA'S CMMI-FUNDED HEALTH CARE INNOVATION AWARD PROJECT



- In 2011, Centers for Medicare & Medicaid Services (CMS) launched Healthcare Innovation Awards
- Aim was to fund the country's most compelling ideas to spur better health, improved care and lower costs
- \$1 billion was set aside in funding
- 3,000+ organizations applied
- Rigorous expert panel review led to 107 awards

## The YMCA's award

- Original Goal: deliver YMCA's DPP to 6,000 Medicare patients in 17 markets



- \$11.8M award over 3 years
  - Y-USA Admin (16%)
  - Reimburse local Ys for program (31%)
  - Help Ys recruit Medicare enrollees (4%)
  - Enhance infrastructure to determine eligibility and process claims (50%)

# IN MICHIGAN

## Providers

Providers
Ann Arbor YMCA
Benton Harbor – St. Joseph YMCA
YMCA of Greater Grand Rapids
YMCA of Greater Kalamazoo
YMCA of Marquette County
YMCA of Metropolitan Lansing

## Participants attending 1 session

1 Session
219

## Class sites

Y sites	Non-Y sites
22	23

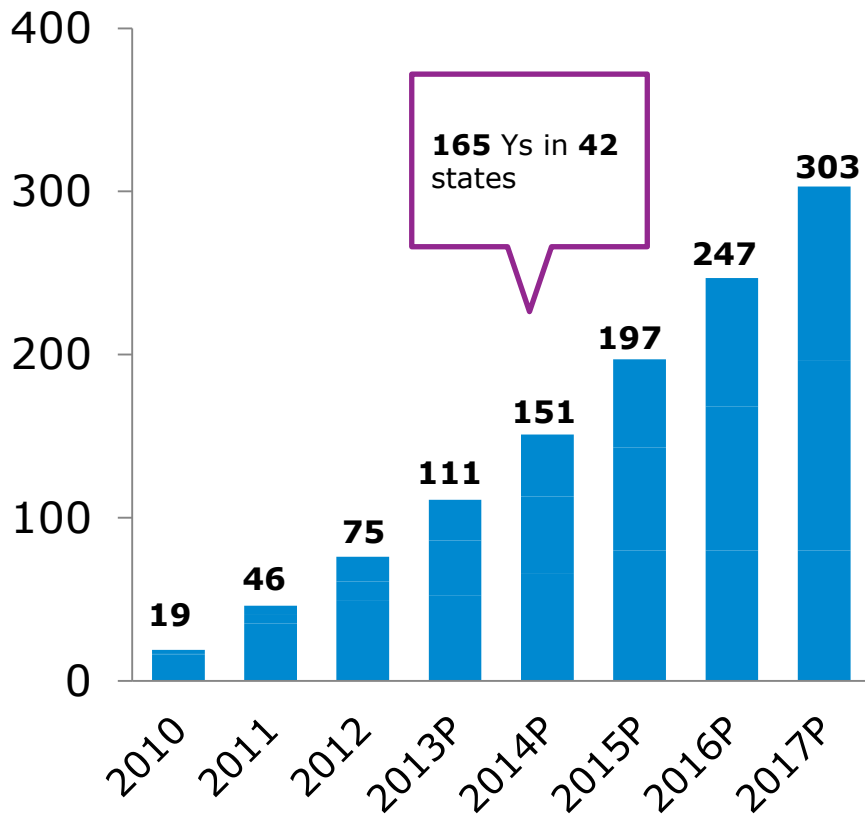
## Program retention rates

Retention from 1-4 Sessions	Retention from 4-9 Sessions
81.3%	92%

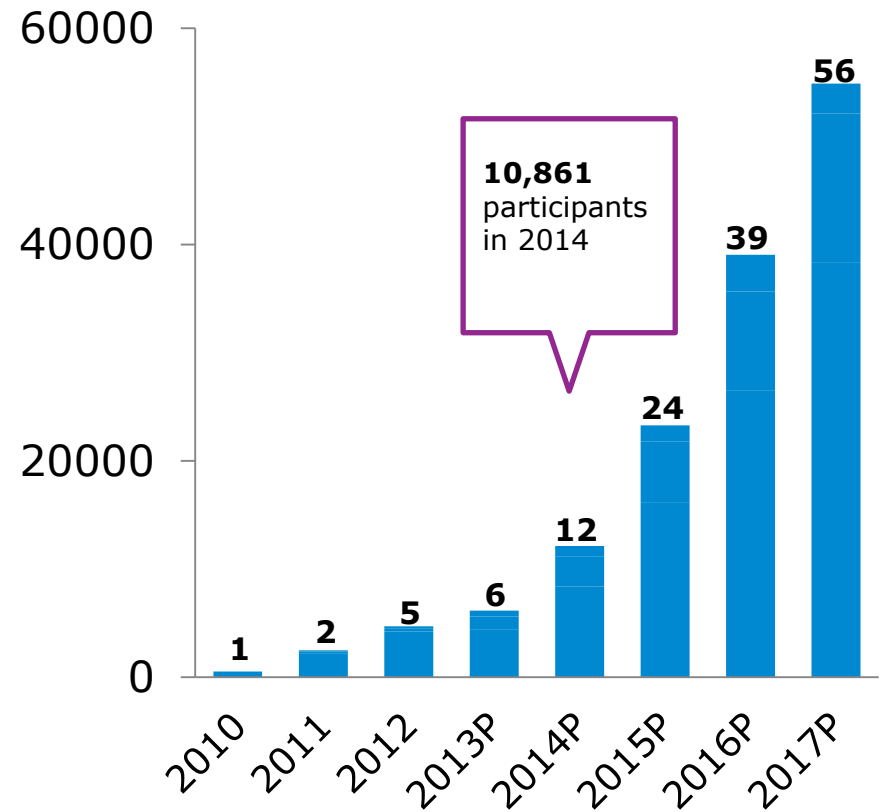
# LOCAL YMCA SELECTION AND ONBOARDING

# SCALING THE YMCA'S DPP

**Ys WITH PROGRAM WOULD HIT ~300 IN YEAR 5**



**PARTICIPANTS PER YEAR WOULD HIT ~56K IN YEAR 5**



- By 2017 we want to **expand our network by 4x and participation by 14x**

# SELECTION & ONBOARDING

- Y-USA has a system in place for any Y in the country seeking to become a provider of the YMCA's Diabetes Prevention Program
- Selection process includes submission program Readiness Assessment, used to help Ys assess current readiness for program delivery
- Helps Ys identify work underway and create plan to increase capacity for program delivery and covers areas of work necessary for success – health care community, participant support, organizational capacity
- Readiness Assessments are reviewed and scored by a team of Y-USA and local Y reviewers
- Next steps in program onboarding determined based on these scores – some Ys go through formal action planning process to further strengthen capacity before beginning program implementation

# TECHNICAL ASSISTANCE PROVIDED TO LOCAL YMCAS

Y-USA provides a dedicated Technical Advisor to work with local Ys to:

- Review program structure, roles, and staffing models & access training opportunities for staff
- Communicate program flow and operations and provide implementation tools & resources
- Support strategies for developing and strengthening referral network for the purposes of participant recruitment including access to template marketing materials
- Support strategies for identifying and building partnerships with health care, public health, and payor communities
- Provide a connection to peer support and learning group
- Share expectations for cooperative agreement with CDC
- Review performance standards and expectations for technical support from Y-USA

# **PARTICIPANT RECRUITMENT STRATEGIES**

# ESTABLISHING A ROBUST REFERRAL NETWORK EARLY ON

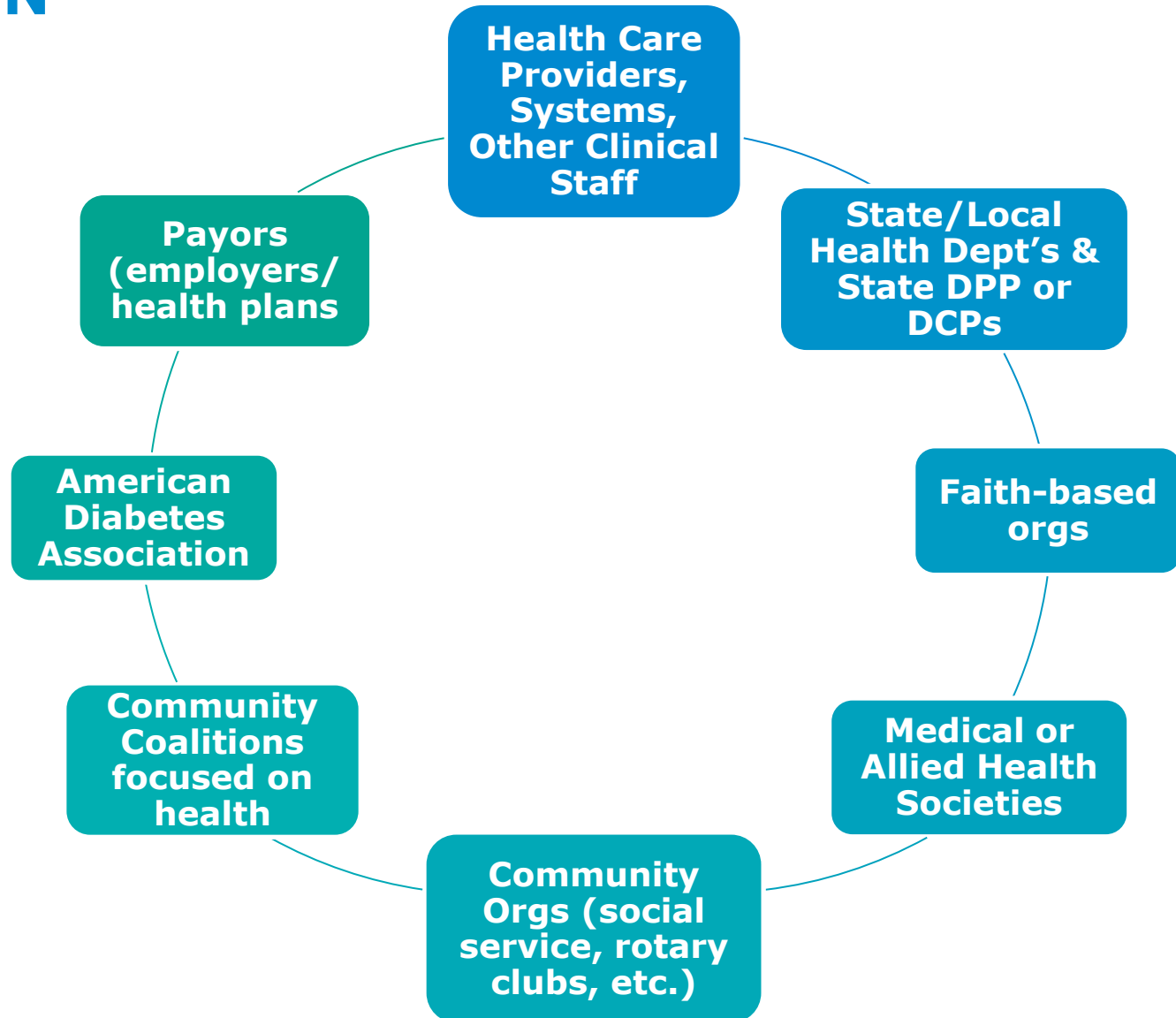
**Who**

**What**

**Where**

**When**

**How**





# RECRUITING PARTICIPANTS

- Referral network continues to be primary driver of participants to the program
- Third party payors
  - Currently have multiple commercial health plans paying for the program on a performance-basis
  - Employers and health plans are also paying for the program through direct payor agreements with local Ys
  - Large project with Medicare under HCIA
- Local Ys create Community Advisory Boards

# PARTICIPANTS

- DO NOT need to be members of the YMCA to enroll in the program
- MUST NOT already have Diabetes or blood values in the diabetes range
- Typically receive a participation incentive tied to attendance

# MANAGING QUALITY

# CRITICAL ROLES TO EXECUTE THE PROGRAM

## Program Coordinator

- Build referral network
- Respond to inquiries about program from public and medical community
- Determine eligibility for participation and qualify participants
- Hire and support Lifestyle Coaches
- Conduct quality assurance (review data, observe sessions, remediation)
- Schedule and arrange classes
- Assign Lifestyle Coaches to classes

## Lifestyle Coach

- Primary relationship holder with participant
- Facilitate weekly and/or monthly portions of program
- Set up classroom pre-session
- Record data during session
- Submit data post-session
- Send class reminder
- Conduct make-up session
- Communicate with Program Coordinator

# LIFESTYLE COACH TRAINING

- Lifestyle Coach certification
  - Listen First (motivational interviewing)
  - eLearnings on diabetes/program evolution
  - Curriculum Training
    - Successful Completion of 1.5 day training
    - Practice facilitating a session
    - Demonstrate ability to facilitate a small group
  - HIPAA
  - Annual refresher
- Recommended Trainings
  - Facilitating Change in Small Groups
  - Medical Community Partnerships

# OUTCOMES AND QUALITY ASSURANCE

- Data collected is used to track participant/group progress
  - Weight loss, attendance, tracker completion data (quantitative)
  - National, association, location, coach-level, and participant data
  - Dashboards to assess progress toward achieving CDC recognition
- Participant Program Evaluation administered at sessions 8, 16, and 24 (either in paper or electronically)
  - Gauges participant learning and progress
  - Participant feedback (qualitative) and self-reported outcomes (quantitative)
- Classroom observations by Program Coordinators and other Lifestyle Coaches
  - Helps monitor program quality
  - Provides opportunity for learning/sharing among Lifestyle Coaches

# OBSERVATIONS AND AUDITS

- Program Coordinators observe each Lifestyle Coach once per group during weekly sessions
- National Staff and Master Trainers also conduct classroom observations
- National Staff conduct multiple classroom observations and HIPAA audits each year

# WHAT WE'RE LEARNING



# THE CHALLENGE

Most individuals do not know their risk status

Changes to our health and health care systems could take decades

If you build it...

Making the healthy choice the easy choice



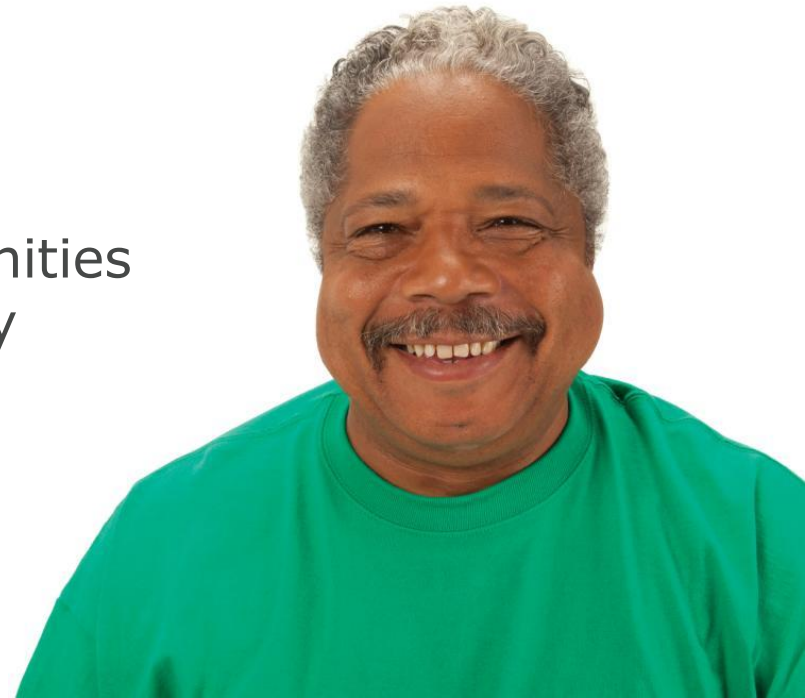
# THE OPPORTUNITY

We're working to increase diabetes/prediabetes screening by health care providers through changes to health policy, medical training, and systematizing the referral process

Our experience has shown when the program is covered by payors, there is significant uptake in participation in prevention programs like the YMCA's Diabetes Prevention Program

If you build it...

Continue efforts in states and communities to build more opportunities for healthy eating and activity where people live, work, learn and play



# MARCH 24, 2015 – AMERICAN DIABETES ASSOCIATION ALERT DAY



- **November 1 – March 31**
- **Web and social media**
- **Goals highlighted:**
  - Increase awareness of prediabetes
  - Encourage individuals to learn their risk for diabetes
  - Challenge individuals to encourage their contacts to learn their risk for diabetes
  - Visit [ymca.net](http://ymca.net) to take the risk test
  - Identify 1 Million More Americans at risk for diabetes

# QUESTIONS



# THANK YOU

**Mamta Gakhar, MPH**

**Project Manager, Program Delivery and Technical Assistance**

**YMCA of the USA**

**101 N. Wacker Drive**

**Chicago, IL 60606**

**[Mamta.gakhar@ymca.net](mailto:Mamta.gakhar@ymca.net)**