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Pharmacy Outreach to Increase Awareness about YMCA Diabetes Prevention Program

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May 11, 2020

Author Note

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Abstract

Salinas Community YMCA is part of the regional Central Coast YMCA that provides services to youth and adults. The broader health problem is that the rates of prediabetes in Monterey County are too high among adults with nearly half having the disease. The agency problem that this project addresses is the community of Salinas does not know about the Diabetes Prevention Program (DPP) which has resulted in low enrollment. This educational outreach project consisted of tabling events held at three Salinas pharmacies, providing information on the DPP and the risks for diabetes. The expected outcome is to increase awareness of the DPP. The project findings indicate that the community is generally not aware of the DPP, but participants indicated an interest in learning more about it. The agency recommendation is to provide more tabling events, focused on people with diabetes to spread the word about the DPP to family and friends.

Keywords: Diabetes, Diabetes Prevention Program, Education, Outreach

Agency and their Partnerships

The Young Men's Christian Association or YMCA is a national nonprofit organization with over 2,700 YMCAs in the US. Salinas Community YMCA mission statement is "The Central Coast YMCA embraces the values of caring, honesty, respect, and responsibility with a mission to strengthen the community through programs that develop youth, support healthy living and foster social responsibility. Our vision is to expand our impact by helping more people gain the skills and support needed to live healthy and fulfilling lives." (Central Coast YMCA, n.d). They carry out the mission by offering wellness centers, providing programs, and doing community outreach.

Salinas Community YMCA offers a variety of programs for youth and children as well as adults. The youth programs consist of sports, aquatics, and other after-school programs, youth and government, and summer day camp. The youth sports programs provide children with opportunities to learn how to play different sports at their own pace. They offer scholarships for income-eligible youth. In the aquatics program, youth learn how to swim at a young age. After school programs offer youth support with homework and opportunities to be involved in service learning. Youth and government is a six-month program that teaches the value of democracy to high school students by providing them with opportunities to participate in debates and discuss issues with their peers. In summer day camp, children have fun in an outdoor environment where they learn about a healthy lifestyle. (Central Coast YMCA, n.d).

The YMCA also offers programs for adults to promote health awareness. For instance, they offer the Blood Pressure Self-Monitoring Program (BPSM) and Diabetes Prevention Program (DPP). The BPSM Program provides monthly consultation meetings and nutrition education seminars that encourage participants to change their lifestyle and check their own

blood pressure on a regular basis (YMCA, n.d). The DPP is a year-long program that helps participants reduce their risk for type two diabetes. The program focuses on two main goals; reduce body weight by 7% and increase physical activity to 150 minutes per week. Through research conducted by the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC), the DPP has been shown to reduce rates of type 2 diabetes by 58% (YMCA, n.d.). This evidence-based program has trained life-style coaches to teach the curriculum of exercise and healthy eating in a total of 27 sessions throughout the year. The participants receive a food tracker to track what they eat and how much they exercise.

Salinas Community YMCA receives funding through donations and grants from a number of local partners including the Community Foundation for Monterey County, Wells Fargo, Harden Foundation, and others (Central Coast YMCA, n.d.).The primary funding for the Diabetes Prevention Program comes from health insurance; for example, MediCal funding through the Central Coast Alliance for Health (CCAH), private insurance such as the Municipalities Colleges Schools Insurance Group (MCSIG), Aspire and Coastal TPA health plan, and also fees paid by participants (B. Proulx, personal communication, January, 2020), The primary partners for the YMCA DPP are CDC, and National Institutes of Health (NIH).

Communities Served by the Agency

The Central Coast YMCA has five different locations in Salinas Community YMCA, South County YMCA, Watsonville Family YMCA, YMCA of South Benito County, and YMCA of the Monterey Peninsula. All the locations offer services to the population including DPP. Salinas Community YMCA focuses on the Salinas residents. The population served by DPP are adults 18 years or older who are overweight and have a BMI > 25 (YMCA, n.d). Also, adults who have high scores in sugar levels 100-125 mg/dl (YMCA, n.d). The program receives referrals from clinics and as well as self-referrals (B. Proulx, personal communication, January 2020). The DPP in Salinas tries to serve Monterey County residents who have been diagnosed with prediabetes. The population that has been participating in the DPP ranges from 40-54 years old. The risk factors are lack of healthy food, poor physical activity.

Capstone Project Description and Justification

Title: Pharmacy Outreach to Increase Awareness about YMCA Diabetes Prevention Program

Project Description

This project will be composed of outreach and education events for the DPP program held at 3 pharmacies in the community of Salinas. The purpose of these events is to educate people about diabetes and prediabetes, provide information about the DPP and try to encourage people to reach out to the YMCA. The outreach will take place at tabling events that will also

provide information about the YMCA services. The outreach is focused at pharmacies to see if doing outreach on pharmacies is a good way to reach out to people who have prediabetes.

Project Justification

The primary objective for this project is to increase awareness about YMCA DPP and provide information about diabetes and other services. The events will educate people about the difference between prediabetes and diabetes, the importance of developing awareness about one's health. The primary goal of the program is to reduce diabetes and prediabetes rates among adults who are at risk in Salinas. The agency will expect to have individuals sign up for the DPP or other programs the YMCA offers.

Benefits

The benefit the project will give is that pharmacies will be able to provide information about the DPP to potential patients. Their customers will also learn about the different programs the YMCA offers to their children and be a part of the YMCA family. The agency will also be able to collaborate with pharmacies in the future to receive referrals. The people receiving the information on DPP at the events would benefit the most because they are learning about DPP. The community will benefit from residents spreading the word about the DPP and YMCA services available in Salinas that are trying to reduce diabetes rates.

Project Implementation Plan

Implementation Method

The method that will be used to implement the project is an outreach and education event through tabling at pharmacies. There will be 3 pharmacies to contact for possible outreach events. The pharmacies are Star Pharmacy, Alisal Pharmacy and Rite Aid. Pharmacies will be contacted in person to provide information about what information will be provided at the tabling events and to ask permission to set up a table on certain dates outside the pharmacy.

The tabling method is an event planned from volunteers or organizers to engage the public about an issue (Geoghan, A., 2017). According to Geoghan, drawing in the public with visuals and offering incentives can be an effective and successful tabling event. Through the tabling method, there will be a display of different types of foods and drinks to demonstrate salt and sugar content. For example, ketchup, fountain drinks, water, salt, ranch dressing, and noodles. The contents will be labeled with the amount of salt and sugar they contain to spread awareness about how much there is in each food or drink. It will make people think twice when buying their groceries.

In the tabling event, there will be brochures and other important information about the services the YMCA has to offer. Information will then be gathered from tabling participants using a four-short questionnaire. The questionnaire will be developed to ask people visiting the table about their knowledge of diabetes, prediabetes and the DPP program. The questions are the following: 1) Do you know about the YMCA's Diabetes Prevention Program? 2) Did you know what prediabetes is before visiting this tabling event? 3) Have you been tested for diabetes or prediabetes within the past year? 4) Are you interested in learning more about the program?

Furthermore, a short script will be developed about the program, to deliver it under three minutes. The script will include information about prediabetes, DPP, YMCA, and other programs. Conducting research on best practices of how to conduct a tabling event will help improve this effort to have more community engagement and receive the best results on conducting outreach in pharmacies. The script will have an overview of the whole DPP program as well as provide details such as the two main goals of the program (decrease weight and increase exercise), the 27 sessions to be completed within the year, and the content taught in the sessions. Also, general information about other programs the YMCA has to offer, such as the youth programs and other adult programs, will be provided. Overall, the script will be a guide when delivering the tabling event to the community.

Participants

The mentor will be involved by providing the resources for the tabling events, brochures, and support if there are any questions. Also, the pharmacy managers will participate by giving permission for the event to be held at their location. Another possible participant can be another lifestyle coach from another DPP class to support one of the outreach events. Pharmacy customers will be the main stakeholders because they are the targeted population. With their participation and support, they will gain knowledge on DPP.

Resources

One of the main resources needed for a successful project is to find potential pharmacies that will allow the outreach event to take place at their locations. Other resources needed are

YMCA brochures that explain the DPP program and other general programs they offer for both the youth and adults. Finally, the tabling event supplies that will be provided by the YMCA include the displays and something for the public to take as a reminder, e.g apples, pens, or stickers from the YMCA and other giveaways.

Potential Challenges

The main challenge will be too few pharmacies agree to allow the tabling events. Pharmacies will not want to be part of the cause because they are not clinics to offer services. To address the challenge, I will explain the purpose of the project. Another challenge is that people will not want to stop at the table to hear or learn about the program and may not have time to answer questions on the survey. To add on, there will not be enough questionnaires to address these challenges I will ask for support from my mentor and conduct research on how to hold a successful tabling event. I will also practice my public speaking skills to engage the community about the cause.

Scope of Work and Timeline

The following table will describe how the project will be run. First, there will be ideas discussed with a mentor to create a project. Second, once the idea arises (educational table event), then the pharmacy locations will be contacted to do outreach events. The mentor will provide the materials and resources needed to carry out the project. Then, a four question survey will be developed to gather and compile data. After the data is collected, it will be analyzed and presented at the capstone festival. The details are in the table below.

Table 1. Scope of Work			
Title: Diabetes Prevention Program Outreach in Pharmacies			
Project description: This community outreach and education project will provide information about prediabetes/diabetes and the Diabetes Prevention Program through tabling events at local pharmacies in Salinas to promote awareness about diabetes.			
Goal: Reduce Prediabetes rates in Salinas			
Primary objectives of the project: Increase awareness about prediabetes, increase knowledge about prevention for Salinas community and increase enrollment in the YMCA DPP.			
Activities		Deliverables	Timeline/deadlines
1	Discuss capstone project ideas with mentor	Final capstone project idea approved	Oct- 2019
2	Identify possible pharmacies to implement tabling events	Submit draft for potential pharmacies to mentor for review/approval	Nov- 2019
3	Identify YMCA educational resources (Flyers, pamphlets, DPP) need for tabling events	Submit list of materials to mentor.for review/approval	Oct-Nov 2019
4	Create short script/outline to deliver main points about prediabetes, DPP, YMCA at tabling events	Submit draft script to mentor for review/approval	Nov-2019
5	Research tabling best practices to do outreach and education	Submit ideas to mentor for review/approval	Nov-Dec 2019
6	Create a survey of 4 questions	Submit draft to mentor & instructor for review/approval	Dec 2019
7	Deliver tabling events about DPP at different pharmacies	Submit list of materials used, script, questionnaire results to mentor	Jan-March 2020
8	Analyze questionnaire data & develop report	Submit report to mentor and discuss the findings	March-April 2020

9	Complete reporting requirements	Final agency and capstone reports	May 2020
10	Prepare capstone presentation in selected format	Present at Dress Rehearsal for grading (posters submitted)	May 2020
11	Final preparation for Capstone Festival	Final presentation at Capstone Festival!!	May 2020

Ultimately, I will need to do research on how to deliver a tabling method to receive the best possible results, i.e., to recruit adults from Salinas to sign up for DPP and other services the YMCA has to offer. The five questions that will help guide me are the following.

1. What is the best way to deliver a tabling event?
2. Would doing outreach in pharmacies work well?
3. Will spreading awareness about prediabetes make people more aware of their state of wellbeing?
4. What other resources can I provide to recruit people to the program?
5. Would I need to practice public speaking skills before delivering an outreach event?

Problem Description

Introduction:

The Salinas Community YMCA has the micro-level problem of too few people participating in the DPP. The capstone project will try to address this issue by doing community outreach in pharmacies about the DPP and YMCA services. The causes of people not participating in the DPP include the services are not known in the community, people deny they have prediabetes, and logistical difficulties such as they do not have transportation, enough time

to attend, and long hours at work. The macro-level problem is that prediabetes rates in Monterey County are too high at 45%. The major causes are there is lack of access to affordable healthy food, low levels of physical activity, and poor eating habits. The consequences of prediabetes rates include shorter lifespan and an increase of health services. Figure # 2 summarizes the micro- and macro- problems, and their causes and consequences resulting from both.

Table 2. Problem Model		
CAUSES TO AGENCY PROBLEM	AGENCY-SPECIFIC “MICRO-LEVEL” PROBLEM ADDRESSED BY PROJECT	CONSEQUENCES TO AGENCY
DPP is not known in the community	Too few people participate in the Diabetes Prevention Program (DPP) in Salinas.	Fewer DPP cohorts
Participants do not complete program		People with high risk are not helped and their health worsens
People deny the health condition		Decreased funding for the program
Transportation, schedule, work conflicts		Increase of diabetes cases
CAUSES/RISK FACTORS TO BROADER PROBLEM	BROADER “MACRO-LEVEL” HEALTH/SOCIAL PROBLEM	CONSEQUENCES TO SOCIETY
Lack of access to healthy food	Diabetes Rates in Monterey County are too high.	Shorter lifespan for those diagnosed with type 2 diabetes
Low levels of physical activity/ exercise		An increase of other diseases
Poor eating habits		Increased need for health services and health costs

Micro-Level Problem Description:

Too few people participate in the Diabetes Prevention Program (DPP) in Salinas. The prediabetes rates in Monterey County are at 45% containing, compared to the nation at 46% (Babey, S. H., Wolstein, J., Diamant, A. L., & Goldstein, H., 2016). Although there is no available data on diabetes rates in Salinas, Monterey County's rate is one percent away from the states' rate. The primary causes include people not knowing about services, denying their health, and participants do not complete the program.

One of the causes is that people do not know about services, such as DPP. Monterey County having 45% of the population diagnosed with prediabetes and 12% with diabetes, demonstrates that people do not know about services. In the article, "Monterey County faces diabetes 'tsunami', the author mentions that there has been a rise of diabetes cases in the community (Robledo, R., 2016). The director of diabetes services at the Salinas Valley Memorial Clinic, Dana Armstrong mentions how the community of Salinas needs to take advantage of the services and programs available to live fuller and healthier lives (Robledo, R., 2016). Armstrong is stating that there is a rise of diabetes cases and individuals need to attend to services such as the DPP to stop the epidemic.

Another cause is that participants do not complete the DPP cohorts. The cohorts are composed of 27 sessions for the whole year. According to Bill Proulx, director of branches at the YMCA, participants start dropping out halfway through the sessions. As an instructor of the sessions, there were 15 participants in the beginning, and dropped down to 9 participants. Other capstone projects were put into place to see why participants were dropping out. Time and work were two of the main contributors. Time management is a big factor because participants may not be able to commit to a yearlong program. Throughout the sessions they may be restricted to

attending due to their work schedule or they may encounter family emergencies or other personal issues.

In the article, “Participant-Level Evaluation of CDC’s National Diabetes Prevention Program”, the authors did an evaluation on participant’s reports on being in the program (Ely, E. K., Gruss, S. M., Luman, E. T., Gregg, E. W., Ali, M. K., Nhim, K., ... Albright, A. L., 2017). They found that out of all the participants, only 46% complete the first 16 sessions out of 27 and don’t complete the rest of the program (Ely, E. et al., 2017). The participants complete half of the program and then miss out the last few sessions of the program. The first 16 sessions are weekly while the last ones are only once a month. The drop-out rate is not only high in Salinas YMCA, but at a national level. They concluded that those who stayed in the program were more successful in achieving the DPP’s two main goals (Ely, E. et al., 2017). The authors also stated that more research had to be done on identifying, engaging, and retaining those at risk and finding ways to improve the program so more people can complete the program.

The consequences are fewer cohorts, people diagnosed with prediabetes not helped, and the condition of their health worsens. The factsheet “Prediabetes a generation in Jeopardy,” states that if type 2 diabetes is not treated properly, it affects the whole body. Heart complications, eye complications, and skin complications are just a few of what prediabetes can do to the body (Factsheet, 2016). For those who are not helped, prediabetes overtime can affect the whole body and eventually progress to type 2 diabetes. If there are fewer cohorts in the YMCA, the DPP can be terminated and the people will not be helped. The program has demonstrated promising results with 58% reduction of getting type 2 diabetes (CDC, n.d). By educating the public on the success of this evidence-based program, people can be more engaged and try to finish the program.

Macro-Level:

Prediabetes Rates are too high in Monterey County. Prediabetes is defined as, "...a condition in which blood glucose levels are higher than normal but not high enough for a diagnosis of diabetes." (Babey, S. H., Wolstein, J., Diamant, A. L., & Goldstein, H., 2016). Prediabetes is one step away from type two diabetes.

California's population was 39.5 million people in 2018 (US Census Bureau, 2018). More than 2.5 million (or one out of three) adults in California have prediabetes (Babey, S. H. et al., 2016) In Monterey County, also almost half of the county's adult population has prediabetes with 47% of the people having been diagnosed. Almost one in two Monterey County residents have prediabetes. The prevalence rates increase between the age groups in Monterey. Starting from 33% for those in the 18-39-year-old range, rising to 49% for those from 40-59, and 60% for ages 55 and older (Babey, S. H., et al., 2016). Although medical advances are there to help people with diabetes, a 50-year-old person who has been diagnosed, will die, on average, 8.5 years earlier than someone who does not have diabetes (Babey, S. H., et al., 2016).

The main contributors for prediabetes are lack of exercise, poor diet and lack of healthy food. According to Diabetes Facts, drinking sugary beverages increases the chances of obtaining type 2 diabetes by 26% (Babey, S. H., et al., 2016). Sugary drinks contain liquid sugars that digest faster than solids which can spike blood sugar levels in the body and lead to diabetes overtime. Being inactive is another major cause because physical activity helps one control their weight. Also, being inactive can increase the risk of being overweight and prediabetic. According to the CDC, prediabetes is under the radar and people do not know they have prediabetes until serious health problems start to occur (CDC, 2017).

The main consequences for prediabetes are people progress towards type 2 diabetes and early death. Research states, “Up to 30 percent of those identified with prediabetes will develop type 2 diabetes within five years, and as much as 70 percent will develop the disease in their lifetime.” (UCLA Center for Health Policy Research, 2016). If adults do not try to take care of their body, then they will develop the disease and then it will be too late.

Conclusion:

Ultimately, I need to know the number of cohorts the Salinas YMCA DPP started off with to see the change over the years. It will provide evidence on how many people in the cohorts have been dropping out early instead of completing the program. Also, I would need to receive data on the community of Salinas to see if there have been more diabetes cases. There is only information at the county-level and not specific information about the city, to provide for the micro-level problem. The five questions that will help guide for the next phase:

1. What are my expected outcomes from this project?
2. How is doing outreach in pharmacies going to benefit YMCA?
3. What are my next steps after delivering the outreach event?
4. Where do I record my survey questions?
5. Is it okay to only do outreach in other local facilities?

Project Assessment Plan

The expected (short term) outcome for this project is to increase participant’s knowledge about DPP and pre-diabetes/diabetes. It is essential for people in the community to know the difference between prediabetes and diabetes. The more knowledge they have, the more aware

they will be when choosing the foods, they eat and participating in physical activity to reduce their risks for pre-/diabetes.

An intermediate outcome is for people to reach out to the YMCA to enroll in the DPP or other programs and services. Although this cannot be measured, it would be important for the people to act now and seek the help they need to improve their health. In a study of 307 volunteers who participated in the DPP, the results showed that the knowledge they gained in the program improved their motivation, self-efficacy, and increased their physical activity (Critchley, C. R., Hardie, E. A., & Moore, S. M., 2012). Participation in the DPP can create behavioral changes that result in a positive and healthy outcome. Ultimately these changes can lead to a long-term outcome of decreasing the rates of diabetes in Monterey County.

The method that is used to collect data is a four-question survey. The important short outcome will be measured by asking the participants if they know about the YMCA's DPP. This will collect data on the knowledge they have about the DPP. By doing the community outreach, the knowledge on participants will increase and will seek for services.

Project Findings and Results of Assessment

Assessment Results:

There was a total of 64 surveys collected in all three pharmacies. In all three pharmacies, most of the participants did not know about the YMCA's DPP. In Alisal pharmacy, 64%, Star pharmacy, 71%, and Rite-Aid 76% did not know about the program. More than half of the participants that participated did not know about the program. This demonstrates that the participants lack knowledge of services provided in Salinas. On the other hand, most participants did know what prediabetes was. This demonstrates that people do want to learn about the DPP

and mentioned that they will try to enroll. Although that cannot be measured, the participants filling out the survey were pleased for the educational outreach. They mentioned, “It is a good thing you are doing this” and “I did not know this program existed”.

When doing the educational outreach, most of the participants already have diabetes. The participants were going to the pharmacy to pick up their medication for their chronic disease. The strengths of the project were able to collect data with the questionnaire. Being able to educate the participants available to them. The weakness is the small sample size and not knowing if there was an increase of participants in the DPP. Table 2. Demonstrates the results for the four survey questions.

Table 3: Survey Question Data

Survey Questions	Rite-Aid	Star Pharmacy	Alisal Pharmacy
Do you know about YMCA’s DPP? (Y/N)	Yes: 24% No: 76%	Yes: 29% No: 71%	Yes: 36% No: 64%
Did you know what prediabetes is before visiting the tabling event? (Y/N)	Yes: 64% No:36%	Yes: 76% No:24%	Yes: 59% No: 41%
Have you been tested for diabetes within the past year? (Y/N/Don’t remember)	Yes: 80% No: 20% Don’t remember: 0	Yes: 59% No: 35% Don’t remember: 6%	Yes: 55% No: 27% Don’t remember: 45%
Are you interested in learning more about the program? (Y/Not at the moment)	Yes: 60% Not at the moment: 40%	Yes: 41% Not at the moment: 59%	Yes: 55% Not at the moment: 45%

Recommendations

The recommendations for the agency are to target the people who have diabetes. They can be the ones to spread the word to family and friends. Another recommendation is to do outreach on other businesses near the pharmacies. Being able to educate more people can be beneficial and decrease diabetes rates. This can be continued because a large quantity of people does not know about the YMCA's DPP and other services.

The project relates at the border level by starting to educate the community first. Explaining to them about programs and services in their community, that can help reduce prediabetes rates. It will be the first step to seek the services and receive the help they need to improve their health. Expanding community outreach to populations that do not know about services or DPP can help decrease the DPP rates.

Conclusions and Personal Reflection

Ultimately, I learned that it is okay to be afraid at first when starting to practice being a professional. At first, I was afraid to make mistakes and not be able to manage a DPP cohort. Over time, I grew to be a leader and learned from the mistakes I made. I learned that the research and writing process can be challenging and difficult. Through the struggles and challenges, I managed to gain confidence and teaching skills. An unexpected personal growth was being able to facilitate a cohort of 10 adults. It was a pleasure working with the group of adults because over time they were changing their lifestyle to a healthier one. For the future CHHS students, ask questions when in doubt. The mentor is there to help one grow to become the best professional in the future.

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APPENDIX

Table 1. Scope of Work			
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9	Complete reporting requirements	Final agency and capstone reports	May 2020
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People deny the health condition		Decreased funding for the program
Transportation, schedule, work conflicts		Increase of diabetes cases
CAUSES/RISK FACTORS TO BROADER PROBLEM	BROADER “MACRO-LEVEL” HEALTH/SOCIAL PROBLEM	CONSEQUENCES TO SOCIETY
Lack of access to healthy food	Diabetes Rates in Monterey County are too high.	Shorter lifespan for those diagnosed with type 2 diabetes
Low levels of physical activity/exercise		An increase of other diseases
Poor eating habits		Increased need for health services and health costs

Table 3. Survey Questions Data

Survey Questions	Rite-Aid	Star Pharmacy	Alisal Pharmacy
Do you know about YMCA's DPP? (Y/N)	Yes: 24% No: 76%	Yes: 29% No: 71%	Yes: 36% No: 64%
Did you know what prediabetes is before visiting the tabling event? (Y/N)	Yes: 64% No:36%	Yes: 76% No:24%	Yes: 59% No: 41%
Have you been tested for diabetes within the past year? (Y/N/Don't remember)	Yes: 80% No: 20% Don't remember: 0	Yes: 59% No: 35% Don't remember: 6%	Yes: 55% No: 27% Don't remember: 45%
Are you interested in learning more about the program? (Y/Not at the moment)	Yes: 60% Not at the moment: 40%	Yes: 41% Not at the moment: 59%	Yes: 55% Not at the moment: 45%