Putting into place a comprehensive initiative to reduce cardiovascular deaths, heart attacks, strokes, and heart failure among people living with type 2 diabetes.
About Know Diabetes by Heart™

Know Diabetes by Heart aims to:

The public health impact of type 2 diabetes and cardiovascular disease is too significant for one organization to tackle alone. The American Heart Association (AHA) and the American Diabetes Association (ADA) joined forces in 2018 to form Know Diabetes by Heart to combat the link between type 2 diabetes and cardiovascular disease.

JOIN THE INITIATIVE

Commit to:

- Raise awareness of the link between T2D and heart disease and stroke
- Educate patients and providers to build the connection and encourage conversation
- Drive patients and providers towards taking a meaningful action to manage their risk for CVD.

BY JOINING, YOUR ORGANIZATION CAN

- Leverage Know Diabetes by Heart resources
- Support the reduction of heart disease, stroke, and heart failure in people living with type 2 diabetes.
By integrating **Know Diabetes by Heart** into your health system, you can help improve health outcomes in people living with type 2 diabetes.

**IN THIS GUIDE YOU WILL FIND:**

- Information on why this matters and key messages
- Guidance on who to engage, how to develop a campaign plan and launch plan
- Listing of available resources and programs
- Answers to frequently asked questions
• Cardiovascular disease is the leading cause of death for people living with type 2 diabetes.\textsuperscript{1,2}

• People living with type 2 diabetes are twice as likely to develop and die from cardiovascular disease, such as heart attacks, strokes and heart failure, than people who do not have diabetes.\textsuperscript{3,4,5}

• Only about half of people age 45 and older with type 2 diabetes understand their increased risk for developing heart disease or have discussed their risk with their health care provider, according to a recent online survey conducted by The Harris Poll.\textsuperscript{6}

• Through the support of family, friends and community, people living with type 2 diabetes can make lifestyle and behavioral changes that can lower their risk for cardiovascular disease.\textsuperscript{7}

• Know Diabetes by Heart\textsuperscript{TM} is a collaboration between the American Heart Association and the American Diabetes Association focused on reducing cardiovascular deaths, heart attacks, heart failure, and strokes among people living with type 2 diabetes.

• Know Diabetes by Heart provides the tools and resources to drive more informed conversations between people living with type 2 diabetes and their doctors. Visit KnowDiabetesbyHeart.org to learn more.
PUT YOUR HEART INTO YOUR TYPE 2
GETTING STARTED

The following steps will help guide you through the process and may be modified to address the needs of your health system.

1. Identify your initiative champions
2. Establish your implementation team
3. Activate your initiative champions and implementation team
4. Determine participation interest in quality improvement programs
5. Develop a campaign plan
6. Launch the plan and execute

1. IDENTIFY YOUR INITIATIVE CHAMPIONS

A champion should be identified to help you build organizational support and elevate the importance of the campaign to key stakeholders and leadership teams.

CHAMPION

- **Who they are:** Administrative or marketing leader, Prescribing physician (PCP, endocrinologist, cardiologist), physician assistant, nurse practitioner, hospitalist, specialist, including psychologist, podiatrist, nephrologist and ophthalmologist or other relevant clinical stakeholders

- **How they can help:** They can work with executive leadership buy-in and serve as a spokesperson for the campaign. This person(s) may help establish the vision of the campaign and potentially lead the cross-functional teams. They will help identify roadblocks and navigate around issues if they arise. They would be the liaison between the AHA and ADA for any questions or for sharing and new programmatic updates.
2. ESTABLISH YOUR IMPLEMENTATION TEAM

Engage initiative champions and a cross-functional implementation team. Engaging these individuals will ensure comprehensive awareness and alignment among clinical care teams and support teams for a successful roll-out of the initiative.

Determine which departments will need to review or approve the initiative implementation plan prior to launch. These may include, but are not limited to: medical, legal, patient education, quality improvement, advocacy, marketing and communications, and IT.

Here are some suggestions on who you can engage, and how they can help:

INITIATIVE LEADERSHIP TEAM

- **Who they are:** Executives, organization leaders, legal, quality improvement, and administration
- **How they can help:** This group may need to approve campaign plan, help the team navigate processes, and may provide resources to support campaign efforts.
Here are some suggestions on who you can engage, and how they can help:

**CROSS-FUNCTIONAL CLINICAL TEAMS**

- **Who they are:** Prescribing physician (PCP, endocrinologist, cardiologist), physician assistant, nurse practitioner, hospitalist, specialist, including psychologist, podiatrist, nephrologist and ophthalmologist, quality improvement staff, or other relevant clinical stakeholders
- **How they can help:** Educate and activate clinicians, care teams, patients, and loved ones on reducing the risk from type 2 diabetes and cardiovascular disease

**EXTENDED CARE TEAM**

- **Who they are:** Clinical champions, coordinators, physician extenders, administrative staff, diabetes educators, community outreach coordinators, and pharmacists
- **How they can help:** Provide patient education and disease-management support at key phases of the patient journey

**COMMUNICATION SPECIALISTS**

- **Who they are:** Public relations, communications, spokespeople and marketing professionals
- **How they can help:** Distribute campaign content and drive awareness and program activities
GETTING STARTED

2. ESTABLISH YOUR IMPLEMENTATION TEAM continued

Here are some suggestions on who you can engage, and how they can help:

PATIENT AMBASSADORS

- Who they are: People living with type 2 diabetes and their loved ones within your health system, who have or are at risk for cardiovascular disease
- How they can help: Provide testimonials and real-world support for core campaign messaging

3. ACTIVATE YOUR CHAMPIONS AND IMPLEMENTATION TEAM

TRAINING

Ensure that your implementation team and champions understand key talking points. Set up trainings for medical and support staff to support consistent messaging, education and program implementation.

TOOLS

Ensure champions have content and tools to educate on the following:

- How to manage cardiovascular disease risks in patients with T2D
- Importance of team collaboration in identifying patients at risk
- Understand the ASCVD risk calculator and how it should be used
Getting Started

4. Determine Participation Interest in Quality Improvement Program

Determine current and interest in future participation in Get With the Guidelines and/or the ambulatory program:

- Examine current methods for data capture and measurement of initiative progress.
  - A quality improvement program like Get With The Guidelines® – Stroke or – Heart Failure can provide you with the platform to track and measure patient data, review and benchmark team progress and report out to stakeholders.

- Is your health system already participating in Get With the Guidelines – Stroke or – Heart Failure?
  - If your hospital is, there is no additional cost to participate in the Target: Type 2 Diabetes Honor Roll™ Program beyond engagement in Get With The Guidelines – Stroke or – Heart Failure modules. Hospitals participating in Get with the Guidelines®- Stroke or Heart Failure modules are eligible for awards based on their achievement on specific metrics within the program. For more information, refer to page 22 in this guide.
  - If your hospital is not, contact your local Quality Improvement VP to discuss enrollment options. [https://www.heart.org/en/professional/quality-improvement/contact-your-local-get-with-the-guidelines-representative](https://www.heart.org/en/professional/quality-improvement/contact-your-local-get-with-the-guidelines-representative)

- Discuss with champion(s) and quality improvement/clinical staff value in program participation.
5. DEVELOP A CAMPAIGN

Together, your leadership, champion and core implementation team should develop a collaborative plan:

- **Determine success outcomes for your campaign**: What are you trying to achieve? What outcomes would you like to see? **Confirm target audience**: Confirm who you are trying to reach—people living with type 2 diabetes and loved ones. Additionally, healthcare providers could help distribute resources and messages.

- **Determine channels for distribution**: Identify channels or champions that will increase your reach and amplify your message.

- **Identify budget needed to support goals**: How much do you have to promote efforts? Do you need additional budget to support campaign goals?

- **Assemble your leadership team to develop and support the plan**:
  - Determine departmental expertise needed to be successful.
  - Determine timing for plan and assign who will complete the work.
  - Consider how quality improvement recognition or participation can be used in the campaign.

6. LAUNCH PLAN & EXECUTE

Here are some sample of activities to get your started:

**AMPLIFY MESSAGE AT LAUNCH**

- Run a feature story with clinical experts or promotion of upcoming ADA’s “Ask the Experts” Q&A series in your monthly newsletters and website
- Post a message on social media
- Provide flyers in your facility
Here are some sample of activities to get your started:

**TRAIN STAFF**
- Showcase podcasts and professional resources with your professional staff
- Host a peer-to-peer educational webinar broadcast or educational live activities with your diabetes or cardiology specialists

**ASSESS QUALITY IMPROVEMENT PARTICIPATION**
- Determine quality improvement participation in your health system, determine steps toward participation and how might key stakeholders may support implementation

**EDUCATE PATIENTS**
- Promote the ADA’s “Ask the Experts” Q&A series in office
- Print and hand out *Know Diabetes by Heart* patient and loved one materials
- Have professionals provide in-office education

**COMMUNITY OUTREACH**
- Educate other referring MDs about the initiative and new Diabetes/CVD science
Build a messaging calendar to drive the conversation about the connection between type 2 diabetes and cardiovascular disease.

Here are some potential activation periods:

- Nov. 2019 – American Diabetes Month
- Nov. 9, 2019 – Diabetes Heart Connection Day
- Nov. 14, 2019 – World Diabetes Day
- Feb. 2020 – American Heart Month
- May 2020 – American Stroke Month
HOW YOUR HEALTH SYSTEM CAN HELP SUPPORT

CAMPAIGN IMPLEMENTATION
Following are examples of how your health system can leverage the resources provided and elevate the voice and impact of the Know Diabetes by Heart campaign.

PUT YOUR HEART INTO YOUR TYPE 2.

GIVE YOUR TYPE 2 A TAKE 2.

GIVE YOUR HEALTH A TAKE 2.

LEARN MORE
To find information to support your campaign for your health system, go to KnowDiabetesbyHeart.org/healthsystems

**Health Care Professional Tools and Resources**

- Guidelines pocket guide
- ASCVD calculator
- Podcast series
- Webinar series
- American Heart Association and American Diabetes Association’s scientific statements and guidelines
- Professional decks

**Quality Improvement Webinars and Tools**

**Archived Webinars**

**Announcing Target: Type 2 Diabetes™ Honor Roll**

A new Honor Roll recognition opportunity for Get With The Guidelines® – Heart Failure and Stroke participants.

**Dr. Nancy Albert**, a member of the American Heart Association Heart Failure Systems of Care Advisory Group, presented relevant science related to CVD and Type 2 Diabetes and detailed this exciting new honor roll opportunity.

Register to view the Honor Roll event.  
Download the Honor Roll webinar slides.
To find information to support your campaign for your health system, go to KnowDiabetesbyHeart.org/healthsystems

Patient Education Materials (English and Spanish)
- Patient educational resources
- Discussion guides
- Monthly “Ask the Experts” events
- ADA’s “Living With Type 2” program

Campaign Promotional Materials
- Sample newsletters
- Social media messaging
- Promotional posters
- Marketing materials
SOCIAL MEDIA CHANNELS

Follow the American Heart Association and American Diabetes Association social media handles and engage (like, comment, repost/retweet campaign posts).

**American Heart Association:**
- Facebook (@AmericanHeart)
- Instagram (@American_Heart)
- Twitter (@American_Heart)

**American Heart Association (Professionals):**
- LinkedIn (American Heart Association)

**American Diabetes Association:**
- Facebook (@AmericanDiabetesAssociation)
- Instagram (@AmDiabetesAssn)
- Twitter (@AmDiabetesAssn)

**American Diabetes Association (Professionals):**
- Facebook Pro (@DiabetesPro)
- LinkedIn (American Diabetes Association)
- Twitter Pro (@ADA_DiabetesPro)
QUALITY IMPROVEMENT PROGRAMS
FOCUSING ON QUALITY IMPROVEMENT & HEALTH SYSTEMS

The initiative will support quality improvement efforts by engaging directly with hospitals and outpatient clinics to provide long-term support to their teams of professionals as they redesign health care to better serve patients with diabetes and cardiovascular disease.

TARGET: TYPE 2 DIABETES HONOR ROLL™

The American Heart Association and American Stroke Association recognize hospitals for their success in using Get With The Guidelines (GWTG) to improve quality of care for heart disease and stroke patients.

• Through national and local education, GWTG hospitals will be encouraged to look at diabetes related measures and work on improvement strategies.

• Through the national honor roll program for hospitals participating in Get With the Guidelines® (HF, Stroke), the program reinforces evidence-based guideline adherence. The goal is to provide new educational tools and resources, help support data collection and tracking and encourage improvements in care among participating health care systems.

COMING SOON

Ambulatory Diabetes Program

A new ambulatory care program focused on education, resources and recognition opportunities. Planned for launch in November 2019, this program will bring care teams front and center in the fight against CVD in type 2 patients.

For more information, go to KnowDiabetesbyHeart.org/Quality
ANSWERS TO FAQs
KNOW DIABETES BY HEART

Why are the AHA and the ADA and the supporting companies launching this new initiative?

Although some progress has been made in recent decades, the national public health impact of cardiovascular disease in people living with type 2 diabetes is tragic and a critical issue. Cardiovascular disease is the leading cause of death and a major cause of heart attacks, strokes, and disability for people living with type 2 diabetes—yet about half recognize their risk.³

This problem is too big for any one organization to address on its own, which is why the AHA and the ADA, with founding sponsors the Boehringer Ingelheim and Eli Lilly and Company Diabetes Alliance, and Novo Nordisk, and national sponsors Sanofi and AstraZeneca joined forces to create this new multi-year landmark initiative.

Why does the initiative only focus on people living with type 2 diabetes?
Cardiovascular disease is the leading cause of death and a major cause of heart attacks, strokes and disability for people living with type 2 diabetes. There may be opportunities to expand the scope of the initiative in the future, but our current focus is on helping people living with type 2 diabetes reduce their risk of death, heart attacks, strokes, and heart failure, given the elevated risk for these individuals.

What if I want to reach out to a local AHA or ADA local representative. What should I do? If you have questions or are seeking implementation guidance please contact Anmol Dalwadi at Anmol.Dalwadi@heart.org.
FREQUENTLY ASKED QUESTIONS

TARGET: TYPE 2 DIABETES HONOR ROLL™

Who can participate in Target: Type 2 Diabetes Honor Roll? Hospitals participating in Get with the Guidelines®–Stroke or –Heart Failure modules are eligible for awards based on their achievement on specific metrics within the program.

What is the timeline for hospitals to start collecting data? New diabetes related data elements and measures will be released in Fall 2019. While 2020 recognition does not include new data elements for recognition, some existing elements are now required and may need modification to ensure all patients with diabetes are captured if entered early in 2019.

When would a hospital be eligible for the honor roll distinction? Honor Roll distinction for 2019 data will be announced in early 2020 with all other GWTG awards.

Does a hospital need to achieve Bronze, Silver or Gold to be eligible for the new honor roll? Yes, similar to Target: Stroke and Target: HF, a hospital must meet the standard Get with the Guidelines achievement measures to be eligible for any honor roll distinction. Additionally, Target: Type 2 Diabetes Honor Roll requires 1 year of data for an award, therefore silver distinction must be met.

How will hospitals get notice of the honor roll measures? National webinars and email communications announcing all program parameters and PMT updates will be provided at each release. Additionally, AHA QSI staff are available to support data entry, improvement tactics, and award questions.

Is there an additional cost to participate? There is no additional cost to participate beyond engagement in Get With The Guidelines –Stroke or –Heart Failure modules.
REFERENCES


FOUNDING SPONSORS

Boehringer Ingelheim  Lilly  novo nordisk

NATIONAL SPONSORS

SANOFI  AstraZeneca

THIS INITIATIVE IS JOINED BY:

ASPC  DiabetesSisters  healthy women

Hormone Health Network  Mended Hearts  the diaTribe Foundation

WomenHeart  The National Coalition for Women with Heart Disease
THANK YOU

By implementing the Know Diabetes by Heart initiative, you are joining the movement that is helping to reduce cardiovascular deaths, heart attacks, heart failure, and strokes in people living with type 2 diabetes.