



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

*YMCA of Metropolitan Washington
Diabetes Prevention Program (YDPP)*
STRATEGIC PARTNERSHIP PROGRAM

Diabetes prevention is a community based problem that needs community based solutions. We are looking for strategic partners which will enable us to have maximum outreach impact in our community.

- **What are we looking for in a strategic partner?**

We look for partners who share our mission, philosophies, and values. We seek out partners that are experts in their fields and that have demonstrated a sound involvement in the community, strong membership/client base and supportive service or product portfolio. Activities for our strategic partners fall under these four main categories:

- 1. Refer participants to the program.**
- 2. Provide funding support for participants.**
- 3. Help build consumer awareness of diabetes risk and encourage at-risk individuals to seek screening and participate in YDPP.**
- 4. To mobilize members in the community to act as champions for YDPP.**

Specific Actions

- **Be aware of the program and suggest it as an option for appropriate patients**
- **Include us in your list of preferred adult Diabetes prevention provider**
- **Refer participants directly to this program**
- **Provide funding for our members/participants**
- **“Put the word out through your networks/practices”**
- **Link us and our classes on your website and other social media**
- **Inform us of about screenings and send people interested in the program to obtain a blood value to confirm pre-diabetes**
- **Invite us to participate in Health fairs where there will be glucose screening of persons at highest risk for developing diabetes**
- **Help us connect with the local medical society and to alert physicians**
- **Create opportunities to meet with the physician relations representative at area hospitals to inform them of the program**
- **Offer space for a classes on-site**
- **Provide suggestions on the best ways to inform physicians of the program**



- **Create opportunities for us** to meet with directors of area health clinics, particularly Federally Qualified Health Clinics, and other clinics that serve low-income populations, as they are disproportionately burdened with diabetes risk
- **Help us engage the local media** – print and broadcast – about the program and how individuals and physicians can make referrals.
- **Share with health care professionals the referral process** and who qualifies for the program
- **Help us connect** with referring physicians to share their patient's registration into the program and progress (if participant agrees).
- **Participate in “lunch and learn” or “breakfast and learn”**
- **Offer free testing and set up screenings** to place people into the program or their diabetes management program
- **Invite our Program Director** to be present during “grand rounds” for physicians (residents, nurses, dietitians, health educators)

**For more information, please contact Irmina Ulysse
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