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Release Date: June 9, 2011
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NEVADA STATE HEALTH DIVISION NEWS RELEASE

Nevada's "Road to a Healthier You" Program Wins National Frankie Award

Carson City, NV – The Nevada Diabetes Prevention and Control Program "Road to a Healthier You" received the Centers for Disease Control and Prevention (CDC) annual Division of Diabetes Translation Frankie Award for 2010. The award recognizes exemplary promotion and use of National Diabetes Education Program (NDEP) materials and messages. "Road to a Healthier You" was awarded a Frankie under the category, Promotion of NDEP Resources to Address Disparities. In this case, "disparities" refer to populations disproportionately burdened by diabetes such as racial/ethnic minorities, people of low socioeconomic status, rural populations, and women.

The purpose of "Road to a Healthier You" was to decrease the risk of developing diabetes and its complications in the Hispanic/Latino population through a six-week, community-based education program. The program was developed to empower self-management, increase physical activity, and promote healthy weight and appropriate preventive medical care. The diabetes self-management and education program used NDEP's "Road to Health Toolkit" in English and Spanish. The pilot program began in Clark County, and has since expanded to Nye, Lander, Pershing, Humboldt, Carson City, Lyon and Douglas Counties.

"The courses were offered in both English and Spanish," said Margie Franzen-Weiss, Diabetes Prevention Control Manager. "Results of the pilot program indicated that 91% of those who participated are willing and able to start making changes in their daily lives to better manage their diabetes."

The annual Frankie Awards are named in honor of Frank Vinicor, M.D., former director of the CDC's Division of Diabetes Translation and a founder of the National Diabetes Education Program. Frankie Awards are competitively judged and awarded in five categories: Promotion of NDEP Resources to Address Disparities; Use of Media to Promote NDEP; Implementation of an NDEP Program or Activity in the Community; Collaborative Partnership Using NDEP Resources; and the Frank Vinicor Award of Excellence.

For more information about the Nevada State Health Division, go to: <http://health.nv.gov>

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