



Center in the Park
Final Report
prepared for the
Medicare Diabetes Screening Project
2009 Award



The Center in the Park Living Well Players

Medicare Diabetes Screening Project Final Report

Time period of activities:

The original time period of project activities was extended through March 2010. The revised timeline of activities includes:

August 2009 - September 2009 – Recruit volunteers; Conduct volunteer orientation; Develop skits (writing, rehearsal); Order MDSP promotional materials; Initiate outreach to community partners/ organizations; MDSP kick-off event at CIP Open House (Live broadcast of an MDSP skit on WURD 900AM radio, and distribution of promotional materials.)

October 2009 – February 2010 – Schedule presentations at community venues; Videotape live performances for use in rehearsals; Send press releases to local media outlets; Continue recruitment of community partners; Videotape and edit staged skits and personal testimonies for production of professional DVD.

March 2010 – Distribute DVDs to medical practices and other community partners; Share project stories with media outlets; Conduct phone surveys of audience participants; Analyze phone survey data.

Approximate number of seniors reached:

A total of 541 older received the MDSP message through performances of the CIP Living Well Players. This total includes 160 participants (unduplicated count) at community venues; 320 participants at Center in the Park programs (degree of duplication in count undetermined); 61 individuals who received written promotional items without performance of skits.

In addition, the live broadcast on WURD900 AM radio had a potential listenership of over 35,000 -- 28.5% of whom are age 65+ (based on Qualitap/Arbitron audience profile provided by the radio station).

Description of activities undertaken:

Center in the Park (CIP) proposed to develop a cadre of older adult volunteers into a health theatre group – the CIP Living Well Players - to create and perform skits, promoting the Medicare Diabetes Screening Project message to their peers at several venues in Northwest Philadelphia. Our attainment of this goal is best measured within the context of the initial *program aims*:

Recruit 9 older adult volunteers to participate in health theatre, “The CIP Living Well Players.” CIP recruited and retained 10 active volunteers. This involved weekly group meetings, ongoing training, rehearsals, and acknowledgement of accomplishments

Develop two skits aimed at promoting the MDSP message, along with talking/discussion points. Volunteers wrote three skits, two of which were performed. We also developed standardized talking points, which were used to introduce and close each performance.

Recruit 20 community partners to serve as venues for MDSP health theatre promotional activities, including 15 churches, 3 senior housing developments, and 2 senior centers. There have been eleven performances at six community venues and five events/groups at Center in the Park. This included three senior housing developments, as well as a meeting of a local chapter of the AARP.

Present health theatre skits to 400 older adults. MDSP presentations have been made to 541 older adults. Audience sizes ranged from 13 to approximately 150.

Promote the MDSP message and related events through local print media and radio. MDSP kick-off event at CIP Open House featured the radio broadcast of an interview and performance of an MDSP skit on WURD 900AM radio; A press release was sent to local print media; An article appeared in the local newspaper, The Germantown Chronicle, as well as in the March CIP Newsletter. We will continue to promote coverage of the program in media outlets, as a way of promoting the important MDSP message beyond the funding period for this project.

Create a DVD featuring two health theatre performances. CIP has produced a professionally edited DVD featuring two staged performances of skits, as well as introductions and personal testimonies of the CIP Living Well Players. This DVD was created for distribution to various community partners. In addition, we have video documentation of three performances before live audiences.

Distribute MDSP promotional materials and health theatre DVDs to at least 3 local health clinics and geriatric practices for patient education, as well as to other community organizations serving older adults. Ten copies of health theatre DVDs were created for distribution to local health clinics and geriatric practices for patient education,

as well as to other community organizations serving older adults, along with official MDSP promotional materials. The DVDs serve the dual purpose of promoting the Medicare diabetes screening benefit, as well as introducing local churches to the variety of healthy aging health promotion programs offered by Center in the Park.

Conduct telephone surveys with 150 participants to evaluate efficacy of outreach efforts. Phone surveys of 66 randomly-selected audience members were conducted, and the data evaluated for inclusion in this final report.

Partners with whom you worked:

Several organizations have responded enthusiastically to our outreach efforts, including: Local radio station, WURD 900AM, which held a live broadcast from Center in the Park's Open House, featuring an interview about the Medicare Diabetes Screening Project and a performance of an MDSP skit by the CIP Living Well Players. Other community partners hosted performances include AARP Northwest Chapter 280; senior independent living apartments, Maple Village, Community House, and New Covenant Manor; Sunshine Older Adult [Senior] Center, and a local chapter of The Red Hatters. Since the conclusion of the project, other churches have requested performances of the Living Well Players, indicating an interest and need for this form of health education in the community, as well as the potential for future collaborations.

Any data you may have collected:

Data collection activities have included:

Attendance lists for each performance, which contain the names and phone numbers of most audience members. This was not only helpful in keeping a count of the number of older adults reached, but also facilitated evaluation of the program through telephone surveys of a sample of 66 participants.

Qualitative/ descriptive data have also been collected on the resources involved in recruiting and supporting a group of older adult volunteers in this type of health promotion activity, over a six-month period. This includes lessons learned about initial orientation and ongoing training needs; frequency of meetings and rehearsals; individual motivation and group cohesion; scheduling and transportation needs, among others.

Our efforts to secure performance venues and other community partnerships have provided information on the logistics involved in making these presentations; the types of older adult venues that are better suited to live performances by the CIP Living Well Players, and which may be better served through distribution of taped performances and/or printed promotional materials.

Phone surveys conducted with 66 randomly-selected audience members provided us with data about the efficacy of the project, with regard to increasing awareness of the Medicare diabetes screening benefit, of the incidence of diabetes in older adults; in effecting behavior that will lead individuals to be screened; as well as disseminating information about diabetes screening to members of their social networks. Data analysis results are presented on the following pages.

Future plans:

We hope to generate interest in the use of health theatre to encourage older adults to be screened for diabetes, as well as engage in activities that promote their general health and well being. The Living Well Players model of diabetes screening outreach and education, is one that we hope will be replicated in communities throughout the country. The Living Well Players intend to seek funding to broaden their outreach to home-bound older adults through the use of DVDs, as well as Internet-based technologies , as well as links to diabetes-related organizations. We also intend to develop skits that engage audiences for a longer period of time, and that are more interactive.

The tools that have been developed (evaluation survey; the skit-writing process with older adults; volunteer orientation session; volunteer retention methods) can be applied to other health issues.

We intend to forge future collaborations with other theatre groups, in order to replicate this model; apply it to intergenerational audiences; as well as improve the acting and playwriting skills of the members of the Living Well Players.

Center in the Park is grateful for the opportunity to have collaborated with the Medicare Diabetes Screening Project.

CENTER IN THE PARK

MEDICARE DIABETES SCREENING PROJECT FOLLOW-UP PHONE SURVEY

Today's date: _____

My name is _____ and I'm calling from Center in the Park. May I speak with Ms./Mr. _____? In _____ (month) a group from CIP - the Living Well Players came to your gathering at/in _____ (event/location). They performed a skit and then spoke about the importance of getting screened for diabetes, and that Medicare has a benefit that pays for it. May I please have about 5 minutes of your time to answer the following questions about your experience after being a part of the audience. Your answers will help us to develop future health promotion programs. Thank you.

1. Before attending the performance of the CIP Living Well Players, had you been tested/ screened for diabetes (through a blood test at your doctor's office)? _____

Yes 1 No 0

2. Before attending the performance of the CIP Living Well Players, were you aware of the fact that Medicare offers a free annual screening/ test for diabetes?

Yes 1 No 0

3. Before attending the performance of the CIP Living Well Players, were you aware of the fact that nearly 3 out of 4 Americans age 65 or older have diabetes or pre-diabetes?

Yes 1 No 0

4. Because of what you learned from the performance of the CIP Living Well Players, have you spoken with your doctor or other health care provider about getting screened/ tested for diabetes?

Yes 1 No 0

5. Since attending the performance of the CIP Living Well Players, have you been screened/ tested for diabetes?

Yes 1 No 0

6. Because of what you learned from the performance of the CIP Living Well Players, do you intend to speak with your doctor this year about getting screened/ tested for diabetes?

Yes 1 No 0

7. Have you shared what you learned about diabetes screening, from the performance of the CIP Living Well Players with, friends or family members? Yes 1 No 0

If yes, what did you share? _____

Analysis of responses to telephone surveys (n= 66)

CIP MDSP Phone Survey Items

Analysis/Outcome

Evaluation ID#

n= 66 surveys completed; Randomly selected sample from attendance lists of CIP Living Well Players performances; those who provided phone numbers.

Survey date

Jun-10

Skit date

Ranges from September 2009 to March 2010

Q1 Screened before

89% (n= 58/65)

Q2 Aware of screen before

55% (n= 36/65)

Q3 Aware diab. incidence before

75% (n= 49/65)

Q4 Ask for screen after

81% (n= 54/66)

Also 91% of those saying yes to Q5, said yes to Q4, i.e., Q4 yes as a percentage of Q5 yes = 91% (n= 51/56)

Q5 Screened after

86% (n= 56/65)

Q6 Intend ask for screen

89% (n= 59/66)

Q7 Shared MDSP info

78% (n= 51/65)

Analysis of responses to telephone surveys (n= 66)

13 Open-ended categories for Q7:

Q7 Shared MDSP info: What type of information shared with relatives and friends

<u>Coding Category</u>	<u>Frequency</u>
<u>Encourage get screened</u>	17
<u>Diet advice/ role of</u>	16
<u>Family hx of diabetes</u>	12
<u>Other misc. diabetes advice</u>	10
<u>Exercise advice/ role of</u>	7
<u>Seek diabetes education/ info</u>	6
<u>Follow/seek prof'l med. help</u>	6
<u>Other</u>	5
<u>Other misc. health advice</u>	3
<u>Age factor in diabetes</u>	3
<u>Weight advice/ role of</u>	2
<u>Prevalence of diabetes</u>	2
<u>Race/ethnicity factor in diabetes</u>	2

MDSP—Performances of the Center in the Park Living Well Players



WURD 900 AM Live Broadcast Schedule

Thursday, September 10, 2009, 1:00 p.m. – 4:00 p.m.

Hosted by: Thera Martin-Connelly & Steve Ballard

Co-Hosted By CIP's Members and Staff

Lynn Fields Harris, Executive Director – Will introduce/give history about CIP and talk about National Senior Center Month

Center in the Park Board Member

Bravo Health Representative

Warren Oree, Lifeline Music – Music From the Heart

Renee Cunningham-Ginchereau, Associate Director – Overview Center Programs and Services-Moderate this portion with staff

CIP Art Instructor, Jim Wallace

Brannon Johnson Program Director– Classes • Upcoming Special Events• Instructors Needed

CIP Guitar Class Instructor, Monette Sudler-Honesty

Stephanie Collins, Programs Coordinator • Travel Program • Nutrition Classes

Fred Lewis, SEC Coordinator

Delores Palmer, Program Coordinator In Touch • Brain Health Program, Health Promotion

Brent Simmons, M.D., Drexel Family Medicine • Prostate Cancer Awareness

Margaret Ryan, Vice President of Advisory Council

Marie Marthol, Program Coordinator In Touch • The CIP Living Well Players – The Medicare Diabetes Screening Project

Dianne B. Tucker, Volunteer Coordinator • Volunteer Opportunities

Courtney White, Social Services Supervisor • Social Services and Housing Department

Erika Barbara, Beat the Blues, Beat the Blues Research Coordinator

Michael Sommerville • Men's Gathering

CIP Member (s) – Fran Moss and Lloyd Luton from CIP Men's Gathering Group

Reverend Joe Williams

Article appearing in the March-April 2010 Center in the Park Newsletter (mailed to CIP members and distributed at community outreach events):

Introducing the Center in the Park Living Well Players and the Medicare Diabetes Screening Project

“We are here to entertain you with a brief skit that we wrote, and to bring you some important information. So please sit back and enjoy!” These words signal the start of an exciting performance by the Center in the Park Living Well Players. All the world’s a stage for these actors, and yet, the men and women who comprise this group are not “merely players” – they are agents of change in their communities. These CIP members have volunteered to create and perform skits encouraging older adults to be screened for diabetes and spreading the word that Medicare offers free diabetes screening.

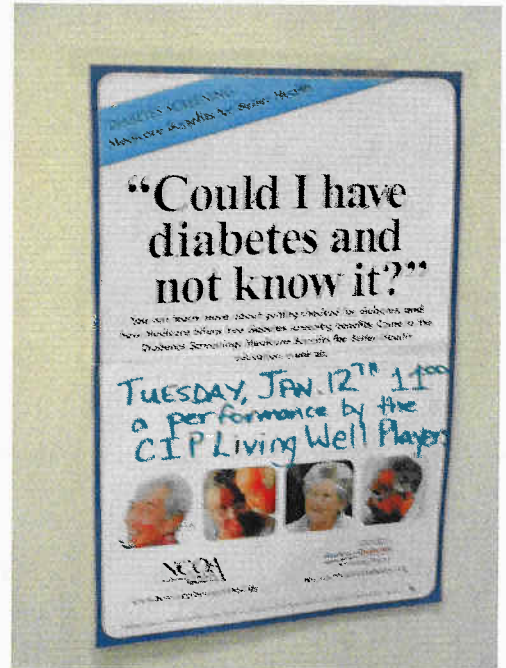
Early detection and treatment is the best way to avoid the potentially serious complications of diabetes – including stroke, blindness, heart disease, amputations and kidney disease. And many older adults are diabetic or pre-diabetic, yet unaware of it. The aim of the Medicare Diabetes Screening Project (MDSP) is to spread the message that you are eligible for free screening if you are 65 or older, and have any one of the following: A family history of diabetes; high blood pressure; high cholesterol; are overweight; or have a history of diabetes during pregnancy. So the next time you visit your doctor or nurse practitioner, speak with him or her about your risk of becoming diabetic - maybe it’s time you got tested. For more information on the Medicare diabetes screening benefit go to www.screenfordiabetes.org or call 1-800-MEDICARE.

To find out more about the CIP Living Well Players please call Marie-Monique Marthol at 215-849-5100 ext. 304

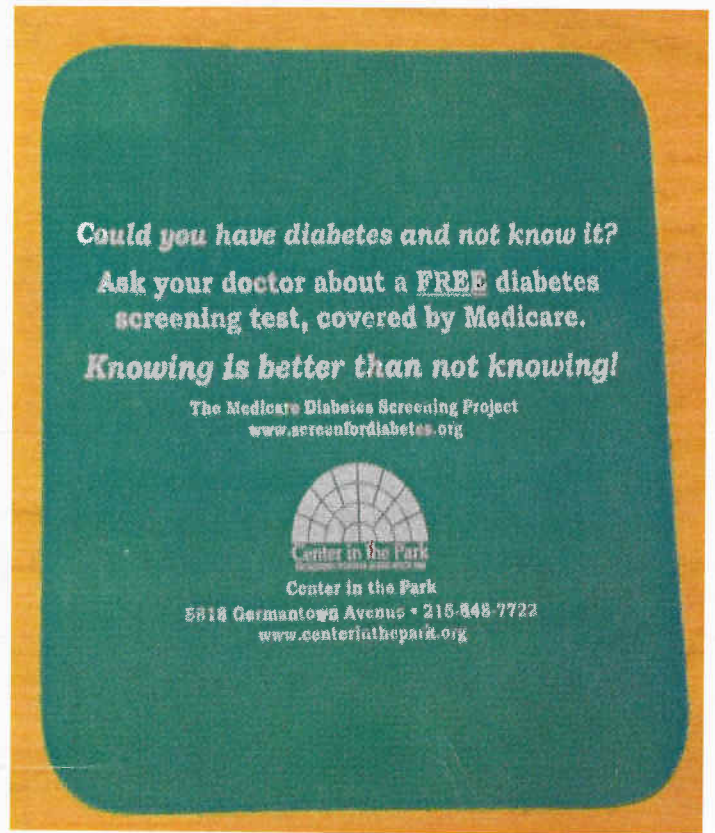
Visual Communication of the MDSP Message



T-shirts worn by CIP Living Well Players at each performance



Official MDSP poster sent to each venue



Custom-printed shopping bag, jar opener and official MDSP promotional literature, distributed to each member of the audience.

Introduction & Talking Points
Medicare Diabetes Screening Project
CIP Living Well Players

Good Morning/ Afternoon ladies and gentlemen. My name is _____, and we are the CIP Living Well Players . We would like to thank you for inviting us to perform for you. We are members of Center in the Park, a senior community center in Germantown, and we are also volunteers with the Medicare Diabetes Screening Project (MDSP). We are here to entertain you with a brief skit that we wrote, and to bring you some important information. So please sit back and enjoy!

~

After performance: [Applaud the performance.]

We hope you enjoyed our performance. It causes us to think, “Could I have diabetes and not know it?” Well, it’s important that you ask your doctor for a free diabetes screening test, covered by Medicare. Medicare covers free diabetes screening tests each year, for people at risk for diabetes. And there’s no co-pay and no deductible – it’s totally free. You are eligible for free screening if you are 65 or older, and have at least one of the following:

A family history of diabetes; High blood pressure; High cholesterol; Are overweight;

History of diabetes during pregnancy.

Thank you for your time, and please remember to ask your doctor to screen you for diabetes at your next visit.

Distribute handouts and giveaways. Also answer any questions audience members may have. Collect sign-in sheets (You can refer to the 2 prompt cards for talking points about MDSP.)

Medicare Diabetes Screening Project
Center in the Park Living Well Players—Skit 1

Let's talk about Diabetes and more...

By: Victoria Huggins Peurifoy

Narrator: Two cousins residing in different states – Shelly and Toby – are about to have an interesting telephone conversation... Let's listen in (*cup your hand to your ear, and lean in the direction of actors*)

In the background: the phone is ringing

Toby: Hello...

Shelly: Hey Toby, this is Shelly. How are you doing?

Toby: I'm doing great. How about you?

Shelly: I doing OK, but I called to tell you something.

Toby: What's that?

Shelly: Did you hear about Aunt Ginny?

Toby: No, what happened?

Shelly: I just found out that she had to have her leg amputated.

Toby: Whaaat! But why?

Shelly: She had diabetes all this time and never had it checked out.

Toby: Come on, do you think she really didn't know.

Shelly: I don't know, but if she had gotten tested maybe this wouldn't have happened to her.

Skit 1 continued...

Toby: Personally, I think she knew but didn't want to give up those dog gone Honey Buns, pork rinds, and all that other junk she liked to eat. I'm really upset, 'cause maybe, like you said, this might not have happened.

Shelly: Sometimes you don't know and the only way you can know for sure is to get tested. But all of what you were just saying doesn't matter now, I just think we should pass the word along to family members to encourage them to get tested and go through the diabetes screening just to be safe. What do you think?

Toby: I agree, maybe we can arrange something at the family reunion where we can get the word out to family members, we could set up a workshop and bring in information, and maybe we can get some pamphlets that will help explain their rights and also talk about diabetes. But you know what else? We could strongly encourage them to contact their doctors when they get home to set up a diabetes screening. How about that?

Shelly: I think that's a great idea, I'll contact the reunion coordinator today. If you think of anything else we could do give me a call OK?

Toby: Ok...But before you go, let the two of us commit to get ourselves checked out by getting our diabetes screening done as soon as possible. I don't know if you know it but those screenings are free and Medicare covers it so it won't cost anything.

Shelly: My commitment is intact. I'm calling my doctor when I hang up from you.

Toby: By the way, how is Aunt Ginny now?

Shelly: Girl, she's already talking about getting prostheses so she can get around again, nothing holds her down. At least she has a good attitude.

Toby: Alright, please give her my love.

Shelly: Will do. Talk to you later.

Toby: Bye

They both hang up the phone.

Medicare Diabetes Screening Project
Center in the Park Living Well Players—Skit 2

THE CARLA CARR TALK SHOW

WRITTEN BY YVONNE S. TILGHMAN

CHARACTERS: CARLA CARR AND MABLE MASON

Note: Adapt names of characters to fit gender of actors; Carl or Carla, Mark or Mable.

Narrator: We would like to welcome you to the Carla Carr TV talk show for seniors. Let's join Carla with her special guest, diabetes expert, Mable Mason!

SHOW APPLAUSE SIGN

CARLA/ Carl CARR: GOOD MORNING TO ALL OF MY SEASONED SENIORS IN THE AUDIENCE! TODAY'S SHOW IS A HOT TOPIC FOR ALL OF YOU. MY GUEST, MABLE MASON, IS ONE OF THE LEADING EXPERTS ON THE SUBJECT OF DIABETES. PLEASE WELCOME TO OUR SHOW, MABLE MASON.

SHOW APPLAUSE SIGN (LOUD CLAPPING FROM THE AUDIENCE.)

MABLE/ Mark MASON: I'M SO GLAD TO BE HERE, CARLA.

CARLA/ Carl CARR: MABLE, I UNDERSTAND THAT YOU HAVE A SECRET THAT YOU WANT TO SHARE WITH OUR AUDIENCE.

MABLE/ Mark MASON: YES, I DO. FIRST, I WANT TO SHARE THIS FACT. THERE ARE 35 MILLION AMERICANS WHO ARE 65 YEARS OR OLDER. AND ALMOST HALF OF THEM HAVE UNDIAGNOSED DIABETES OR PRE-DIABETES.

CARLA/ Carl CARR: THAT IS WHY I WANTED THIS SHOW TO BE JUST FOR MY SEASON SENIORS BECAUSE MILLIONS OF THEM ARE NOT GETTING THE TREATMENT THAT THEY NEED TO PREVENT HEART DISEASE, STROKE, BLINDNESS, KIDNEY DISEASE, AND AMPUTATIONS.

MABLE/ Mark MASON: HERE'S THE BEST KEPT SECRET. SENIORS ARE COVERED BY MEDICARE TO RECEIVE *FREE* SCREENING TO CHECK FOR DIABETES. THEY JUST NEED TO HAVE THEY HAVE A ONE OF THESE: EITHER HIGH BLOOD PRESSURE, HIGH CHOLESTEROL, ARE OVERWEIGHT, OR HIGH GLUCOSE OR "SUGAR", A HISTORY OF DIABETES DURING PREGNANCY, OR EVEN JUST A FAMILY HISTORY OF DIABETES.

Skit 2 continued...

CARLA/ Carl CARR: DO YOU MEAN THAT SENIORS WHO ARE COVERED BY MEDICARE HAVE NO CO-PAYMENT DEDUCTIBLE?

MABLE/ Mark MASON: YES! DOCTORS, PHYSICIAN'S ASSISTANTS, NURSE PRACTITIONERS, OR CLINICAL SPECIALISTS CAN TEST SENIORS. MOST SENIORS WHO ARE COVERED BY MEDICARE WILL QUALIFY FOR THIS FREE SCREENING TEST ONCE A YEAR.

CARLA/ Carl CARR: (**LOOKING OUT INTO THE AUDIENCE**) BY A SHOW OF HANDS, HOW MANY OF MY SEASONED SENIORS DID NOT KNOW THIS ABOUT MEDICARE? (**GASPING AUDIBLY**) WOW! I SEE AN AWFUL LOT OF HANDS. LET'S THANK OUR GUEST, MABLE MASON FOR TELLING US ABOUT THE MEDICARE DIABETES FREE SCREENING BENEFIT.

MABLE/ Mark MASON: CARLA, I WOULD LIKE TO THANK YOU FOR HELPING US GET THE MESSAGE OUT ABOUT FREE DIABETES SCREENING. THIS IS ONE SECRET WE DON'T WANT TO KEEP!

CARLA/ Carl CARR: (**LOOKING OUT INTO THE AUDIENCE**) BY A SHOW OF HANDS, HOW MANY OF MY SEASONED SENIORS ARE GOING TO MAKE THAT APPOINTMENT FOR A FREE DIABETES SCREENING TODAY? GREAT! WELL, WE'LL BE RIGHT BACK AFTER THIS BREAK WITH MORE INFO ON TODAY'S HOT TOPIC.

SHOW APPLAUSE SIGN (**LOUD CLAPPING FROM THE AUDIENCE.**)