

TITLE: Partnering with non-health organizations to reduce type 2 diabetes risk in rural Oregon

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: County-wide coalition collaborates across sectors to address type 2 diabetes / relevant for all audiences

ABSTRACT: Type 2 diabetes is a concern in Tillamook County. Like many rural places, the communities of Tillamook County have limited resources to address complex health issues like type 2 diabetes. To have the biggest impact requires collaboration among organizations. Now in its fourth year, Tillamook County Wellness has grown into a robust coalition with members representing many sectors and are working collaboratively to prevent type 2 diabetes. This initiative is led by Tillamook County Community Health Centers and supported by the Board of County Commissioners. To focus on upstream factors of diabetes risk, the coalition brought together members from many sectors who are implementing evidence-informed approaches to engage community members in lifestyle modifications to reduce their risk of type 2 diabetes. The membership includes more than 40 organizations, including health providers and non-health organizations like the U.S. Forest Service, chamber of commerce, and electric utility. Participation of non-traditional partners in a health initiative has led to the development of innovative approaches to engage community members in risk-reducing behaviors. This presentation will provide an overview of the process, resources, impacts, as well as the strategies used for effectively engaging non-traditional partners in public health endeavors.

OBJECTIVE(S): Participants will describe strategies to engage non-traditional partners in public health programs. They will identify resources for using collaborative approaches to improve risk factors for type 2 diabetes.
