

Together2Goal®

AMGA Foundation
National Diabetes Campaign

2016 National Day of Action
Wrap Report

PURPOSE

On November 3, 2016 medical groups, patients, caregivers, partners, corporate collaborators, and the general public joined together to take action for diabetes.



The goal? Empower the nation to better manage this chronic condition.

IMPACT

214 PARTICIPANTS

IN THE TOGETHER 2 GOAL® NATIONAL
DAY OF ACTION HELPED REACH OVER

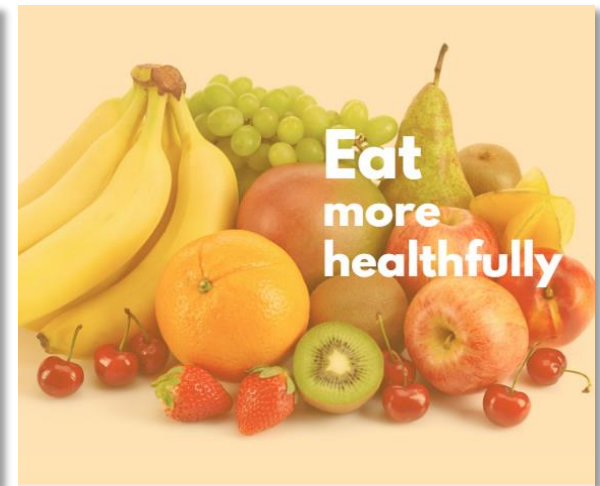
4 MILLION

A M E R I C A N S

TOGETHER 2 GOAL® ACTIVITIES

ONLINE PLEDGE

Through the Together 2 Goal® online pledge, **individuals** committed to taking a number of actions.



ONLINE PLEDGE

Through the Together 2 Goal® online pledge, **organizations** committed to taking a number of actions.



TWITTER CHAT

Together 2 Goal[®] co-hosted a Twitter Chat with hashtag **#T2Gchat** to discuss tips for better managing diabetes & supporting those living with it.

Healthful Eating

A3: Healthy eating can be fun! Fill your plate with colorful fruits and veggies from your local farmer's market or grocery store. **#T2Gchat**



Emotional Well-being

A5: "You are not a bad person because you developed diabetes. It is not your fault."

#T2Gchat



Physical Activity











A4: Consider asking a friend to join your next workout. A buddy can keep you motivated and accountable—and make it more fun! **#T2Gchat**



TWITTER CHAT

Chat participants included:

- Individuals living with diabetes
- Providers
- Caregivers
- Partners and supporting organizations
- Corporate collaborators
- Other diabetes influencers at the local and national level

TOP CONTRIBUTORS				
		TWEETS	RETWEETS	IMPRESSIONS
	diabeteshf	33	26	716k
	eatright	10	28	619k
	Merck	5	7	555.5k
	MillionHeartsUS	14	53	322.9k
	AMGAhealth	100	55	153.4k
	KidneyFund	14	18	141k
	AADEdiabetes	22	22	134k
	diaTribeNews	11	14	116.4k
	blog4health	38	1	71.6k
	diabetessisters	20	18	69.4k

TWITTER CHAT

During the chat, a number of empowering messages were shared:



Vandana Sheth RD @VandanaShethRD · Nov 3

@AMGAFhealth A5: Get educated & reach out to get the support u need. You are not alone! Become an active member of ur care team #T2Gchat



Amanda Jo @AmandaJoCountry · Nov 3

@AMGAFhealth A5: It seems hard at first but it gets easier! You can still do whatever you dream of doing. Diabetes doesn't have to stop you. #T2Gchat



Corinna Cornejo @SpinningDPlates · Nov 3

A5: You are the boss of you Not your family Not your doctor Ultimately managing #diabetes is your choice and responsibility #t2gchat

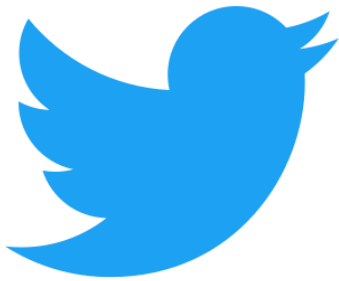


Diabetes Hands Fndn @diabeteshf · Nov 3

A5. You are not alone! Finding outlets like this, online communities and other peer support should be a part of the diabetes plan! #T2Gchat

TWITTER CHAT


#T2Gchat was so popular, the hashtag trended on Twitter!



Trends · Change

#GoodDeedFeed

Today at Subway, Buy One, Get One, and Help Feed America!

 Promoted by SUBWAY®

Melania Trump

21K Tweets

#NationalSandwichDay

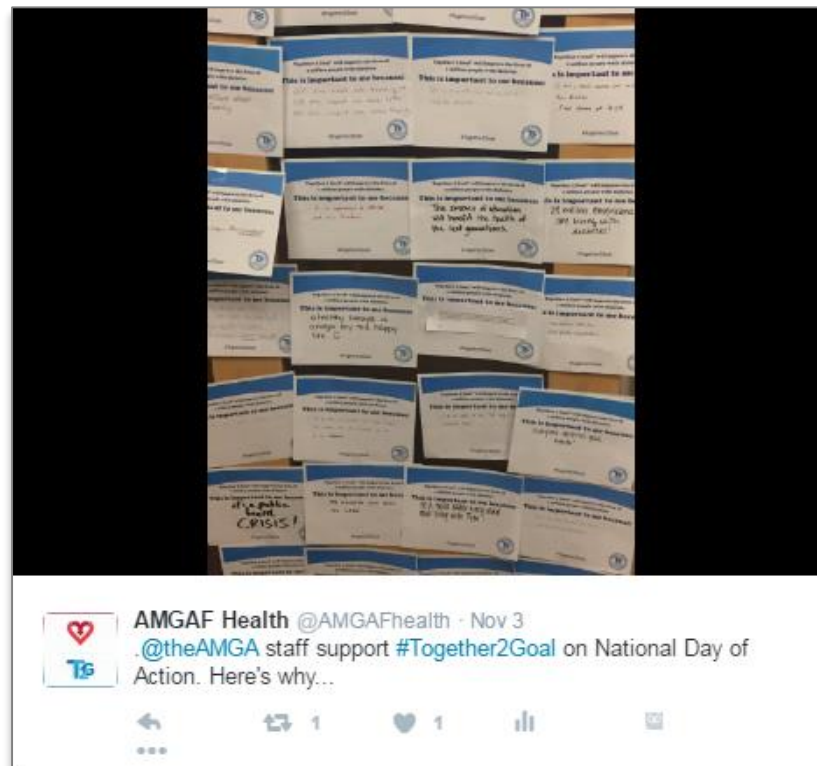
@LGHealth, @AHAOregon and 4 more are Tweeting about this

#T2Gchat

@diabetessisters, @diabeteshf and 9 more are Tweeting about this

IN-OFFICE ACTIVITY

Diabetes touches many people – including those at AMGA. Our staff posted signs in our office and on social media explaining why the Together 2 Goal® campaign is important to us.



IN-OFFICE ACTIVITY



PROMOTION

Together 2 Goal[®] implemented a number of tactics to help get the word out about National Day of Action activities!

Member Communications



Social Media Ads



Web Banners



Blog post



Social Media Campaign



PARTICIPANT ACTIVITIES

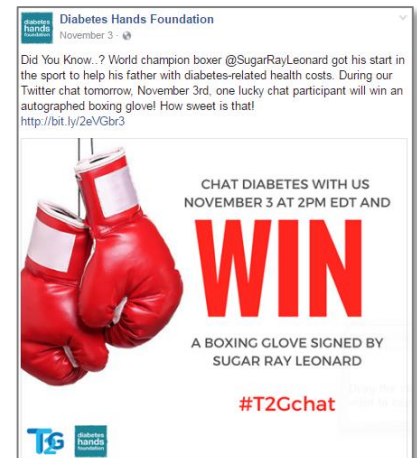
SPOTLIGHT: DIABETES HANDS FOUNDATION

Diabetes Hands Foundation (DHF) has created a strong community for anyone touched by diabetes. By co-hosting **#T2Gchat** Twitter Chat and spreading the word about **National Day of Action**, DHF helped us reach those living with this chronic condition and share important resources and messages of support and empowerment.

Twitter Chat Co-host



Twitter & Facebook Promotion



SPOTLIGHT: NOVO NORDISK, INC.

On National Day of Action, Novo Nordisk, Inc. **offered two resources to help drive action:**

- Cornerstones4Care® diabetes support program, which offers people with diabetes a customized digital coaching program.
- *Ask.Screen.Know* videos, which encourages individuals to learn more about diabetes risk factors.

Cornerstones4Care®



SPOTLIGHT:

JOHNSON & JOHNSON HEALTHCARE SYSTEMS

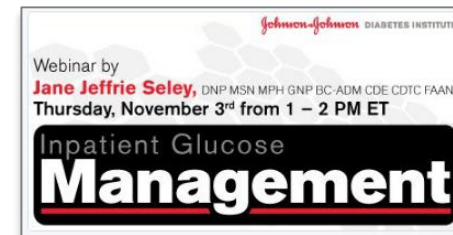
Johnson & Johnson Healthcare Systems participated in a variety of activities for National Day of Action:

- **Joined #T2Gchat Twitter Chat** to share tips for better managing the condition;
- **Hosted two webinars** to encourage improved diabetes care and self-management;
- Provided sponsorship for the “Donate a Photo” program, where \$1 was **contributed to diabetes education programs** for every photo posted

Twitter Chat Participant



Webinar Host



Diabetes Education Programs Funder



SPOTLIGHT: AMGA MEMBERS

A number of AMGA members took “action” to a whole new level...



AMGA MEMBER ACTIVITIES



GREETINGS:

It is my pleasure to join with Premier Medical Associates and the commonwealth's medical professionals, volunteers, and advocates to proclaim November 3, 2016, as *National Day of Action*.

Diabetes is one of the most pressing health issues we face - it affects one million adults in Pennsylvania and is the seventh leading cause of death in the commonwealth. By participating in the National Day of Action, Premier Medical Associates pledges to improve care for patients with diabetes in the Greater Pittsburgh area. I applaud this organization's campaign to improve practice based screening abilities and increase earlier diagnosis to prevent the serious and life-threatening complications that diabetes may cause. The work of the staff and providers at Premier Medical Associates are key steps in improving health outcomes and the quality of life for people with or at risk for developing diabetes. I encourage all citizens to continue to raise awareness about this disease and the complications that it can cause, while providing support to those suffering from diabetes.

As Governor, and on behalf of all citizens of the Commonwealth of Pennsylvania, I am honored to support *National Day of Action* in the commonwealth. Please accept my best wishes for continued success in your mission.



Tom Wolf
TOM WOLF
Governor
November 3, 2016

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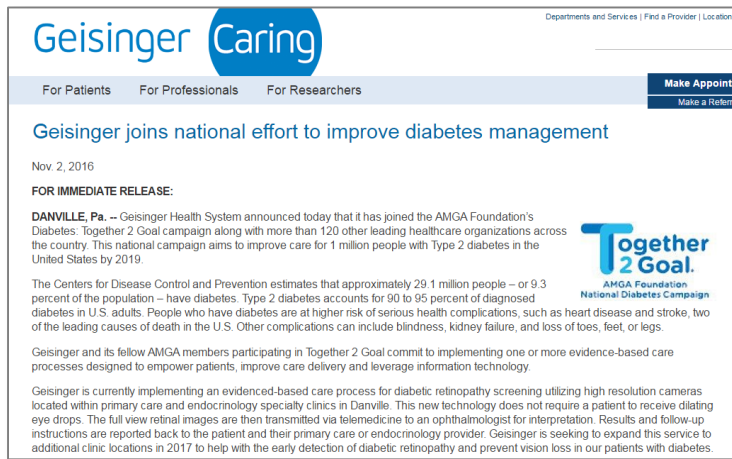
PREMIER MEDICAL ASSOCIATES SECURES
A PROCLAMATION
ISSUED BY THE PENNSYLVANIA
GOVERNOR TO RECOGNIZE
N A T I O N A L
DAY OF ACTION

AMGA MEMBER ACTIVITIES

HENRY FORD HEALTH SYSTEM
DEVELOPS AN ORIGINAL
BLOG POST
FOR PEOPLE NEWLY
DIAGNOSED
WITH DIABETES



AMGA MEMBER ACTIVITIES



GEISINGER HEALTH SYSTEM
CONDUCTS A
MEDIA BLITZ
TO SHARE NEWS ABOUT
THEIR CAMPAIGN
PARTICIPATION

AMGA MEMBER ACTIVITIES



HATTIESBURG CLINIC, P.A. &
UTICA PARK CLINIC
COMPLETED SIGNS
SHOWING WHY THEY
SUPPORT
TOGETHER 2 GOAL® AND
IMPROVED DIABETES CARE

Abby Lampela • ADW Diabetes • AlmenoPossoCucinare • Amanda Jo • Amelia Dmowska • American Association of Diabetes Educators • American College of Physicians • American Diabetes Association • American Diabetes Association NJ • American Kidney Fund • AMGA • Ana Gabriela Ledo • Andi Eberly • Angel • Angela Sidlauskas • Angelo Cutrone • Ann Marie Frakes • Anna • Anne Keeney • APhA HQ • Ashley Fletcher • Athena Boggs • Bartu Eren Güneşliol • Beth Sutter • Bob Speer • Brandon Wolf • Brian Leslie • BSA Health System • Cait DeBaun • Cam Compton • Cara Crosby • Carle Physician Group • Carlos • Carol Bryant • CDC Diabetes • Cecil A. Ross • Charley Cleaver • Chiro One • Christian Sacdalan • Christina Lavoie • Christy Wilson • ClusterTAV • Colorado Black Health • Community Pharmacy Foundation • Cori Rattelman • Corinna Cornejo • Cyn_LA • Cynthia Rogers-Celt • Danielle Casanova • Danielle DuBord • Darryl Drevna • David Allen Bates • Dawn Hornberger • Debbie DiabetesHub • Deborah Greenwood • Debra Daya • DeGray Systems Development • Denise Goldsmith • Diabetes Hands Foundation • Diabetes Institute • DiabetesSisters • Diabetic Jewellery • diaTribe • Dominick Frosch • Donald W. Fisher • Donna Gaskins Pasteur • Dr. Charles Roman • Dustin Gunderson • Earlean Chambers • eatright • eCatalysis • Elizabeth Phillips • Eric Estes • Erin Leaver-Schmidt • Fifty50 Foods • Frances Krueger • Fred Haag • Fred Weichselbaum • Gabrielle Consola • Gail Rae-Garwood • Gayle • Geisinger Health System • Gene Ammerman • Gina C. Brown • Gina Quirk • Harbin Clinic • Hattiesburg Clinic • Healthcare Discovery • HealthyWomen • Heba Abdelnabi • Heidi Champion • Henry Ford Medical Group • HHS Region 10 • Hope Warshaw • Horizon Family Medical Group • iDOCr • Inova Health System • Jaime Munoz Reveno • Jamie Miller • Jane K. Dickinson • Jane Popadich • Jeanne Luschin • Jenna Moore • Jennifer Reid • Jerry Penso • Jewel Jones Truxon • Jim P • Joe DeLisle • John W. Kennedy • Johnson & Johnson Family of Diabetes Companies • Jorja Jacobs • Jose Tapia • Joseph • Julia Ann Mercer • Jyothi Menon • Kathy Polyniak • Kelly / Diabetes • Kelly Close • Kelly Suchy • Kendra Dorsey • Kevin J. Fowler • Khürt Williams • Kraut Source • Krowdster • Lauren • Lauren Belisle • Lauren Grella • Lawrence Dorsey • Leslie Ayuk-Takor • Leslie Gamble • Linda Foster • Lisa Cornbrooks • Lori Russell • Lori Zanini • Lorraine Stiehl • Lovelace Health System • Madison County Health • Mahmood AlShawai • Manny Hernandez • Marcie Babey • Maria Vasquez • MarieBe • Marina Chaparro • Mark De Revere • Mark Miller • Marty Boylan • Mary Ann Hodorowicz • Mary Lister • Maureen Chadwick • Maureen Sullivan • Medic Pharmacy • Merck • Mercy Clinic-East Communities • MGH Diabetes Education Program • Million Hearts • Mia B. Hil • Michael James DeGeor • Mike Hilleary • Mike Lawson • Mike Paisley • Mike Pomeroy • Molly Cornbrooks • Monette McKinnon • Monica Mazariegos • Nancy Sandbach • Nancy Sewa • Neeta Goel • New West Physicians • Nick Graff • Nicole McReynolds • Nikita Stempniewicz • Novo Nordisk • Oklahoma Physicians Group • Pam • Pamela Noonan • Perry Gee • Piedmont Clinic • Premier Medical Associates • Randi Bolden • Recently Diabetic • Red Cross WIC • Ronald Wiegand • Ruthi Wolfson • Ryan O'Connor • Sarah Mart • Sarah Schenavar • Senait Temesgen • Shannon Walsh • Sharon Grace • Shelley Munch • Sherry Greenwood • Sleptember® Campaign • Sofia and Mohammad Yamin • SOS Doctor Housecall • South Carolina Department of Health and Environmental Control • Stefanie Sonico • Stefanie Winston • Sue Reedy • Sutter Health • Tamara H. Ruggiero • Tara McAllister • Terri Jevelle • The Kiks • The Polyclinic • Tiana Allen Pressoir • TT Mobile US • USMD Health System • Utica Park Clinic • Vandana Sheth • WESTMED Medical Group • Winterset Montross • Woody Morris • Yogini's Phoenix

Stay tuned for details on next year's
National Day of Action, which will take place on

Thursday, November 9, 2017

We hope you join us!

