

The National Kidney Foundation of Michigan (NKF) is a community-based, non-profit organization that is strongly aligned to its mission: to prevent kidney disease and improve the quality of life for those living with it. Diabetes is the leading cause of kidney disease and kidney failure in the United States, which is why NKF delivers the National DPP Lifestyle Change Program (LCP) to its participants. NKF has been a CDC-recognized organization since the National DPP began in 2012 and currently has full plus recognition status. A conversation with Senior Program Managers Arlene Guindon and Caitlin McEvilly Rosenbach revealed keys to NKF's sustained success with the program.

NKF AT A GLANCE

3,170

NKFM CDC Participants

278

DPP LCP Workshops

5.7%

Average Weight Loss

163

Average Minutes of Physical Activity

Building Blocks for A Successful Journey

1

Preparation

- Partnered with commercial insurance companies to increase their referral network
- Standardized/operationalized the healthcare referral network (EPIC, secure fax, etc.) to keep referral pipeline consistent and growing
- Invested in internal framework that allows for assessing, understanding and triaging participants' SDOH needs

2

Recruitment

- Utilized insurer databases to send thousands of marketing postcards to DPP eligible members based on ZIP code
- Targeted recruiting efforts where people live, work, and play: Churches, Community Centers, etc.
- Encouraged participants to bring their spouses, so partners can participate in the program together

3

Retention & Support

- Truly pivoted during the PHE by delivering engaging virtual programming and support to participants during a turbulent and trying time
- Hosted classes "in the field," e.g., at the farmer's market, to provide a hands-on experience that aligns with health journey

Mission in Action: Learn from NKF's 10 Year Success



NKF's Secret Sauce: "Mission Critical" Lifestyle Coaches

- NKF hired and trained National DPP LCP graduates as coaches who best represent the communities with which they work
- They strategically recruited on LinkedIn to find and train dedicated and informed community members to serve as coaches for priority population participants
- They invested in software to better track participant and cohort data, reducing coaches' burden of delivering the LCP and allowing them to focus on participant support (and outcomes) as participants make difficult lifestyle changes



NKF's Tailored Programs Meeting participants where they are

- NKF offered culturally informed programming, e.g., cooking classes to showcase healthy alternatives to traditional dishes, building community and inclusivity in the program
- They invested in participants to help support their healthy lives after the program:
 - Technology Literacy (Zoom)
 - Gym equipment trainings
 - Food education and sample meal plans
- They adapted quickly to virtual program delivery during the PHE, and have been able to deliver several cohorts virtually, increasing access and convenience of program participation