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A Focus on Complications—Foot and Eye.
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Increasing the awareness of the health care provider, the general public, and the person with diabetes of the seriousness of diabetes and its complications is one of the aims of this provincial program. Following on the heels of the release of *Surveying and Preventing the Complications of Diabetes in Nova Scotia, 1997*, targeted at primary care physicians, our November98 Initiative was aimed at other health professionals and the general public. This is not a unique idea but one first introduced by the ADA. In the months prior to November, a single page handout was developed, regional workshops delivered, free foot assessment clinics arranged, and town-hall sessions offered. Articles were also written for the Medical Society of NS newsletter, the NS Division of CDA *Scotia Banter*, and the DCPNS newsletter. A kit was distributed to DECs, Podiatrists, VON, Long-term Care Facilities, Community Pharmacists, and Community Health Nurses. A single copy of the handout was also distributed to each NS physician. The actual November kit included copies of the handout and poster (graphics adopted with permission from the ADA), the DCPNS foot assessment form, a self-assessment questionnaire on eye and foot care practice, brief articles for submission in local newspapers/newsletters, and samples of materials available from the CNIB. An evaluation is presently being conducted with input from the DECs, pharmacists, and podiatry groups. Preliminary feedback indicates strong support for this type of initiative (a single message with a province-wide focus). Suggestions for improvement include more lead-time for planning and delivering events at the local level, as well as better and ongoing use of the media. The success of this program is measured by the collaborative partnerships formed with the health care sector, private industry, and the NS Division of CDA. This type of initiative with its many different components makes application possible in a wide variety of settings.