

THE PROBLEM: DIABETES IS SPIKING IN YOUTH OF COLOR

- Almost **25% of youth ages 12 – 19 have pre-diabetes** and 50% of youth with pre-diabetes will get full-blown diabetes within five years. Ten years ago, only 9% of youth had pre-diabetes.
- Almost 50% of African-American and Latino youth and 25% of White youth will get diabetes over his/her lifetime. **On average, one in three children born in the year 2000 will get diabetes.**

THE SOLUTION: HOW TBP IS MAKING A DIFFERENCE

By showcasing the very talented voices of minority youth poets, TBP is changing the diabetes conversation, raising awareness, and instigating social action regarding the environmental and socioeconomic inequities that drive the epidemic.

Unlike other diabetes-prevention efforts, TBP shifts the focus from encouraging individual behavior change to the societal forces that perpetuate obesity and diabetes, and urges youth to transform their environment and take charge of improving their own lives.

By training youth peer mentors and partnering with educators, TBP has successfully worked to educate youth about what societal changes need to be made to improve health, reduce health disparities and curb the diabetes crisis.

PROGRAM MODEL

1. Health-curated **writing workshops** for Youth Speaks poets;
2. well-produced, hard-hitting, spoken-word (poetry) **video Public Service Announcements**;
3. **school visits** including assembly productions and workshops at public high schools;
4. **live performances** at community and health outreach events;
5. **online and social media platforms** to inspire broad dissemination and participation;
6. educator’s diabetes-prevention **toolkit** and **workshop book**.

What especially sets us apart is our **youth to youth pedagogy**, which is carried out by trained professionals and empowers and inspires participants.

IMPACT

- **2,500 public high school students** have learned about Type 2 diabetes, its social causes and how to take action.
- **700 health and community stakeholders** have received training and experienced the program.
- **15 public Bay Area high schools** have received TPB instruction.
- **40 youth poets** have participated in the intensive TBP workshop program.
- **19 powerful videos** (with over 200,000 views) based on workshop participants’ poems have been completed (2 are in Spanish, as is TBP website).
- We have **scaled up TBP to Richmond and Stockton**, two of the regions hardest hit by the diabetes epidemic.

PARTNERSHIP OPPORTUNITIES & FUTURE PLANS

- **Continue and extend TBP Bay Area program**;
- **Broaden social media, marketing and media strategy efforts**;
- **Expand to other chronic diseases, languages and demographics**;
- **Execute focus groups and incorporate enhanced evaluation strategies to gauge effectiveness**;
- **Scale-up TBP to a statewide and/or national campaign.**

The Bigger Picture’s (TBP) comprehensive approach impacts high school students, youth poets and health and community stakeholders.

Students from TBP School Visits

The % of students that understood that Type 2 diabetes is preventable rose from 70% to 92%.

83% of students said that environmental forces impact diabetes risk after the visit compared to only 34% prior.

59% said they “cared a lot” about preventing diabetes after the presentation whereas only 29% said they did before.

Health and Community Stakeholders

Learning about TBP made many stakeholders change their minds about youth.

Only 67% believed youth could be agents of social change before experiencing TBP, which increased to 99% after.

Youth Poets

66% of poets surveyed changed from not discussing diabetes with their friends prior to the workshop to talking about it by the end.

By the end of the workshop, almost all cared more about preventing and confronting diabetes.

Raise your voice and change the conversation about diabetes. Take a look at [The Bigger Picture](#).