

RECOGNITION NEWS



Education
Recognition
Program

Dear Friends and Colleagues,



On behalf of the American Diabetes Association® (ADA), I extend my heartfelt appreciation to each and every diabetes care and education specialist (DCES) for your exceptional talent, unwavering dedication, and hard work. Your efforts are instrumental in achieving and maintaining the ADA's recognition for diabetes self-management education and support (DSMES)!

The success of the ADA's Education Recognition Program (ERP) is deeply rooted in our partnership with you. Together, throughout our ERP network, we are reaching over 700,000 individuals with diabetes—an incredible impact and a true honor to be part of helping people with diabetes live their best possible lives. However, as remarkable as this reach is, there is still so much more to do. Far too many individuals are not receiving the diabetes education they need.

As we look to the new year, I invite you to join me in prioritizing diabetes education and support for even more people in 2025. Let's think creatively about how we deliver content and meet people where they are.

I am also excited to share the ADA's renewed focus on creating tools and resources for people with diabetes. In 2025, we will launch:

- A new Consumer Guide platform to empower individuals with knowledge and tools.
- A new Patient Education Library featuring accessible, evidence-based resources.
- The results of our national survey for people with diabetes, ensuring our work reflects the voices and needs of those we serve.

While there is much to look forward to, it's equally important to celebrate the successes of 2024, including:

- The publication of ADA's *Standards of Care in Diabetes*, the gold standard in diabetes care guidance as well as many other consensus and position statements.
- The DSMES Toolkit, produced in collaboration with the Centers for Disease Control and Prevention (CDC).
- The ADA's Institute of Learning, offering over 100 free CE opportunities.
- The establishment of the ADA's Obesity Association, advancing the connection between diabetes and obesity care.

Thank you for your partnership with the ADA and your commitment to improving the quality of care for people with diabetes. You are the driving force behind the ADA's success and the success of individuals with diabetes.

Sincerely,

Nuha Ali ElSayed, MD, MM Sc.

Senior Vice President, Health Care Improvement

American Diabetes Association

What's New

ERP Updates

Education Recognition Program Symposiums

The ERP DSMES and Medicare Reimbursement Symposiums are still available on demand until December 31.

Both symposiums are accredited CE programs for physicians, physician assistants, nurses, dietitians, pharmacists, and certified diabetes care and education specialists (CDCESs).

[Learn More & Register](#)

The CDC's DSMES Promotion Playbook Now Live at ERP University

New resources from the CDC, created in partnership with the ADA to help certified programs promote DSMES services, have now been added to ERP University (ERPU).

The DSMES Promotion Playbook serves as a comprehensive resource for ERPs ensuring consistent and unified messaging on diabetes education. Through a collaborative effort between the CDC and national partners, the playbook integrates perspectives from individuals and recognized programs, ensuring its relevance and effectiveness in DSMES programs.

With customizable materials such as flyers, digital ads, postcards, and posters available for download, the playbook empowers programs to effectively reach their target audiences. All materials are co-branded with CDC and ADA logos.

Included in this playbook are downloadable messaging points and email templates to help promote DSMES programs to people in your community and network. [Log in](#) to ERPU with password **ERP1986** to see the DSMES Promotion Playbook today.

ERP Spotlight: Diabetes and Endocrine Center



25 Years of Diabetes Education from Deep in the Heart of Texas

Waco, Texas, made famous as the home of Chip and Joanna Gaine's show, *Fixer Upper*; Baylor University; The Dr. Pepper Museum; and George W. Bush, is located in the very heart of Texas.

Waco is a melting pot of city and country, rural and urban, modern and rustic, technology and old-school. And just as you would imagine, horses and cattle, farms and ranches, cowboys and cowgirls, and boots and jeans are part of the daily scenery. Rich in culture and tradition, the heart of Texas brings together diverse communities such as German, Czech, Polish, and Mexican American. Texans are proud of their world-famous cuisine, including barbecue, ribeye steak, Tex-Mex, sausage, sauerkraut, pecan pie, and those oh-so-delicious kolaches. These are just some of the reasons the heart of Texas has become a number one travel destination and a great place to live!

While these characteristics add to the greatness of the Central Texas heritage, they have also contributed to the risk of Central Texans' health. Diabetes is cited as a major chronic disease concern, along with cardiovascular disease, obesity, and physical inactivity. In Central Texas, these occur at even higher rates than that of the average Texan. This disparity has been a growing concern of health care providers in the heart of Texas.

Over 25 years ago, the Diabetes and Endocrine Center began providing education to Central Texans with the only ADA-recognized program in the area. Challenges for people with diabetes were many, including access to diabetes education, insurance coverage, and new technology. Blood glucose meters were just emerging, along with smaller refined insulin pumps. Oral diabetes medications were limited and insulin primarily consisted of NPH, regular, lente, and ultralente. Vials were mostly used and pens were more costly. Carbohydrate counting was a new concept, and thankfully, an easier technique than the "exchange system." Diabetes education was a great idea, but clients needed strong encouragement to participate. Changing food habits certainly challenged this Central Texas population with a flair for southern style foods sprinkled with all the many cultural cuisines.

Lisa Hoelscher began at the Diabetes and Endocrine Center in 1997 as a registered dietitian, later became a certified diabetes educator (CDE), and had her first diabetes class in 2000. Early in the program, she became a certified pump trainer and received her BC-ADM certification. The program has flourished for over 25 years in part due to the support of Dr. Meera Amar, CEO of the Diabetes and Endocrine Center. From day one, Dr. Amar has promoted the value of diabetes education to her patients as their first step in successfully managing diabetes. She, along with her associates, have provided a solid foundation for each educator to learn about diabetes management in a team environment and function as an integral part of the treatment team.

Fast-forward 25 years, the diabetes landscape has dramatically changed with unprecedented advancements in diabetes management. With this remarkable progress, education remains an integral component and educators continue to be the patient advocate and point person able to bring cutting-edge diabetes care to clients and their families. At the Diabetes and Endocrine Center, educators are the experts at making daily diabetes care a reality for each client. Providing excellence in customer service, teaching practical applications, and serving up individualized care are fundamental goals of the education program. For 25 years, Lisa has continued as the education coordinator and primary dietitian educator along with Ronda Hanley, a registered dietitian with 15 years of experience as a CDCES. Together, they represent over 60 years in the dietetics profession, 40 of those years focused in diabetes care. These two experienced educators are well-known for their dedication, compassion, and support of their clients as they navigate their diabetes journey. Services provided at the Diabetes and Endocrine Center include education for all facets of diabetes care in individual and group settings, device training (meters, pumps, and sensor technology), and an extensive platform for weight management and nutrition therapy covering a broad spectrum of chronic disease, prediabetes, and wellness areas. The education team also receives referrals from throughout Waco and the heart of Texas, which includes an expansive rural population—sometimes bringing clients from over 100 miles.



Lisa Hoelscher, MS, RD, LD, CDCES, BC-ADM



On learning:

“Education is the most powerful weapon which you can use to change the world.” - Nelson Mandela

On food:

“Learn how to cook—try new recipes, learn from your mistakes, be fearless, and above all have fun!” - Julia Child

On exercise:

“We do not stop exercising because we grow old, we grow old because we stop exercising.” - Kenneth Cooper, Cooper Aerobic Institute

Hoelscher is a native Central Texan. She received her BS and MS in Food Science and completed her professional internship in dietetics at Texas A&M University. She became certified in weight management at the Cooper Institute in Dallas, TX.

Hoelscher's interest in diabetes was [SP1] piqued over 25 years ago when she began working with Dr. Meera Amar at the Diabetes and Endocrine Center. As she learned about the impact diet and exercise have on every aspect of diabetes, Hoelscher became motivated to share all she was learning with her clients so they could better manage diabetes and achieve their health goals. Hoelscher is a true believer in the power of health, wellness, and a positive attitude. She is inspired every day by the team of professionals at the Diabetes and Endocrine Center and their amazing patients. She listens to clients' needs and works with them to make practical, vital changes that lead to big results.

Hoelscher has lived in the Waco area for 35+ years. Her husband and three children are her constant source of joy and inspiration. Hoelscher is dedicated to personal fitness and loves spending time outdoors walking, running, and doing yardwork. She has served as a 4-H leader for more than 10 years and specializes in teaching kids about health, food, nutrition, and cooking. Lisa volunteers in the community in a variety of capacities, sharing her expertise and enthusiasm for healthy living.

Ronda Hanley, MS, RD, LD, CDCES



“Never believe that a few caring people can’t change the world. For, indeed, that’s all who ever have.” - Margaret Mead

Hanley is a native Central Texan. She completed her undergraduate studies at Baylor University and obtained a Master of Science in Nutrition from Texas Women’s University in Houston.

Hanley became interested in how nutrition can improve lives through promoting health early in her college career. When she discovered she could make a living helping others in this way, she decided to pursue the field.

During her 25+ year career as a registered and licensed dietitian in Waco, Hanley found her work with patients with diabetes particularly rewarding. To better serve this community, she obtained the CDE (now CDCES) credential, which she has held for more than 15 years.

In addition to working in the outpatient setting at the Diabetes and Endocrine Center, Hanley continues to work as an inpatient diabetes educator at a Waco-area hospital. She is committed to providing meaningful diabetes education, resources, and compassion to the patients she serves. Hanley equips them with tools that empower them to practice self-care to achieve their highest level of health and joy in life. She is thankful her career allows her to have a positive impact on people's lives. Hanley lives near Waco with her husband of 34 years and two children. Her hobbies include spending time with family, gardening, boating, and exercise.

A Special Note from the Educators

As diabetes care and education specialists, we are truly inspired by the clients we serve. Without a doubt we believe that we learn as much from our clients as they learn from us. Here are a few memorable learning moments shared from 25 years of diabetes education.

- **Most challenging training:** 18-month-old baby girl and her grandmother trained on Animas OneTouch Ping.
- **Most inspiring class:** Teaching nutrition to a group of women inmates at a maximum-security prison.
- **The training I'll never forget:** My first pump training on September 11, 2001, at the home of a client while the whole family was glued to the TV watching the twin towers collapse.
- **Most interesting pump training:** Professional team roper/rodeo cowboy.
- **Most interesting training location:** Rodeo grounds at family travel trailer prior to a rodeo finals competition.
- **First pump trained on:** Medtronic 508.
- **Favorite/most fun pump:** Deltec Cozmo.

- **Most difficult insulin to train on:** Exubera inhaled insulin.
- **Most difficult nutrition education concept:** Teaching the exchange system.
- **Most frustrating education:** Watching the confusion on the face of the person you just trained on the exchange system.
- **Most delightful teaching moments:** Sharing delicious family-favorite recipe makeovers.
- **Most entertaining training:** Seeing the confidence in the 6-year-old that can carb count better than her parents.
- **Most emotional training:** Seeing happy tears in the eyes of the person who has given injections for over 50 years as they realize they will no longer need to inject.

Cherish your diabetes learning moments!

ADA Resources

Automated Insulin Delivery (AID) Webinar Recording

- ***Strategies for Using Automated Insulin Delivery Devices in Your Practice***

Hear diabetes care team members share firsthand experience with AID systems during this interactive webinar. The engaging session will equip you with the latest insights and practical strategies for integrating AID devices into your diabetes care practice. Don't miss this opportunity to learn successful strategies to improve health outcomes. [View on-demand.](#)

Hass Avocado Board

- **The American Diabetes Association and Avocados - Love One Today®**

Dive into the latest science on how essential nutrients like those found in avocados can affect health indicators linked to obesity, type 2 diabetes, and cardiovascular health in this podcast episode. Empower the people you see to make healthy food choices! [Watch the recording.](#)

DaVita Toolkit

- **Help Your Patients Protect Their Kidneys**

Equip your patients with the tools they need to understand the connection between diabetes and kidney disease with our new downloadable toolkit of educational materials—available in English and Spanish. [Access resources.](#)

Focus on Diabetes® CE Course

- **New CE Course for Eye Care Professionals**

Are you prepared to communicate the risks of vision loss in patients with diabetes? Join Drs. Andrea Haynes, Kristin Harris Nwanyanwu, and others in our upcoming course, *Communicating the Risks of Vision Loss and Effective Prevention Strategies*. Learn how to emphasize early detection, address socioeconomic barriers, and develop patient education strategies to improve care for underserved populations. Earn one CE credit. [Sign up today!](#)

- **Keeping Your Eyes Healthy Course**

Take our course tailored for community health workers to explore the impact of diabetes on eye health. Learn actionable strategies to help those living with diabetes protect their vision and communicate critical information effectively. Earn a certificate of completion while gaining access to an eye health toolkit filled with valuable resources. Don't miss out on the chance to help your clients create an eye health action plan, ensuring regular comprehensive eye exams. [Take the course.](#)

National Diabetes Prevention Program (National DPP)

DPP Express—Do More with Your Data

DPP Express is an ADA data management platform designed to simplify the data and reporting aspects of your lifestyle change program. With DPP Express, you can run informative reports (including those required for CDC recognition), easily view participant and cohort progress, track recruitment efforts and individuals who may be interested in enrolling, submit medical claims, and more!

[Contact](#) us to learn more or [visit](#) DPP Express.

DPP Lifestyle Coach Training

We are excited to announce that we have recently released the **On-Demand DPP Group Lifestyle Balance™ Lifestyle Coach Training**. This training can be completed online in a convenient self-paced format. Trainees are provided with the background, information, and skills necessary to conduct the healthy lifestyle change program in a wide variety of health care and community settings. Discounts are available for ADA members, ERP members, and DPP Express subscribers.

[Contact](#) us to learn more or [register](#).

Join the Diabetes Prevention Alliance

Working with individuals at risk for type 2 diabetes? Consider joining the ADA's Diabetes Prevention Alliance (DPA)! The DPA invites professionals in six states—**AL, FL, LA, MS, NC,** and **TX**—to expand the National DPP. In doing so, partners will also identify and address social determinants of health barriers for underserved populations who experience disproportionately high risk and burden of type 2 diabetes. If you would like to learn more about this partnership opportunity, visit the DPA [website](#).

Nutrition and Wellness

Healthy Eating Resources for People with Diabetes

Looking for free patient resources? Our Diabetes Food Hub® features many articles from [tips on how to survive the holidays](#) while managing diabetes, to [healthy eating tips, to shopping seasonal produce](#).

Diabetes Food Hub also has thousands of diabetes-friendly [recipes](#) for every occasion—appetizers, snacks, sides, main meals, and desserts. And if your patients want some hands-on guidance on how to cook our recipes, we have a FREE online [cooking class](#) every month taught by a professional chef! Participants can ask questions LIVE of the chef and an ADA

registered dietitian and diabetes educator. Encourage the people you see to [register](#) each month to level-up their cooking.

Here are some of our favorite winter recipes that are sure to please:

- [Braised Moroccan Chicken](#)
- [Tuscan Bean Soup](#)
- [Easy Egg Muffins](#)



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