***DSMES Promotion Playbook***

**Letter Template for Health Care Providers Who Refer Patients to Diabetes Self-Management Education and Support (DSMES) Services**

*Customize this template and mail or email to health care providers who refer patients to DSMES services.*

Dear [INSERT PROVIDER NAME],

Thank you for referring your patients to diabetes self-management education and support (DSMES) services. In our program, these services have been shown to:

[INSERT TWO or THREE KEY PROGRAM STATISTICS RELATED TO POSITIVE PARTICIPANT OUTCOMES AS BULLETS HERE].

We are excited to share new outreach materials to help you engage patients in diabetes self-care. These materials are from a new resource called the *DSMES Promotion Playbook*. The *DSMES Promotion Playbook* was developed through a collaborative effort of CDC and national partners, with insight from people with diabetes, diabetes care and education specialists, referring health care providers, state health departments, and accredited and recognized programs delivering DSMES services.

Playbook materials provide clear and consistent messaging about DSMES services and the benefits to people with diabetes. This approach for communicating about DSMES services can help provide more people with access to the skills, tools, and support they need to manage diabetes in a way that best fits their lifestyle. Consistent messages and images can inspire people and motivate them to act.

The materials include information about DSMES services offered by [INSERT ORGANIZATION NAME HERE], such as the format of DSMES classes (in person or online), as well as time and location details. We encourage you to use the materials at the following four key times to refer patients to DSMES services:

* At diagnosis
* Annually
* When complicating factors occur
* During transitions of care

You play an essential role in supporting your patients with diabetes. Thank you for your dedication to the health of our community! For more information on our available DSMES services, visit[INSERT WEBSITE ADDRESS].

Sincerely,

[INSERT NAME, TITLE, ORGANIZATION]