



A Rural Case Study: Community-Driven Approaches to Increase Awareness of Diabetes Prevention Programs

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2026 Forum on Rural Population Health
Oregon Office of Rural Health
May 14-15, 2026

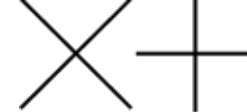
ICF next+



A bit about me...

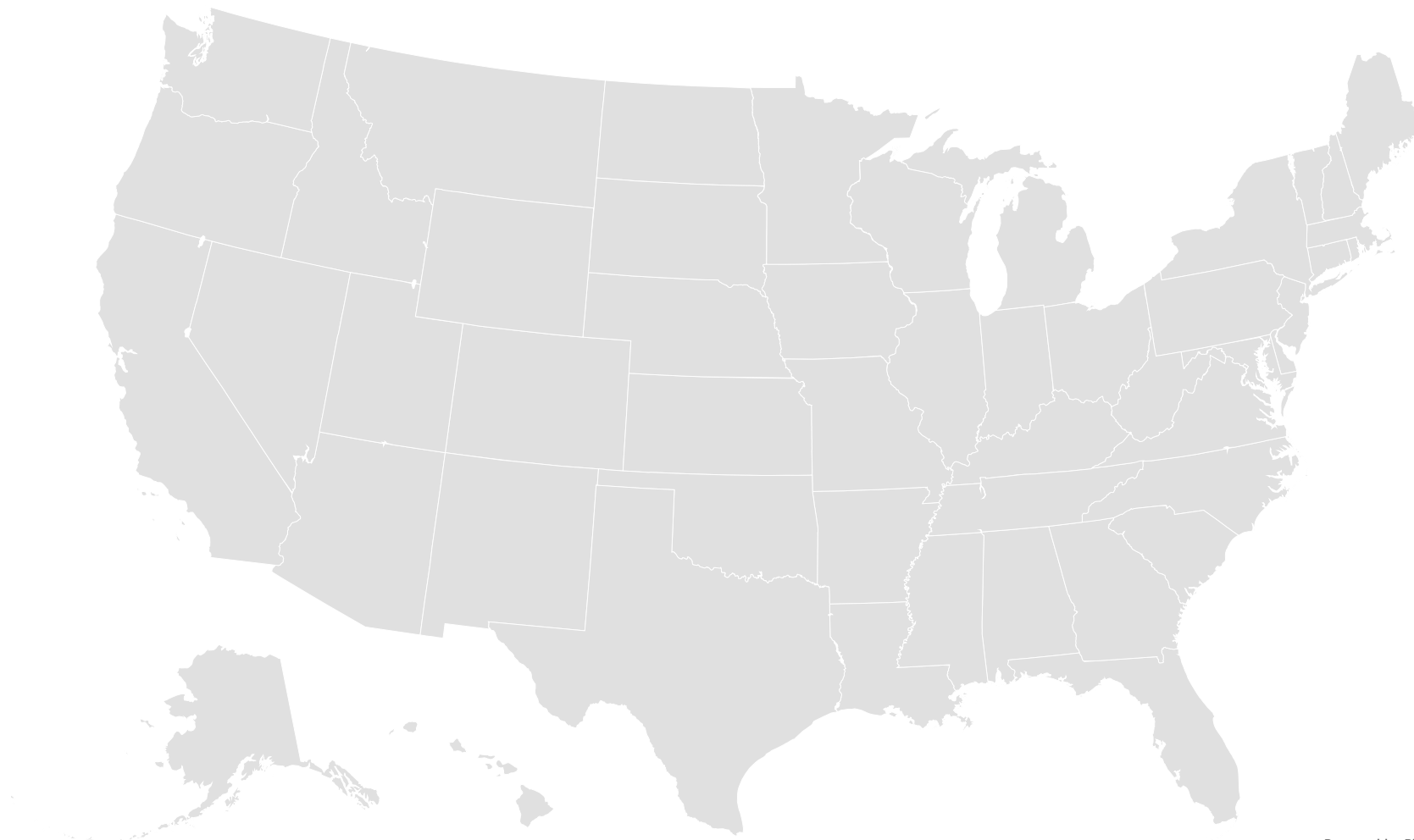
I'm a public health researcher with over 20 years of experience designing and evaluating health communication and digital interventions, with a focus on diabetes and large-scale evaluation efforts. I've led work for CDC and other federal partners, translating complex data into strategies that actually make a difference. I'm originally from Puerto Rico and now proudly call Maryland home. When I'm not digging through data, I'm usually busy chauffeuring my kids to their many activities.





Let's get to know each other!

Write in the chat where are you calling from?



Project Overview

CDC COAG Grantees

- 77 grantees nationwide (since 2023) through CDC COAG 2320

Focus:

- Populations at higher risk for type 2 diabetes

Approach:

- Address social, economic, and environmental drivers

Strategies:

- Prevent type 2 diabetes
- Improve diabetes management
- Advance health equity

Programs scaled:

- National DPP Lifestyle Change Program (LCP)
- DSMES (Diabetes Self-Management Education & Support)
- Systems strengthened: referrals, community-clinical linkages, sustainable delivery





Demonstration study

Five grantees, diverse settings
(CO, ID, IL, NY, WY)

Goal

To increase enrollment and retention through culturally relevant outreach

Team CDC + ICF

Provided marketing & communications training + technical assistance

What they did

- Designed and launched local campaigns
- Recruited participants into LCP & DSMES
- Evaluated what worked

Why it matters

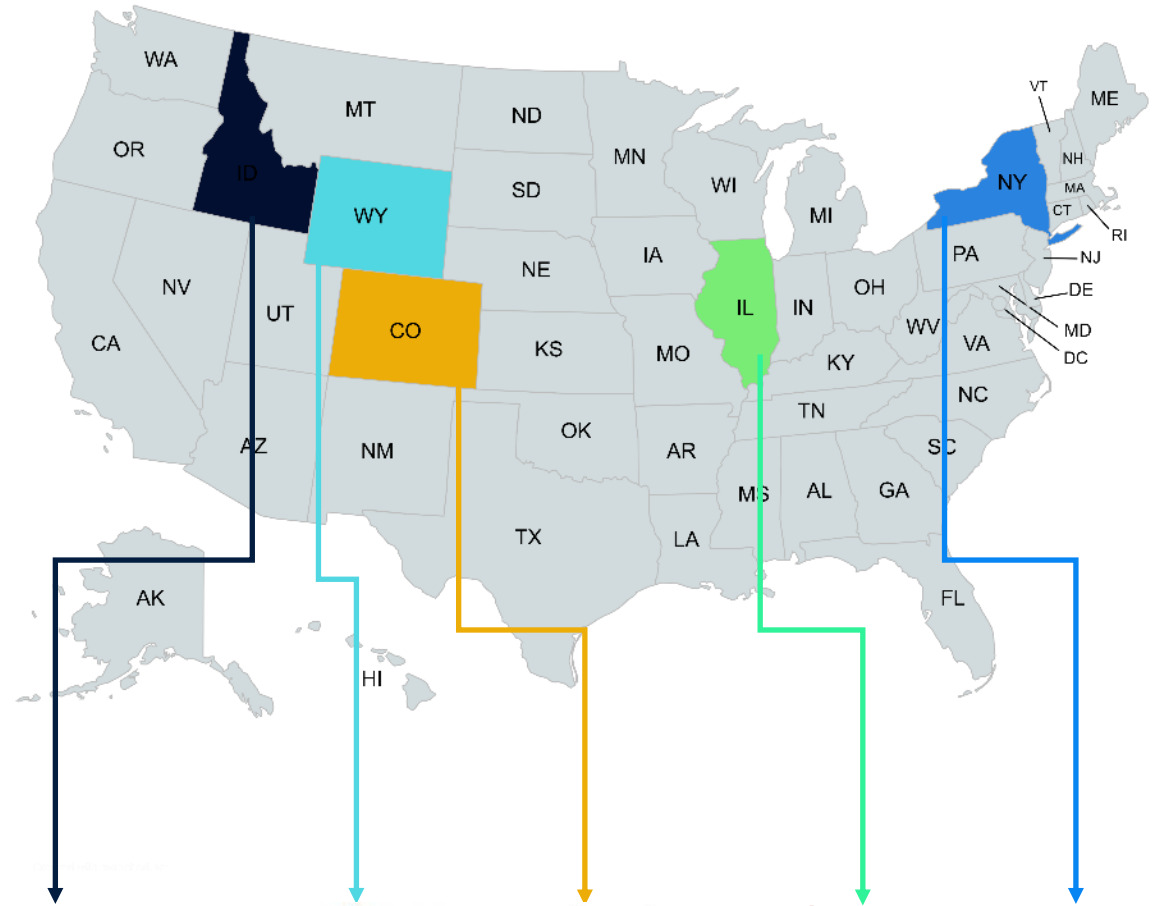
Produced practical lessons to improve recruitment in communities nationwide, including rural areas



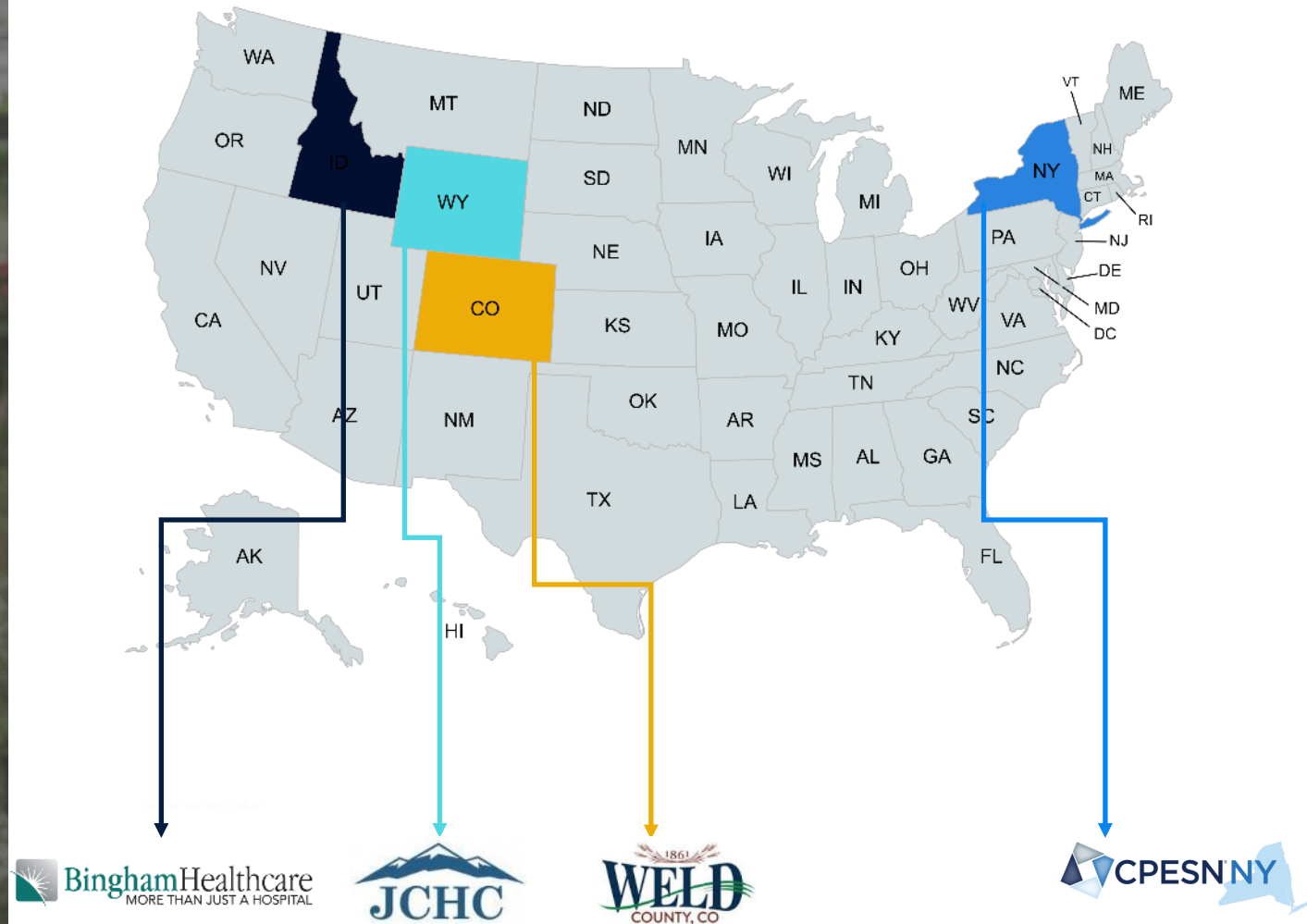
Partnerships
can make a
difference.



ICF **next+**

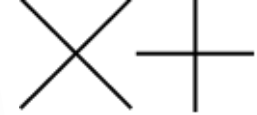


Four Rural Demonstration Sites





Idaho Spud Day Campaign



60%

Rural residents in
Bingham County

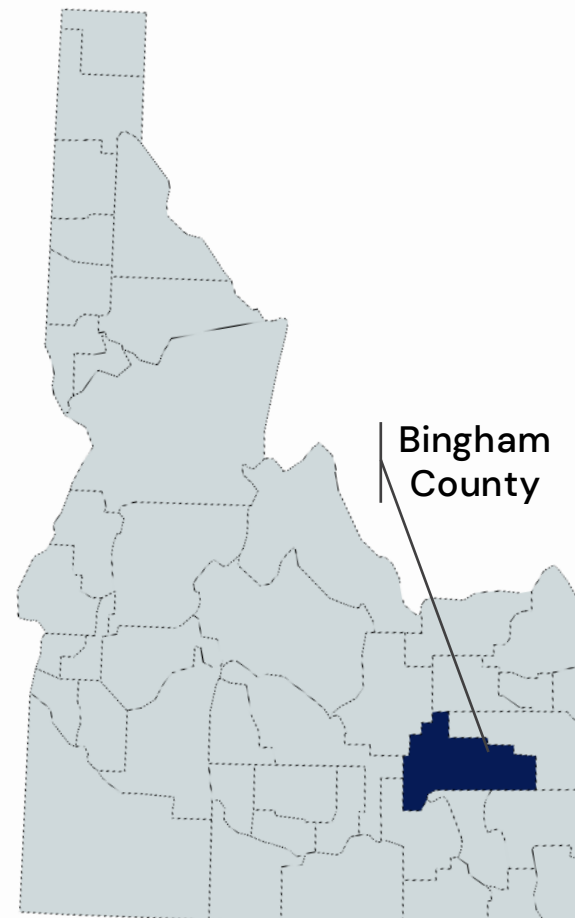
10.5%

Type 2 diabetes rate in
Bingham County.



Challenge:

*How can we connect rural and
geographically dispersed population
to healthcare providers and
services?*



Idaho

Solution:

- 1 day
- 1 table
- 24 diabetes risk assessments completed
- 9 health care connections

Leverage one large annual community event to connect with at risk adults.

Development & Deployment



Exhibit at large community festival



Prediabetes risk assessment and HCP connection



Bilingual materials



Results



24 assessments and 9 HCPs connections



Promotion Strategy

Flyers & Posters



In-Person Community Event



Social Media Posts



Idaho

Solution:

Flyers helped drive the message!

- Designed by a local graphic designer
- Addressed the family impact of a death due to diabetes
- Reached different community groups
- Included QR code for quick scheduling

BinghamHealthcare
FAMILY MEDICINE

YOUR CHAIR YOUR LIFE
Don't Give Diabetes your seat!

**You matter.
Your seat matters.**

Prevent type 2 diabetes.
Stay in the moments that matter.

12

A family of four is shown in a movie theater, smiling and eating popcorn. The father is on the left, the mother in the middle, and two children on the right. They are all looking towards the camera.


Take Back Your Seat.
Don't Let Diabetes Steal the Show.

Type 2 diabetes doesn't just affect blood sugar. It can steal the moments that matter—birthday hugs, holiday dinners, and movie nights with your kids.

1 in 3 people have prediabetes, putting them at risk for type 2 diabetes. But with early screening and small lifestyle changes, many cases can be prevented.

Don't wait until your seat is empty.

Schedule your Annual Wellness Visit and talk to your provider about diabetes screenings.



12

Don't Give Diabetes your seat!

This publication is approved by the Surgeon General and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance program for up to \$15,000,000 with 100 percent funding by CDC/HRSA. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HRSA or the U.S. Government.

BinghamHealthcare
FAMILY MEDICINE

tu silla tu VIDA
no des tu Asiento a LA DIABETES

**Tú importas.
Tu asiento importa.**

Previene la diabetes tipo 2.
Vive los momentos que importan.

A family of four is shown in a movie theater, smiling and eating popcorn. The father is on the left, the mother in the middle, and two children on the right. They are all looking towards the camera.

Recupere su Puesto.
No Dejes que la Diabetes te Robe el Juego.

La diabetes tipo 2 no solo afecta el nivel de azúcar en sangre. Puede robarte los momentos que importan: abrazos de cumpleaños, cenas navideñas y noches de cine con tus hijos.

1 de cada 3 personas tiene prediabetes, lo que las pone en riesgo de padecer diabetes tipo 2. Pero con una detección temprana y pequeños cambios en el estilo de vida, muchos casos se pueden prevenir.

No espere a que su asiento esté vacío.

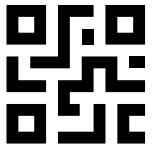
Programa su visita de bienestar anual y hable con su proveedor sobre las pruebas de detección de diabetes.



no des tu Asiento a LA DIABETES

Este folleto fue desarrollado con el apoyo de los Centros para el Control y la Prevención de Enfermedades del Departamento de Salud y Servicios Humanos de los Estados Unidos. Este folleto fue financiado por una licencia de asistencia financiera por un monto de \$15,000,000. El contenido es de la autoría del autor y no necesariamente representa las opiniones oficiales o el apoyo de CDC/HRSA o del gobierno de los Estados Unidos.

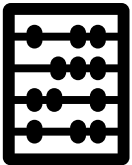
Data Sources & Collection



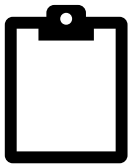
QR Codes on flyers & posters to track engagement



Webpage link clicks to track webpage use



In-Person Community Event flyer handouts & crowd counts



In-Person Community Event survey

In-Person Survey

1. **Risk Awareness:** Are you currently diagnosed with prediabetes or diabetes OR do you think you are at risk of developing prediabetes or diabetes?
2. **Concern about Diabetes:** How concerned are you about your risk of developing type 2 diabetes?
3. **Interested in Info:** In the next month (4 weeks), how likely are you to search for more information about a diabetes prevention program?
4. **Interested in Program:** How interested are you in joining a lifestyle change program meant to reduce your risk for type 2 diabetes?
5. **Likelihood to Enroll:** In the next month (4 weeks), how likely are you to enroll in a diabetes prevention program?

Campaign Results

Social Media

14,112

Views the Facebook posts

821

Clicks on Facebook link to bring them to the hospital website

Flyers & Posters

236

Visits on the webpage from the flyers

11

QR code scans from flyers

In-Person Event

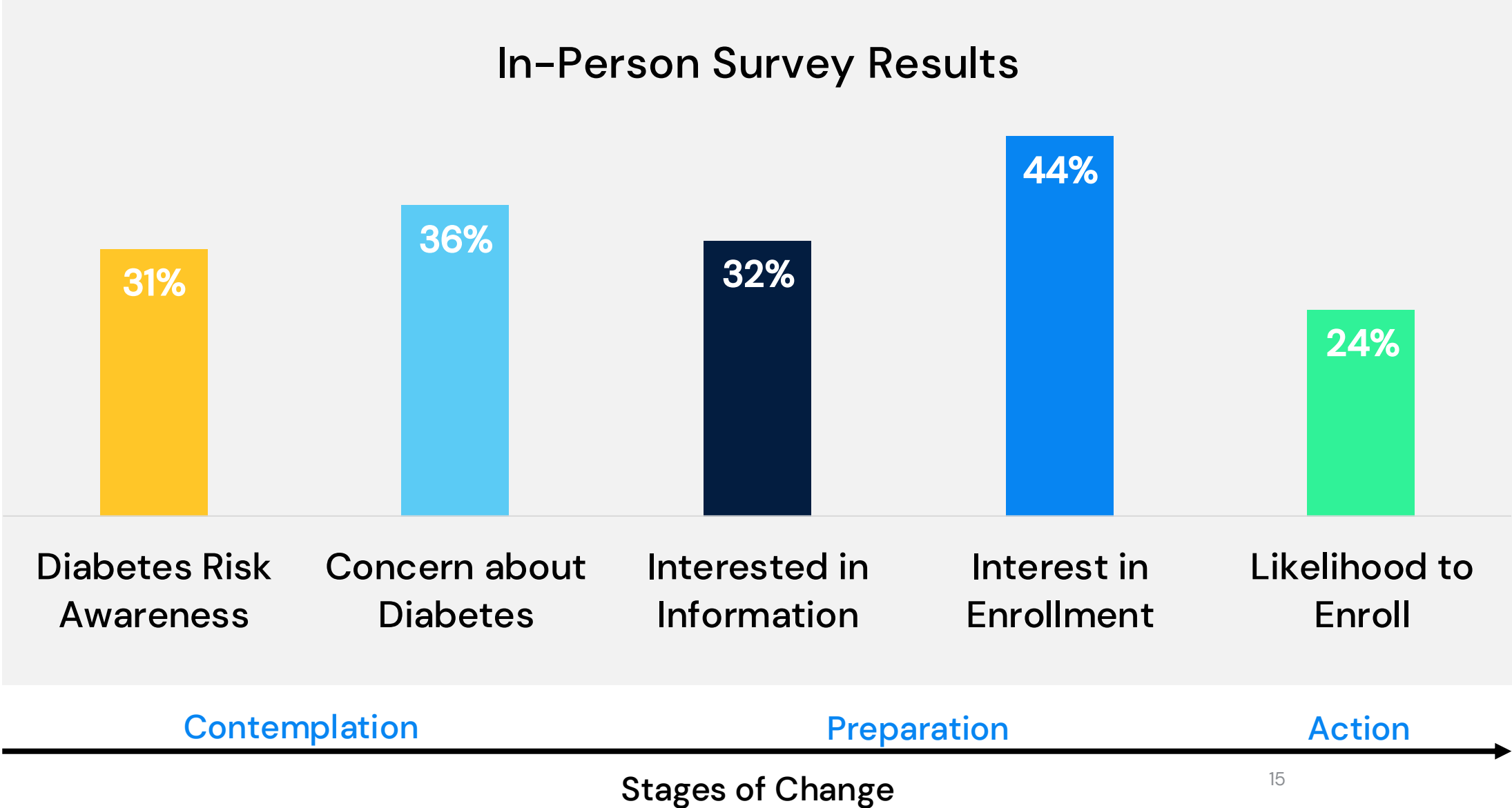
3000+

Visits to the booth at the community event

25

People took printed survey at the community event

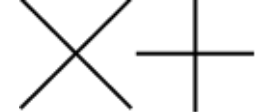
In-Person Survey Results





Source: Photographer: Andrew Harrer/Bloomberg New

Wyoming Frontier & Rural Communities Campaign



~70%

Frontier or Remote
population

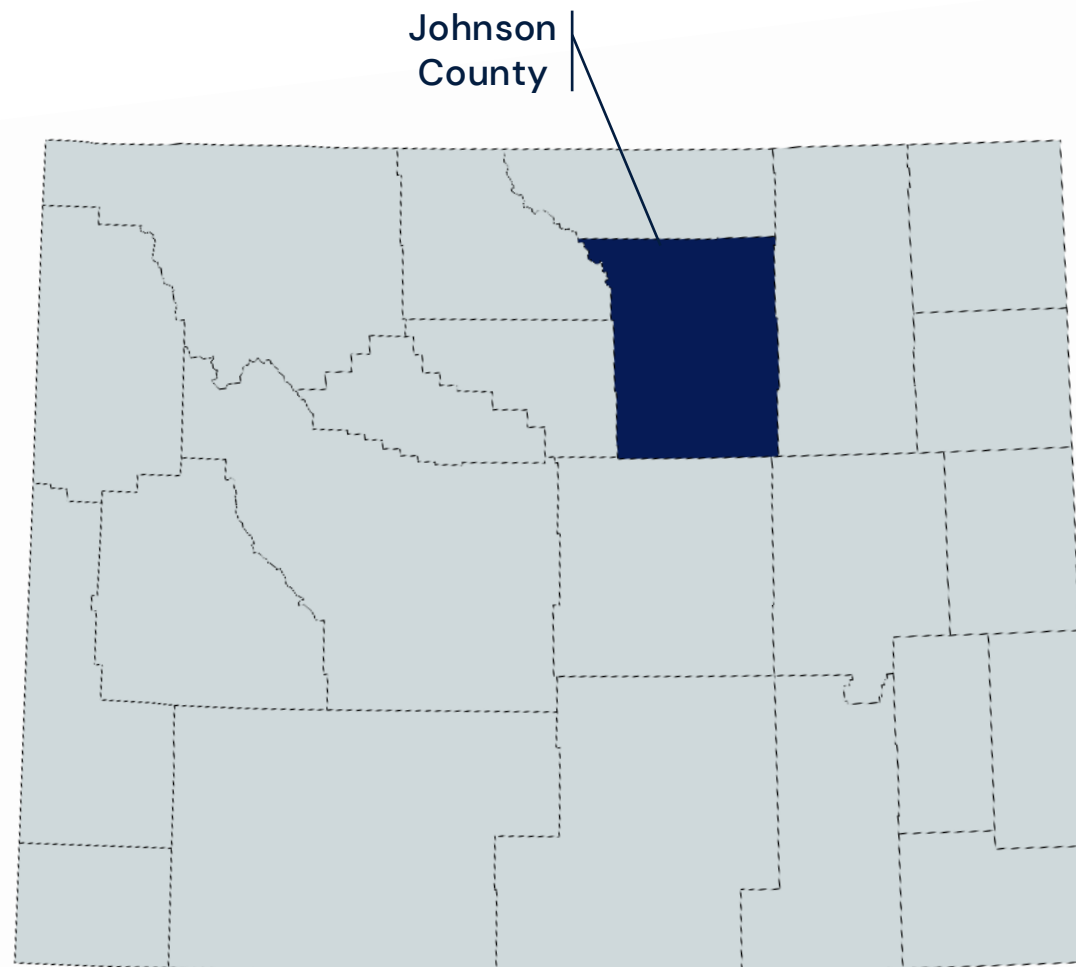
9.4%

Type 2 diabetes rate in
Wyoming



Challenge:

*How can we promote DSMES and
National DPP among older adults >65
frontier communities?*



Wyoming Solution:

Rely on traditional media to reach audiences.

- 2 newspaper ads
- 1 news paper
- 4 weeks

Development & Deployment



Ads in local newspaper



CTA



Call or email for program information



Results



[Data under analysis]



Wyoming Solution:



You count on the
LAND.
Your family counts
ON YOU.

Did you know 3,000 people a year are diagnosed with diabetes in Wyoming?
Call a Diabetes Educator for tips on how to prevent/manage your diabetes at 307-684-6332.

 Jim Brown, RN, CDCES
307-684-6332

 jbrown@jchealthcare.com

 **JCHC**

 Wyoming
Department
of Health

 **PUBLIC
HEALTH
DIVISION**

 **CHRONIC DISEASE
PREVENTION
PROGRAM**

The publication is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$16,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/HHS, or the U.S. Government.



GETTING IT DONE.

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Campaign Placement



Small bricks. Big imagination.

Library Lego competition celebrates 15 years of builds

In June 2015, the annual Johnson County Library Lego competition celebrated a milestone 15th anniversary. The event, which has become a beloved tradition for children and families alike, was held at the Johnson County Library in downtown Burlington. This year's theme was "Small Bricks, Big Imagination," and it drew a large crowd of participants and spectators.

The competition was held on Friday, June 11, from 10 a.m. to 2 p.m. Participants were given two hours to build their creations. The event was a great success, with many children showing their creativity and imagination. The winners of the competition were announced at the end of the event. The first place winner was a 10-year-old boy who built a large Lego structure that looked like a castle. The second place winner was a 12-year-old girl who built a large Lego structure that looked like a city. The third place winner was a 9-year-old boy who built a large Lego structure that looked like a car.

The Johnson County Library is proud to host this event every year. It is a great way for children to learn about Lego and to use their imagination. The library is also proud to have so many families and children participating in the event. The event is a great way for children to learn about Lego and to use their imagination. The library is also proud to have so many families and children participating in the event.

You count on the LAND. Your family counts ON YOU.

Caring Communities. Stronger Futures. Caring communities replace isolation with support. Friends, families, educators, healthcare providers, and local partners can replace isolation with connection.

WHEN THE FUN STOPS GET HELP
24 HOUR CONFIDENTIAL NATIONAL HELPLINE
Call 1-800-527-0778
Chat: support@jchc.org Text: 800JAM

Free confidential online therapy for problem gambling is available through JCHC and Knowledge Behavioral Health, courtesy of Parkland and the University of North Texas.

For confidential support email www@jchc.org

JCHC
JOHNSON COUNTY PUBLIC HEALTH



Off to see the wizard

Off to see the wizard

The Johnson County Public Library is proud to host the annual "Off to See the Wizard" musical performance. This year's production was "The Wizard of Oz," and it was a great success. The performance was held on Friday, June 11, from 7 p.m. to 9 p.m. at the Johnson County Public Library. The production was directed by [Name] and featured a talented cast of young actors. The production was a great success, with many children and families attending the performance. The production is a great way for children to learn about the story of "The Wizard of Oz" and to use their imagination. The library is also proud to have so many families and children participating in the event.

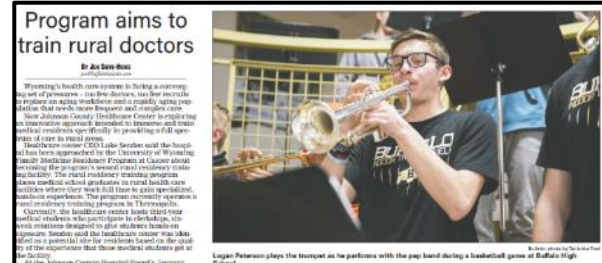
ARTICLES ALOUD

The Buffalo Bulletin offers articles read by an automated voice on the Bulletin website. www.buffalobulletin.com

Click on any article on our website and click "Listen to this article now!"

The ability to listen to your news on the go, while driving, exercising or multitasking.

Bulletin 96 N. Lubban | 307-684-2323 | www.buffalobulletin.com



Program aims to train rural doctors

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School briefs

BHS hosts FFA district speech contest

Local students participated in the FFA district speech contest held at the BHS auditorium. The contest was a great success, with many students showing their talent and creativity. The contest is a great way for students to learn about public speaking and to use their imagination. The school is also proud to have so many students participating in the event.

GAN WE KNOW THE JESUS OF HISTORY?

"IS THE BIBLE RELIABLE HISTORY?"
March 16 at 6:00 PM at Summit Church
A presentation by Pastor William of Summit and the Enduring Word Bible Museum

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JCHC
JOHNSON COUNTY PUBLIC HEALTH

Brent Bien for Wyoming Governor - Buffalo Tour

March 19th
Buffalo, WY 82501
6-8pm
Buffalo Senior Center • 217 Jefferson St.

March 20th
Cottonwood, WY 82501
10-11am
Cottonwood Senior Center • 101 N. Main St.

March 21st
Burlington, WY 82501
10-11am
Burlington Senior Center • 101 N. Main St.

For confidential support email www@jchc.org

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JCHC
JOHNSON COUNTY PUBLIC HEALTH

Celebrating the Retirement of Dennis M. Kirven

After 22 years of dedicated service to the Buffalo community, Dennis M. Kirven is pleased to announce his retirement from the practice of law. Over the course of more than five decades, Dennis has had the privilege of serving individuals, families, and businesses with care, integrity, and a deep commitment to the community.

In connection with this retirement, the Kirven Office (the Kirven & Kirven has proudly served Johnson County for 77 years, and it has been an honor to be part of such a longstanding tradition of service to this community.

Although The Kirven Office is closing, Davis & Cannon continues to serve this community through its Sheridan and Cheyenne offices. Clients who wish to have their file transferred to another attorney at Davis & Cannon may contact Theresa at (307) 684-2248. Our team at Davis & Cannon would be happy to continue assisting you with any future legal needs you may have. Clients who wish to retrieve their files are invited to do so during regular business hours, Monday through Friday, 9:00 a.m. to 5:00 p.m. We kindly ask that clients make arrangements to pick up their files by Monday, April 6, 2025. After this date, any remaining files will be handled in accordance with applicable ethical rules and record retention requirements.

Join us for an unforgettable evening! Enjoy local talent performances and a night of red carpet fun. Guests will have an opportunity to vote for their favorite acts, enjoy a live auction, and visit our office station provided by Sheridan Photo Booth.

Thank you to our clients, colleagues, and friends for 62 years of trust and 27 years of community support. It has truly been a privilege to serve Buffalo and Johnson County. For questions or to coordinate file pickup or file transfer.



Colorado Health Care Provider Campaign



8.0%

Type 2 diabetes rate
in Colorado

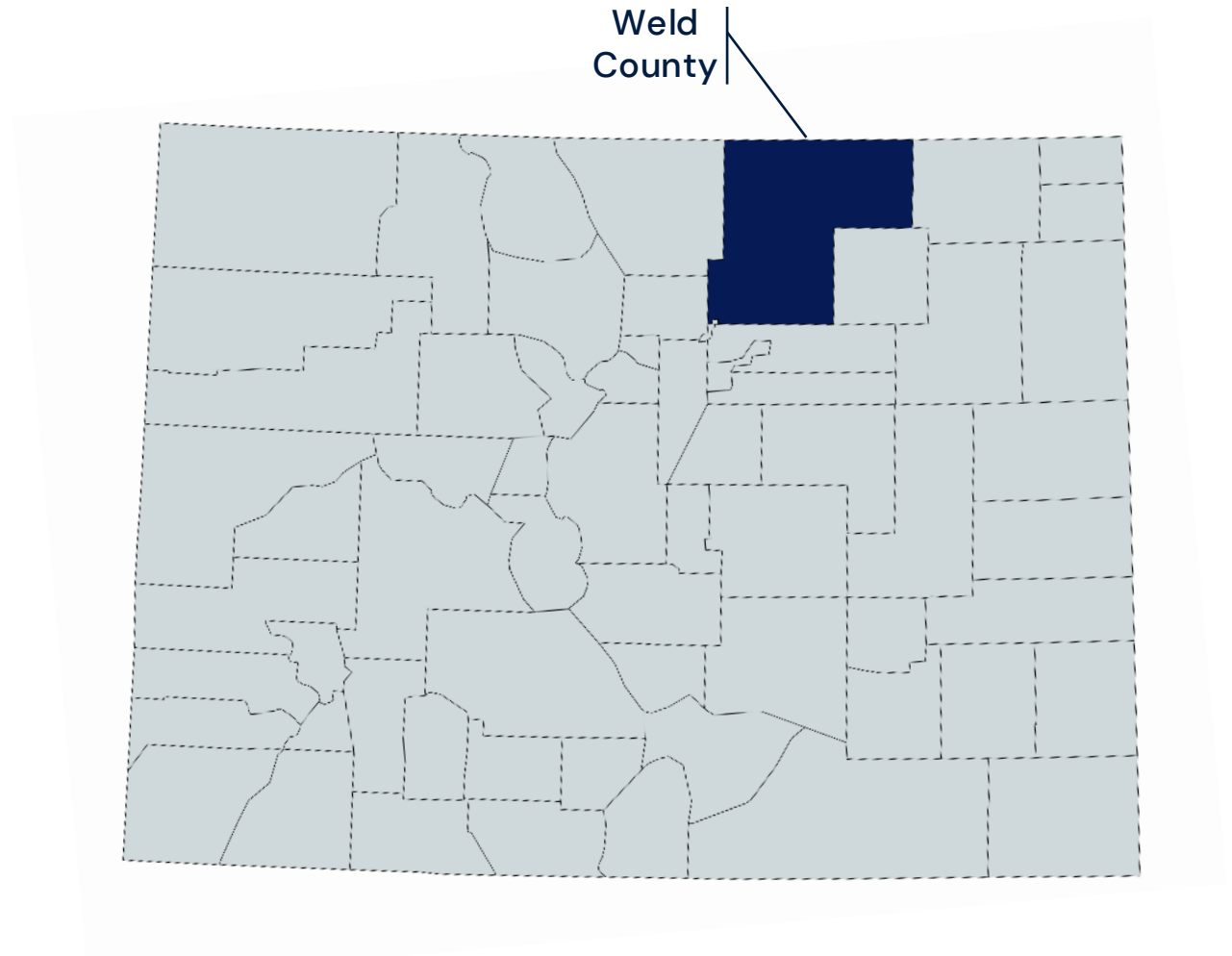
8.7%

Type 2 diabetes rate in
Weld County



Challenge:

*How can we promote services among
providers who lack awareness?*



COLORADO
Department of Public
Health & Environment



Colorado

Solution:

Increase providers' awareness of National DPP and DSMES services.

- Use local partners to create newsletter subscriber list
- Deploy add via newsletters
- Track newsletter referral to Heart of Weld website



Home / Government / Departments / Health and Environment / Community Health / Health Services

Heart of Weld

Diabetes Prevention Program

What is the Heart of Weld?

Heart of Weld is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It is proven to help people with prediabetes prevent or delay development of type 2 diabetes. You are at an increased risk for developing prediabetes and type 2 diabetes if you:



- Are 45 years of age or older
- Are overweight
- Have a family history of type 2 diabetes
- Are physically active fewer than three times a week
- Ever had diabetes while pregnant (gestational diabetes) or gave birth to a baby that weighed more than 9 pounds

If you think you may be at risk, a health care provider can do a blood test to see if you have prediabetes or diabetes. If you have prediabetes, you can start preventing type 2 diabetes today! Heart of Weld can help you take charge of your health to prevent or delay type 2 diabetes. Take the Prediabetes Risk Test TODAY!

[Take the Prediabetes Risk Test >](#)

What is the benefit of being a part of the Heart of Weld?

As part of the Heart of Weld group, you will work with other participants and a trained lifestyle coach to learn the skills you need to make lasting changes. These changes include losing a modest amount of weight, being more physically active, and managing stress.

Being part of a group provides support from other people who are facing similar challenges and trying to make the same changes you are. Together you can celebrate successes and find ways to overcome obstacles.

Colorado Solution:

Use professional newsletters to reach the audience.

- Highlighted how providers can enhance value to patient care
- Addressed health outcomes expected
- Included QR code for to redirect to the website



Heart of Weld is Your Partner in Diabetes Prevention

Diabetes Prevention Programs (DPPs)—including **Heart of Weld**—give clinics and providers a powerful way to improve patient outcomes, strengthen care delivery, and reduce long-term healthcare costs.

With diabetes costing the U.S. health system \$413 billion annually—preventing disease before it starts is one of the most impactful steps a clinic can take. National DPP research shows that structured lifestyle interventions can cut diabetes risk by 50%, lowering downstream costs tied to cardiovascular disease, medication use, and complications. By empowering individuals with prediabetes to take preventive action, DPPs like Heart of Weld reduce the progression to type 2 diabetes and improve population health. For clinics, referring patients to these programs extends preventive counseling beyond limited appointment time, increases clinical efficiency, and supports value-based care goals and quality metrics such as PCMH standards. Refer eligible patients to Heart of Weld to strengthen outcomes and support more efficient, preventive care.



Before the pill, give us 6 months

Heart of Weld is a free, local, CDC-recognized National Diabetes Prevention Program designed to help individuals with prediabetes prevent or delay type 2 diabetes. The program is offered virtually and in-person, and available in English and Spanish, making it easy for patients to access support in a way that works best for them. Participants join a year-long group program led by a trained lifestyle coach, learning practical skills such as healthy eating, increasing physical activity, managing stress, staying motivated, and navigating everyday challenges—all while receiving support from peers working toward similar goals.

A healthcare provider in blue scrubs is standing and talking to an elderly patient who is sitting in a chair in a clinical setting.

LET US LIGHTEN YOUR LOAD

By referring eligible patients to **Heart of Weld Diabetes Prevention Program (DPP)**, you can:

- Improve clinical efficiency
- Strengthen value-based care performance
- Support healthier long-term outcomes for your patient population

Heart of Weld DPP is **local, free, and available in English or Spanish, online or in-person.** Learn more by scanning the code or visiting: weld.gov/go/DiabetesPrevention

A healthcare provider in a white lab coat is standing and talking to a patient who is sitting in a chair in a clinical setting.

THEY TRUST YOUR DIABETES CARE.

Trust our support.

Partnering with the **Heart of Weld Diabetes Prevention Program** supports your patients—and your practice. Strengthen preventive care and help your clinic improve long-term outcomes by referring patients today!

Scan below to learn more about our **free, local** program or visit: weld.gov/go/DiabetesPrevention

Colorado Solution:

ARE YOU A HEALTH CARE PROVIDER IN WELD COUNTY?

Partner with Weld
County for stronger
diabetes care with a
lighter workload.



www.weld.gov/go/DiabetesPrevention



They trust your **DIABETES CARE**

Trust our support

Partnering with the Heart of
Weld supports your patients —
and your practice. Strengthen
preventative care and help your
clinic improve long-term
outcomes by referring patients
today!



www.weld.gov/go/DiabetesPrevention





New York Pharmacist Campaign

~20%

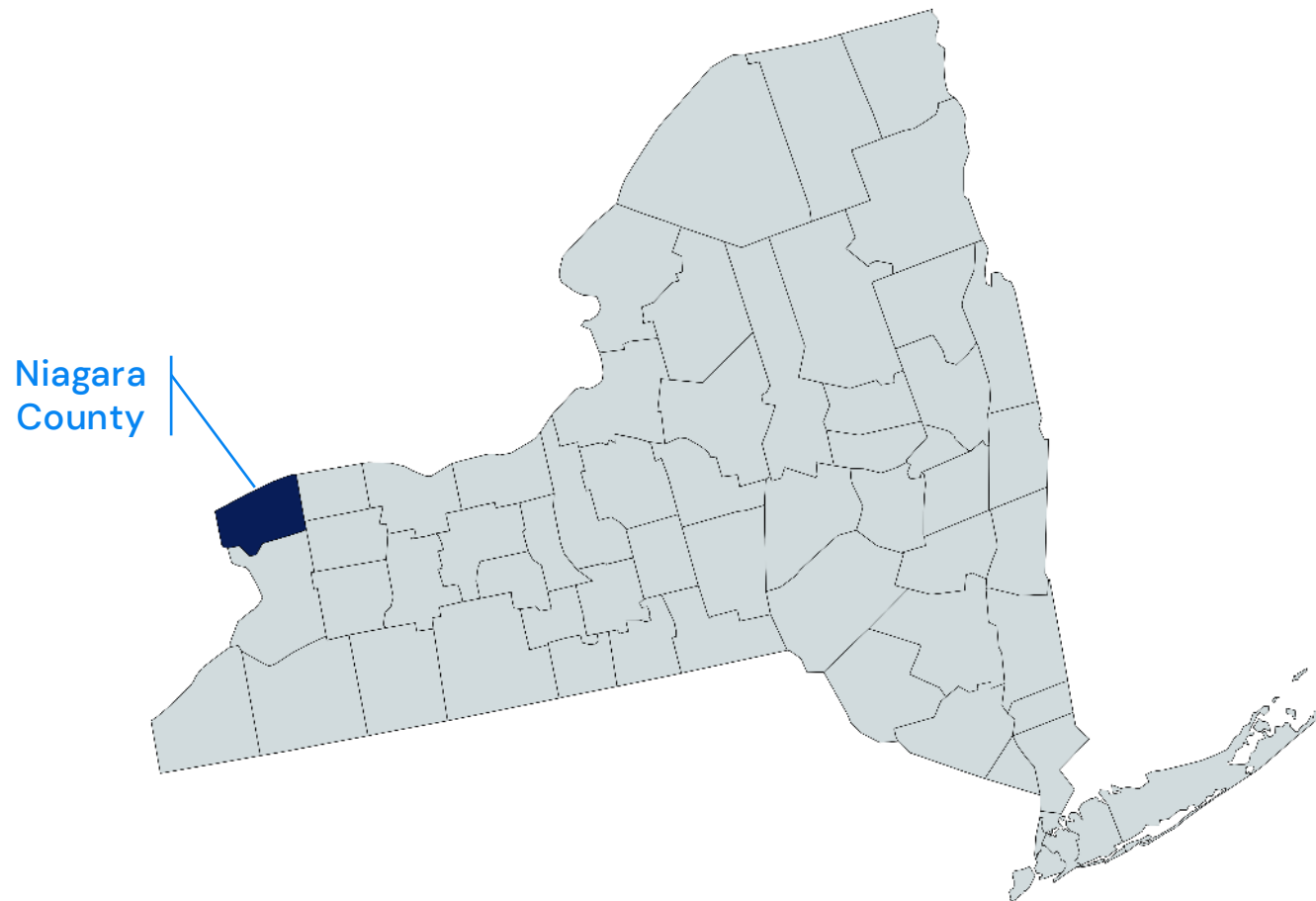
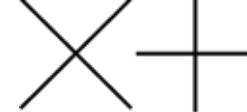
Poverty rate for >65
adults Niagara

10.2%

Type 2 diabetes rate in
Niagara

Despite the availability
of DSMES courses, enrollment
remains due to lack of awareness
about the program.

*How can we engage older adults >65
in risk assessment and diabetes
management in upstate New York?*



Credent with mapdata.com



New York

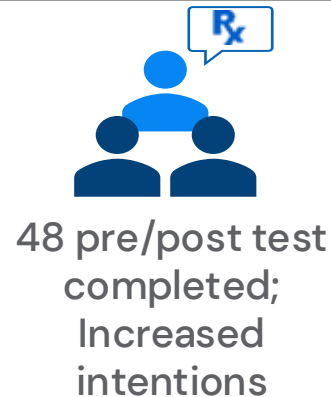
Solution:

Use pharmacists to engage > 65 yrs old in diabetes care.

- Niagara Apothecary
- Multiple pharmacist-led in-person presentations
- 2 community venues [community centers & senior living facilities]
- Increased intentions to sign up for DSMES class next month.

Development & Deployment

Results



New York

Solution:

Targeted distribution of materials to raise awareness.

- Leveraged CDC's resource library for customizable templates
- Used community venues frequented by the audience for familiarity
- Positioned pharmacists as trusted and accessible health care providers
- Depicted adults representing local demographics to enhance appeal

Make time for what matters to **YOU.**

Diabetes Self-Management Education and Support (DSMES) Program

Join a **local** program that works for you and your schedule now!

NIAGARA APOTHECARY, INC.
8745 Niagara Falls Blvd
Niagara Falls, NY 14304

new patient: 716.419.3171
current patient: 716.297.3530

f: 716.297.3950
w: niagaraapothecaryrx.com
e: niagaraapothecary@hotmail.com

SCAN HERE or visit the link below to learn more and sign up!

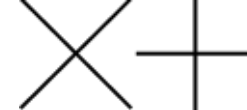
<https://cpesnny.com/diabetes-program-dsmes-niagara-apothecary/>

HELPING YOU UNDERSTAND AND MANAGE YOUR DIABETES

Diabetes Self-Management Education and Support (DSMES) Program

Living **YOUR** Life with Diabetes.

CPESN NY



Evaluation

Study Design

Case: Pharmacy led presentation and DSMES promotional information

Control: Flyers with general diabetes information

Metrics

1. Pre/Post surveys – control
2. QR codes all materials

Sample

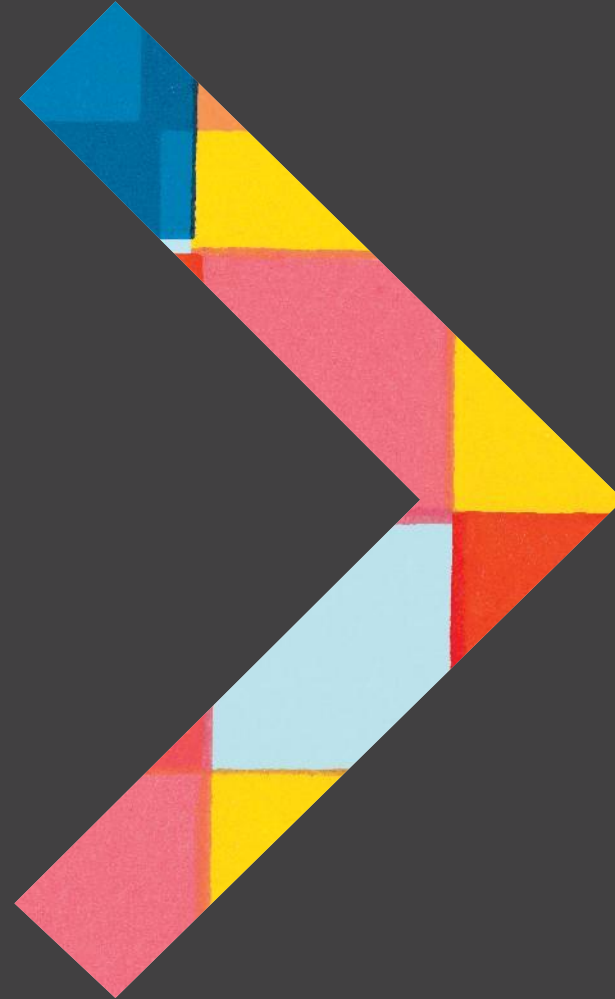
[data combined across sites Niagara & New York City]

1. **Size: n=48** Female 56%
2. **Mean age= 67.5** years old
3. **Racial composition** White 60%, Black/African American 18%, Hispanic 10.4%

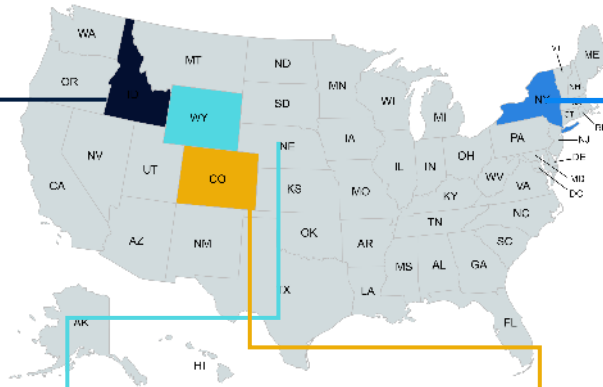
Significant Outcomes

Survey Item	Pre-Mean	Post-Mean	t-Stat	p-value
Likely to sign up for DSMES in next month	2.64	3.43	-4.22	<.001
Plan to ask doctor for DSMES referral	2.77	3.50	-3.52	<.001
Pharmacists can deliver diabetes education	2.73	3.31	-3.47	<.001

Conclusion



Cross Study Comparison



	Idaho	Wyoming	Colorado	New York
Partners	State Health Department Local Non-profit Hospital	State Health Department Local Marketing Agency	State Health Department County Health Department County Hospital System	State Health Department Pharmacy Network Community Pharmacies
Audience	Adults 18+ Spanish-Speaking Adults	Adults 65+	Health Care Providers	Adults 65+
Channel	Flyers & Social Media Posts Booth at Community Event	Newspaper Ads	Social Media Posts Email Distribution	Flyers Community Educational Event
Evaluation	QR Code Scans In-Person Surveys Social Media Analytics	Patient Self-Referrals	Newsletter Distribution Reach Post-Campaign Interviews Social Media Views and Comments	Pre-Post Survey QR Code Scans

Key Takeaways for Tailored Campaigns



Freebies!

- Use existing free or low-cost graphics and tools to reduce cost (e.g. CDC graphics library, Canva, Google Analytics, and Looker Studio.)



Data rules!

- Use audience data, tagged QR codes, census data, and local expertise to guide message, channel, placement and success benchmarks.



Audience intercept

- Deliver relatable, easy-to-consume ads across channels, meeting audiences where they are with culturally tailored messages.



Lean in on trust

- Engage healthcare providers and pharmacists as trusted messengers to strengthen community connections and message credibility.

Genevieve Martínez-García, PhD

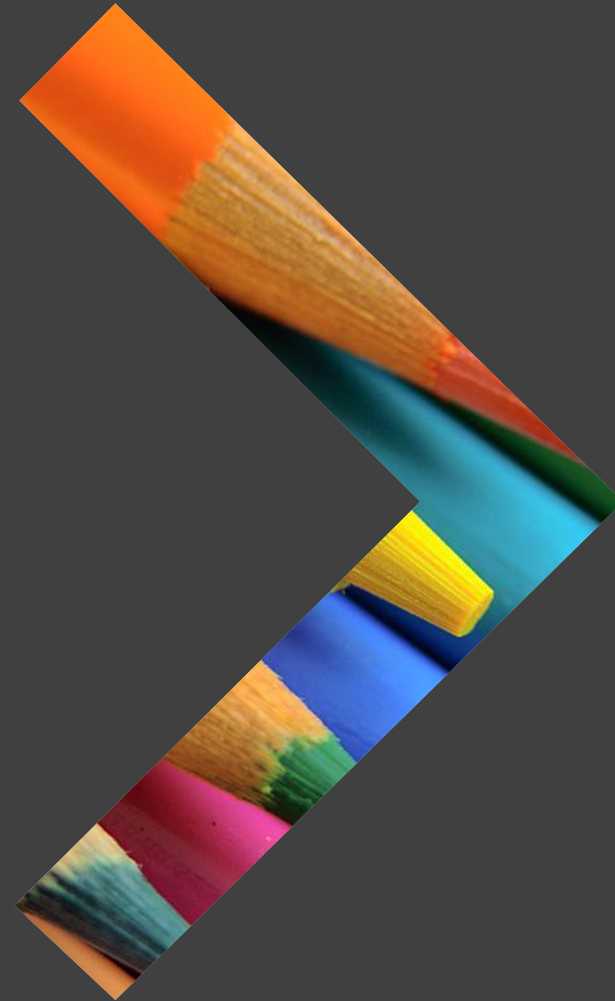
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