

NEW TYPE 2 DIABETES PILOT PREVENTION PROGRAMME THAT USED GAMIFICATION AND MOTIVATING DIGITAL TECHNOLOGY RESULTED IN INCREASED PHYSICAL ACTIVITY LEVELS AND AN UNPLANNED HIGH BAME UPTAKE RETENTION RATE.

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INTRODUCTION

- Historically the National Diabetes Prevention Programme (NDPP) has low uptake and retention rates, accentuated among the BAME population. **In SWL the NDPP has a 27% completion rate.**
- We designed and delivered a fun, dynamic, alternative programme, the **Diabetes Prevention Decathlon (DPD)** - with the core aim to increase retention rates and activity levels.

METHODS

- The DPD featured weekly health & wellbeing workshops, **fun** physical activity sessions and gamification via an app that incentivised movement and engagement between meetings.
- The inclusion criteria required an HbA1c between 42-47mmol/mol (6.0-6.4%), indicative for Non-Diabetes Hyperglycaemia.
- The course content looked beyond standard dietary and disease advice and instead offered a holistic package.**

EDUCATION & ACTIVITY

- The workshops were created and delivered by a specialist dietitian and covered factors such as emotional wellbeing, sleep, stress, diet, gut microbiome etc.
- With the support of Harlequins, weekly activity sessions were included with core aims to: **(1) Get people more active, (2) Encourage movement in daily life, (3) Breakdown fears/barriers to physical activity and (4) Show there are many ways to be physically active.**



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GAMIFICATION

Sweatcoin added another dimension to the programme - **90% of decathletes said it enhanced their experience.** The interactive app provided specific incentives to connect the Education and Activity components. Celebrating positive behaviour change, participants could unlock an array of rewards by attending sessions, answering quizzes and by simply walking. Be it, resistance bands, to compliment the activity or the Carbs & Cals World Foods book to align with new learnings, the choice was endless!



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RESULTS



87%
completion rate
(27% for NDPP)



9.4/10
Net Promoter



6kg
greatest individual
weight loss



1.1kg
average weight
loss



77%
BAME uptake



40%
increase in activity
levels

CONCLUSIONS

- The fun, innovative approach of the Diabetes Decathlon proved to be a huge success across all components. This was especially showcased by the high BAME uptake and retention rates and the interactivity throughout.

Next steps... We have improved and adapted the DPD to enhance multicultural acceptability and to provide a virtual offering. We also plan to adapt further to help prevent other long-term conditions.