

KNOW DIABETES SERVICE

END OF YEAR
REPORT 2021



Thank you for being there for us

COLIN, WESTMINSTER

EXECUTIVE SUMMARY

Website

- 242,000 website visitors
- 1.4 million page views
- 108% increase in page translations since 2020
- 183% increase in blog page views since 2020
- 35 days and 21 hours of video viewing
- 786 sign ups to eLearning courses

KDS Platform

- 350,000 records integrated with the clinical health systems
- 137,000 email addresses in the platform
- 677,000 emails sent, up 800% on previous year
- 24 campaigns published
- 33 live automations
- 433 email templates created

Email Campaigns

- Over 48,000 different individuals have been sent an email campaign which is 35% of the current email list
- 995 users expressed an interest in the REWIND programme with 40% of those going on to start the programme
- 214 self-referrals to the Diabetes Prevention Programme via a KDS campaign in August, up on the previous month by 245%
- 1,231 patients completed an interactive foot care quiz
- 12,000 recipe emails sent with 638 downloading a low carb meal plan

Account Creation

- 2,392 users created a KD account in first 4 months (Sep to Dec)
- 3,533 log ins during first 4 months
- 322 different practices now have at least 1 patient with a KD account
- Youngest person with a KD account is 19 years old with type 2 diabetes
- Oldest person with a KD account is 99 years old

Digital Health Solutions

PROBLEM

Many people with diabetes don't want to attend a structured education programme. Or they haven't been available due to Covid19.

SOLUTION

Take the education to them, offering unstructured education via Know Diabetes (KD) channels - over 350 hours have been spent on our website, and just under 677k emails sent out to people with diabetes.

PROBLEM

There are lots of great websites and content out there to empower self-care, learning and behaviour change but we don't know if people with diabetes from NWL are engaging with them.

SOLUTION

Know Diabetes directly contacts people with diabetes in NWL, so we know who is and isn't engaging. Each digital engagement builds up their behaviour engagement score.

PROBLEM

Patients get sent a SMS (if they have a mobile number on file) telling them about a new intervention (Healthier You or REWIND programme) which does not emotionally engage them.

SOLUTION

Know Diabetes sent a five series email nurture campaign, nudging sign ups and promoting lifestyle changes. Provider reported a 245% increase in self referrals the month of the campaign.

PROBLEM

Patient hears about new REWIND programme then visits a website which says speak to GP for a referral, patient leaves website forgets to book appointment or can't get through to GP.

SOLUTION

KD website asks users to sign up to emails on type 2 remission and nudges them to contact their GP. Provider reports that 40% of users who went through the nudge campaign on the website have been referred by their GP.

PROBLEM

Inactivity in the diabetes population. Regular moderate intensity physical activity (such as brisk walking, swimming and cycling) has been shown to help prevent and manage over 20 chronic conditions.

SOLUTION

Know Diabetes uses content marketing (email campaign, blog, and website) to nudge over 200 people with diabetes or at risk of type 2 to download and sign up for the EXi app (Exercise on referral programme).

REPORT OUTLINE



KNOW DIABETES SERVICE



1. Website
2. Account Creation
3. Campaigns
4. Digital Health Assets
5. Insights

1

Website





KNOW DIABETES WEBSITE

www.knowdiabetes.org.uk

1.4 MIL

1.4 million
page views in
2021

242k

Website
visitors in
2021

320

Pages and
resources of
unstructured
education

120

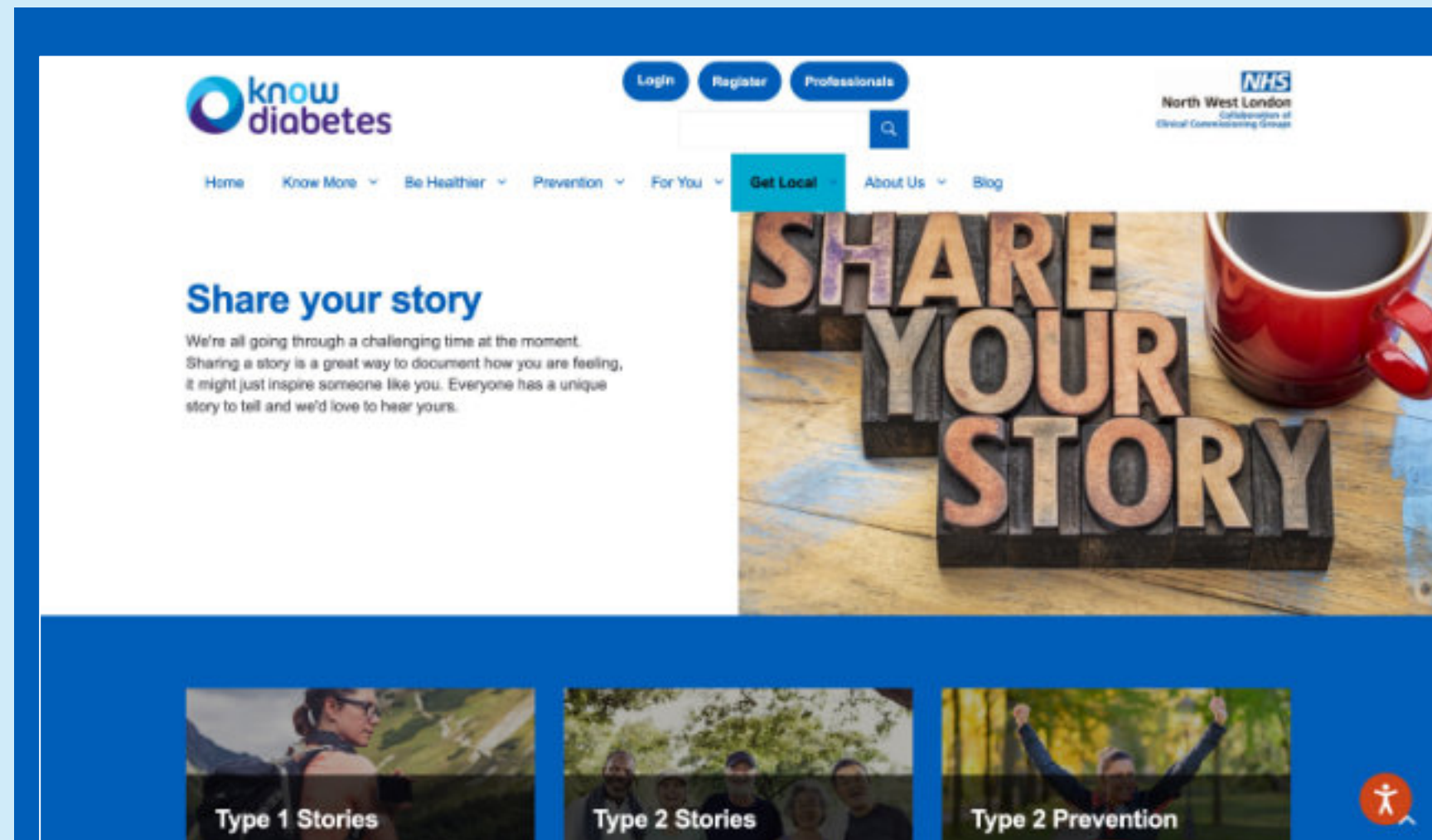
Videos on
multiple
diabetes
topics

NEW WEBPAGES IN 2021



KD CINEMA

Over 40 videos available, covering topics from footcare to remission



SHARE YOUR STORY

20 stories shared by people living with diabetes in NWL



FEEDBACK FROM REAL PEOPLE IN NWL

Know Diabetes is a welcomed resource and provides informative care to all diabetes starting from A to Z.

AMREEN, EALING

Website page views 2021

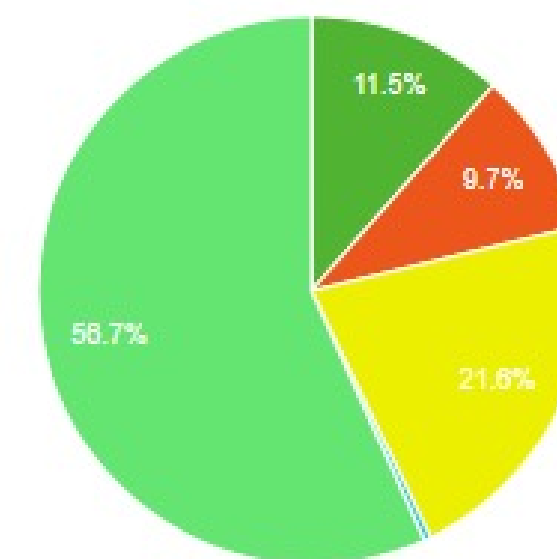
In 2021 there were over 1.4 million page views



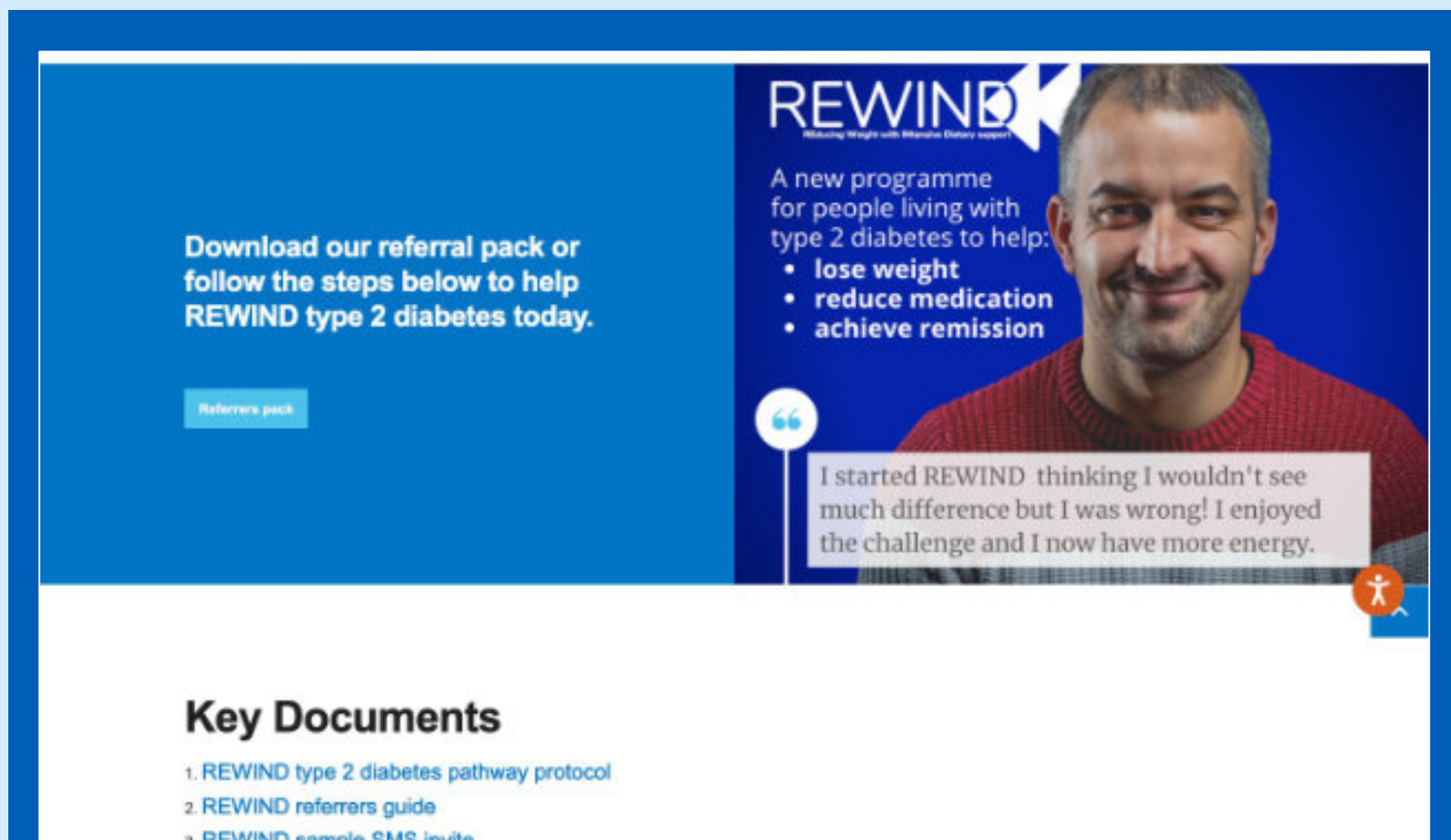
Website traffic: Page view sources

In 2021, 57% of traffic came via Organic Search

Default Channel Grouping	Pages/Session	Page Views
	2.42 Avg for View: 2.42 (0.00%)	561,049 % of Total: 100.00% (561,049)
■ Referral	4.99	11.55%
■ Email	3.47	9.68%
■ Direct	2.68	21.62%
■ Social	2.24	0.41%
■ Organic Search	2.03	56.73%
■ Paid Search	2.00	0.00%

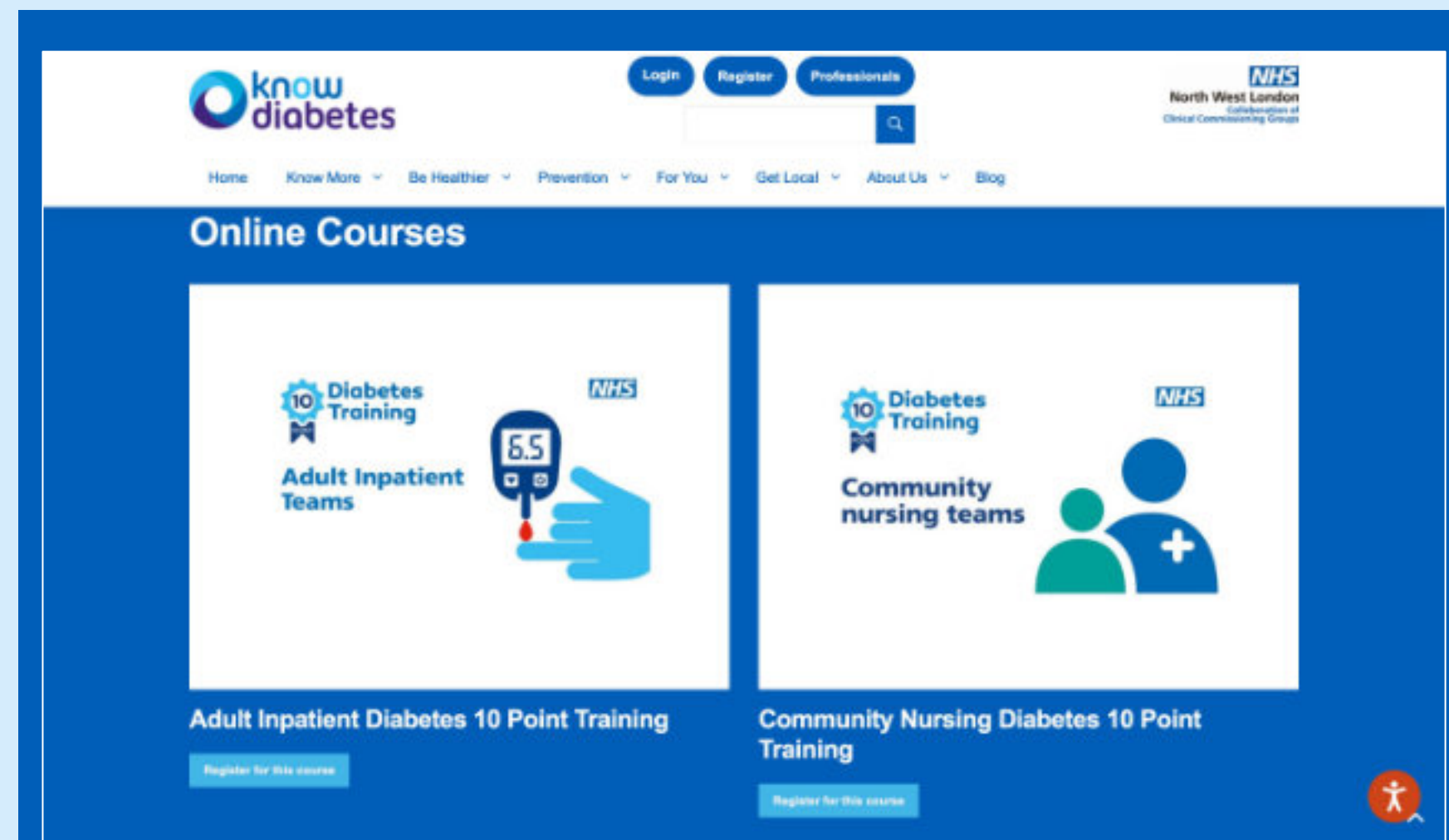


NEW WEBPAGES IN 2021



REWIND REFERRAL PAGE

Redesign of the REWIND page for healthcare professionals to include referrers pack and key documents



10 POINT TRAINING

654 healthcare professionals have completed the eLearning courses since September launch

Website traffic: Total visitors

NW London - Website traffic as at 31st December 2021

Visitors by Month				
Year	Month	All Visitors	New Visitors	New Visitor %
2020	Dec	17,914	13,873	77.4%
2021	Jan	22,976	18,658	81.2%
	Feb	20,369	16,122	79.1%
	Mar	22,037	17,141	77.8%
	Apr	20,470	15,821	77.3%
	May	20,897	16,304	78.0%
	Jun	18,956	14,602	77.0%
	Jul	15,679	11,903	75.9%
	Aug	17,362	13,153	75.8%
	Sep	19,472	14,493	74.4%
	Oct	18,910	13,860	73.3%
	Nov	23,508	17,050	72.5%
	Dec	21,574	16,696	77.4%
Total		260,124	199,676	76.8%



REACH DECK

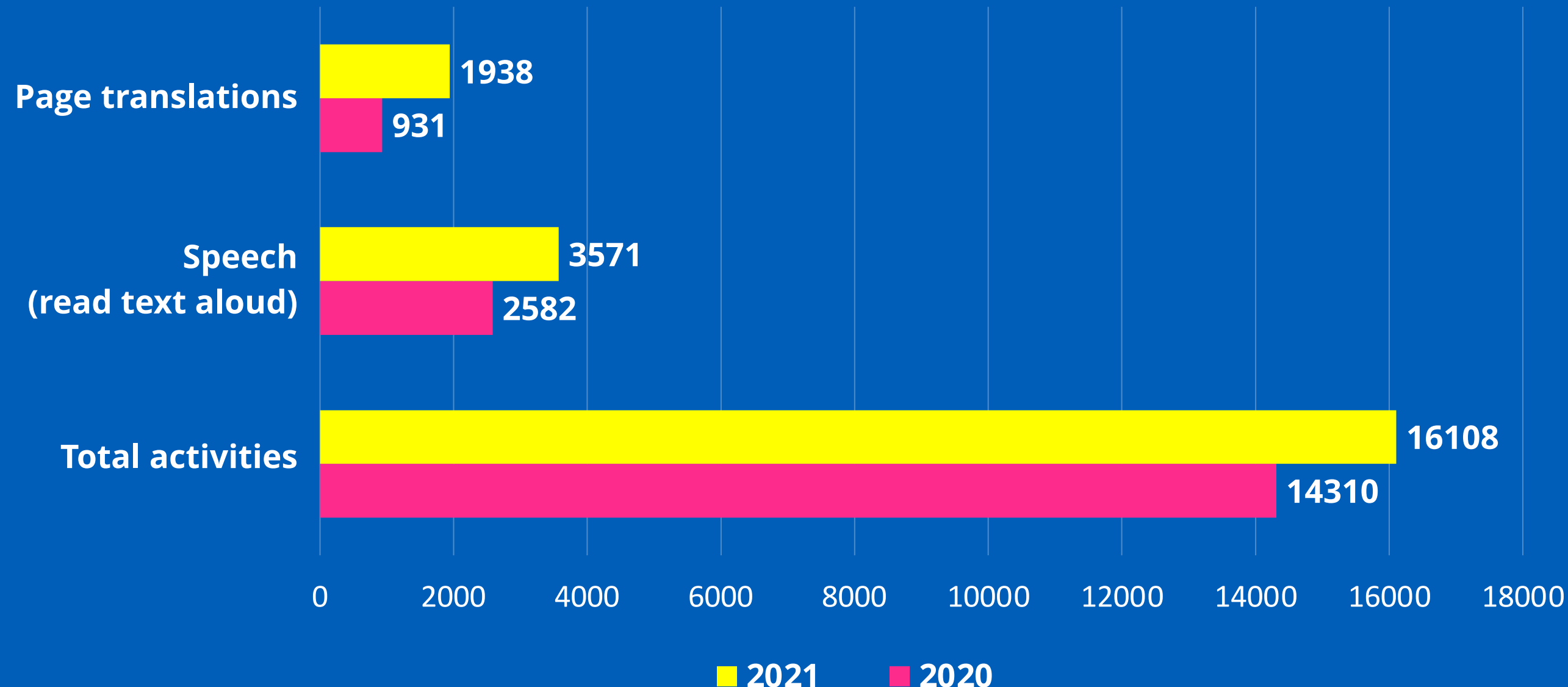
There has been an increase in the usage of ReachDeck in 2021 from the previous year.

Page translations up 108%

Speech usage up 38%

Total activities up 13%

Number of activities on the website



TOP 10 TRANSLATED LANGUAGES

- 8.5%: Arabic
- 7.9%: Polish
- 7.3%: Hindi
- 6.0%: Romanian
- 5.4%: Gujarati
- 4.4%: Tamil
- 4.1%: Spanish
- 4.1%: Urdu
- 3.8%: Somali
- 3.5%: Punjabi



A web accessibility toolbar that helps to make our webpages more inclusive for our diverse online audience. Features of ReachDeck include translation of text into over 100 languages, conversion of text into audio, simplification of webpages, and reading text aloud.

The ReachDeck button is available for use by people on all our webpages and also works on our embedded PDFs.



KD Blog



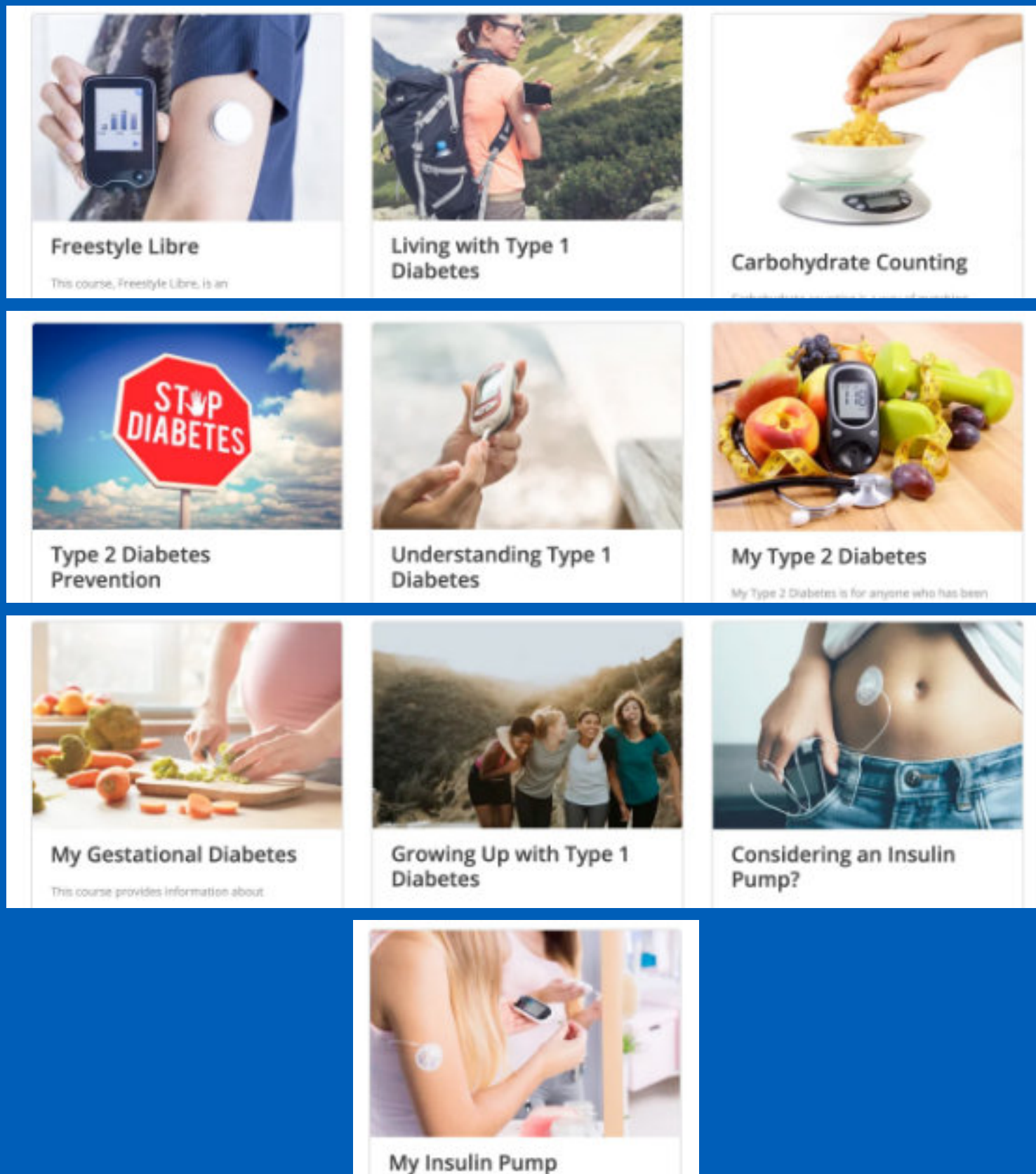
Total views
across all blog
pages in
2021: 28,313

183%
increase in
page views
since 2020

Total
number of
blogs:
38

Total
number of
authors:
19

eLearning



2,392 people who created a Know Diabetes account were emailed twice nudging them to sign up to free eLearning courses. In the first 4 months of campaigning, 111 people patients started a QISMET approved Structured Education eLearning course.

2 Account Creation



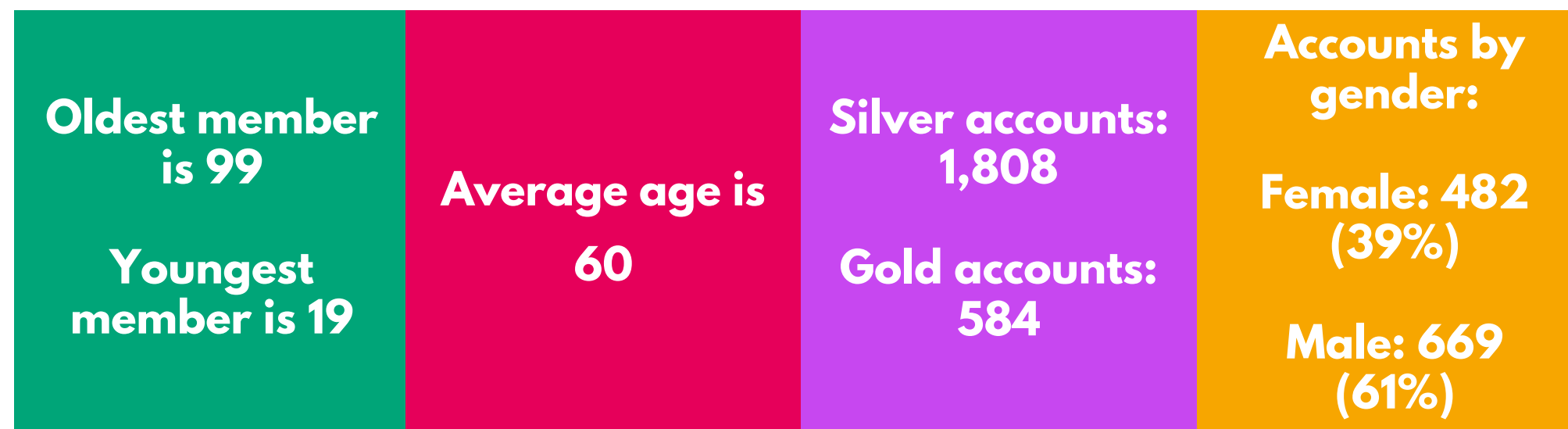
Account creation goes live

Account creation opened in Sept 2021, in the first 4 months 2,392 accounts were created

Features	Register Your Interest	KD Account Silver status	KD Account + Gold status
Access to 200 self-management resources	✓	✓	✓
Share Your Story	✓	✓	✓
KD Looking Ahead monthly newsletter	✓	✓	✓
Low carb meal plans	✓	✓	✓
70+ videos	✓	✓	✓
KD Blog	✓	✓	✓
Access to the interact zone		✓	✓
Ask the Expert		✓	✓
eLearning courses		✓	✓
Monthly webinars with a NHS Dietitian		✓	✓
eLearning courses		✓	✓
Recipe guides and meal plans		✓	✓
Targeted health campaigns		✓	✓
Virtual weekly weigh-ins		✓	✓
Personalised online health record access			✓

Account overview

Invitations initially targeted at people with type 2



Type of diabetes	Number of accounts
Type 2	2,287
Type 1	20
Prevention	17
Other	68

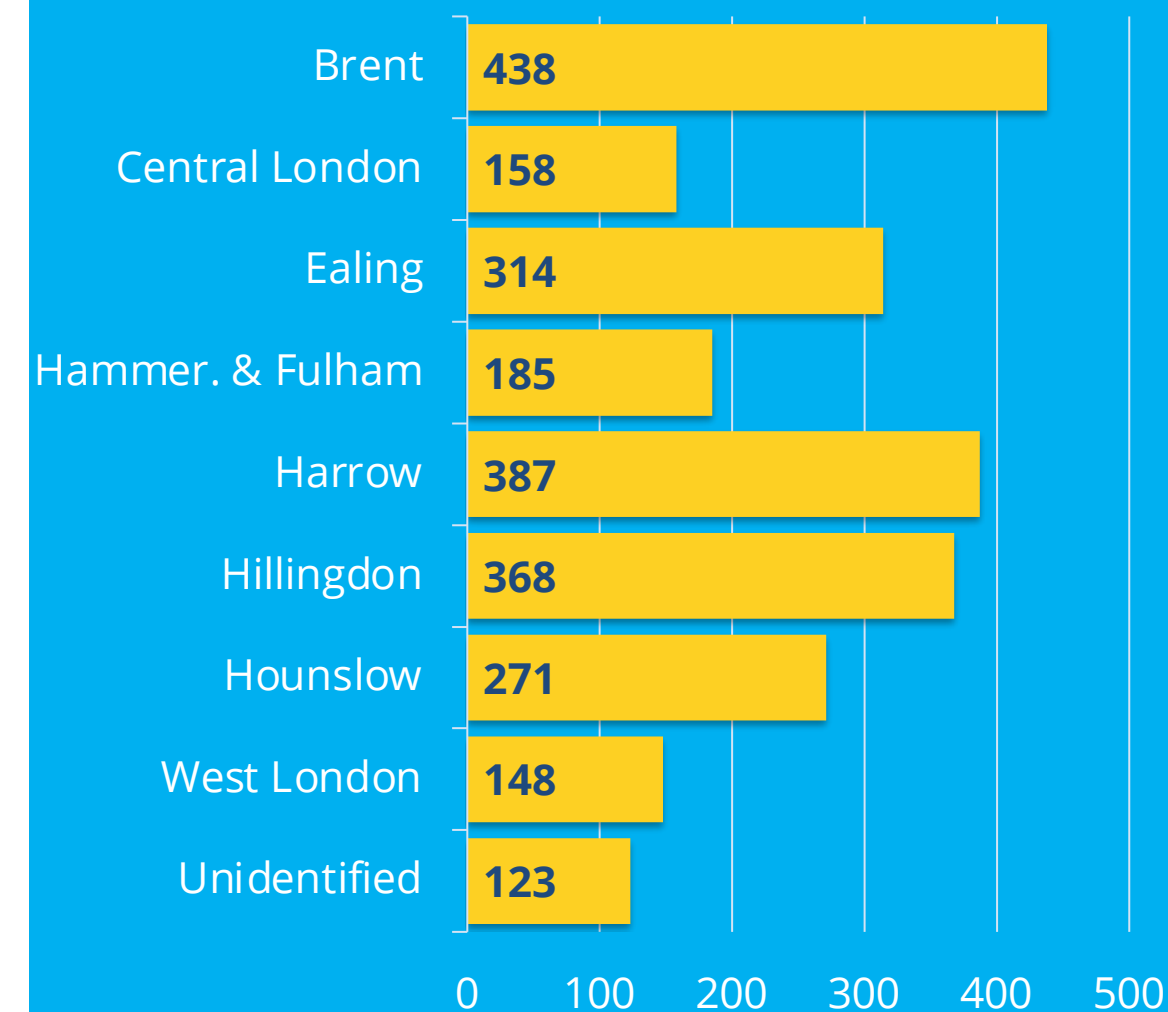
Accounts created across NWL

Patients from 322 different NWL GP practices have a KD account

Top 10: Number of accounts by practice

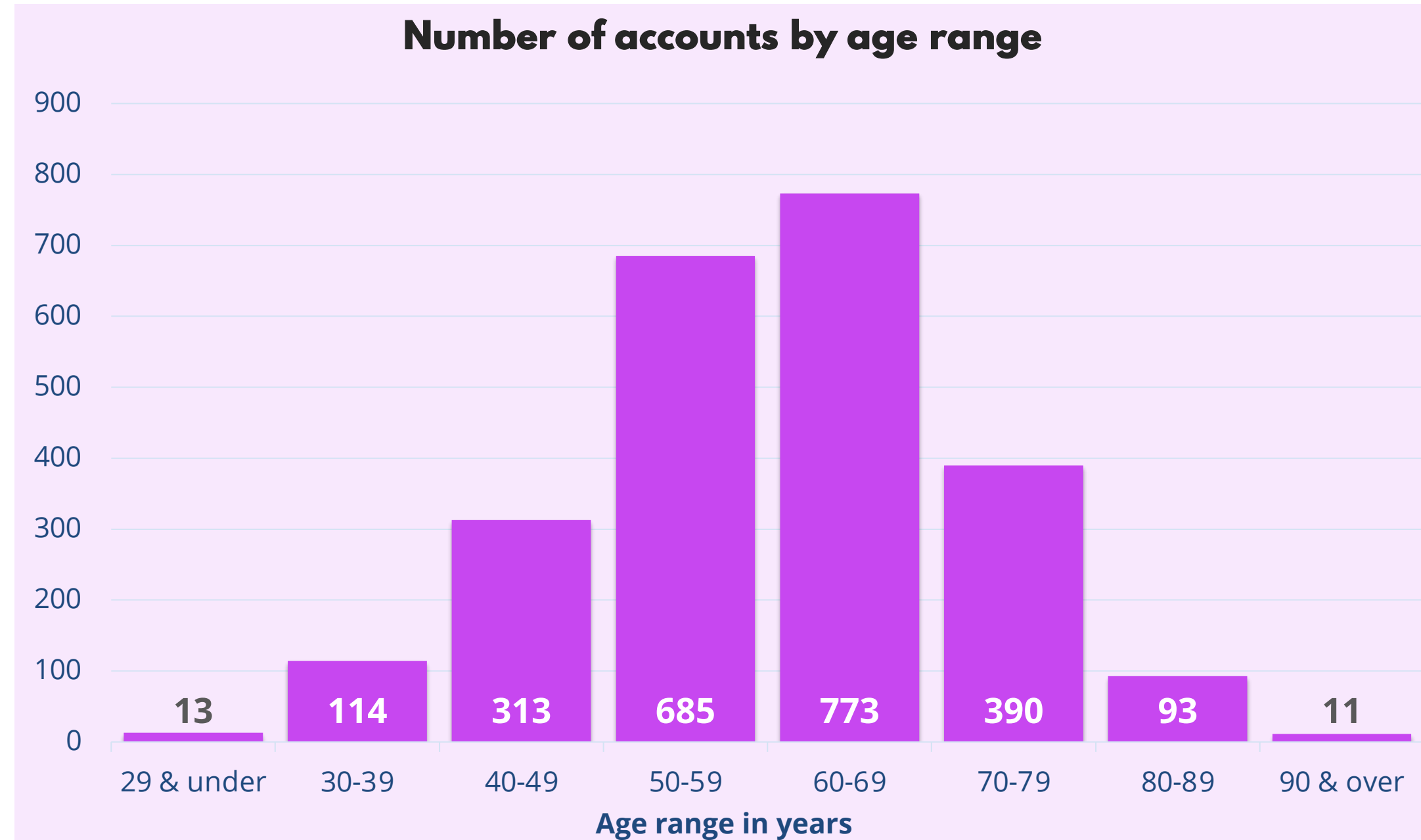
Ridgeway Surgery, Harrow	54
GP Direct, Harrow	49
Willow Tree Family Doctors, Brent	46
Stanmore Medical Centre, Harrow	35
Simpson House Medical Centre, Harrow	34
Richford Gate Medical Centre, H&F	28
Enderley Road Medical Centre, Harrow	27
Uxbridge Health Centre, Hillingdon	27
Elliott Hall Medical Centre, Harrow	26
Grand Union Health Centre, West London	26

Number of accounts by borough



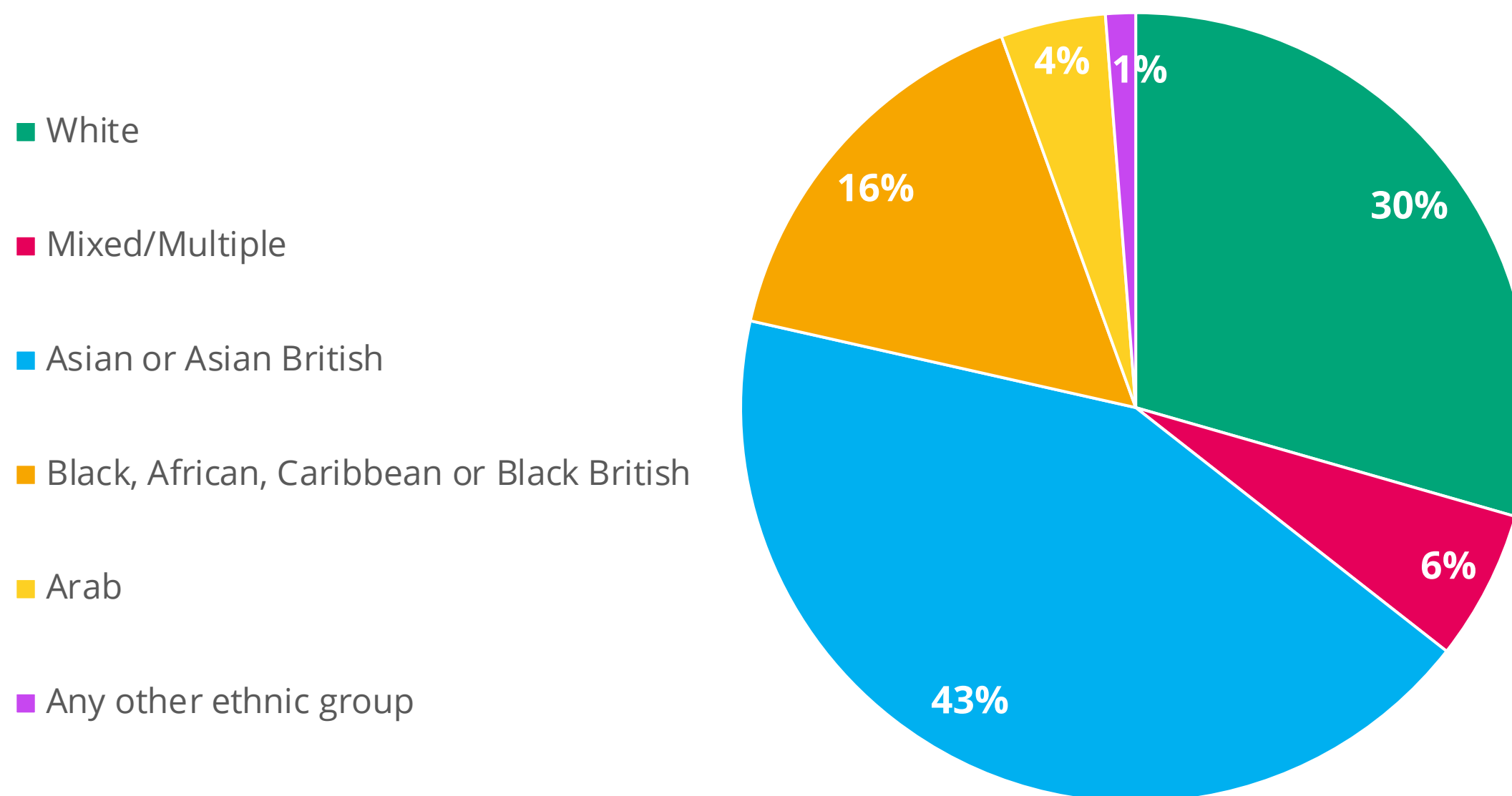
Accounts by age

60% of accounts holders are aged between 50 and 69



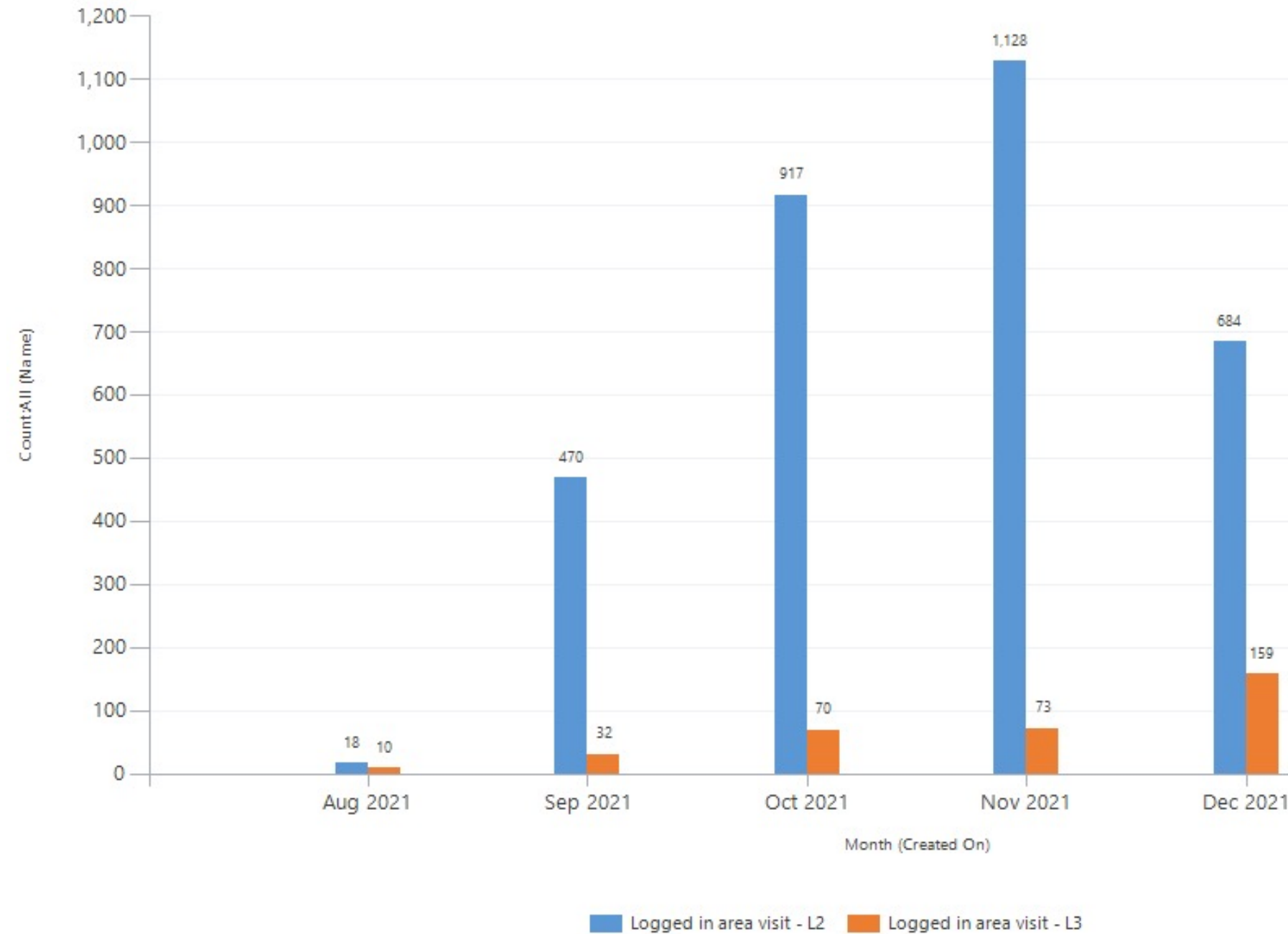
Accounts by ethnicity

First 163 patients that have self-identified their ethnicity



No of instances in logged in area

3,533 log ins in first 4 months of launch



3

Email Campaigns



contact.firstname, you can now access your health record!

Thousands of people with diabetes in North West London have been invited to create their free NHS Know Diabetes account. You can get a behind the scenes view of your health record, access meal plans and discover free programmes with your new account. Join other people from your practice in gaining access.

Get your account invitation by clicking the yellow button below. Thousands of people across North West London are already accessing the exclusive features of a Know Diabetes account.

Register for your Know Diabetes account by clicking the yellow button below:

[Get my account](#)

love your feet

knowdiabetes

Warm feet this winter

footcare tip #5
I NEVER WALK BAREFOOT AT HOME OR OUTSIDE - IT HELPS TO STOP ANY CUTS

Video | Podiatrist Rakhee talks all things foot check

circulation
nerves
changes or deformities
footwear
skin condition
corns cuts or hard skin

PRESS
PLAY

MEN'S HEALTH WEEK

knowdiabetes

Hi \${Recipient.contact.firstname[0]}!

This Men's Health Week (14th-20th June), we'll be sharing information on local North West London health offers, the best health apps to download, details of local events, top blog content and a guide to the Men's Health MOT.

Every 2 minutes someone in the UK finds out they have type 2 diabetes.

The Know Diabetes service is helping people with diabetes from your GP practice to know more about type 2, and what support is available locally. Over the next 7 days as part of Men's Health Week and Diabetes Week, we will send you 7 tailored emails, brimming with insights and opportunities. Please do give feedback on our final email to let us know what you think. We hope our emails are helpful to you.

Dr Tony Willis
Clinical Director for Diabetes
North West London CCG

know diabetes

NHS

Welcome

Discover what is happening in North West London

contact.firstname,

Sometimes it's difficult to know what is happening near you, or what advice to follow. One of the aims of the Know Diabetes service is to empower people in North West London to transform their health - we hope you'll find our emails and website helpful.

Fresh content, fresh ideas, a fresh start.

Access your free resources below

type 2 programmes

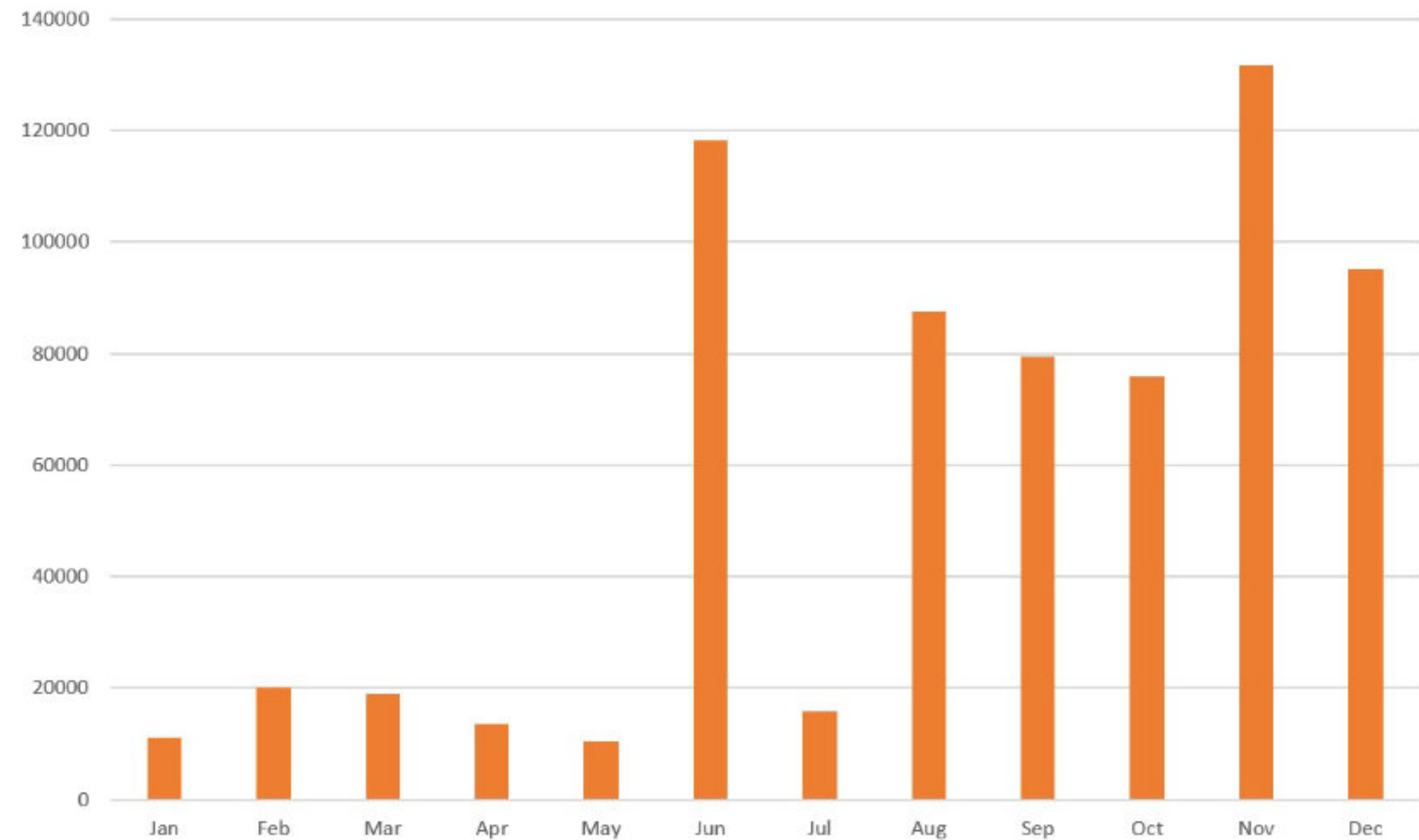
What programmes can i do?
The good news is that there are lots of programmes and courses out there to support you. Do you prefer face to face programmes - or would you like to try an online approach?

[Learn More](#)

103 EMAIL TEMPLATES CREATED IN 2021

Number of emails sent per month

677,805
emails sent in
2021 UP 800%
on 2020



Campaign Power

Footcare Campaign - 107,428 emails sent

know diabetes

love your feet
QUIZ

60%

Have you been told your foot risk category?

Please tick only one answer -

- Low risk
- Moderate risk
- High risk or Active problem
- Not sure

Previous Next

Diabetes footcare interactive quiz

1,231 people completed the foot health quiz.

On completion of the foot quiz, an email was sent that included links to download six different low carb 7-day meal plans. **638** meal plans were downloaded.

Footcare quiz insights

- 45% of users were not sure what their foot risk category was.
- 50% of users thought their foot health could be better, 4% said they didn't like their feet and 3% thought their feet were beyond help.
- Only 45% of users had had a foot check by a healthcare professional in the last 6 months.

Footcare website traffic

There were **5,818** unique views on the Know Diabetes footcare webpages over the 5-week period.

This is a **1,228%** increase from the 438 unique views in the 5-weeks before the campaign launched.

A detailed foot care report is available upon request.

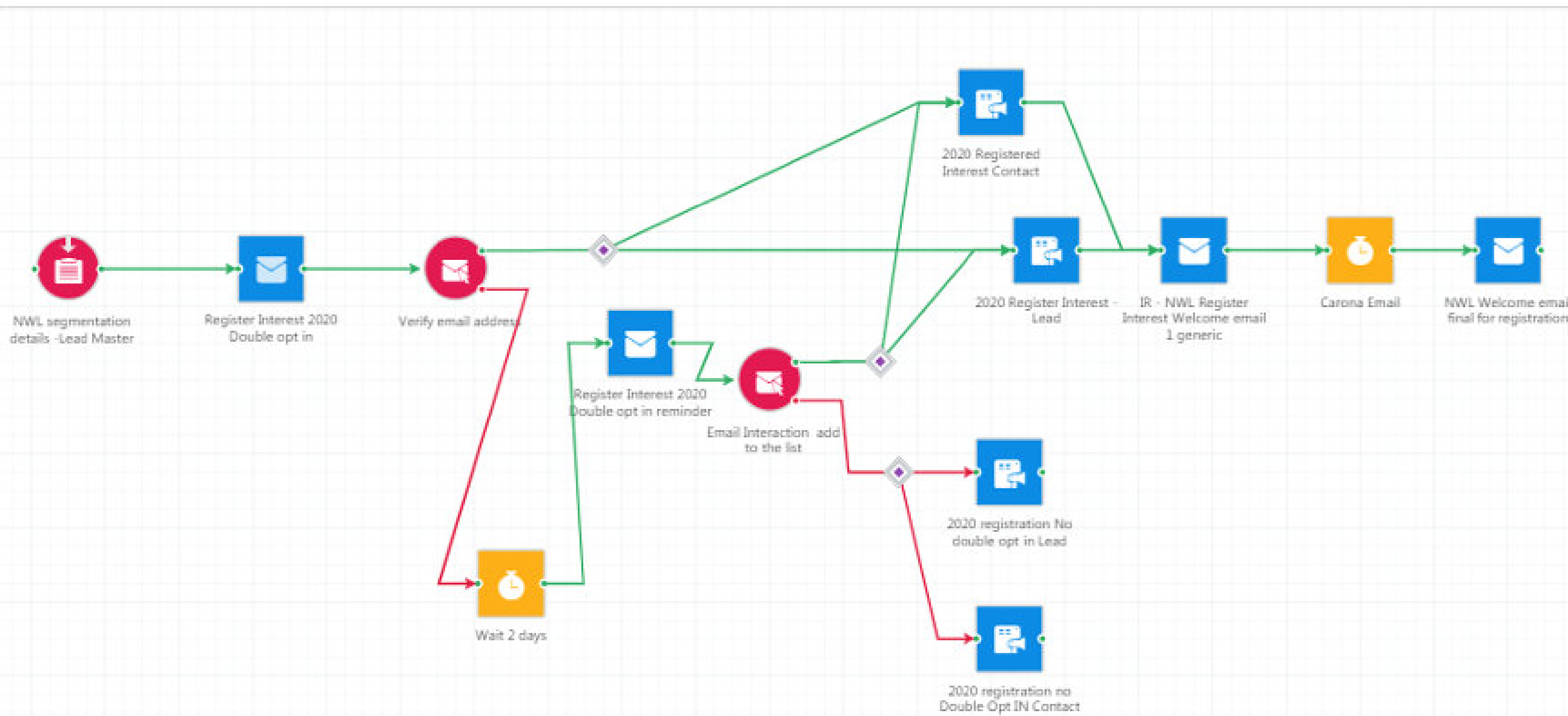
EMAIL CAMPAIGN AUTOMATIONS

677,805
emails sent in 2021
across 33 live
automations, up
800% on 2020

Automation for "Register your interest"

2020 REGISTER INTEREST/SUBSCRIBER

BUILDER STATISTICS PARTICIPANTS



EMAIL AUTOMATIONS/ CAMPAIGNS

60%

Average open rate
across 20
automations

37%

higher open
rate than
industry standards

Campaign Name	2020-2021	Emails sent	Open rate	Click Rate	Description
Weekly Weigh-In (4 week)	Live	2,614	70%	32%	One month virtual weekly weigh-in with top tips that users can self-sign up to.
Recipe of the Week - healthy eating	Live	8,093	67.5%	24.3%	12-week healthy recipe campaign that users can self-sign up to.
Recipe of the Week - low carb	Live	3,918	66.7%	24%	12-week healthy recipe campaign on lower carb that users can self-sign up to.
Men's Health Week	Live	99,782	32%	2.8%	7-day campaign to raise awareness of diabetes amongst the male population.
National Fitness Day	Live	42,524	34.1%	4%	3-email campaign to encourage women and users from unserved communities to partake in sport and exercise.
World Mental Health Day	Live	29,881	50.8%	4.7%	Raising the awareness of mental wellbeing, mental health while living with diabetes
World Diabetes Day	Live	107,428	46.4%	6.6%	5-week campaign focused on educating users about diabetes footcare.
Diabetes Prevention	Live	57,467	48.8%	5.49%	Campaign to encourage at risk users to sign up to the NHS Diabetes Prevention Programme.
Share your Story	Live	56	83.3%	66.7%	Interactive feature so users can share their story.
Fresh Start - Video Group Consultations (VGC)	Live	5,191	54.1%	12.2%	Campaigns to support small group video consultations at the GP practice.
Fresh Start - Tier 3 (KD account holders)	Live	5,166	55.1%	11.7%	12-week T2 campaign offered as part of KDS account link with EXi app.

EMAIL AUTOMATIONS/ CAMPAIGNS

48,000

people with diabetes or at risk of type 2 in North West London are being reached with unstructured education emails throughout the year.

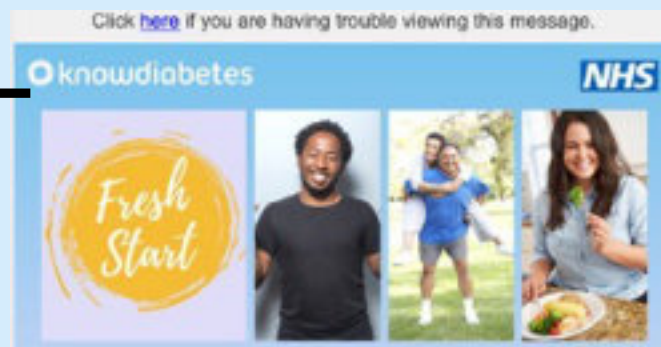
Campaign Name	Status	Emails sent	Open rate	Click Rate	Description
Register Your Interest	Live	15,015	72.1%	37.9%	Allows people to sign up from the website.
REWIND EOI and Webinar	Live	2,773	69%	36%	Type 2 users can express interest in REWIND and get info on very low-calorie diets and low carb options.
Looking Ahead Newsletter	Live	186,731	43.4%	14.1%	Monthly newsletter sent to those who register their interest and create an account.
Account Creation	Live	79,218	59.5%	18.2%	Automation to help all users create a Know Diabetes account to access structured education and personal health records.
Welcome Type 1	Live	66	73.1%	20.1%	Welcome series for type 1 users after account creation process.
Welcome Type 2	Live	13,336	59.5%	16.3%	Welcome series for type 2 users after account creation process.
Welcome At Risk	Live	72	61.9%	31.7%	Welcome series for at risk users after account creation process.
Welcome Gestational	Live	3	100%	0%	Welcome series for gestational users after account creation process.
Welcome Other	Live	32	70.7%	31.8%	Welcome series for all other users after account creation process.

Email campaign industry standards for Healthcare : Open rate 23.4% Click Rate 3.7% Source: Campaign Monitor

EMAIL CREATION & STYLING

Banner

- create/edit
- optimise



Header

- font size
- font type
- font colour

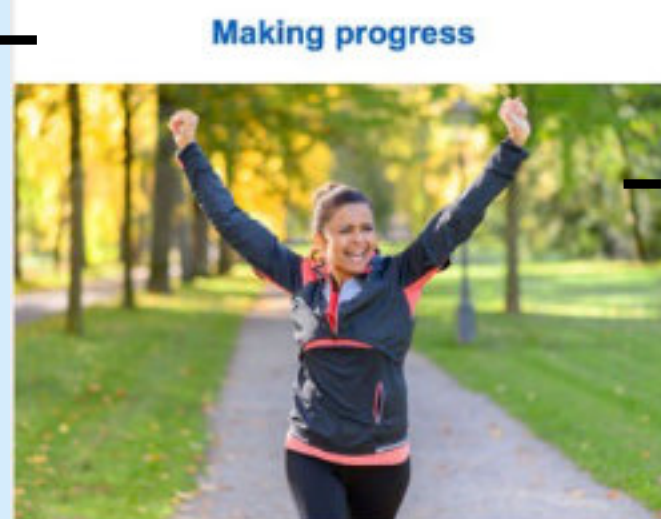
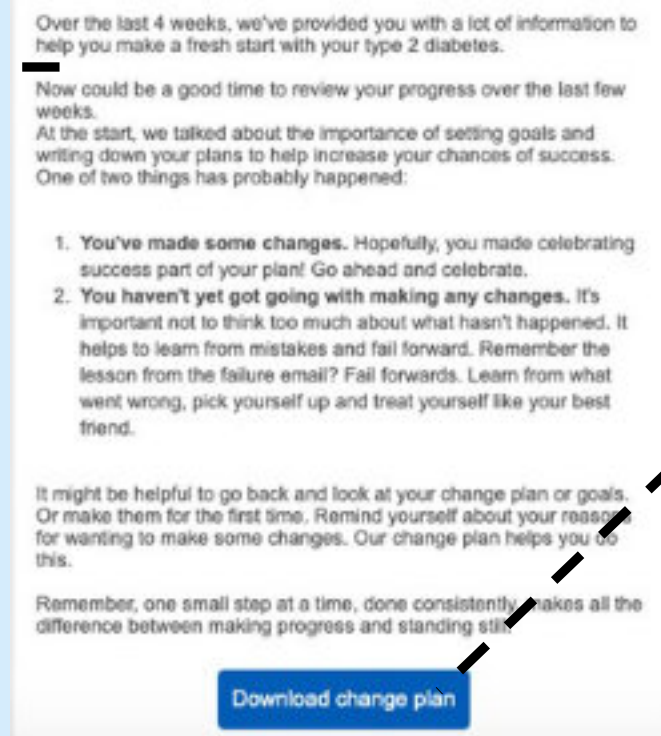


Image / photo

- source image
- optimise image
- add hyperlink
- test hyperlink
- add alternative text

Body text

- proof read
- spell check
- font size
- font type
- font colour
- add hyperlinks
- test hyperlinks

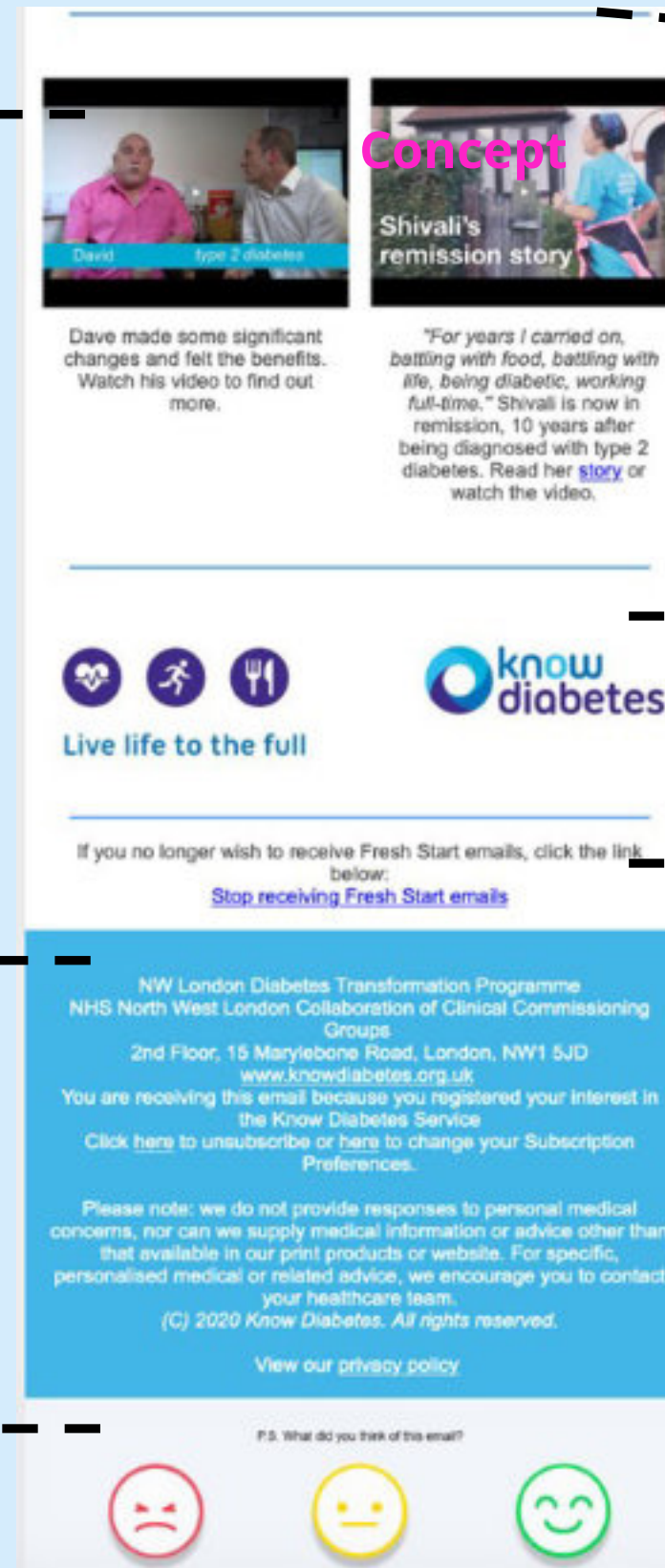


Call to action button

- add hyperlink
- test hyperlink
- font size
- font type
- font colour
- button colour

Video

- check hyperlink
- check still image (create new still if necessary)
- add text
- font size
- font colour



Line break

- check dimensions
- line colour

Footer

- add footer image

Opt-out

- create subscription
- create opt-out form
- create opt-out marketing list
- add text
- add hyperlink
- font colour
- font size
- test hyperlink

Disclaimer

- add disclaimer footer

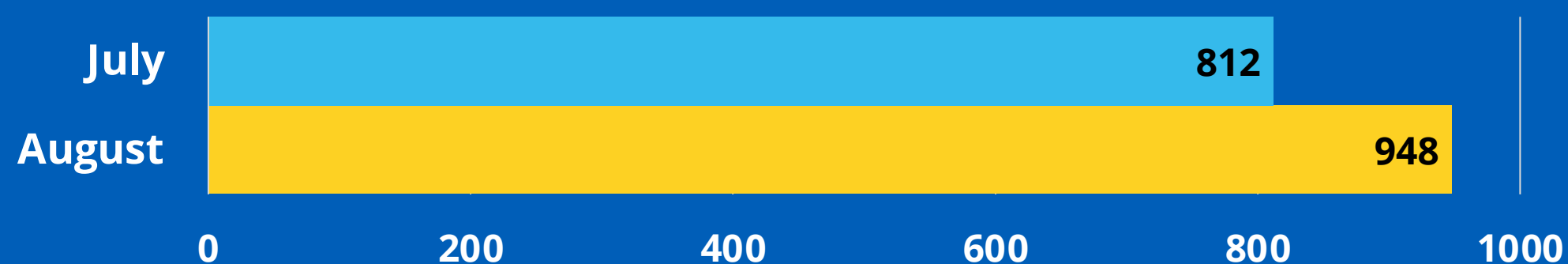
Feedback

- add feedback image

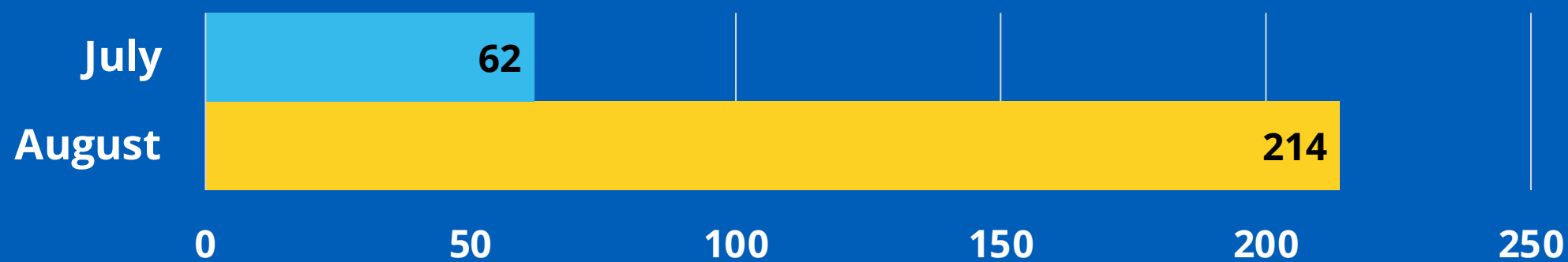
Campaign Power

Diabetes Prevention Campaign

Primary care referrals



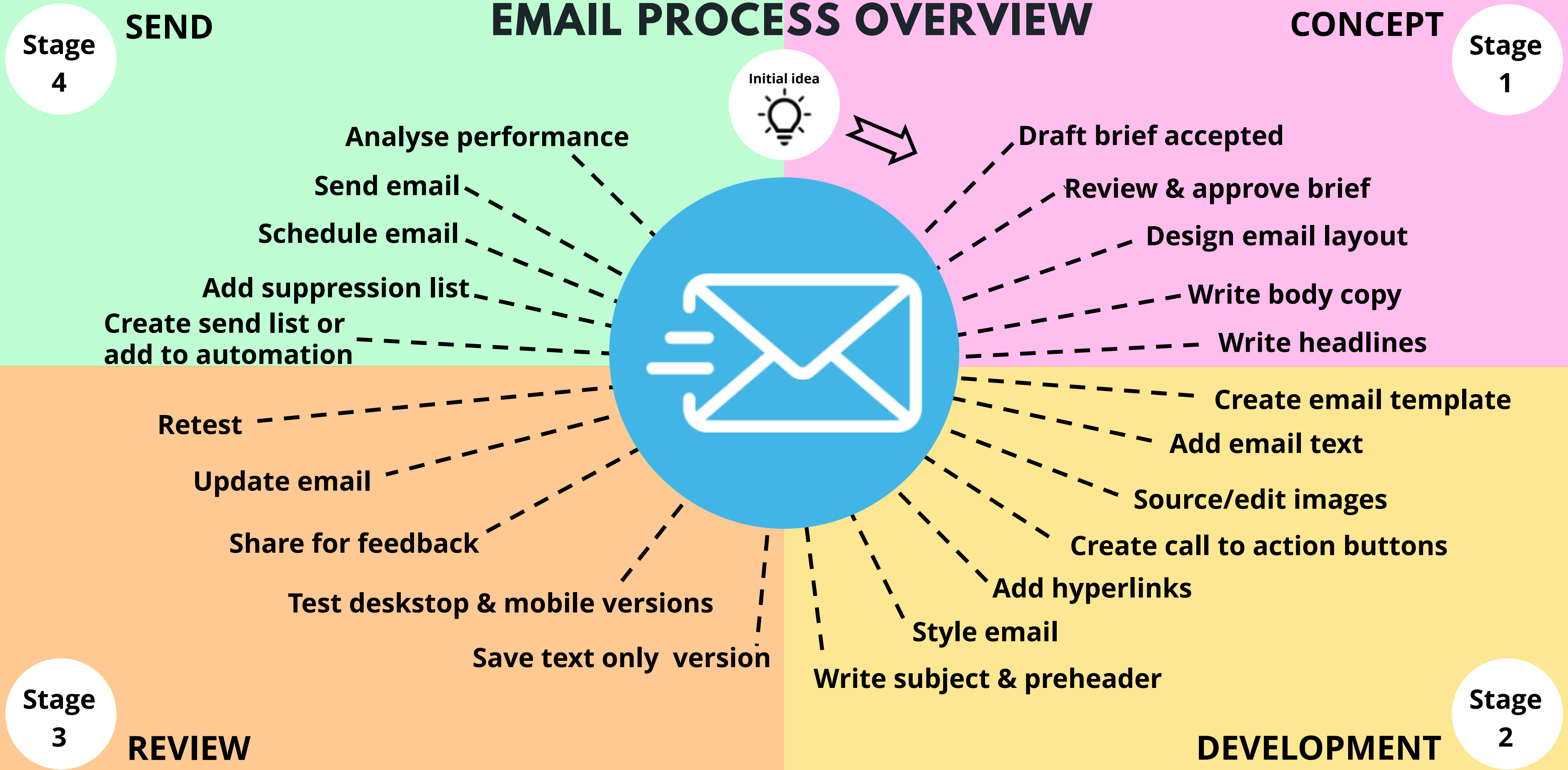
Direct-to-consumer referrals



NHS Diabetes Prevention Programme

- In August, KDS sent **57,467** emails as part of a KDS prevention campaign
- August 2021 was the highest month of primary care referrals to date
- Primary care referrals increased by **17%** from July (812) to August (948)
- Direct-to-consumer referrals saw a **245%** increase in August (214) from the monthly average in May to July (62)
- These results indicate that the KD email campaign sent to at risk users in the platform, in addition to the targeted health inequalities community work, has increased referrals to the programme.

EMAIL PROCESS OVERVIEW



MONTHLY NEWSLETTER

Background

A total of **153,935** emails were delivered in 2021 (vs. 55,501 in 2020).

- **63,727** (41.4%) Unique Opens
- **15,952** (10.4%) Unique emails clicked

Reader comments

"Explains information very well."

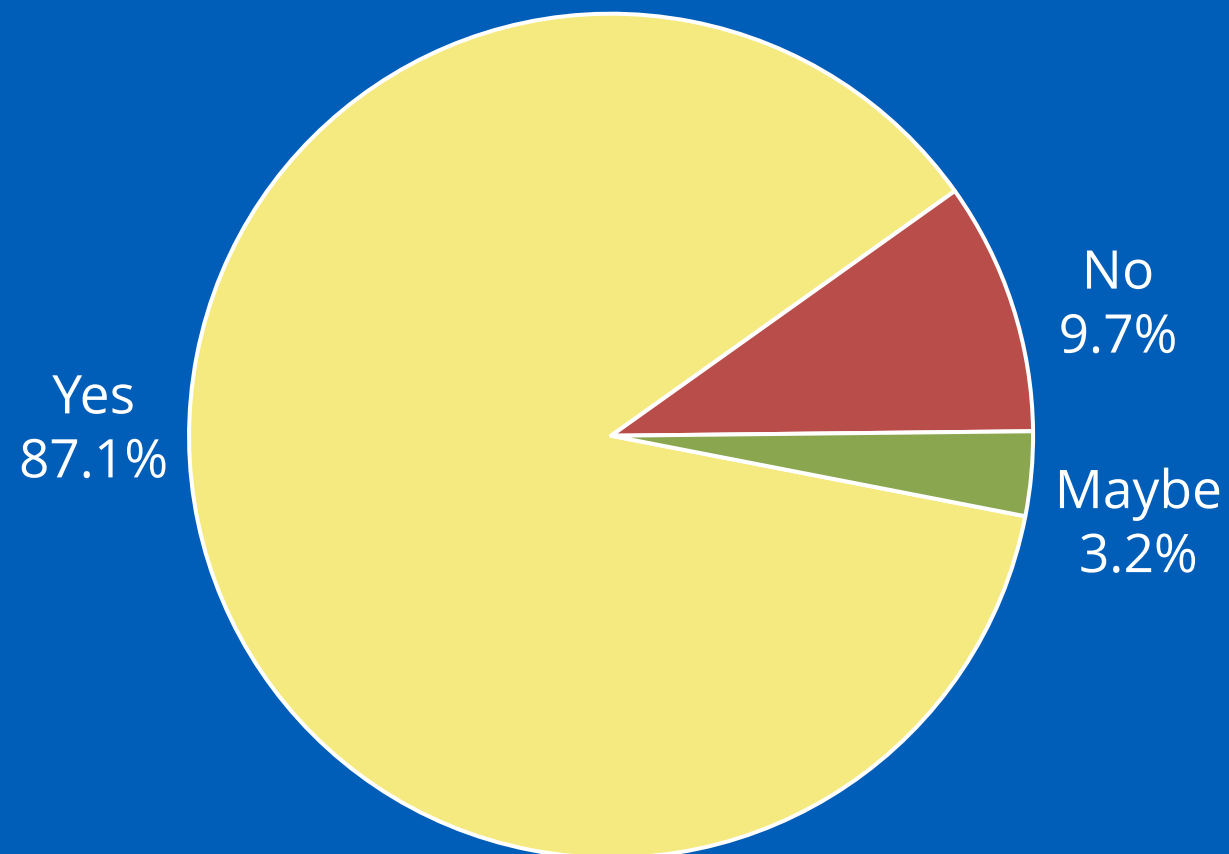
"Refreshing to read."

"It's really good content, useful and encouraging."

"There was plenty of information and a lot of support on offer."

"Appreciate the communication and access to diabetes information."

Would you recommend the Know Diabetes Service to other people?



Unique email open rate of 41.4%



Hi [contact.firstnamelead.firstname](#),

Welcome to the December edition of Looking Ahead!

As we enter the final month of the year, we have an interesting new blog to share on the rise of childhood obesity, an inspirational story from a resident of North West London and his weight loss journey, plus a link to a great new Facebook group!



Update your preferences and receive the content that you are interested in by clicking [here](#)



Snack advice

Carbohydrate is the nutrient that has the biggest impact on blood glucose levels. The amount it rises depends on the quantity that you eat at one time. Discover some great low carb snacks.



Share your story

Denis shares his story on how he has lost 9.5kg and walked over 1,000km since joining the REWIND programme.

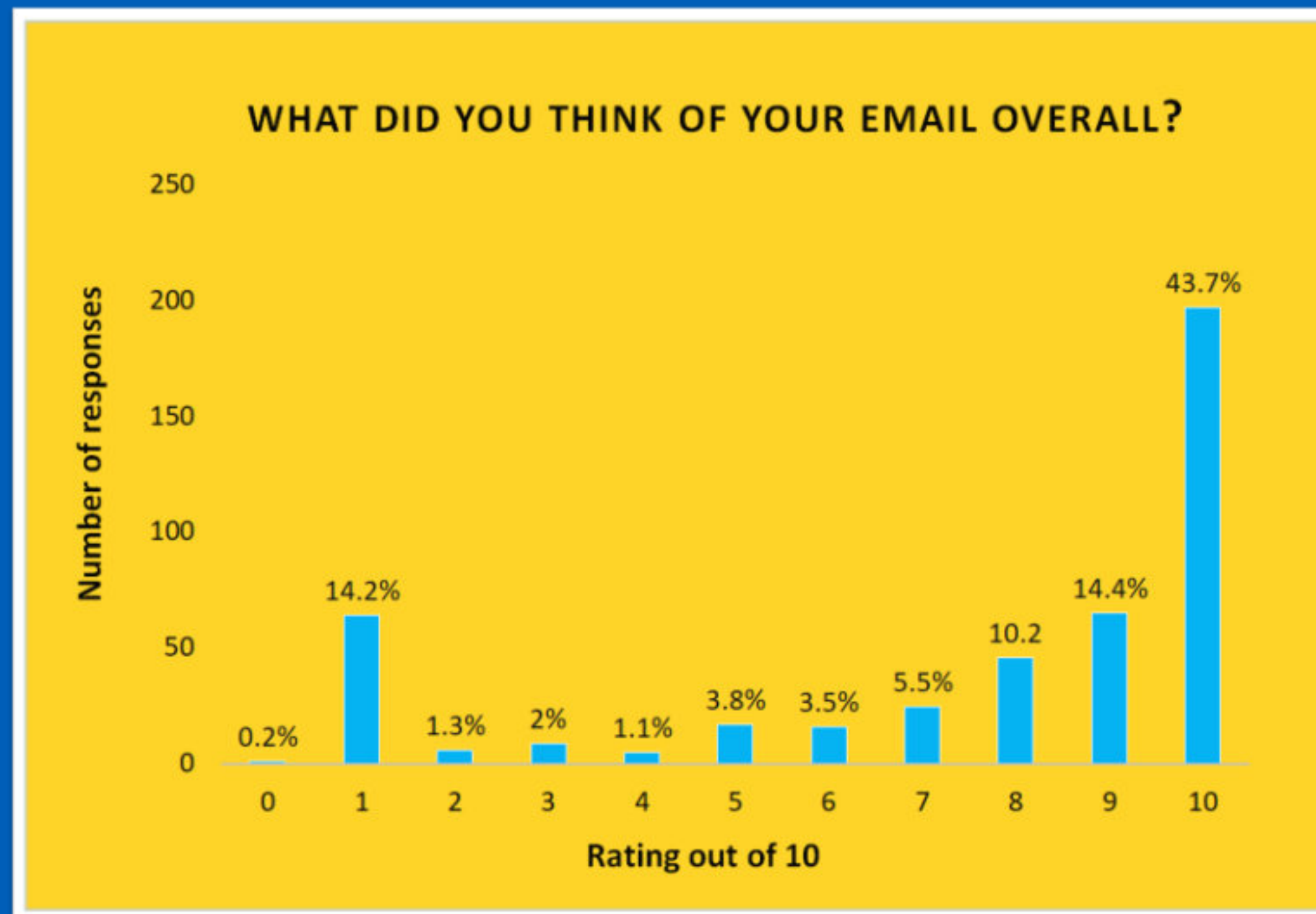
[Read now](#)

FEEDBACK FROM EMAILS

Quantitative feedback

When asked to rate the email they received from the Know Diabetes Service out of 10, 43.7% of users gave a rating of 10.

Only 17.5% of those who responded gave a rating of below 5, with 73.5% of users giving a rating of 7 or above.




Campaign Power

Type 2 remission

The REWIND Programme

From the **first 521 people** that have signed up for the REWIND campaign via the Know Diabetes website, **40%** of those have since started the programme.

MAKE A DIFFERENCE REWIND YOUR TYPE 2 DIABETES



I was spending £45 per week on food and drink, but on the VLCD (Very Low Calorie Diet) it was £16 for tasty soups and shakes. I was saving £29 each week, so over 12 weeks that's almost £350. And I am nearly 2 stone lighter.

What is REWIND?

- An NHS commissioned service for people living with type 2 diabetes and registered with a GP in North West London.
- A programme that follows the latest evidence on how to successfully lose weight with type 2, reduce the need for some diabetes medication, reduce your HbA1c (average blood sugar), and even achieve type 2 remission.
- Personalised support from health coaches on diet, exercise and staying motivated

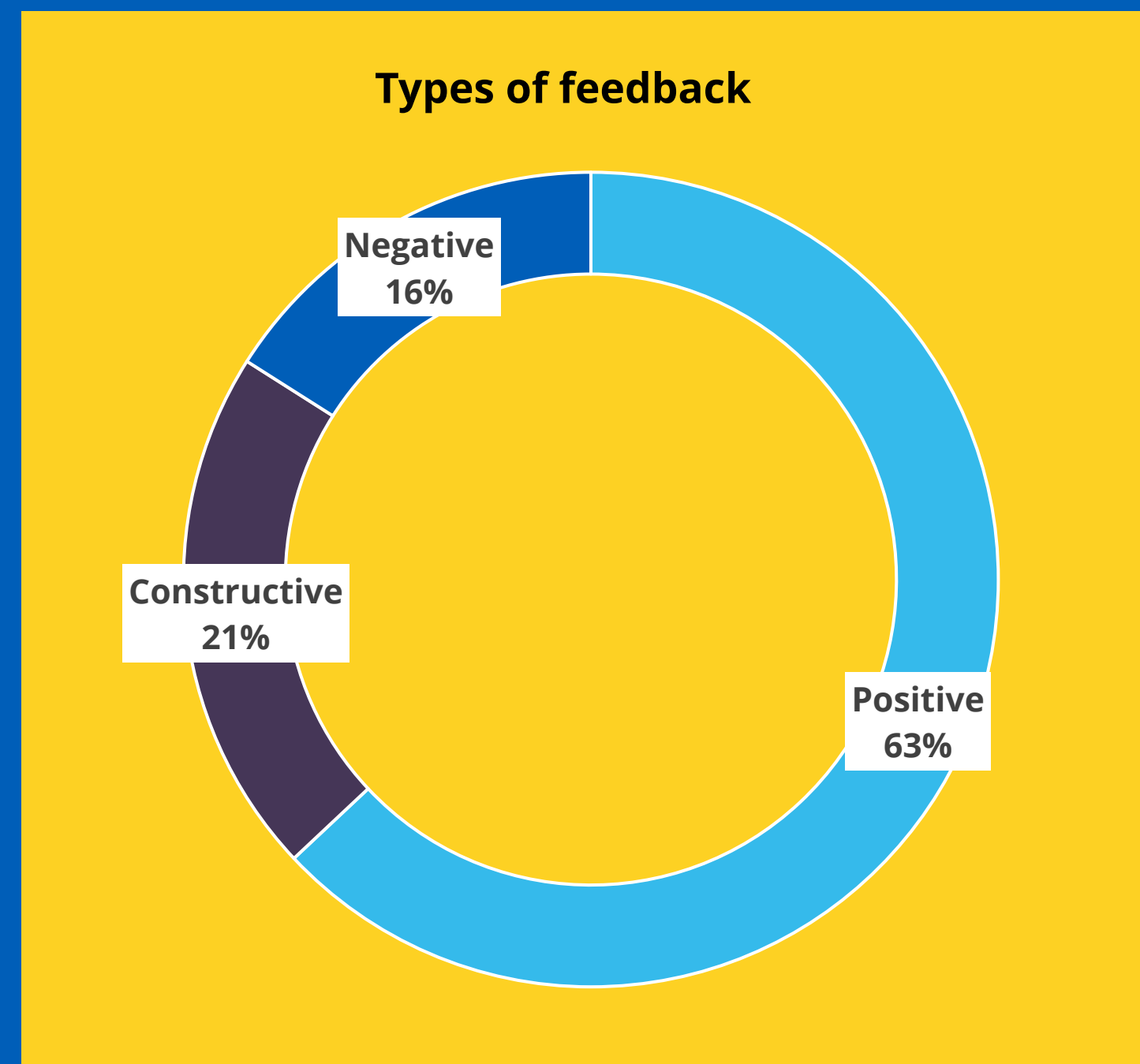
FEEDBACK FROM EMAILS

Qualitative feedback

In 2021, 564 users left qualitative feedback, the majority of which was positive (63%).

21% of the qualitative feedback was constructive, with suggestions of how emails can be improved and ideas for future content.

Only 16% of responses were negative.





I felt a relief after reading the email because I learned a lot about diabetes and I also gained more knowledge. I am ready to take care of myself now without worries.

WANJIRU, BRENT

4

Digital Health Assets



KNOW DIABETES DIGITAL HEALTH MARKETING ASSETS



29

Web forms
created



16,613

Form
submissions



03

Landing pages
created



12

Survey &
subscriptions
created



410

Smart cohorts
created (target
cohorts)



KD DIGITAL HEALTH ASSETS

375 EMAIL TEMPLATES- £74,625

155 CODED CRM ASSETS FORMS -£30,845

33 AUTOMATION/CAMPAIGNS- £49,500

300 GRAPHICS- £4,500

70 OWNED WEBSITE PAGES - £14,000

120 VIDEOS- £60,000

NWL CREATED AND OWNED ASSETS ESTIMATED VALUE

£233,470

CODING AND STYLING

155 assets have been coded with CSS and Java scripting to make assets mobile responsive and to produce a superior user experience with a fluid user interface

Header scripts

Anything you enter here will be placed before the closing </head> tag on this page of your website.

```
<style>
body{
display:none;
}
.cls_blk span:hover{
background-color:#005eb8 !important;
cursor:text !important;
}
</style>
```

After opening body scripts

Anything you enter here will be placed after the opening <body> tag on this page of your website.

```
<div id="div_full" style="display:none">
<div id="div_bk"></div>
<div id="div_cont">
<div align="center"><a href="javascript:close()">Close x</a>
<a href="javascript:test()">.</a>
</div>
<iframe src="" id="ifr_pre"></iframe>
<iframe src="" style="display:none"></iframe>
</div>
```

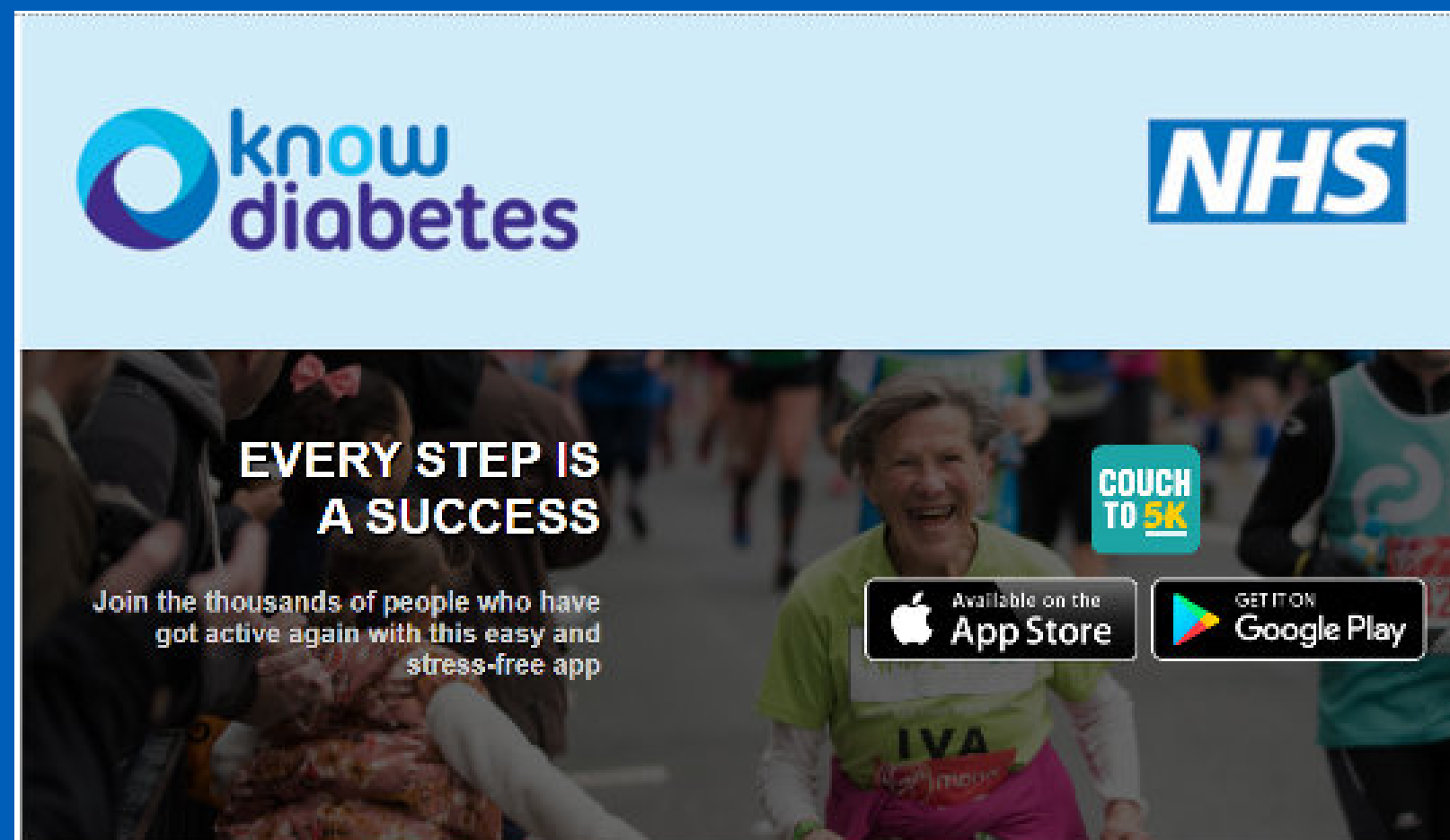
END RESULT

Coded and styling assets include web forms, landing pages, and web pages

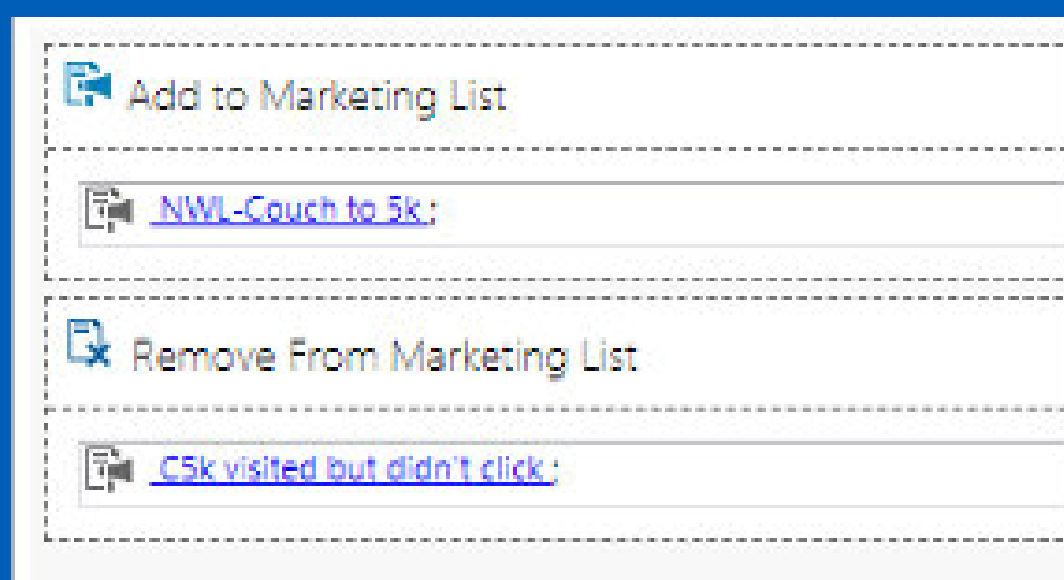
The screenshot displays a web development environment with three main panels:

- HTML:** Shows the document structure including meta tags for charset, content type, cache control, and viewport.
- JavaScript:** Contains jQuery code for DOM manipulation, such as logging 'ready!' and selecting elements with IDs like '#f_091d567c9f52ea11816400224801ae56'.
- Preview:** Shows a mobile-responsive website layout for 'knowdiabetes' with the NHS logo. The design features a 'Fresh Start' graphic, a navigation bar, and a grid of images showing diverse individuals engaged in healthy activities like walking and eating.

LANDING PAGE EXAMPLE



What happens in the background:



Users get added/removed from marketing lists

Label ↑	Value
Apps Download	iSO
Email Address	c.nitharshan@nhs.net

A list is kept that counts the number of app downloads

WORLD MENTAL HEALTH DAY 2021

knowdiabetes

Thank you for answering. Please scroll down to watch two insightful videos and find some top tips for looking after your mental wellbeing.

Featured Video | Mental health for people living with diabetes

Dr Amrit Sachar BM, MRCPsych, MSc
Consultant Psychiatrist and Mental Health Lead
NHS London Diabetes Transformation Programme

I feel desperate

One in five people at some time have counselling to help them manage their diabetes, but if you've reached a point where you feel you can't go on, we can help you.

Find out more

NATIONAL FITNESS DAY CHALLENGE

The Know Diabetes National Fitness Day Step Challenge

How many steps did you take?

Your email address: *

Steps: *

How did you find the challenge?

Submit

Foot Health Quiz

How much do you know about your feet?



Start Quiz

Disclaimer

By using the tool you agree to accept that the website's owner and contributors are not responsible or liable for the outcome of the tool, the accuracy of the calculations, or any decisions or events which result from using it. This self-assessment tool is not a substitute for clinical diagnosis or advice.

The Foot Quiz is part of the Know Diabetes Footcare campaign 2021 supporting people with diabetes in North West London as part of World Diabetes Day 2021. Any individual score generated by this tool, will be used for research and service developments purposes only, individual scores will not be shared with any other parties.

- [Terms and conditions](#)
- [Privacy Policy](#)

know diabetes

NHS

We're delighted to hear that you would like to create your Know Diabetes account.

With your account you will be able to view your latest blood results 24/7, view upcoming appointments, try eLearning courses, and download a meal plan.

Please submit your details below to confirm your expression of interest. We will then send you an invitation email from Dr. Tony Willis, the Clinical Director for Diabetes in North West London, in the next 2 working days.

First Name: *

Last Name: *

41 FORMS AND SURVEYS CREATED IN 2021

Over 300 branded designs



MENTAL HEALTH TOP TIPS - INFOGRAPHIC

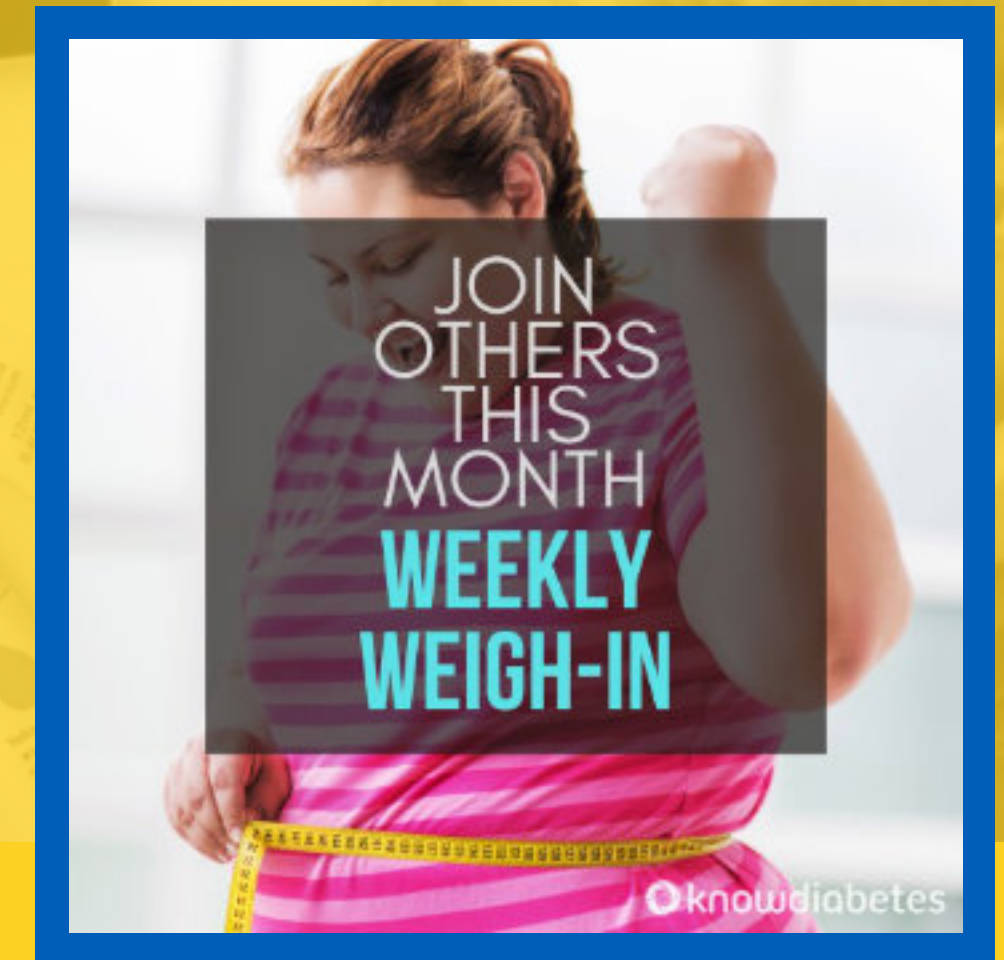


FITNESS CAMPAIGN STEP CHALLENGE (GIF FILE)

Over 300 branded designs



FOOTCARE
POSTER



WEEKLY WEIGH-IN
CAMPAIGN



I learn something new every time.

RAJNIKANT, MONTHLY NEWSLETTER READER

Over 300 branded designs



The National Diabetes Foot Care Audit found that 69.6% of those with a foot ulcer were male

**MEN'S HEALTH
STATS (GIF FILE)**



Caribbean
7-day low carb meal plan

CARIBBEAN MEAL PLAN

**WELCOME TO A
HEALTHIER YOU**

NHS DIABETES PREVENTION PROGRAMME

REDUCE YOUR RISK OF TYPE 2 DIABETES
REGISTER FOR FREE NOW

knowdiabetes.org.uk/healthier_you



**DIABETES
PREVENTION**

5 Insights



DATA INTEGRATION

341
NWL GP
practices
signed DPA

340K
records
integrated

137K
email
addresses

35%
of users with
an email
contacted in
2021

Mapping
data fields

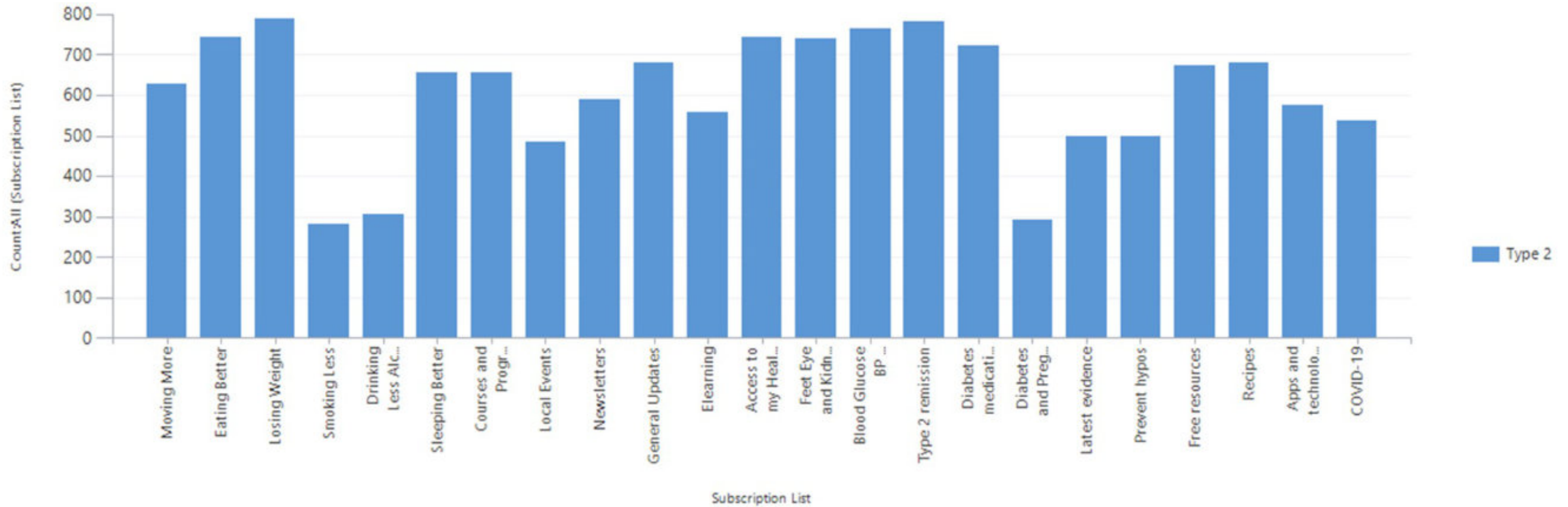
Duplicate
detection

Cleaning
of data

RECORDS WITH AN EMAIL

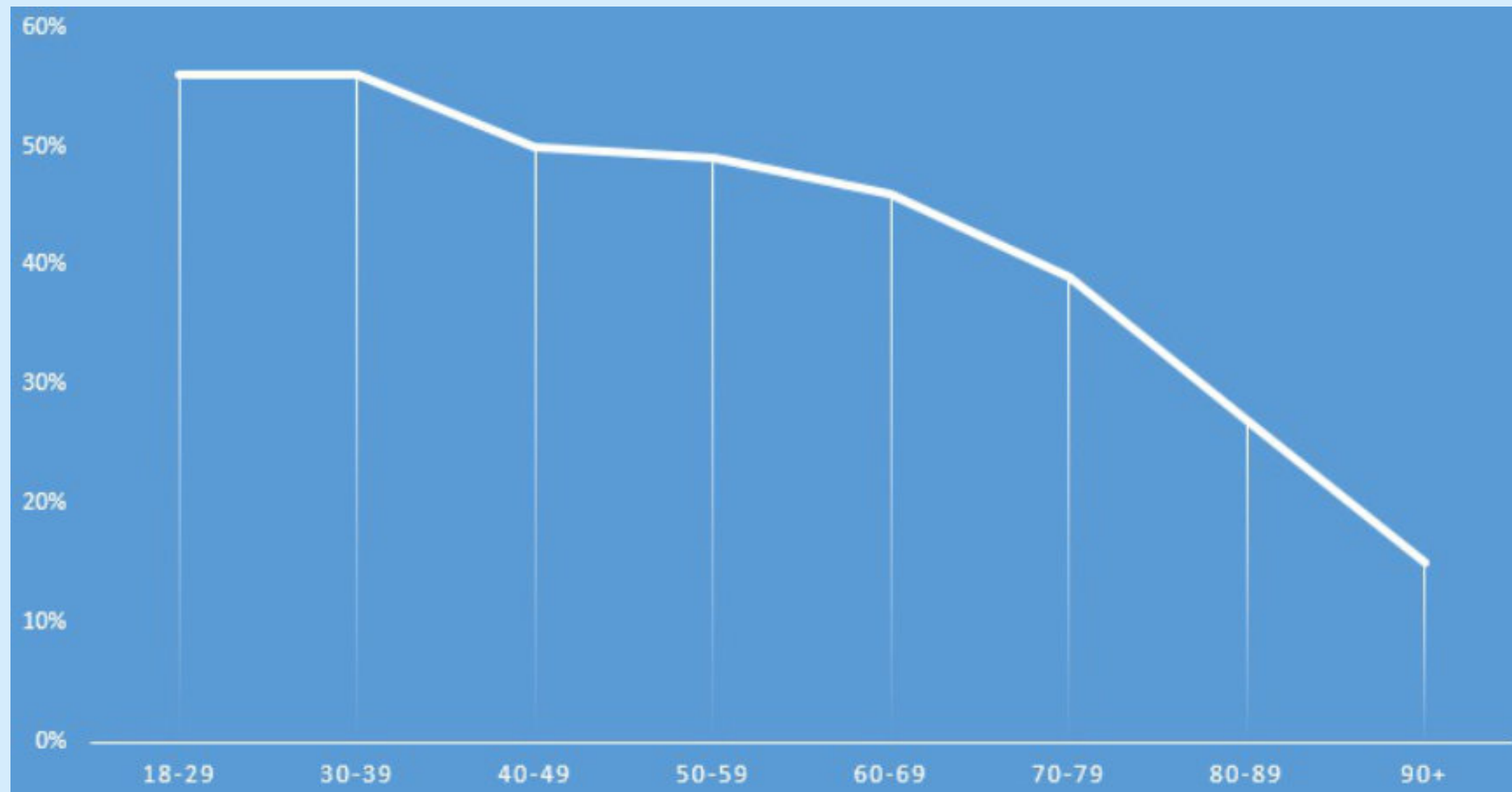
Age	With email	Without email	Percentage with email
18-29	2,945	2,289	56%
30-39	11,467	8,978	56%
40-49	21,750	21,140	50%
50-59	32,347	34,330	49%
60-69	33,531	39,729	46%
70-79	22,886	35,586	39%
80-89	10,375	26,884	27%
90+	1,974	10,956	15%
Totals	137,275	179,892	43%

TYPE 2 INTERESTS



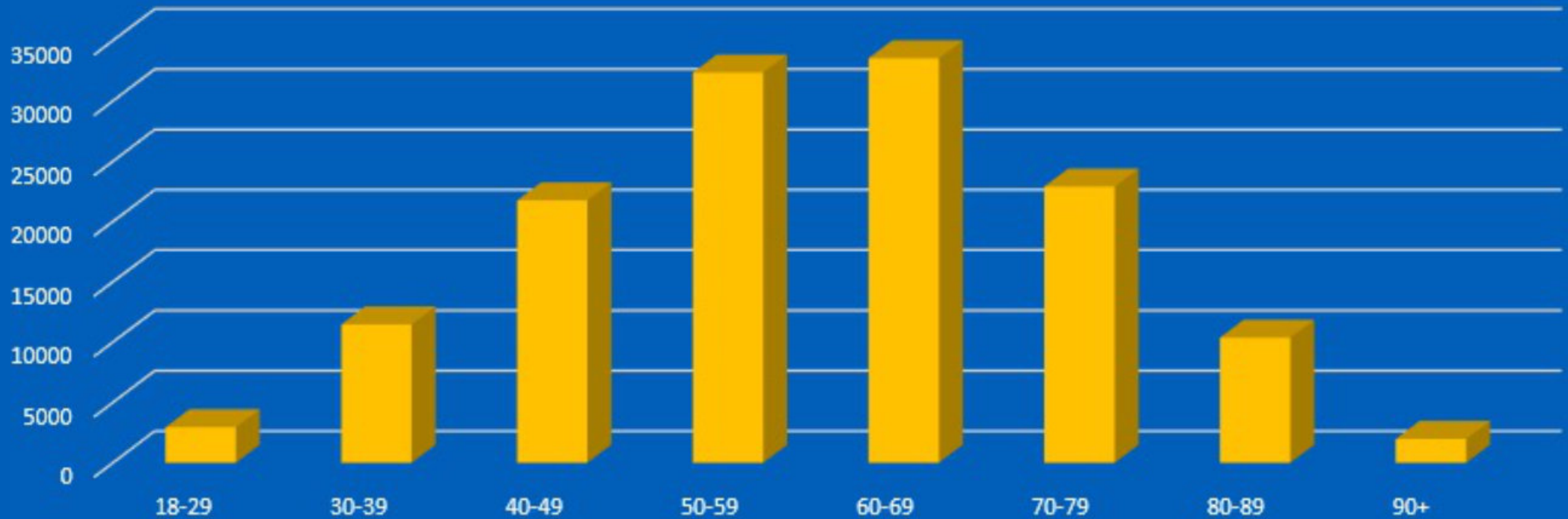
PERSON RECORDS

Percentage of people who have an email by age group



AUDIENCE BY EMAIL

Number of records with an email address by age group



NEXT STEPS



Activity 2022	Outcomes	New Features for 2022
<ul style="list-style-type: none"> • Type 1 and those at risk of type 2 to be invited to create a KD account • 10,000 to be invited to sign up for digital structured education courses • 30,000 new users to engage with campaigns • 2 million website page views • 400,000 website visitors • SMS capabilities • 15,000 users with a Know Diabetes Account 	<ul style="list-style-type: none"> • 50% of users self-reporting weight loss on behaviour change driven campaigns • Impact analysis on user's digital engagement with the CRM and website and how this correlates with specific health outcomes like 3TT, and BMI • User wellbeing improvement scores via validated questionnaire • 10,000 users starting a QISMET digital structured education course 	<ul style="list-style-type: none"> • SMS deployment • KD App deployment • KD chatbot deployment • Goal setting tool • Face-to-face structured education bookings via KDS, end to end journey deployment • Digital structured education deployment

ABOUT

This report was completed by

Ian Reddington Programme Manager Digital Diabetes, Nithan Chandrakumar Digital Campaign Manager, John Shanko Digital Project Officer, Sarah Mumeni Digital Project officer in the Diabetes Transformation Team in the Local Care Department at North West London CCG. For further information on the KD platform contact the Know Diabetes team:

[Contact Us](#)

[About Us](#)

[Meet The Team](#)

www.knowdiabetes.org.uk