



Campaign Report

World Diabetes Day Foot Care Campaign

11 Nov -12 Dec, 2021

Executive Summary

The Know Diabetes World Diabetes Day Foot Care Campaign was developed to educate and encourage people living with diabetes in North West London to take care of their feet and check them daily.

50,143

Total unique
email opens

6,993

Total unique
email clicks

- 107,428 emails were sent across the 6-email campaign, to over 18,000 users.
- 1,231 users completed a foot health quiz designed to educate users and gain insights into our populations foot health.
- Quiz results revealed that 45% of users didn't know what their foot risk category was, and almost 20% said that not being able to reach their feet got in the way of good foot care.
- The average unique open rate across the campaign was almost double the industry average, at 46.4%.
- The average unique click rate also higher than the industry average, at 7.41%.
- There was a 1,228% increase in views on the Know Diabetes foot care pages over the 5 week period in which the campaign ran.
- Know Diabetes foot care videos received 3,081 views.
- 438 users took action to download a show sizing template.

Background

To mark World Diabetes Day on 14th November 2021, a foot care campaign was launched to educate and encourage people living with diabetes in North West London to take care of their feet and check them daily.

Acknowledgements

The Know Diabetes team would like to thank all of those who participated in the design, development and review of this campaign. This includes Charlie Churchill (NWL Partners in Diabetes), Carole Michaelides (NWL Partners in Diabetes), Lis Warren (NWL Partners in Diabetes), Elizabeth Piggott (NWL Partners in Diabetes), Denis Collen (NWL Partners in Diabetes), Wing May Kong (LNWH NHS Trust), Rakhee Shah (CLCH NHS Trust), Gideon Lund (CLCH NHS Trust).

All statistics for this report were taken on Monday 5th January 2022.

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‘I haven't had my feet measured in years but I will do before purchasing my next pair of shoes. Not something I would have thought to do myself so thanks for the advice.’

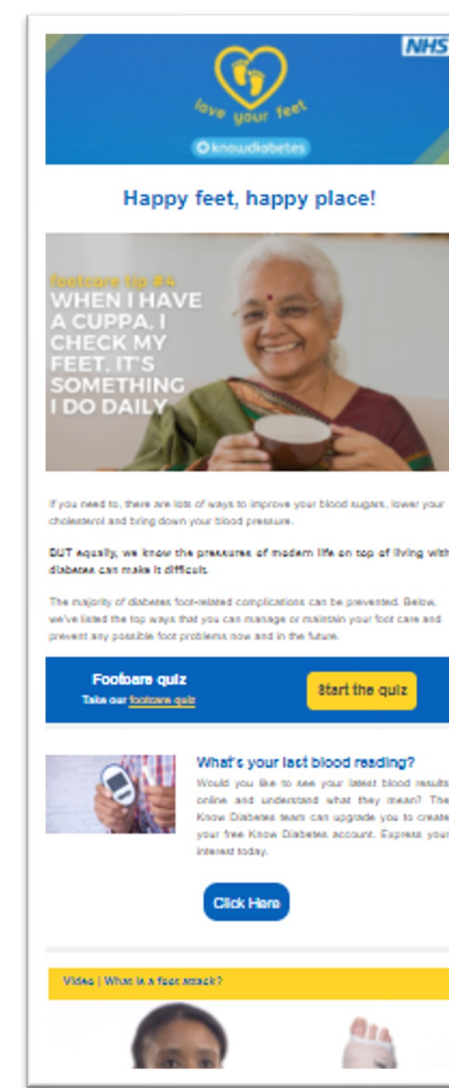
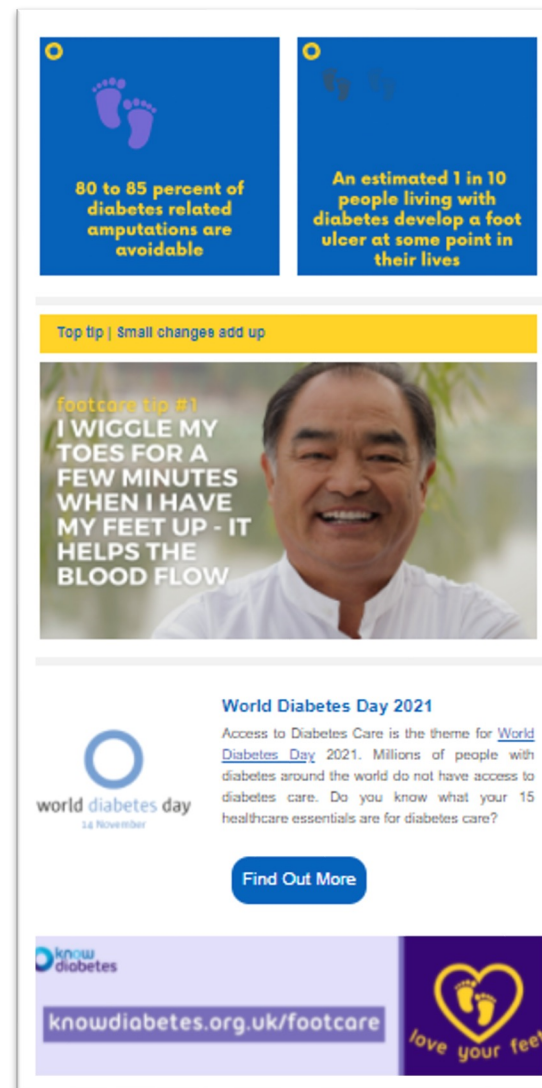
– Eugene, Hillingdon

Campaign overview

A 6-email campaign was built, with users receiving one email per week, over the course of 5 weeks (with an additional email on World Diabetes Day).

Over the course of the campaign, users received: information on how diabetes can affect your feet; tips on how to look after your feet when you have diabetes, including good footwear; guidance and resources on how to manage foot problems; and advice on how to prevent complications and amputations.

The campaign targeted two cohort groups: people living with type 1 diabetes (**596 users**) and people living with type 2 diabetes (**17,642 users**).



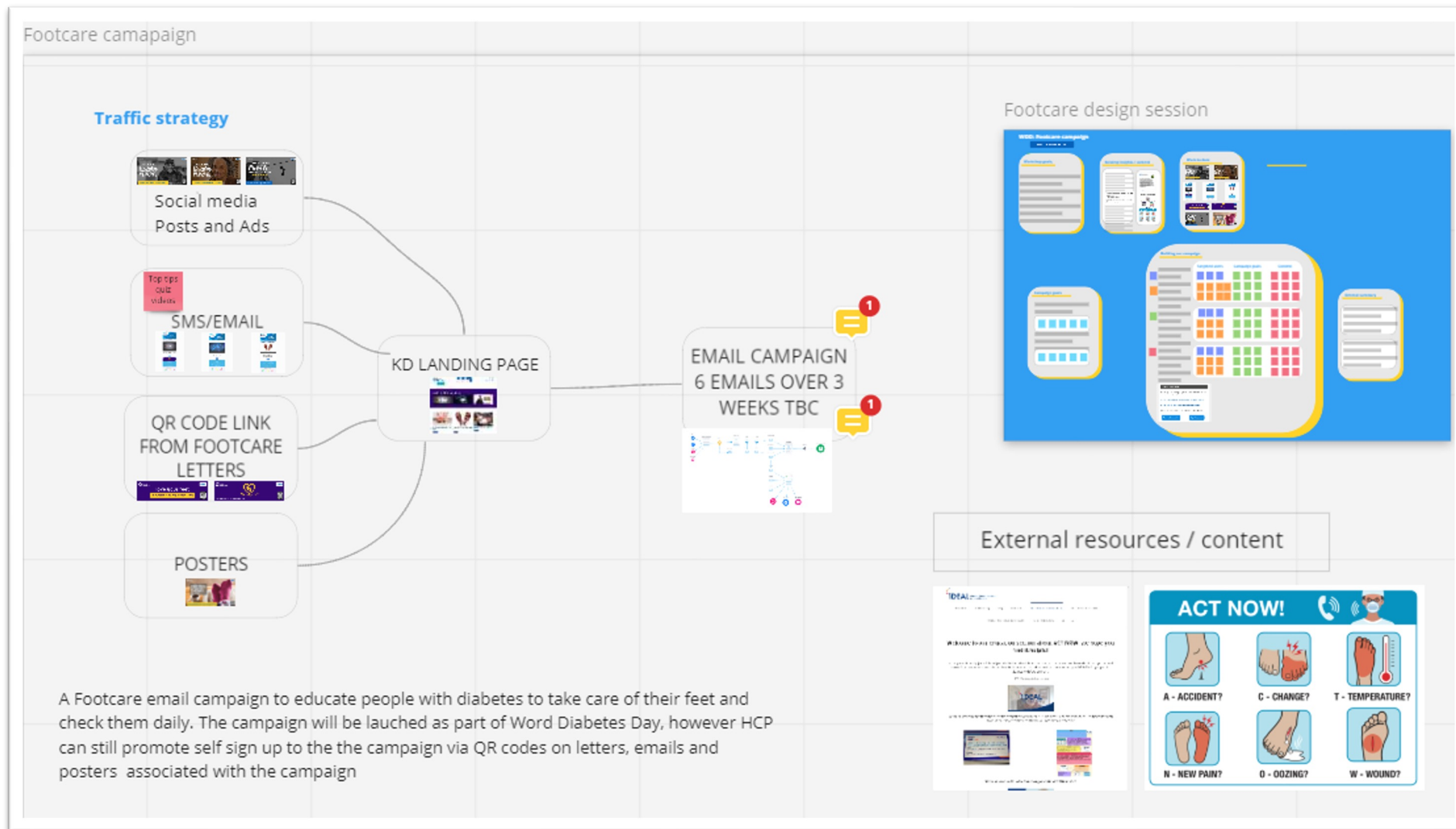
Campaign design session

An interactive design session was held on 11/10/21 via Microsoft Teams with a variety of stakeholders.

This included patient representatives, diabetes consultants, podiatrists.

Miro was used to brainstorm, map content ideas and design the campaign.

See Miro board on right.



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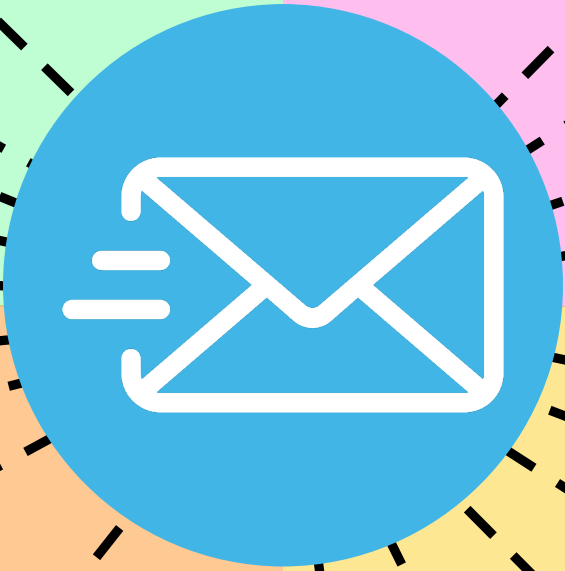
SUMMARY

Stage 4

SEND

Stage 1

CONCEPT



- Analyse performance
- Send email
- Schedule email
- Add suppression list
- Create send list or add to automation

- Draft brief accepted
- Review & approve brief
- Design email layout
- Write body copy
- Write headlines

- Retest
- Update email
- Share for feedback
- Test desktop & mobile versions
- Save text only version

- Create email template
- Add email text
- Source/edit images
- Create call to action buttons
- Add hyperlinks
- Style email
- Write subject & preheader

Stage 3

REVIEW

Stage 2

DEVELOPMENT

Campaign action

Take part in foot health quiz

A foot health quiz was created as part of the campaign, to engage and educate users, and gain insights for future campaigns and to share with healthcare professionals. Users who completed the quiz were sent a 7-day meal plan via email.

Watch Know Diabetes foot care videos

One or more Know Diabetes foot care educational videos was included in each of the campaign emails, with the aim of increasing views.

Download shoe sizing template

One of the goals of the campaign was to encourage users to get their feet measured and ensure that their footwear are the right fit. Users were offered the opportunity to download a shoe sizing template.

View iDEAL Diabetes ACT NOW resources

iDEAL (Insights for Diabetes Excellence, Access and Learning) believe that their ACT NOW educational resources have the potential to halve amputations in the next 5 years.



Foot Health Quiz

How much do you know about your feet?

love 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](#)

You can use the [feedback form](#) to report any mistakes. This tool and the Know Diabetes website does not provide medical advice.

Users sent emails
18,238

Emails sent
107,428

Unique open rate
46.4%

Unique click rate
7.41%

Campaign results

Campaign emails were delivered to a total of **18,238** people, with a total of **107,428** emails sent across the campaign .

The overall unique open rate for the campaign was **46.4%** and the overall unique click rate was **7.41%**.


When compared to the healthcare service industry average, these results are extremely positive. The open rate is almost double industry average, which is currently 23.4%, the click rate is double the 3.7% industry average.

Individual email stats

	TYPE 1 USERS						TYPE 2 USERS					
	Email 1	Email 2	Email 3	Email 4	Email 5	Email 6	Email 1	Email 2	Email 3	Email 4	Email 5	Email 6
Sends	596	563	561	556	544	538	18,236	17,477	17,359	17,276	17,184	17,132
U opens	276	274	247	272	250	256	8,409	8,073	7,544	8,172	7,615	8,755
U clicks	81	48	38	44	31	32	1,612	1,183	868	1359	1001	696
Open rate	46.31%	49.56%	44.03%	48.92%	45.96%	47.58%	42.68%	46.27%	42.76%	47.20%	43.45%	46.30%
Click rate	13.6%	8.5%	6.77%	7.91%	5.70%	5.95%	8.8%	6.8%	4.93%	7.79%	5.66%	6.49%

Campaign action results

- **1,231** users completed the foot health quiz
- Know Diabetes foot care videos received **3,081** views.
- **438** users took action to download a shoe sizing template.
- **389** users took action to view foot care tips.
- **275** took action to find out more about an annual foot check.
- **223** users took action to find out more about the Touch the Toes test.
- **219** users took action to find a local podiatrist.
- **113** users took action to get support with quitting smoking.

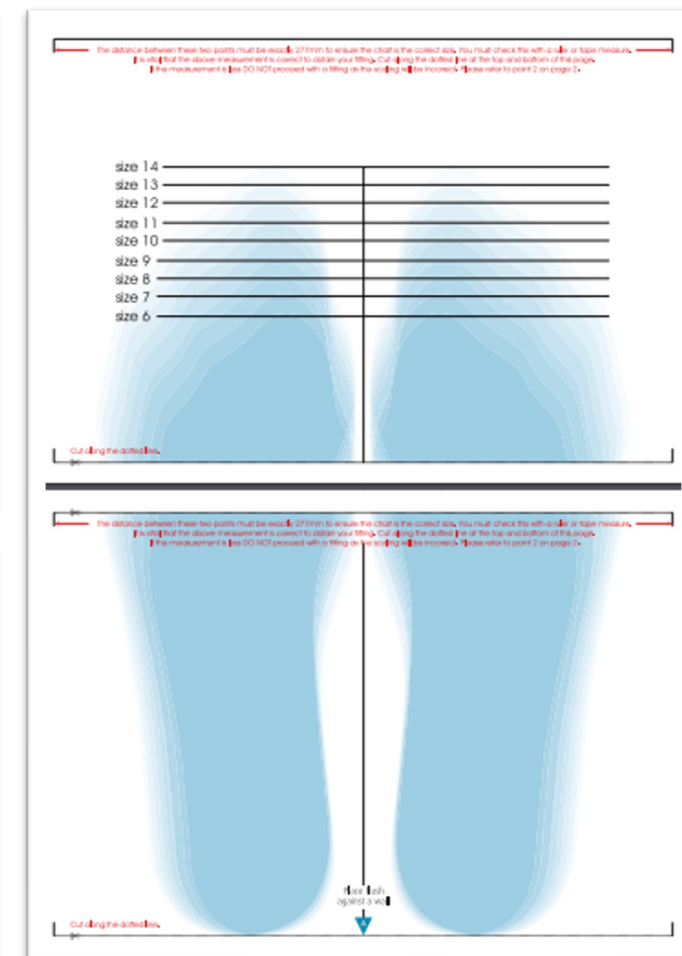



10 top foot care tips

Knowing the best ways to look after your feet isn't always easy.

If you are in need of a few pointers, Diabetes UK has put together a helpful list of everyday foot care tips to support you in keeping your feet in check.

[Learn more](#)



Website views

There were **5,818** unique views on the Know Diabetes foot care pages over 5 week campaign period.

When compared to the 5 week period prior to the campaign launch (438 unique views), this is a **1,228%** increase.

Must watch footcare videos

Love your feet

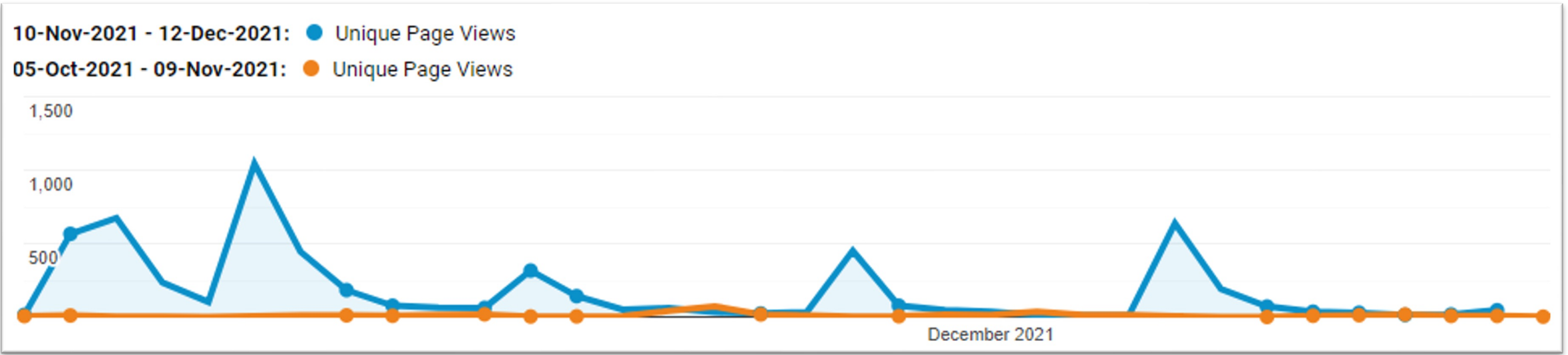
Diabetes foot screening and foot care

What if I have a blister or small wound on my foot?

How can diabetes affect my feet

Why is my diabetes foot check important

Amputations: it won't be me



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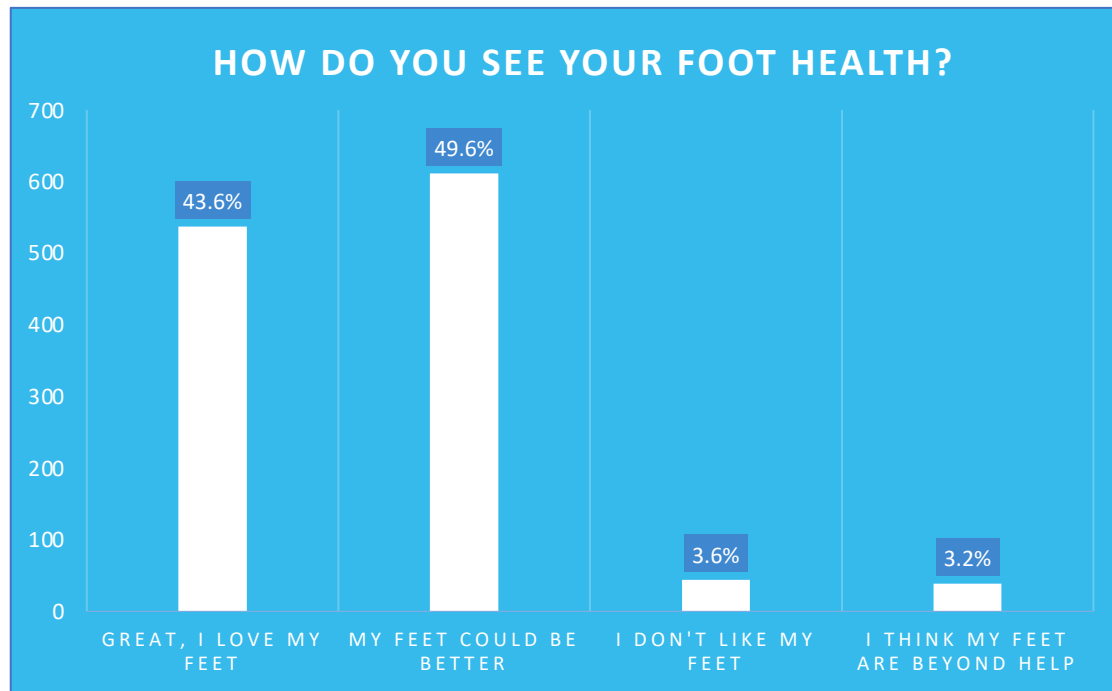
SUMMARY

“Know diabetes is a welcomed resource and provides excellence in providing informative care to all diabetes patients starting from A to Z.”

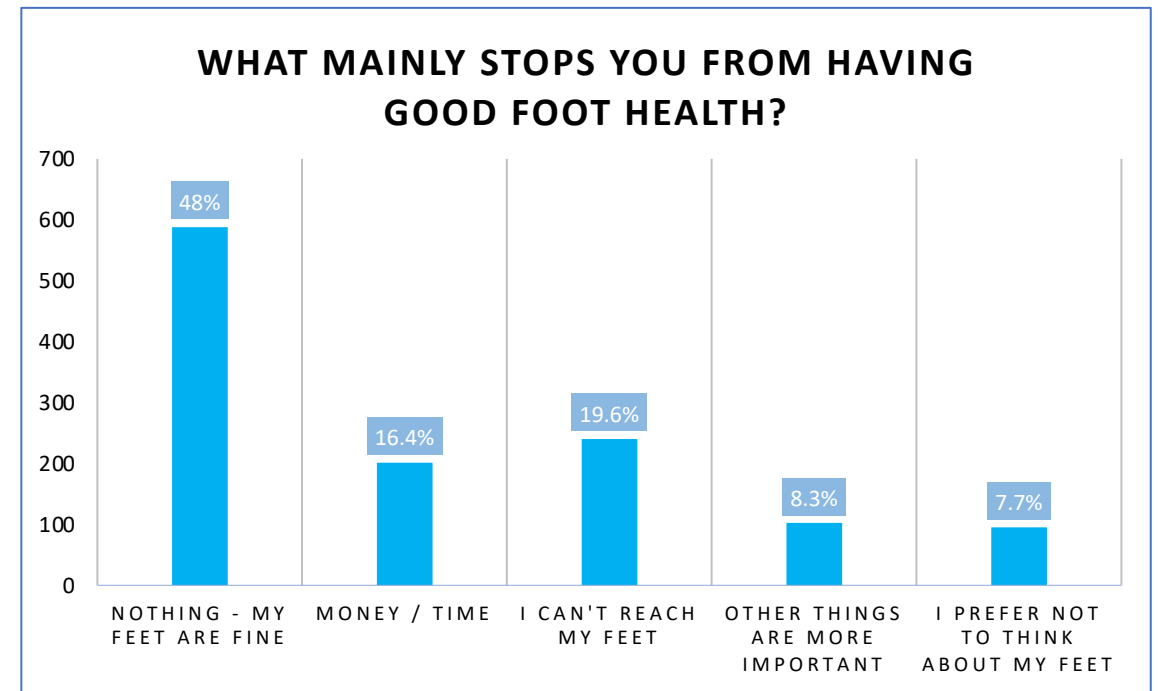
- Amreen, Ealing

Foot health quiz

1,231 users completed the foot health quiz. Responses displayed on the graphs below.

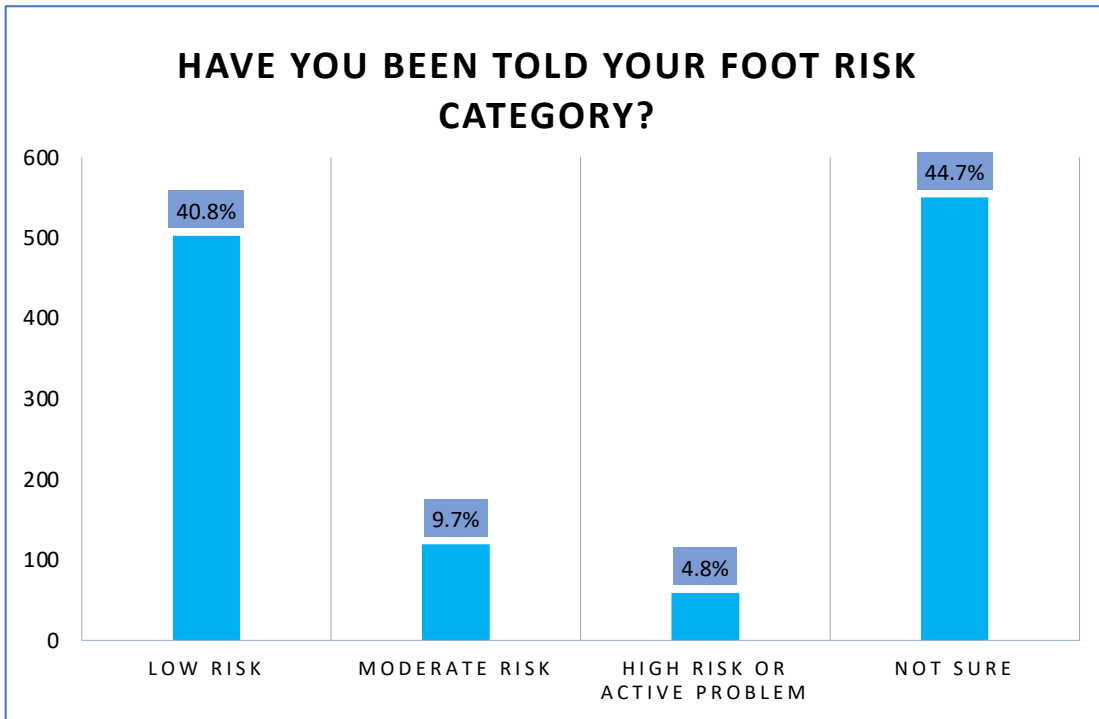


Nearly 50% of those who responded, thought that their foot health could be improved, 3.6% didn't like their feet and over 3% felt that their feet were beyond help.

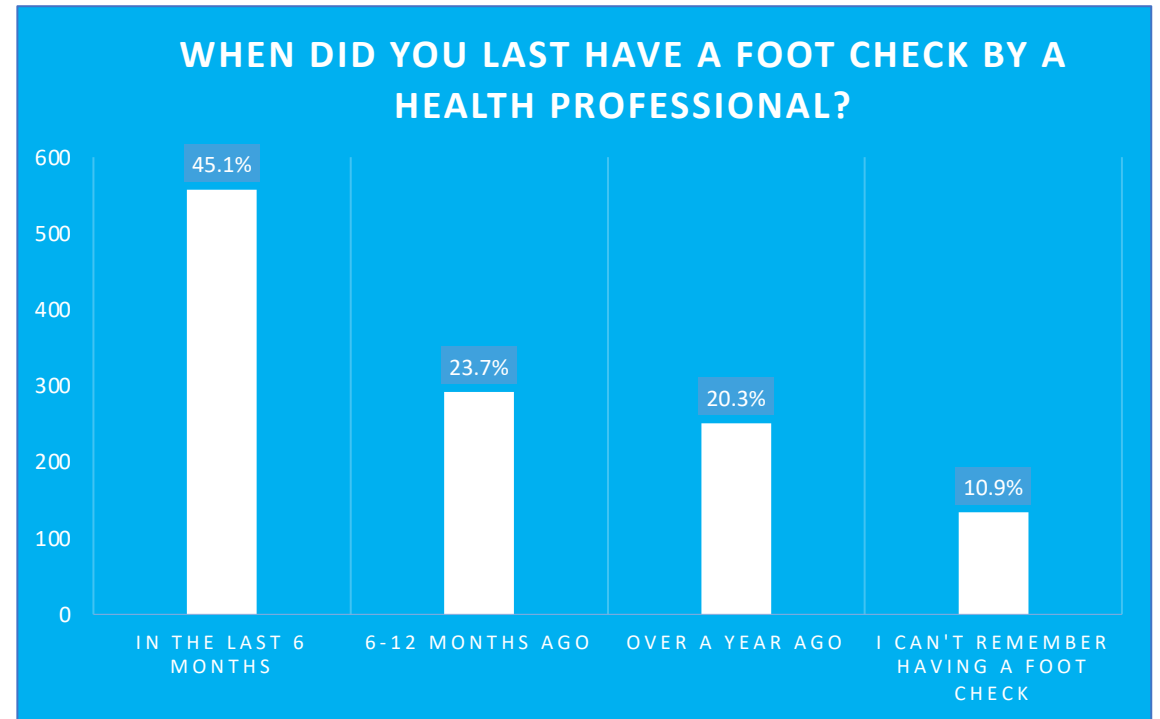


Of those who responded, over 16% said that money and/or time was a barrier to better foot health and nearly 20% said that they were unable to reach their feet.

Foot health quiz responses



Almost 45% of those who responded, said that they did not know what their foot risk category was.



Over 50% of those who responded had not had a foot check from a healthcare professional in the last 6 months, with over 10% not being able to remember ever having one.

Know Diabetes Meal plans

The following number of meal plans were downloaded by users who completed the foot quiz:

- Arabic: **64**
- Caribbean: **63**
- South Asian: **72**
- South Asian Vegetarian: **100**
- West African: **52**
- 7-day low carb meal plan: **287**

know diabetes NHS

contact.firstname, a free low-carb meal plan for you!

Thank you for completing the KD Foot Quiz, you can now download our 7-day meal plan below. It includes two different versions, a low-carb **non-vegetarian** option and a low-carb **vegetarian** option.

Evidence suggests that low-carb diets are safe and can improve blood glucose levels in the short term, as well as helping to achieve weight loss (if that's a goal) and reducing the risk of heart disease in people with type 2 diabetes.

If you treat your diabetes with insulin or any other medication that puts you at risk of hypoglycaemia (low blood glucose levels), following a low-carb diet may increase this risk. However, your healthcare team can help you adjust your medications to reduce your risk of hypoglycaemia often called hypos if making changes to your diet.

*Please note: our meal plans are not suitable for people with type 1 diabetes.

Our 7-day low carb meal plans have been developed by NHS dietitians.

Download my 7-day meal plan

We have also developed a wider range of cultural specific low carb meal plans for you to try.

Just click on the yellow buttons below to download each delicious meal plan.

- Arabic 7-day meal plan
- Caribbean 7-day meal plan
- South Asian (veg) 7-day meal plan
- South Asian (non-veg) 7-day meal plan
- West African 7-day meal plan

Weekly overview for a low-carb non-vegetarian diet

	Breakfast:	Lunch:	Dinner:	Snacks:
Monday	 Wholemeal toast with scrambled eggs	 Salmon and spinach filo tarts	 Lower-fat cauliflower and broccoli cheese with a medium grilled salmon fillet Pudding: Greek yogurt with raspberries	 Ideas: fruit, nuts and rye crackers with avocado
Tuesday	 Greek yogurt with raspberries and pumpkin seeds	 Chickpea and tuna salad	 Beef goulash Pudding: Rhubarb fool	 Ideas: granary bread with peanut butter, avocado, Greek yogurt, crudités and nuts
Wednesday	 Apricot porridge with toasted seeds	 Mackerel salsa wrap	 Chicken casserole with broccoli Pudding: Greek yogurt with strawberries and blueberries	 Ideas: nuts, wholemeal rice cakes with peanut butter and crudités with guacamole

Find recipes and snacks on our website: www.knowdiabetes.org.uk

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Summary, conclusion & next steps

The Know Diabetes World Diabetes Day Foot Care campaign was developed to educate and encourage users to take care of their feet and check them daily.

The campaign aimed to do this by promoting Know Diabetes foot care videos, asking users to complete an interactive foot care quiz, and providing users with a wide range of tips, advice and resources.

Campaign results suggest that users are interested in foot care and looking after their feet, with unique open and click rates significantly above the industry average, and higher than our other campaigns in 2021.

The foot quiz results and feedback from users generated useful insights for future campaigns, and the diabetes workforce. Insights gained around users not knowing their foot risk category and barriers to self-care will be shared with North West London healthcare professionals to improve patient care.

There are opportunities for the campaign to be used more widely across North West London and to support healthcare professionals in providing information on foot health to patients.

Campaign content can be targeted to specific cohorts to nudge behaviour change and increase users confidence and commitment towards better foot health.

This report was completed by

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For further information on the Know Diabetes platform, contact the Know Diabetes team:

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