know diabetes

Campaign Report
World Mental Health Day

October 8-13, 2021

6,295
Total number of people who opened an email

1,399
Total number of unique clicks

51%
Unique open rate for campaign emails

Background

For World Mental Health Day on 10th October 2021, a campaign was built to raise awareness of mental health amongst the people of North West London (NWL) that are living with diabetes. A second campaign was also built to send to health care professionals (HCPs) in NWL to recognise their support over the previous eighteen months.

All statistics used in this report were taken on December 23rd 2021. All statistics relate to the patient campaign unless stated otherwise.

Acknowledgements

Thank you to all those who participated in the development of this campaign including Amrit Sachar, Tony Willis, Richard Pope, Lis Warren, Ayesha Baker, Buchi Reddy, Matthew Harmer and Denis Collen.

Campaign overview

A three-email campaign was built for World Mental Health Day (WMHD), 10th October 2021. The first email was sent on 8th October, the second on 10th October and the third on 13th October.

The emails provided focused on topics such as mental health awareness, self-compassion, inequalities, and diabetes distress. Links to support services, digital apps available for download, videos and blogs were also included *(see email 1 on right)*.

Dynamic content was used in the emails to try and closer connect and relate to individuals. This meant that the dynamic images an individual would see were more likely to relate to their age and gender.

Planning session

The Know Diabetes team held a collaborative World Mental Health Day planning session to help build the campaign with stakeholders. The session included a mix of health care professionals, people with diabetes and communication specialists.

The session was held virtually via Microsoft Teams and the designing of the campaign was done using the online collaboration tool Miro.

Multiple follow up sessions were also held to review the development of the campaign.

INTRODUCTION | **DESIGN** | GOALS | RESULTS | SUMMARY
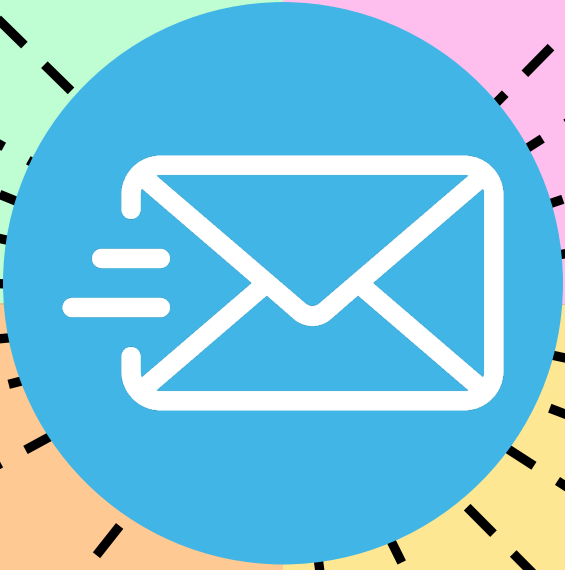
Campaign automation

World Mental Health Day - Patient Group 01

Status
Published

BUILDER   STATISTICS   PARTICIPANTS

⊚ GOAL

The pathway and specific content for people who reported their diabetes distress to be be serious.

Sun 10 Oct

Mental Health - Patient CC 02

Wed 13 Oct

Mental Health - Patient 03

Group 1

Sun 10 Oct

Mental Health - Patient other 02
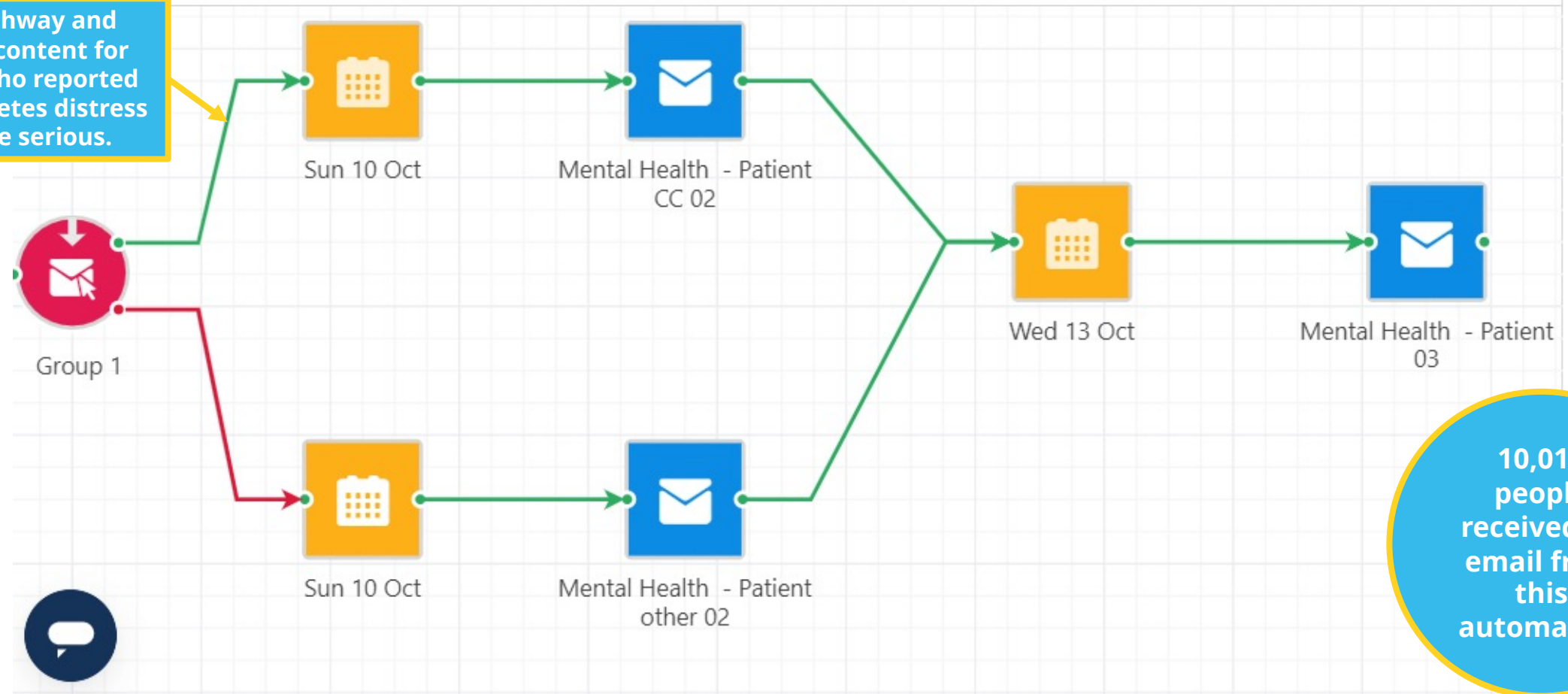
10,019 people received an email from this automation

Diabetes distress

The first email asked a validated question from the diabetes distress scale (see image on the right), both answers led the user to similar landing pages, but the content was customised to include specific information for people who perceived this as a serious problem and other information for those who did not.

In addition to a separate landing page, people who self-identified as needing extra support also received a customised second email that included more information, tools, and resources to help support them from feeling overwhelmed by their diabetes.

What is Diabetes distress?

Looking at the two statements below, do you feel that **either** of them are a problem for you right now?

A: I feel overwhelmed by the demands of living with diabetes.

B: I feel that I am often failing with my diabetes regimen.

(Please answer by pressing one of the blue buttons below)
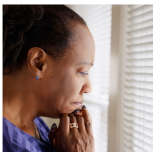
Yes, a serious problem   No, not a problem

Of the 5,447 people who opened the email, 138 people said that they had a serious problem and 161 people said that there was no problem.

Adverse Childhood Experiences (ACEs) questionnaire

According to the Adverse Childhood Experiences (ACEs) study, a tougher childhood will increase the likelihood of someone experiencing mental health issues in later life.

A Know Diabetes online ACEs questionnaire was created that consisted of ten short questions. Signposting to the ACEs questionnaire was included in two of the emails as during the design sessions it was deemed important to try and reach out to those that experienced challenging experiences during childhood.

There were 26 submissions of the ACEs questionnaire by the end of the campaign.

Adverse Childhood Experiences (ACEs)

Yes ☐
No ☐

QUESTIONNAIRE FOR ADULTS
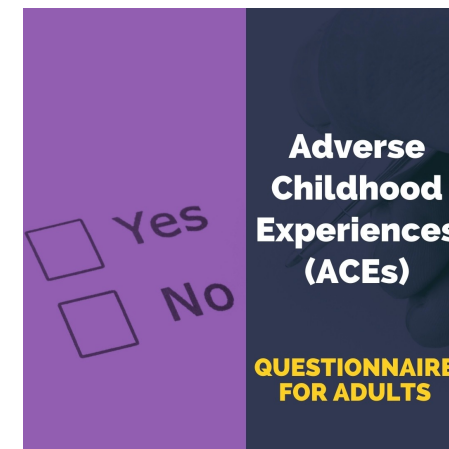
1. Before your 18th birthday, did a parent or other adult in the household often or very often: swear at you, insult you, put you down, or humiliate you; or act in a way that made you afraid that you might be physically hurt?

○ Yes
○ No

2. Before your 18th birthday, did a parent or other adult in the household often or very often: push, grab, slap, or throw something at you; or ever hit you so hard that you had marks or were injured?

○ Yes
○ No

3. Before your 18th birthday, did an adult or person at least five years older than you ever: touch or fondle you, or have you touch their body in a sexual way; or attempt to or actually have oral, anal, or vaginal intercourse with you?

○ Yes
○ No

Total emails sent
29,881

People who opened an email
6,295

Campaign click-to-open rate
9.44%

Campaign unsubscribes
59
(0.59%)

Individual email stats
Patient cohort size – 10,027

	Emails delivered	Unique opens	Unique clicks	Unique opens %	Unique clicks %
email 1	10019	5447	998	54.37%	9.96%
email 2 - common complex	138	103	84	74.64%	60.87%
email 2 - other	9824	4482	207	45.62%	2.11%
email 3	9900	5145	110	51.97%	1.11%
Total	**29881**	**15177**	**1399**	**50.79%**	**4.68%**

Statistical insights

Campaign emails were delivered to a total of **10,019** people, with an overall unique open rate of **50.79%** and a unique click rate of **4.68%**.

A total of **591** people clicked on at least one link during the three-email campaign.

The click-to-open rate for the first email was **6.21%**, the second email was **6.95%**, and the third email was **2.33%**. The overall percentage of people who opened at least one campaign email and clicked on at least one link was **9.13%**.

Benchmark comparisons

	Open rate	Click-through rate	Click-to-open rate
WMHD campaign	**50.79%**	**2.47%**	**5.16%**
Healthcare Services	**23.40%**	**3.70%**	**15.60%**
All UK Industries	**16.40%**	**1.60%**	**9.90%**

Total emails sent	People who opened an email	Campaign click through rate	Unique open rate
651	**198**	**96.46%**	**61.29%**

Health care professional: email stats

Cohort size – 217

	Emails delivered	Unique opens	Unique clicks	Unique opens %	Unique clicks %
email 1	217	197	193	90.78%	88.94%
email 2	217	194	192	89.40%	88.48%
email 3	217	30	14	13.82%	6.45%
Total	**651**	**390**	**399**	**64.67%**	**61.29%**

Overview

Campaign emails were delivered to a total of **217** people, with an overall unique open rate of **64.67%** and a unique click rate of **61.29%**.

Click-through rates

The first email click-through rate was **96.95%**, the second email was **96.91%**, and the third email was **46.67%**. The overall percentage of people who opened at least one campaign email and clicked on at least one link was **96.46%**.

Benchmark comparisons

	Open rate	Click-through rate	Click-to-open rate
WMHD campaign	61.29%	60.37%	80.18%
Healthcare Services	23.40%	3.70%	15.60%
All UK Industries	16.40%	1.60%	9.90%

Top 5: links clicked by unique users

Email 1: In It Together

Survey questionnaire answer – "Not a problem"	161
Survey questionnaire answer – "Yes, a problem"	144
KD Blog - World Mental Health Day	135
Video: TED talks – How racism makes us sick	90
Mental Health green ribbon campaign	82
KD website: I feel desperate	80

Email 2: Healthy Conversation

Video: TED talks - How childhood trauma affects health across a lifetime	150
ACEs questionnaire	121
IAPT	95
Mind – World Mental Health Day	78
KD Blog – Dealing with failure	72

Email 3: Tell us how you got on

Videos: 10 Point Training mental health	53
ACEs questionnaire	21
Mental health apps	21
Share your story	20
Know Diabetes homepage	8

Top 5 for healthcare professionals: links clicked by unique users

Email 1: In It Together

KD mental health	188
Mental health apps	184
Mind - World Mental Health Day	184
Every mind matters	184
Video: TED talks – How racism makes us sick	171

Email 2: Healthy Conversation

Improving Access to Psychological Therapies	188
ACEs questionnaire	187
Every mind matters - quiz	186
Food and mood	186
Samaritans	186

Email 3: Tell us how you got on

Headspace app	8
NHS people	7
Science direct	6
10 Point Training – Mental health	6
KD newsletter for professionals	5

Campaign feedback

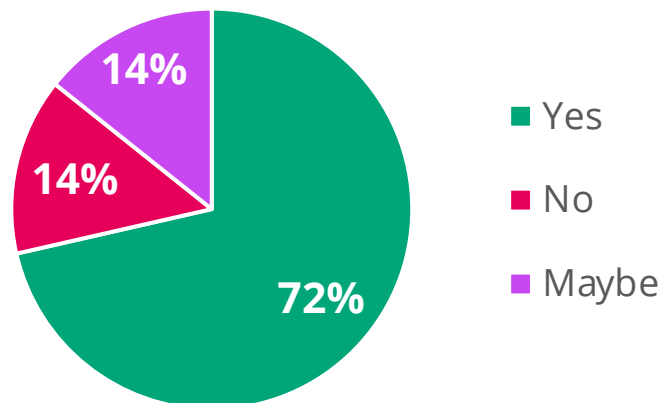"The information is interesting."

"Easy to understand, well set out."

"I feel some people would find it very helpful for them."

"I'd prefer more type 2 diabetes specialist or specific educational opportunities that increases my awareness."

Would you recommend the Know Diabetes Service?

- Yes — 72%
- No — 14%
- Maybe — 14%

Average email rating out of 10:

8.2

Patient summary

People who self identified with struggling with their diabetes care via the diabetes distress scale question in email one (138 people answered 'yes') were more likely to open and engage (**76%** open rate & **62%** click rate) in the second email than those who reported they were not struggling or did not answer the question (**45%** open rate & **2%** click rate). This interactive question was the most popular link clicked (305 total clicks). Posing questions in future emails could be a successful method of getting users to interact with content.

The first email started with an introduction paragraph that required the user to click on a link to finish reading it. This link was very highly clicked, for future campaigns that include a similar 'click to continue reading' introduction, the landing page that it leads to should include links to other high value content that the user can easily be directed to.

The 26 submissions of the ACEs questionnaire was a lower figure than expected but the benefit moving forward is that the questionnaire has now been built and is available to be used again in the future.

Videos were the highest clicked link in two of the emails which suggests that users like to digest information via this medium.

The open rate of the WMHD campaign (**51%**) more than doubles the benchmark figures of Healthcare Services (**23%**) and All UK Industries (**16%**), however the average click-to-open rate of the WMHD campaign (**5%**) struggles against both the benchmark figures of the Healthcare Services (**16%**) and All UK Industries (**10%**). This data suggests that although the WMHD campaign was very successful in getting people to open its emails, it struggled in getting people to click on links. This could be because the topic of mental health can be difficult to promote or that the email content was not appealing enough to get the readers to engage.

Healthcare Professional summary

The first two emails of the automation saw extremely high unique opens and unique clicks (**90%** and **88%** respectively) which suggests that the KD service is valued amongst its registered HCP users.

The third email in the healthcare professional automation saw a significant drop in the unique open rate from the first two emails, **90%** for the first two emails versus **14%** for the third email. The cause of this will be investigated but it could due to a software issue with the system that sends the emails, and the final email was not actually delivered as expected.

Despite the problems related to the third email, the overall click-through rate and click-to-open rate, **60%** & **80%** respectively, far exceed the benchmark figures for Heath Services (**3.7%** & **15.6%**) and All UK Industries (**1.6%** & **9.9%**).

Next steps

The campaign design group will meet and discuss the findings from the World Mental Health day campaign and what approaches should be incorporated to use in 2022/23.

The high value content of the campaign can be re-purposed into beneficial website content.

The ACEs questionnaire is an important resource that has been developed and the KD team will look at ways of increasing the number of users that complete it.