



# Campaign Report

## Men's Health Week

June 14-20, 2021

## Executive Summary

The Know Diabetes Men's Health Week campaign was sent to over 14,000 men living with type 2 diabetes, it provided information on topics such as diabetes health checks, local events & offers, phone apps, and blogs. The goal was to raise diabetes awareness amongst men living in North West London, signpost people to the Know Diabetes website and encourage them to register for a Know Diabetes account.

**34,249**

Total email opens

**5,985**

Total email clicks

- 99,782 emails were sent across the 7-email campaign, that saw 34,249 emails opened and a total of 5,985 email clicks.
- The open rate of the the campaign (34%) compares favourably against the benchmark figures of Healthcare Services (23%) and All UK Industries (16%).
- The click-through rate of 3.16% for Men's Health Week also does well against the benchmarks of 3.70% for Healthcare Services and 1.60% for All UK Industries.
- The 9% click-to-open rate (the percentage of people who open an email and then click a link) however was lower than both the benchmarks of Healthcare Services and All UK industries, 16% and 10% respectively.
- A total of 347 people created a Know Diabetes account, 276 level 2/silver (standard access) and 71 level 3/gold accounts (includes online health record access).

INTRODUCTION

DESIGN

GOALS

RESULTS

SUMMARY

**14,638**

Total number of people who  
received an email

**5,985**

Total number of unique clicks

**34%**

Unique open rate for campaign  
emails

## Background

For International Men's Health Week (14<sup>th</sup> – 20<sup>th</sup> June 2021), a seven-email campaign was built to raise diabetes awareness amongst the male population of North West London.

All statistics used in this report are taken on Friday 20<sup>th</sup> August 2021.

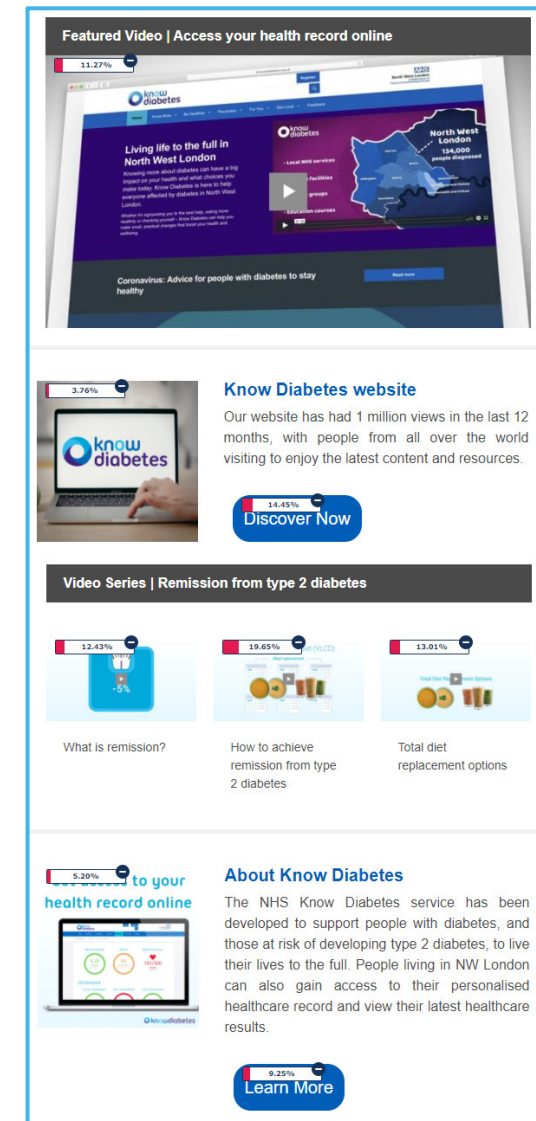
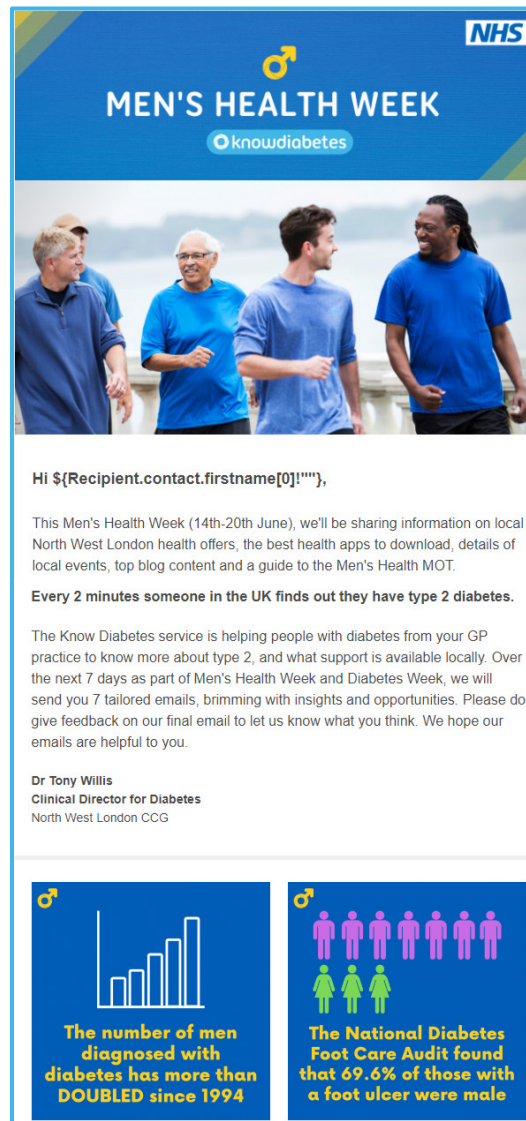
## Acknowledgements

Thank you to all those who participated in the development of this campaign.

## Campaign overview

A seven-day email campaign was built for International Men's Health Week, each day an email was sent that provided information on a particular topic such as diabetes health checks, local events & offers, phone apps, and blogs (see email 1 on right).

Dynamic content was used in the emails to try and closer connect and relate to individuals. For this campaign it meant that certain activities, such as walking football, would only appear for certain age groups and the people displayed in images were in their own age group.



### Planning session

The Know Diabetes team held a collaborative Men's Health Week planning session to help build the campaign with stakeholders. The session included health care professionals, people with diabetes and communications experts.

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 held to review the development of the campaign.

**Design Process**

**Identifying barriers to health behaviours**

- People living with diabetes are encouraged to adopt a healthy lifestyle to manage their condition.
- For example, they are advised to follow a healthy diet, be physically active, and to have regular health checks.
- However, there are a number of different behavioural barriers that might prevent people living with diabetes from doing this.
- According to a holistic model of behaviour these barriers can relate to a person's capability, motivation, or opportunity to engage in these behaviours.

**Identifying barriers to health behaviours**

- For each behaviour people might face different barriers. For example, the same person might be eating an unhealthy diet because they do not know how to cook healthy meals (lack of capability) and they might be physically inactive because they are overwhelmed by the benefits of physical activity (lack of motivation).
- Such a person is likely to particularly benefit from an intervention providing practical cooking training to improve capability and then information on the benefits of being active.

**What existing insights do you have about your audience**

**TYPE 2 INTERESTS**

**INSIGHTS**

**What KD website pages do we want traffic to go too?**

**Template Design**

**Current Offers by Type of Diabetes**

**Men and Mental Health Stats**

- Three times as many men as women die by suicide - <https://www.menhealthforum.org.uk/low-data-mental-health/>
- Men aged 40-49 have the highest suicide rates in the UK - <https://enddementia.org/infocentre/research-projects/mental-health-statistics/>
- Men report lower levels of life satisfaction than women according to the Government's national wellbeing survey - <https://www.gov.uk/government/statistics/well-being-in-the-uk-2019>
- Men are less likely to access psychological therapies than women: only 30% of referrals to NHS talking therapies are for men - <https://files.digital.nhs.uk/2019/03/06/mental-health-act-stat-2019-20-samp-190306-1-1.pdf>
- Men are nearly three times as likely as women to become dependent on alcohol, and three times as likely to report frequent drug use - <https://www.menhealthforum.org.uk/low-data-mental-health/>

**% Gender vs NWL prevalence**

Category	Male (%)	Female (%)
NWL	~55	~45
Onvia	~55	~45
Ourpath	~55	~45

**Cohort Name**

Cohort Name	Total
Men with T1 LTC only under 65	936
Men with T1 LTC only over 65	95
Men with NDH LTC only under 65	5365
Men with NDH LTC only over 65	3541
Men with type 2 LTC only under 65	9296
Men with type 2 LTC only over 65	6405

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Email creation process

Stage 4

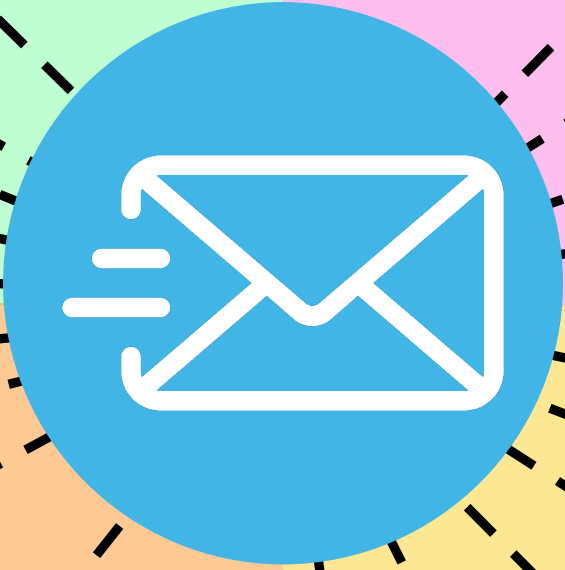
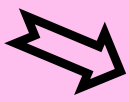
SEND

Stage 1

CONCEPT



Initial idea



- Analyse performance
- Send email
- Schedule email
- Add suppression list
- Create send list or add to automation
- Retest
- Update email
- Share for feedback
- Test desktop & mobile versions
- Save text only version
- Write subject & preheader
- Style email
- Add hyperlinks
- Create call to action buttons
- Source/edit images
- Add email text
- Create email template
- Write headlines
- Write body copy
- Design email layout
- Review & approve brief
- Draft brief accepted

Stage 3

REVIEW

Stage 2

DEVELOPMENT

# KD Mens Health Week Campaign

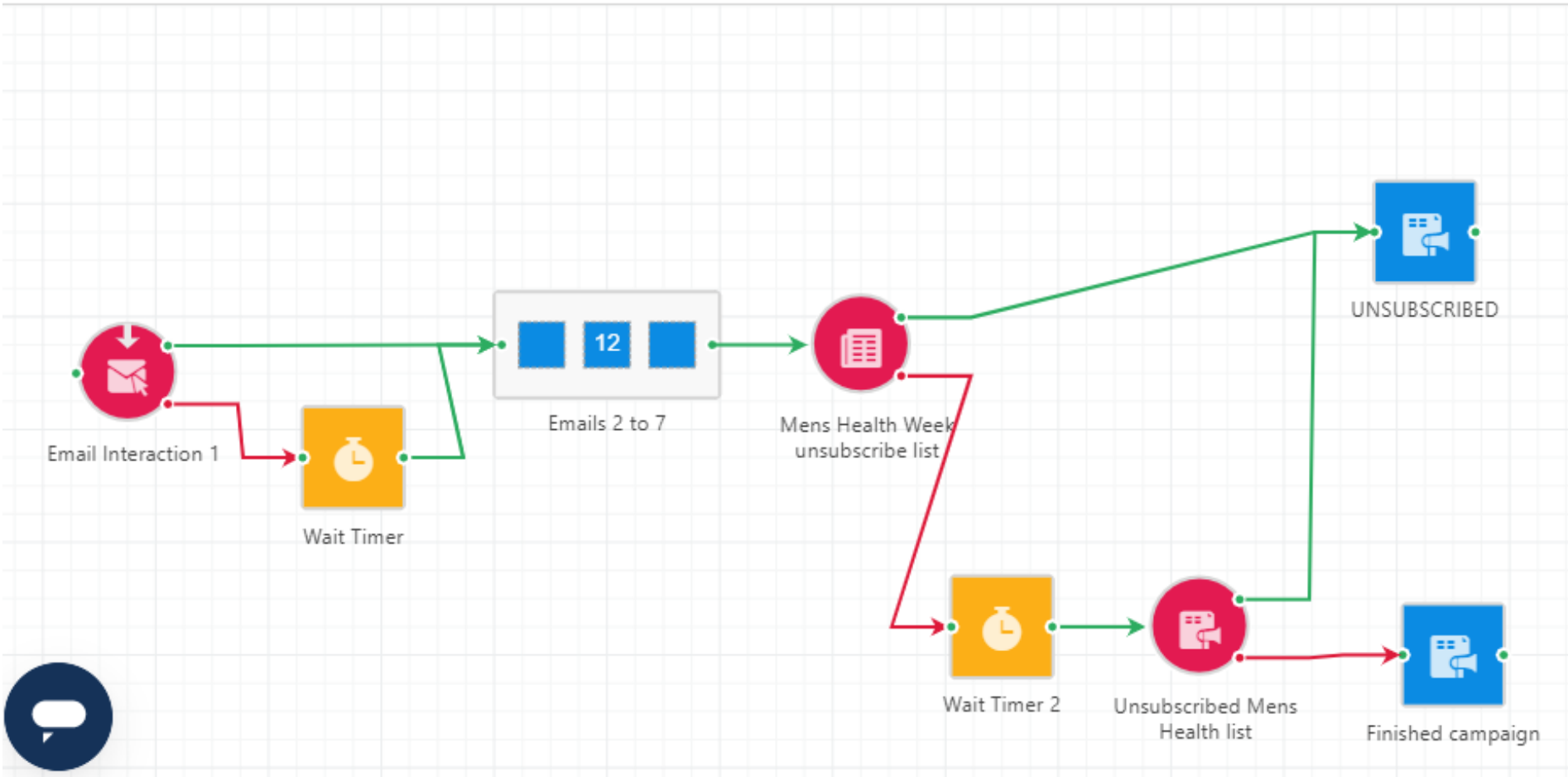
Published

BUILDER STATISTICS PARTICIPANTS

GOAL

## Campaign automation

The email campaign automation is built using Microsoft Dynamics.

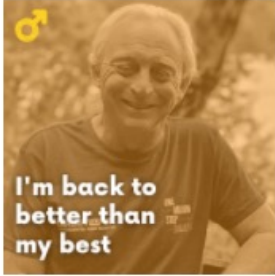


## Engagement with Know Diabetes

The main goals for this campaign was to introduce Know Diabetes to men living with type 2 diabetes in North West London, get people engaged with Know Diabetes (KD) content which would encourage behaviour change, and get people to signed up for their free KD account.

Each email included high value KD content such as videos, blogs, articles and meal plans. In addition, the opportunity to register for KD email campaigns, Recipe of the Week and Weekly Weigh-In, was included which is normally only available to people who have already created their account.

Links for registering their interest for a KD account were included in the emails, then the account invitation emails were sent within a two-week period of the campaign finishing.

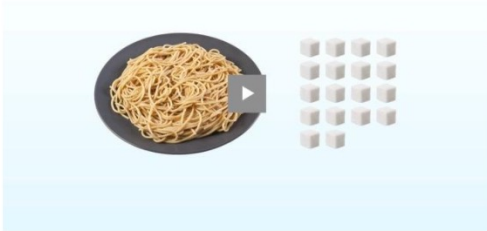



**I'm back to better than my best**

**One Million Steps**  
Need a motivational push to take part in the One Million Step challenge this summer?

[Read Charlie's story >](#)

Video of the Day | Portion Control

RECIPE OF THE WEEK

DISCOVER HEALTHIER EATING OPTIONS

### Want some recipes ideas?

Get some inspiration for healthier eating with our Recipe of the Week. A new recipe will be emailed to you every Friday for 12 weeks. There is also a lower carb version if weight loss and getting your HbA1c is on the agenda.

Sign Up



Registered Interest

**104**  
(0.7%)

Level 2 accounts created

**276**  
(1.9%)

Level 3 accounts created

**71**  
(0.5%)

Campaign unsubscribes

**169**  
(1.2%)

## Individual email stats

Email send	Emails delivered	Unique opens	Unique opens %	Unique clicks	Unique clicks %
email 1	14,475	5,303	37%	1124	8%
email 2	14,638	6,111	42%	1604	11%
email 3	14,251	4,675	33%	759	5%
email 4	14,200	4,969	35%	638	4%
email 5	14,115	4,072	29%	555	4%
email 6	14,094	4,417	31%	720	5%
email 7	14,019	4,702	34%	585	4%
<b>Total:</b>	<b>99,782</b>	<b>34,249</b>	<b>34%</b>	<b>5,985</b>	<b>6%</b>

## Statistical insights

Campaign emails were delivered to a total of **14,638** people, with an overall unique open rate of **34%** and a unique click rate of **6%**. The percentage of people who opened at least one campaign email and clicked on at least one link was **17.5%**.

A total of **347** people created a KD account, **276** level 2 (standard access) and **71** level 3 accounts (includes online health record access). **104** people registered their interest. **169** people unsubscribed from the campaign and **44** people globally unsubscribed from the KD service.

## Benchmark comparisons

	Open rate	Click-through rate	Click-to-open rate
KD Men's Health Week	34.0%	3.16%	8.96%
Healthcare Services	23.40%	3.70%	15.60%
All UK Industries	16.40%	1.60%	9.90%

## Campaign clicks: Top 5 links clicked by unique users

### Email 1: Man V Diabetes

Know Diabetes homepage	294
Video: How to achieve remission	255
Know Diabetes - about us	201
Video: What is remission?	173
Video: Online health record	164

### Email 2: Diabetes MOT

Feet: Pass/Fail	702
Eyes: Pass/Fail	306
Video: Blood sugar	231
Video: Blood cholesterol	108
Video: Blood pressure	82

### Email 3: Local Offers

REWIND programme	293
Improving Access to Psychological Therapies	137
Exercise on referral	99
Weekly Weigh-In campaign	96
Walking football	90

### Email 4: Events & Activities

Million Step Challenge	250
Video: Carb content in common food	128
Walking football	122
Bowls	100
Nordic walking	96

### Email 5: Health Apps

EXi	215
Nutra Check	136
Orcha	93
Headspace	80
One You apps	76

### Email 6: Blogs

A healthy gut	226
Video: Understanding your body's appetite drive	207
REWIND: A patient journey	163
11 ways to age well	131
One million step challenge	86

## Campaign feedback

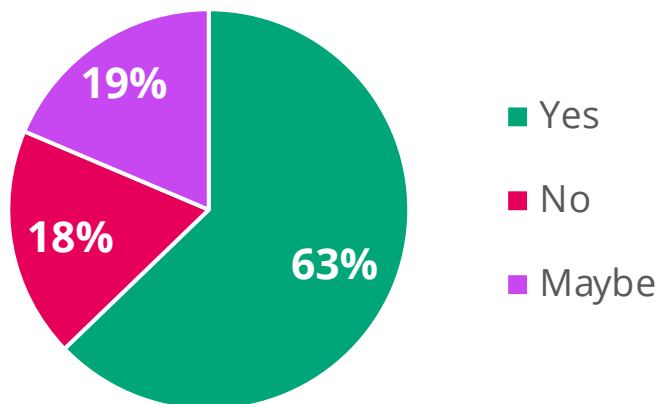
**“Lots of very useful information, presented in a manner that is very easy to follow and understand.”**

**“I appreciate your concern and thank you for your help.”**

**“Great information and I’d like to receive more.”**

**“Like the fact pronunciation of some ethnic foods in the film clips were obviously spoken by an authentic ethnic person who knew their onions.”**

Would you recommend the Know Diabetes Service?



**Average email rating out of 10:**

**7.4**

## Summary

Men are interested in learning about health via informal communication channels like email. Seasonal campaigns are a good way to increase uptake to Know Diabetes account creation.

People who registered their interest during the campaign were very likely to go on to create a KD account, 72% of those who were invited after registering their interest created an account. Thus, in future campaigns there should be a call to action (CTA) for registering interest in the KD service.

Having a separate campaign unsubscribe helped to avoid people from globally unsubscribing from the KD service as 169 unsubscribed from the Men's Health Week (MHW) campaign compared to just 44 people who globally unsubscribed.

This campaign measurables do well when compared to the benchmarks of Healthcare Services (HS) and All UK Industries (AUI). The MHW open rate comparing most favourable with **34.0%** to that of **23.40%** for HS and more than doubling the AUI of **16.40%**. The click-through rate of **3.16%** for MHW also does well against the benchmarks of **3.70%** for HS and **1.60%** for AUI. However, the click-to-open rate of **8.96%** for MHW demonstrates that although the campaign had many people open an email there was a drop off in how many people then went on to click a link compared to the averages of **15.60%** for HS and **9.90%** for AUI.

As many people did not open any email, there should be a strategy for how to re-engage with these people. Sending them seven emails over seven days was not a successful strategy.