

Know Diabetes Service (KDS)

January 2023

END OF YEAR REPORT 2022

A journey to transform diabetes care in North West London

Executive Summary

KDS Platform | Population Management

- 352,039 records integrated with the clinical health systems
- 224,337 email addresses in the platform
- 96k different individuals have been sent an email
- 595,606 emails sent in total

Account Creation

- Over 9,000 users now have an NHS Know Diabetes (KD) account
- 344 different practices now have at least one 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
- Of the first 854 people that have self-identified their ethnicity, 72% are non-white British

Website | Unstructured Education

- 303k website visitors
- 1.7 million page views
- 218% increase in blog page views since 2021
- 17 days and 18 hours of video viewing
- 500 new sign-ups to eLearning courses
- 2,199 webpage translations into 61 languages

Email Campaigns | Engaging the diverse population

- Signing up for helpful emails on KDS prior to a REWIND referral more than doubles the chances of starting the programme
- 43% of users reported improved confidence after completing the Know Diabetes Eye Quiz
- 71 users reported 106kg/16st 10lbs lost in total over 5 weeks
- 3,500 meal plans downloaded
- 52 videos were produced in Arabic, Gujarati, Punjabi and Urdu
- Average feedback rating for KDS recipe emails was 8.2 out of 10
- 30 campaigns live and published in 2022

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PATIENT FEEDBACK

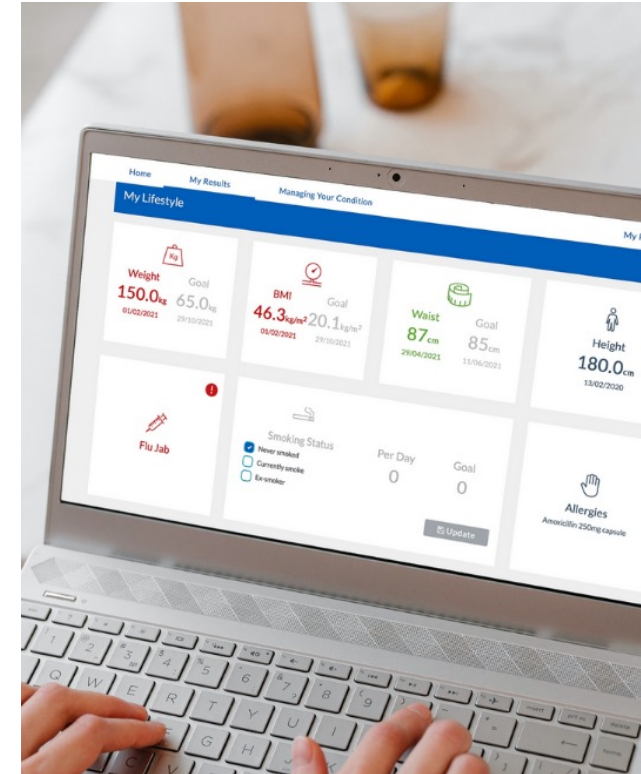
**I have diabetes and I didn't
know there was all this help
out there!**

Azza, Hammersmith & Fulham

KDS overview

The Know Diabetes Platform supports the growing diabetes population of North West London (NW London) at a time that suits them and is available 24/7. The three main parts are:

1. An interactive website where people with or at risk of diabetes can learn about diabetes and track their biometrics via access to their personalised online health record.
2. A single place for NHS Professionals and people with diabetes to find information about local resources they can access to manage their diabetes.
3. Person-centred population health communications channel via email or text (SMS) to provide people with the right information at the right time based on their individual needs and preferences.



Reducing healthcare inequalities in North West London

Objective: Improving outcomes in population health and health care

To improve population health, you need to be able to communicate with them.

- KDS platform has been integrated with 350k patient records and has delivered emails to 96,000 residents already.
- A KDS campaign in 2022 generated insight which informed us that 37% of users were unable to identify what a healthy blood pressure was for someone living with diabetes.
- A subsequent campaign in 23/24 will now be developed to educate the diabetes population on this topic. The health outcomes of those engaging with the campaign can be tracked and measured.
- New Easy Read pages designed and developed in partnership with people with learning disability to help them consume content in a more suitable way.

Reducing healthcare inequalities in North West London

Objective: Tackling inequalities in outcomes, experience and access

To tackle inequalities, you need to step into the shoes of our diverse diabetes population and offer personalisation. KDS has focused on meeting the linguistic, behavioural and cultural needs of our service users at scale.

Project/Output	Outcomes
Translate our 40 most popular videos into 5 different languages – Arabic, Punjabi, Gujarati, Tamil, and Urdu	Videos in other languages received a total of 1,001 views on the Know Diabetes website in October in the first month - 42% of all video views in October, up 195% on previous quarter!
Cultural Lower Carb Meal Plan –Increase users downloading cultural meal plans.	2,638 meal plan downloads/views – Arab (318), Caribbean (347), South Asian (878), West African (252). This means nearly half (49%) of all meal plan selections were from the cultural meal plans.
ReachDeck Tool – Create videos and restructure website pages so more users know how to use the tool and translation feature.	Translation tool used 1,739 times in 2022. Arabic, Polish, Hindi and Romanian were the top 4 languages. The website was translated into 61 different languages in 2022.
Engage more users where English isn't their first language	22% of users who sign up for KDS tell u that English is not the first language for

Reducing healthcare inequalities in North West London

Objective: Enhancing productivity and value for money

To enhance productivity, the programme can identify the problem and the KDS platform can design and deploy a solution to increase productivity and add value to the process.

- KDS have used digital health email campaigns with KDS account holders to reduce the amount of GP visits via increasing access to unstructured education and increasing patients confidence in self management
- Increasing the volume and the quality of referrals onto programmes like REWIND and Healthier You saving primary care time on acquisition and also saving the provider, commissioners and referring organisation money with increased conversion rates of referrals, and programme starters.

Reducing healthcare inequalities in North West London

Objective: Helping the NHS to support broader social and economic development

To support your populations health, you need to understand the wider determinant of health that are having the biggest impact on your service users.

- Know Diabetes has the capability to email 223k residents at any time to ask them what their current barriers are, thousands have already set their preferences, therefore enabling KDS to pinpoint campaigns that meet these broader topics.
- It's not all about blood sugars and eating healthy. Navigating the Covid storm, cost of living, and digital inclusion are just some of the campaign topics and projects that Know Diabetes has been developing to support the broader determinant of health. During Covid, KDS content on Diabetes and Corona Virus ranked on page 1 on Google, creating record monthly page views and no doubt soothing anxiety with helpful reliable and trustworthy translatable content.

Engaging people with a Long Term Condition at scale



96k individuals received at least one email

Imagine **Wembley Stadium** full of people with diabetes and at risk. We have delivered an email to every seat plus 6,000 more.



79k individuals opened an email at least once

That's a packed out **Twickenham Stadium** of people in North West London (NWL) with diabetes or at risk who have opened our emails.



33k individuals clicked an email link

A full capacity at **Lord's Cricket Ground** (plus 5,000 more), who have been clicking our emails and engaging with our health content.

Numbers in 2022

- **1.7m** Know Diabetes website page views
- **352k** records integrated with clinical system data
- **224k** email addresses in the platform
- **96k** different individuals have been sent an email campaign in 2022
- **595k** supportive, inspiring, educational and nurturing emails sent
- **Nearly 10k** users have created an NHS Know Diabetes (KD) account
- **344** different practices now have at least one patient with a KD account
- Youngest and oldest people are aged 19 and 99, respectively
- Of the first 854 people that have self-identified their ethnicity, 72% are non-white British

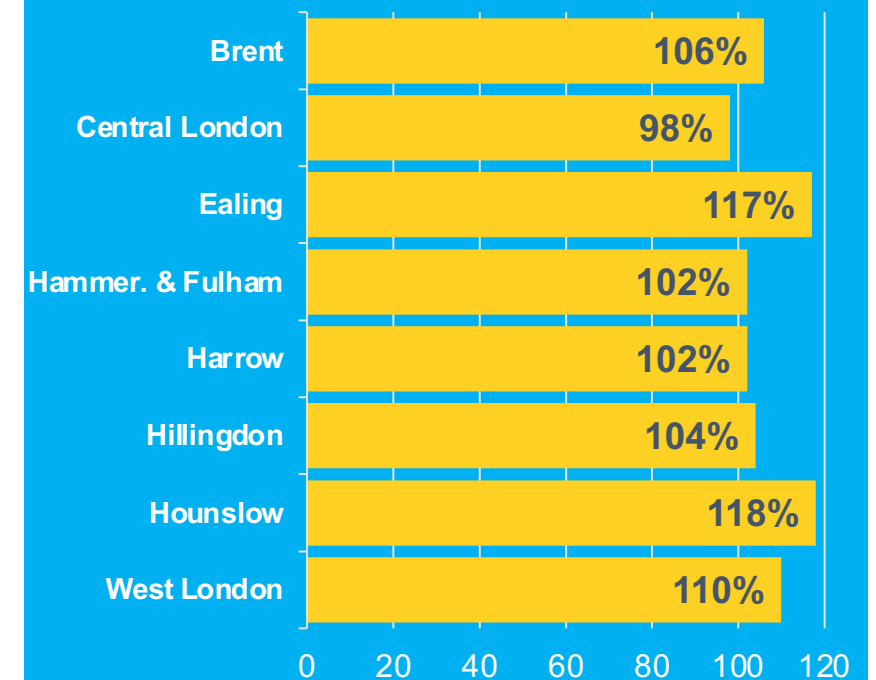
Accounts created across NWL

Patients from
344 different
NWL GP
practices have a
KD account

Top 10: Number of accounts by practice

The Willow Tree Family Doctors	95
Ridgeway Surgery	94
GP Direct	90
Uxbridge Health Centre	77
Elliott Hall Medical Centre	76
Honeypot Medical Centre	75
Stanmore Medical Centre	72
Richford Gate Medical Practice	68
Pinn Medical Centre	62
The Mountwood Surgery	62

Account growth per borough by percentage



Account creation

Account drive

- NHS login was introduced to the website in November 2022 to make the account creation process quicker and easier for users. Since then, 5,000 accounts have been created exclusively via NHS login.
- Before NHS login was introduced, the account creation process involved sending patients an email with a link to create their own login credentials for a KD account.
- There are two types of Know Diabetes accounts, with the only difference being the ability to access health data:
 1. **Gold** – An ID verified account
 2. **Silver** – A non-ID verified account

Silver

- ✓ 200 self management courses
- ✓ Monthly newsletter
- ✓ 70+ videos
- ✓ KD blog
- ✓ Interactive zone
- ✓ Ask the expert
- ✓ Webinar invites
- ✓ eLearning courses
- ✓ Meal plans
- ✓ Recipe guides
- ✓ Targeted health campaigns
- Online health record

Gold

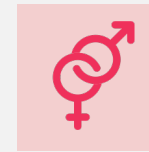
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- ✓ Meal plans
- ✓ Recipe guides
- ✓ Targeted health campaigns
- ✓ Online health record

Account overview

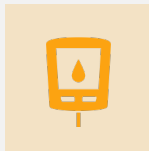
Invitations
initially
targeted
people with
type 2



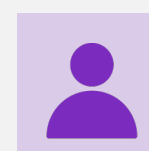
Average age is 60
Ranges from 19 to 99



Male: 60%
Female: 40%



Type 2:	88.6%
Type 1:	1.6%
At risk:	3.0%
Other:	6.8%

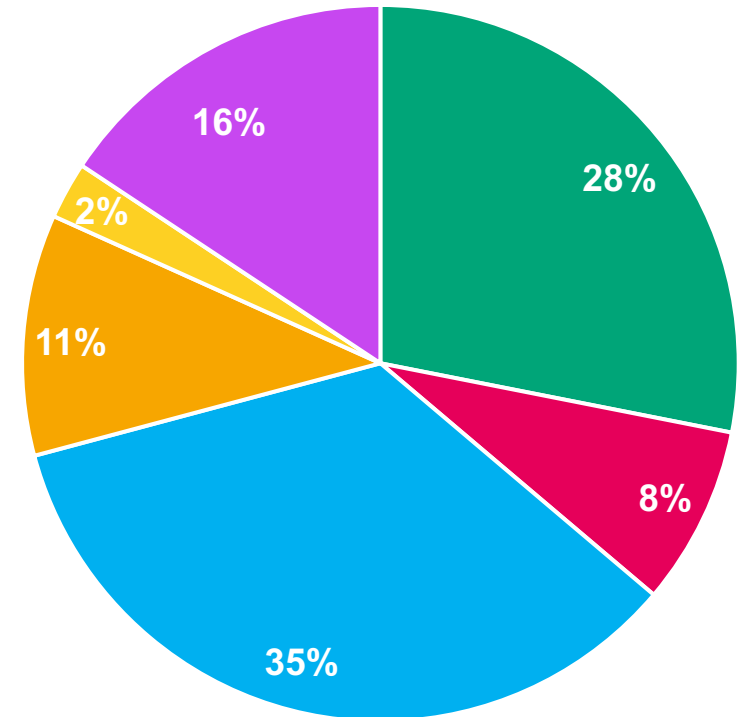


Total accounts: 8,996
As of January 5th 2023

Diversity of accounts

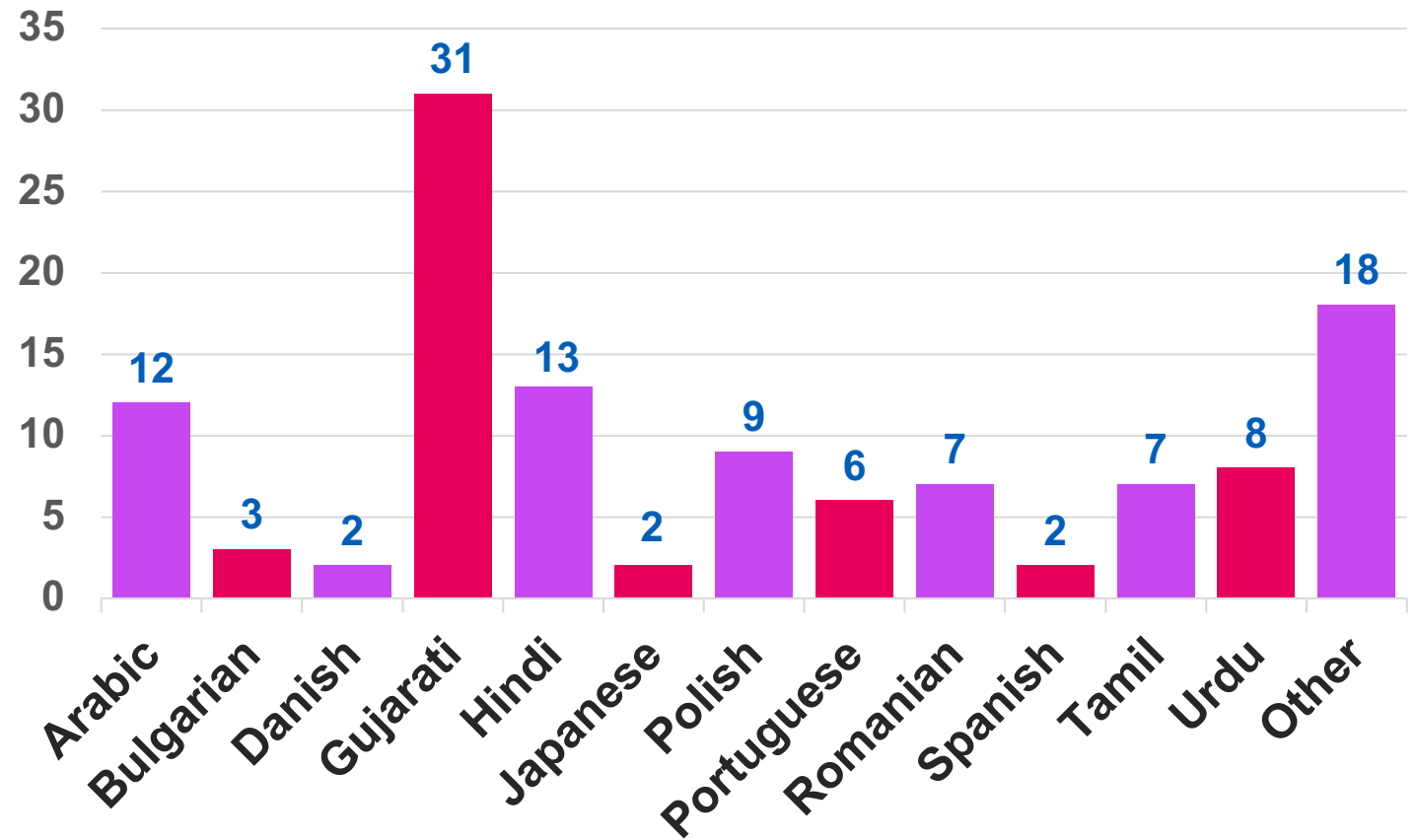
From the first 854 people that have self-identified their ethnicity, 72% are non-white British

- White British
- Mixed/Multiple
- South Asian or British South Asian
- Black, African, Caribbean or Black British
- Arab
- Any other ethnic group



Accounts by preferred language (excluding English)

23% of account holders have stated that English is not their preferred language



Eye campaign

Eye Health Week email campaign

To mark National Eye Health Week (19-25 September 2022), Know Diabetes worked closely with leading eye doctors and specialists in North West London to create a new eye health campaign.

The campaign aimed to educate and encourage people living with diabetes in North West London to take care of their eyes, attend their yearly eye screening appointments, and understand the correct pathways for eye care and the importance of attending hospital appointments.

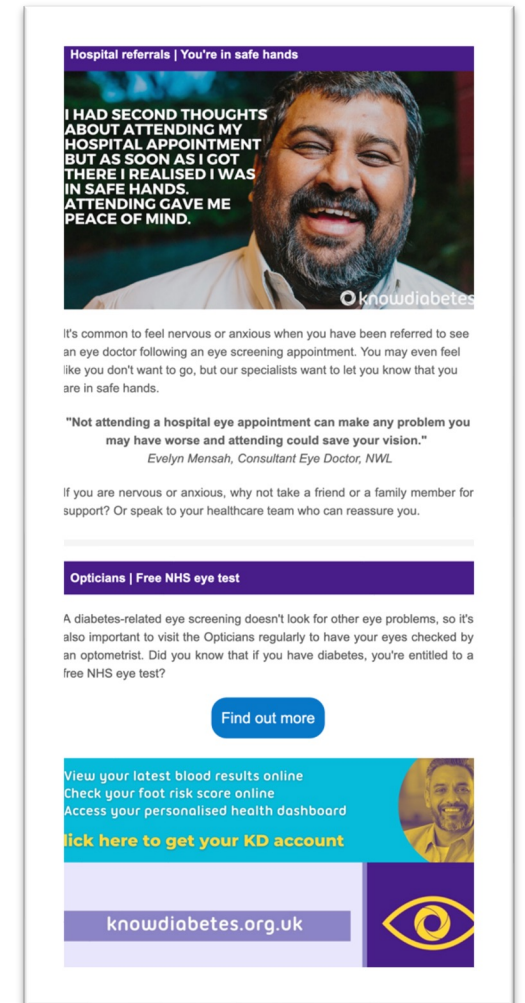
Know Diabetes worked with a small number of GP practices to send an SMS inviting patients to self-sign up for the campaign.



It has given me the information (clearly) that I've been asking for two years now. Thank you.

956%
Increase in
website views
to eye pages

902
People
completed an
eye health
quiz



Eye Health Quiz key insights

Confidence

We asked a confidence question at the start and end of the quiz to find out how confident users were in taking good care of their eyes and whether a quiz could be effective in increasing knowledge and confidence. We found that:

- The mean average score increased from 7 out of 10, to 8 out of 10.
- 390 of 902 (**43%**) **users reported improved confidence after the quiz.**
- 38% of users reported no change in confidence and, interestingly, 166 users recorded a lower confidence score after the quiz. This could imply that users overestimate how much they know about diabetes eye care.

Insight

When asked about blood pressure:

- **37% of users were unable to identify what healthy blood pressure was for someone living with diabetes.**
- 19% of users were unable to identify how you can know for certain whether you have high blood pressure.
- 232 users (26%) told us that they could not remember what their latest HbA1c reading was.

Ethnicity data

- 543 people submitted their ethnicity. 35% were white British, and 29% were Indian/Indian British.

43%

Users recorded improved confidence after taking the quiz

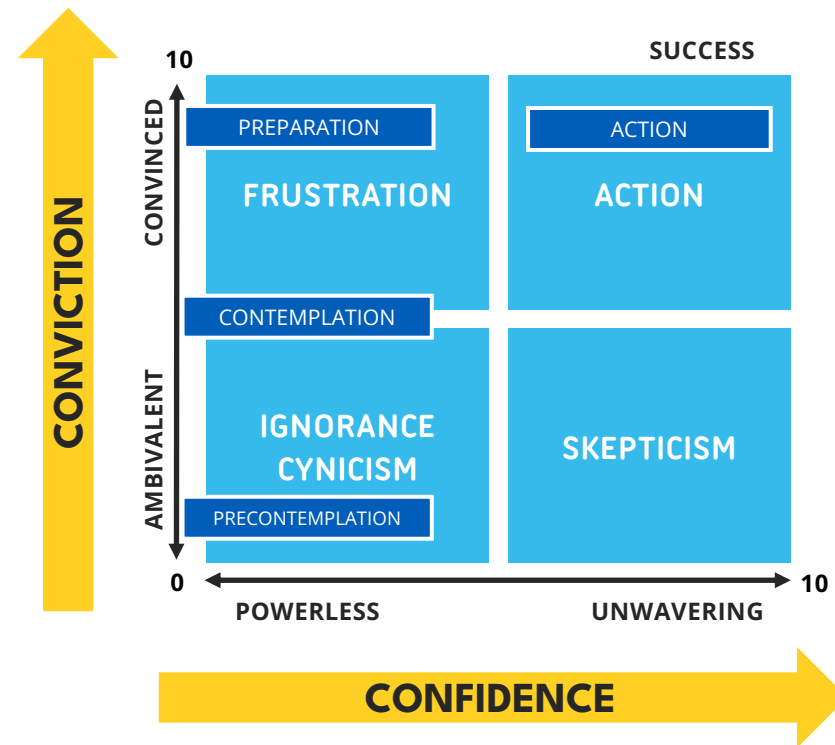
65%

Users who completed the quiz were non-white British

Behaviour change

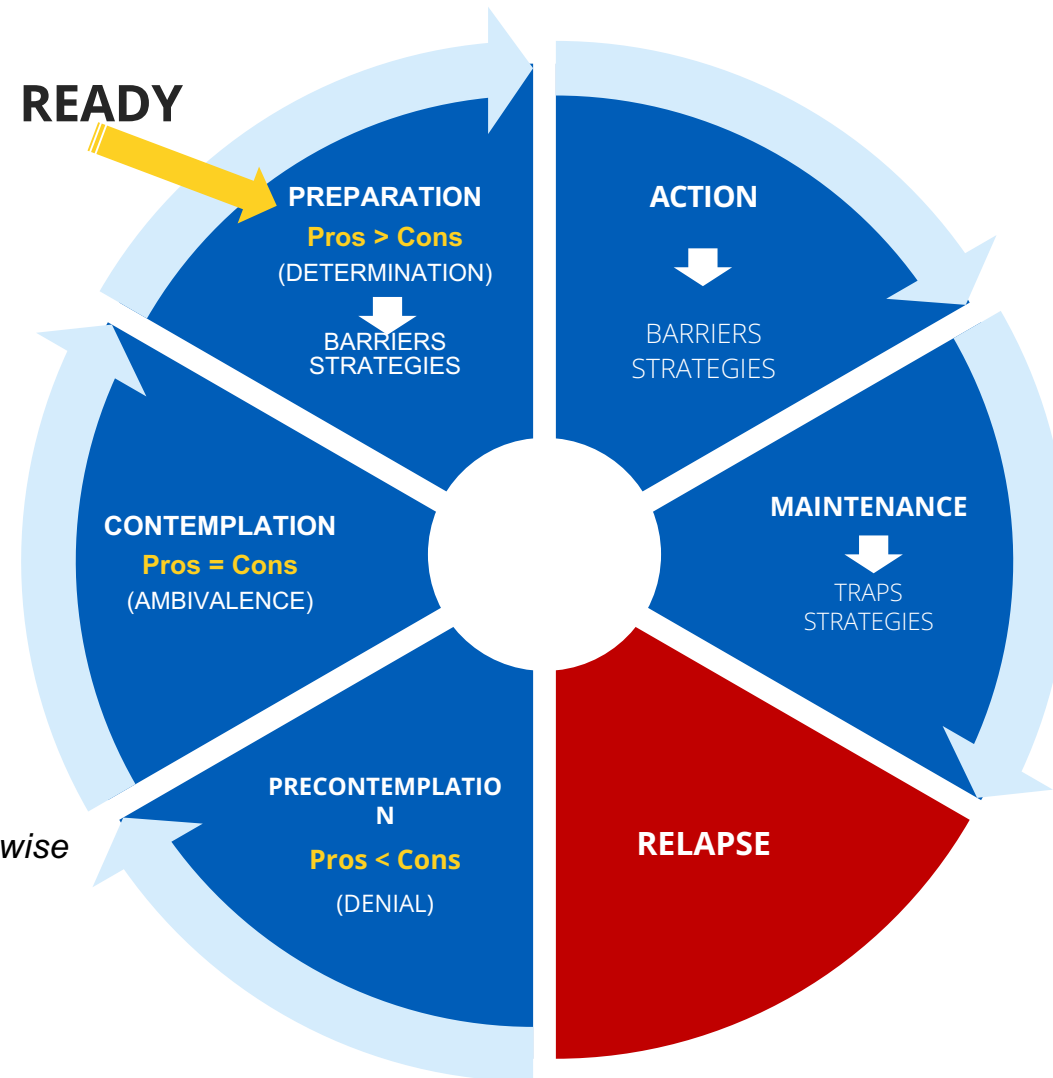
Can Know Diabetes digital interventions increase the NWL diabetes population CONFIDENCE and CONVICTION?

CONVICTION - CONFIDENCE



Behaviour change

The answer is YES on our REWIND nudge email campaign we tracked users from contemplation to preparation into the action phase...




Prochaska's transtheoretical model: moving clockwise from the Precontemplation stage (bottom left)

Type 2 remission

The REWIND Programme

- From the 340 people that signed up to receive helpful emails with more information about the REWIND programme via the Know Diabetes website in 2022, **36%** were nudged into **ACTION** and referred to the programme.
- **53%** then started the programme, compared to the existing and primary referral route which converts at 22%. Therefore, helpful emails prior to referral **more than double** the user's chances of starting.

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

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PATIENT FEEDBACK

This is going to help many diabetes patients. You can learn and read in your own time.

Service User

eLearning

Usage in 2022

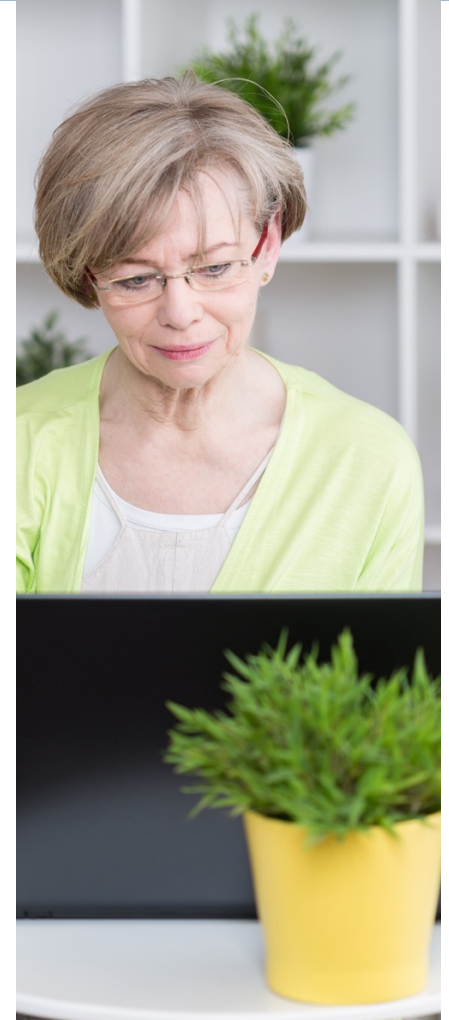
- 11 QISMET-approved education courses are available to everyone with a Know Diabetes account.
- No GP referral is needed, and therefore everyone in NWL living with diabetes, or at risk of developing type 2 diabetes, can access KDS eLearning 24/7.
- Users can complete the modules in their own time and at their own pace, logging in and out as they please.
- With the introduction of NHS login, eLearning is also now available to carers and healthcare professionals who want to digest the content.
- There has been 680 total course enrolments.

548

Users have started a QISMET approved course

279%

Increase in uptake from the previous year



eLearning campaign

Education drive

- In March 2022, 2,008 Know Diabetes account holders with type 2 diabetes were emailed nudging them to sign up for the 'My Type 2 diabetes' eLearning course.
- This led to **128** course enrolments that month, a **64%** increase from the previous month where there was no campaign.



Cultural campaign power

Meal plans

Know Diabetes has created a range of downloadable cultural meal plans in: Arabic, Caribbean, West African, South Asian vegetarian & non-vegetarian.

Lead generation

We want users to download a meal plan, however, we also want to help with signposting to other content and get users to come back again and again for their health.

Cost-effective

To help with the cost of living crisis, we are currently developing low-cost meal plans that will be available in early 2023.

Make every contact count

After someone downloads a cultural meal plan, they will receive an email asking them to share our content with anyone they may know that would benefit from our range of language resources.

Not sure what to eat on a lower-carb diet?

Our specialist NHS diabetes dietitian has created various 7-day meal plans for people who eat an Arabic, Caribbean, West African, South Asian vegetarian or non-vegetarian diet. These meal plans will give you plenty of ideas on how to get started.

Enter your email address [Get Started](#)

"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 and reducing the risk of heart disease in people with type 2 diabetes"

Dr Tony Willis
Clinical Director for Diabetes in North West London.

7 day South Asian Vegetarian meal plan
< 80 grams of carbohydrates per day

	Breakfast:	Lunch:	Dinner:	Snacks:
Monday	 Thepla with lady's finger (okra/bindi) curry Curry 150g Thepla (high-fibre) 50g 33g carbs	 Vegetable curry 200g Chapati (high fibre) 30g 24g carbs	 Kadai mushroom 150g Chapati (coconut flour) 30g 10g carbs	 Spicy dry channa 30g 6g carbs
Tuesday	 Plain dosa (coconut flour) 100g 20g carbs	 Spicy okra curry 100g Chapati (high fibre) 30g 25g carbs	 Matter paneer 150g Cauliflower rice 100g 12g carbs	 Handful of nuts 10g 3g carbs
Wednesday	 Cheesy mushroom breakfast with slice of toast (high fibre) 200g 18g carb	 Paneer tikka 200g Rata 50g 15g carbs	 Makhni daal 150g Cauliflower rice 100g 12g carbs	 Orange 100g 10g carbs

know diabetes **NHS**

Nadia, would you or someone you know prefer to view our content in Arabic?

المحتوى باللغة العربية
View videos with Arabic captions and subtitles.

Thanks again for downloading our Arabic meal plan - we hope you found it helpful!

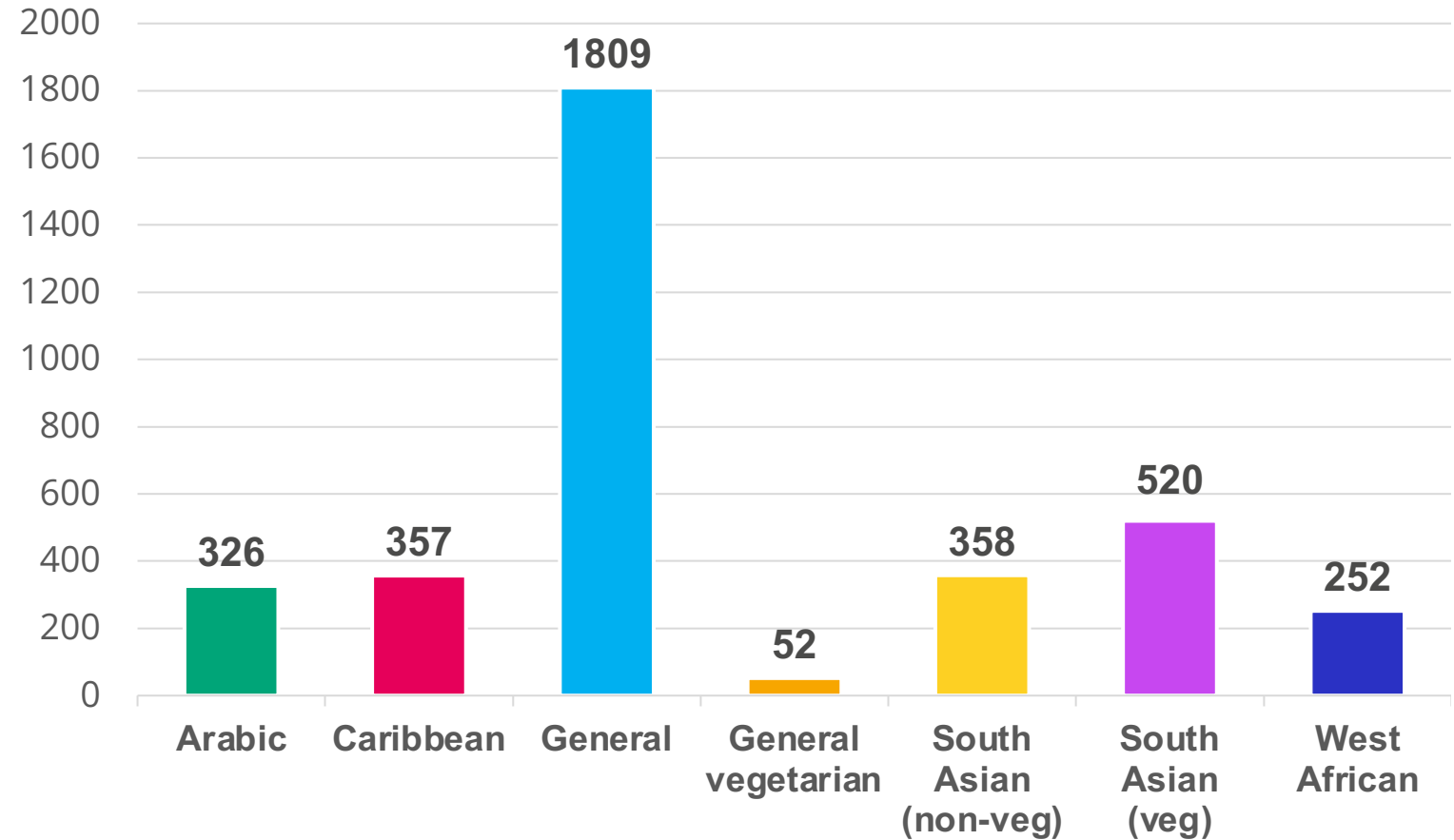
We want to ensure that everyone in North West London can access diabetes-related information in a way that suits them. So we've translated some of our most popular resources into other languages.

If you or someone you know would benefit from viewing our content in Arabic, click on the blue button below. We've got a range of language resources, including some fantastic new videos.

[View Arabic resources](#)

Meal plan downloads

49% of meal plan downloads are from the cultural selection



Patient feedback

Qualitative feedback

I will share this with my friends.
Beatrice, Brent

It is good to know that there is such service.
Suren, Hounslow

Thanks for helping non-judgmentally.
Parvaze, Hounslow

This is indeed a great initiative. Thank you!
Stephana, Hillingdon

Clear information, gives you plenty to think about & ideas of how to improve your health.
Joy, Hounslow

Great information regarding Diabetes and food.
Jalila, Kensington & Chelsea

Excellent programme. Can't wait to start!
Farida

It gives more of an option, as I can be working away but can still be in contact.
Anonymous

Reminds me that I have to be careful and should be monitoring.
Anonymous

Keep up the excellent work.
Anonymous

All content had excellent information and jargon free.
Thomas, Brent

Very impressed with the information.
Jalila, Westminster

Campaign power

Recipe of the Week

Know Diabetes Account holders can sign up for the Know Diabetes Recipe of the Week and get an edge in preparing healthy meals with our weekly recipes. All our recipes were selected by NHS dietitians.

Members will discover ideas for healthier options for breakfast, lunch, and dinner. There are two different versions to choose from, a general healthy eating option and a low carb vegetarian option. We try to make sure the recipes we send are quick to prepare, easy to make, and tasty to eat!

- 396 campaign sign-ups in 2022
- The average feedback rating for emails is 8.2 out of 10
- 37% of people selected the vegetarian option



I like your email. It is compelling and I do look at it all and adjust my diet appropriately.



Campaign power

Weekly Weigh-In

Our weekly weigh-in can help members looking to lose weight or maintain weight already lost. It charts individual progress, keeps people accountable, and provides the opportunity to get feedback on member habits over the past week.

131 users self-reported their weight at the start of the campaign and again one month later. 71 of those people went on to report weight loss during their participation on the KDS Weekly Weigh-In campaign.

Weight loss

106kg/16st 10lbs was lost in total over one month from these 71 individuals, 18% (13) lost 3% body weight or more, with the mean average weight loss of those losing weight at 1.5kg/3lbs.

So, from the 120 people who self-reported valid start and end weights, 59% lost weight, with 77% reporting weight loss or weight maintenance.



Your support is invaluable, include gentle exercise to increase personal motivation

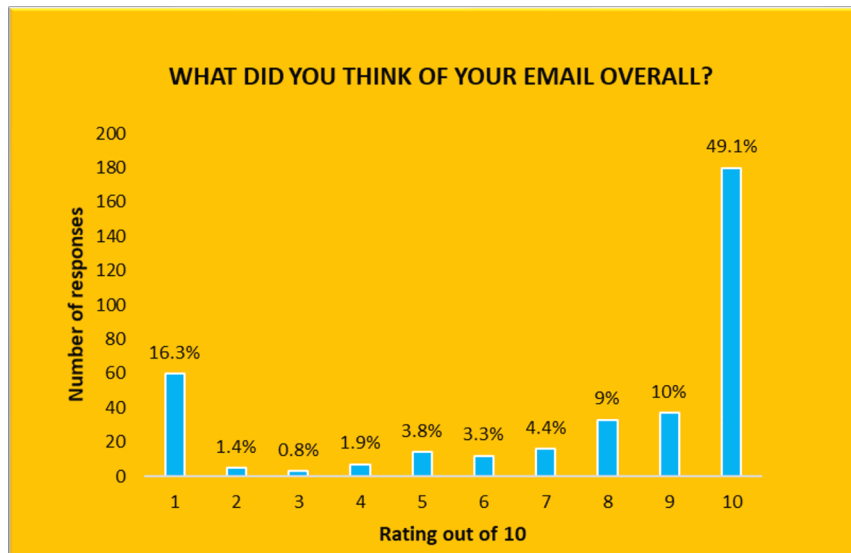


Feedback from emails

Quantitative feedback

When asked to rate the email they received from the Know Diabetes Service out of 10, 49% users gave a rating of 10.

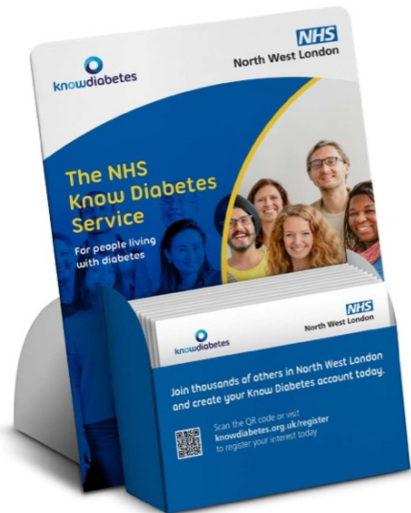
73% of users gave a rating of 7 or above.



Campaign power

New marketing materials for patients

We commissioned the production of marketing materials aimed at patients that include posters, foldable business cards, tri-fold leaflets, and pull-up banners. The business cards have been designed to be interactive by creating a place for patients to write down their current readings for HbA1c, total cholesterol, and blood pressure.



Front of business card **Back**

Live life to the full
knowdiabetes.org.uk

Join thousands of others with diabetes in North West London and register for a Know Diabetes account today



Scan the QR code or visit knowdiabetes.org.uk/register

Boost your health today and visit knowdiabetes.org.uk

Current readings

HbA1c	Total Cholesterol:	Blood Pressure:
<input type="text"/>	<input type="text"/>	<input type="text"/>
mmol/L	mmol/L	mmHg
Date: / /	Date: / /	Date: / /

Future readings

Date	HbA1c	Total Cholesterol	Blood Pressure
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Month of my next yearly review:

Inside left **Inside right**

“

GP FEEDBACK

Sending a text and a link to the Know Diabetes website prompting our patients to sign up worked really well. I also discuss it in yearly reviews.

Dr K., Hounslow

Cultural resources

North West London is an area with an ethnically diverse population, with a significant proportion of residents from BAME communities. A key goal for us is making Know Diabetes a culturally specific and diverse service. Some of our initiatives are:

Cultural meal plans: African, Caribbean, European, Middle Eastern and South Asian (veg and non-veg) meal plans and recipes are all available to download.

Language content: The KD website hosts articles, documents, and videos in the most common languages spoken in NWL including Arabic, Gujarati, Punjabi, Spanish, and Somali.

User personalization: KD account holders are asked to specify their preferred language which is used to trigger targeted email content.

Multi-cultural assets: The various digital assets produced to represent the diverse ethnic communities of NWL.

Targeted communications: There are various campaigns and communications that are created to appeal and connect with specific communities.



ReachDeck – Website accessibility tool

Usage in 2022

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
- Reading text aloud

The ReachDeck button is available for use by people on all our webpages and works on our embedded PDFs. It is compatible with desktops, laptops, and mobile devices.

In 2022, the translation function was used for 61 different languages, the highest translation usage was for Polish and Romanian. As a result, we plan to have video content translated into these two languages in 2023.

Top 10 Translated Languages

8.2%: Polish	4.7%: Gujarati
7.6%: Romanian	4.7%: Punjabi
5.5%: French	4.4%: Farsi
5.2%: Spanish	4.1%: Hindi
5.0%: Somali	3.8%: Arabic

ReachDeck Usage

- Page translations: 2,199 (43%)
- Speech (read text aloud): 2,457 (48%)
- Other: 446 (9%)



The ReachDeck button is always visible for users to click when visiting the Know Diabetes website.

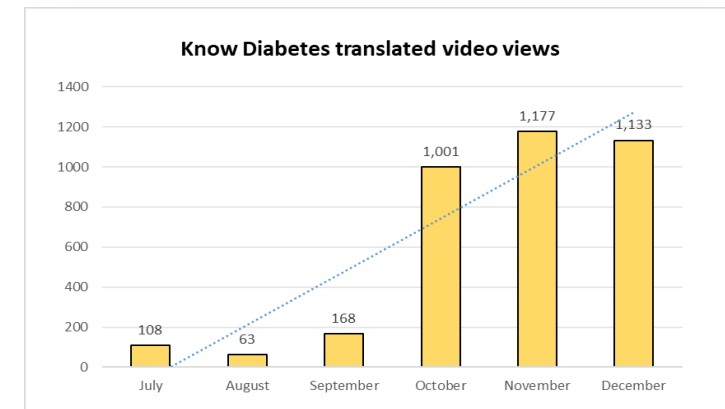
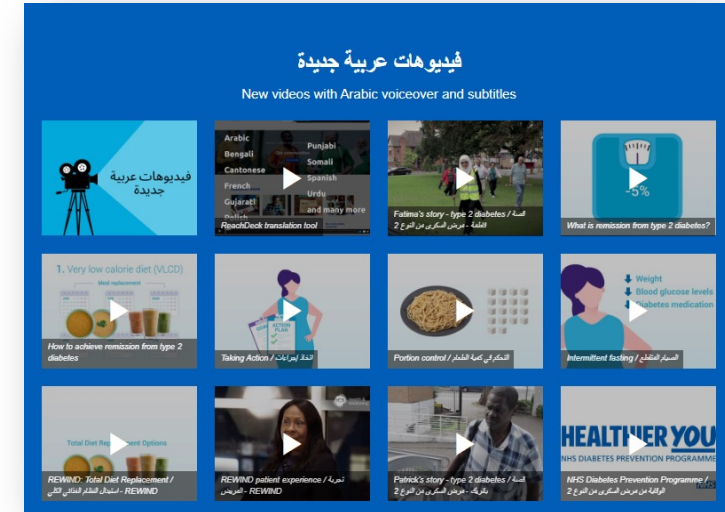
Translated videos

To increase access to Know Diabetes content, we translated some of the most popular Know Diabetes videos into 4 of the most widely spoken languages in North West London.

- 52 videos were produced in Arabic, Gujarati, Punjabi and Urdu.
- The videos were published in July 2022 and reached 3,650 views by the end of year.
- Views for these videos are on an upward trajectory, receiving over 1,000 views per month Oct-Dec.

Videos in Somali

In 2022, the African Caribbean Diabetes Health Foundation worked closely with Somali community organisations in London to create a series of Somali language videos focused on type 2 diabetes. These were published on the Know Diabetes website in December.

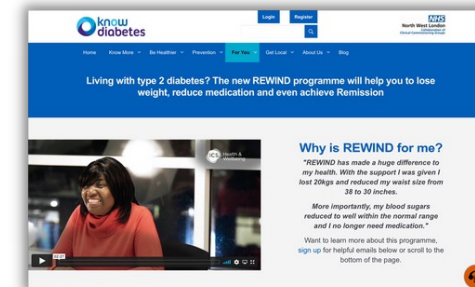
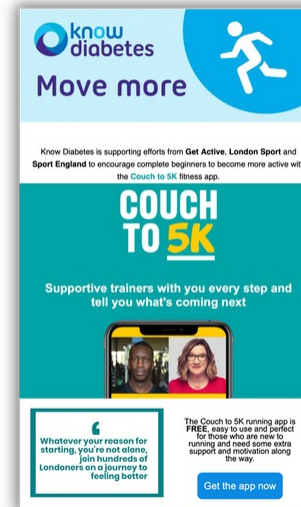


KD digital health assets

NWL created and owned assets:

- 448 email templates - £89,225
- 175 coded CRM assets - £34,845
- 57 automation/campaigns - £85,500
- 450 graphics - £7,500
- 75 owned website pages - £15,000
- 180 videos - £90,000
- 5 digital campaign toolkits - £5,000

The current estimated value is £327,070



“

PATIENT FEEDBACK

**Thank you for taking efforts to
make a difference to the lives of
people with diabetes.**

Boby, Hounslow