Using Communication Technology to Improve Retention in an Evidence-based Lifestyle Change Program: The National Diabetes Prevention Program

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  - Please refer to learning goals and objectives
  - Learners must attend the full activity and complete the evaluation in order to claim continuing education credit/hours

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84 MILLION AMERICANS HAVE PREDIABETES

- 30 million Americans have diabetes
- 84 million Americans have prediabetes
- 9 out of 10 adults with prediabetes don’t know they have it

PREVENT OR DELAY TYPE 2 DIABETES – NATIONAL DIABETES PREVENTION PROGRAM LIFESTYLE CHANGE PROGRAM

CDC-recognized, year-long lifestyle change program to lose weight and increase physical activity that offers participants:

- A trained lifestyle coach
- CDC-approved curriculum
- Group support over the course of a year
THE PROBLEM OF RETENTION

- Continuous drop throughout the year
- Big drop around end of weekly sessions
- Caucasian and older adults have higher rates of retention
- No difference by gender

HOW CAN WE DEVELOP A TOOL TO MOTIVATE PARTICIPANTS TO KEEP COMING?

- Find out what others have already done (literature and environmental scan)
- Gain insight from behavior change theories
- Identify best practices and lessons learned (interviews with stakeholders and digital experts)
- Talk to current and former program participants and coaches

WHAT DID WE LEARN ABOUT RETENTION?

Need to keep people engaged throughout

- Send “Weekly reminders that surprise and delight”
- Be responsive to needs – tailor
- Show you understand challenges
- Shine light on successes
- Give opportunities to commit to small actions when highly motivated
- Help people track activities
- Make a fun retention tool – games, quizzes
THE RETENTION TOOL AND THE PREVENT T2 CURRICULUM

We wanted to develop a retention tool to complement the National DPP's Prevent T2 curriculum:

- Prevent T2 curriculum: 
  - Promotes modest weight loss (5-7%), increased physical activity
  - Sample PreventT2 module topics include:
    - Intro to Program
    - Get Active
    - Track Your Activity
    - Eat Well to Prevent T2
    - Track Your Food
    - Get More Active

DEVELOPED 11 DIGITAL MODULES

- Reinforce Prevent T2 Curriculum Content
- Offer Motivational Messaging & Practical Tips
- Strengthen Commitment
- Provide Reminders & Encouragement

TWO TYPES OF MODULES

- Curriculum-based Weekly Modules
- Participant Pledge Modules
WEEKLY MODULE AND PLEDGE TIMELINE

Weeks 1 through 20

1 2 3 4 5 6 14 16 20
Pledge 1 Pledge 2 Pledge 3

ITERATIVE DEVELOPMENT AND TESTING PROCESS

Focus Groups: Batch 1
Focus Groups: Batch 2
Focus Groups: Batch 3

Revise batches as available
Focus Groups: All Batches

WHAT IS AVAILABLE NOW

Week 1 Introduction and Pledge 1
Week 2 Get active
Week 3 Track activity
Week 4 Eat well
Week 5 Track food and Pledge 2
Week 14 Get support
Week 16 Stay motivated
Week 20 Check in and Pledge 3
Guidance Documents
WEEK 1: COMMIT TO CHANGE

Congratulations on taking the first step!

You’re one step closer to a healthier you just by deciding to take part in a CDC-recognized diabetes prevention lifestyle change program.

Are you ready to get active, get healthy, and prevent type 2 diabetes?

WEEK 5: TRACK ACTIVITY

Iterative development process was time and cost-effective

Focus group participants most appreciated:

- Visual elements, images, illustrations
- First person quotes from other program participants
- Statistics that underscored the importance of the behaviors we are asking participants to adopt (tracking, attending the program)
- Interactivity of the activities
- Opportunity to customize and tailor goals and pledges

Participants asked if more modules were forthcoming, they liked them so much

LESSONS LEARNED
RETENTION TOOL DEMONSTRATION PROJECT

- 9 community, clinic, and pharmacy-based lifestyle change programs
- Introductory call and guidance documents
- Demonstration project
  - Follows up with coaches over time
  - Series of in-depth interviews with coaches and participants
    - About the modules, usefulness of guidance materials, additional needs, challenges

WHAT WE’VE LEARNED SO FAR

- I like it.
- It complements class activities.
- I don’t like the name.
- May I have some more please?
  - More modules (at key drop out points)
  - More guidance

SUGGESTED ADDITIONAL MODULE TOPICS

**Weeks 5-14:**
- Manage Stress
- Cope with Triggers
- Take Charge of Your Thoughts

**Weeks 14-20:**
- Eat Well Away from Home
- Stay Motivated to Prevent T2

**After week 20:**
- When Weight Loss Stalls
- Get Enough Sleep
- Get Back on Track
AADE: REACHING UNDERSERVED POPULATIONS FOR LIFESTYLE CHANGE

- Expanding the National Diabetes Prevention Program
  - AADE, in partnership with CDC, is working to:
    - Increase the availability of the CDC-recognized lifestyle change program in underserved areas with priority populations
      - Hispanics/Latinos, African Americans, Medicare beneficiaries, truck drivers
    - Increase retention rates for participants in the lifestyle change program
AADE: REACHING UNDERSERVED POPULATIONS FOR LIFESTYLE CHANGE (CONTINUED)

- The Personal Success Tool can help reach the underserved and rural populations
  - Provide support to stay in the year-long program
  - Easy to access on any device connected to the internet
    - Smartphone, tablet, laptop, or desktop computer

NEXT STEPS

- Develop one-pager for grantees and others to describe and promote the Personal Success Tool
- Develop more modules per feedback
- Update guidance documents
- Test updated materials
- Conduct field study with the Y USA to examine impact