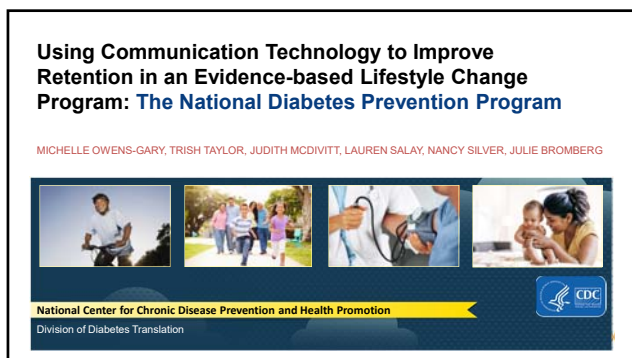


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Disclosure to Participants

- Notice of Requirements For Successful Completion
 - 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
- Conflict of Interest (COI) and Financial Relationship Disclosures:
 - Michelle Owens-Gary, PhD – No COI/Financial Relationship to disclose
- Non-Endorsement of Products:
 - Accredited status does not imply endorsement by AADE, ANCC, ACPE or CDR of any commercial products displayed in conjunction with this educational activity
- Off-Label Use:
 - Participants will be notified by speakers to any product used for a purpose other than for which it was approved by the Food and Drug Administration.

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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

5

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

http://www.cdc.gov/diabetes/prevention/lifestyle_change.html

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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

Week	Retention Rate (%)
1	100
3	95
5	90
7	85
9	80
11	75
13	70
15	65
17	60
18	55
19	50
21	48
23	46
25	44
27	42
29	40
31	38
33	35

* Unpublished CDC Data, from 2012-2017

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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

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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


LESSONS LEARNED

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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



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DEVELOPED **11** DIGITAL MODULES


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



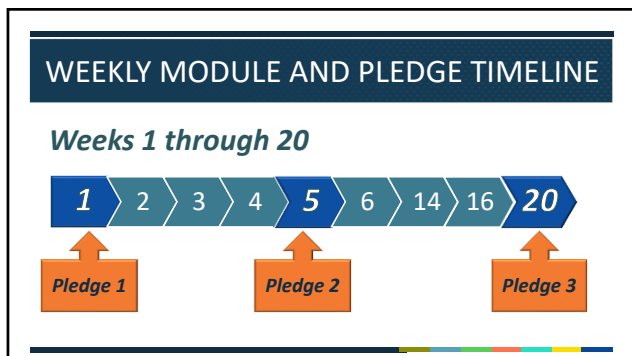
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TWO TYPES OF MODULES

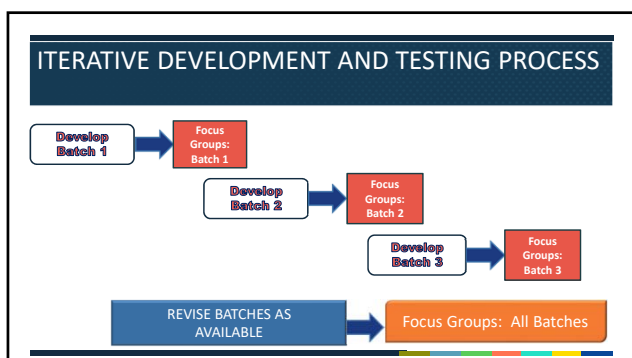
Curriculum-based Weekly Modules	Participant Pledge Modules
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WHAT IS AVAILABLE NOW

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	

CONGRATULATIONS

Congratulations on taking the first step!

How do you plan to track your activity? How do you plan to track your food intake? How do you plan to track your weight?

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

START

CONGRATULATIONS

Commit to yourself. Commit to your goals. Commit to a healthier lifestyle.

How do you plan to track your activity? How do you plan to track your food intake? How do you plan to track your weight?

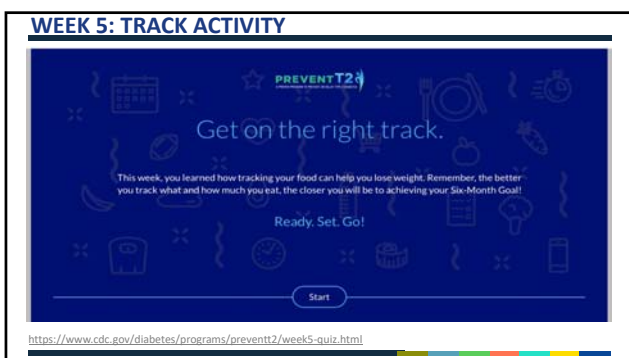
Are you ready to change your life?

START

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LESSONS LEARNED


- 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



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RETENTION TOOL DEMONSTRATION PROJECT

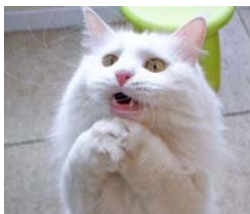
- 9 community, clinic, and pharmacy-based lifestyle change programs
- Introductory call and guidance documents
- Demonstration project
 - Follows up with coaches over time
 - Series of in-depth interviews with coaches and participants
 - About the modules, usefulness of guidance materials, additional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



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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



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SUGGESTED ADDITIONAL MODULE TOPICS

Weeks 5-14:


- Manage Stress
- Cope with Triggers
- Take Charge of Your Thoughts

After week 20:

- When Weight Loss Stalls
- Get Enough Sleep
- Get Back on Track

Weeks 14-20:

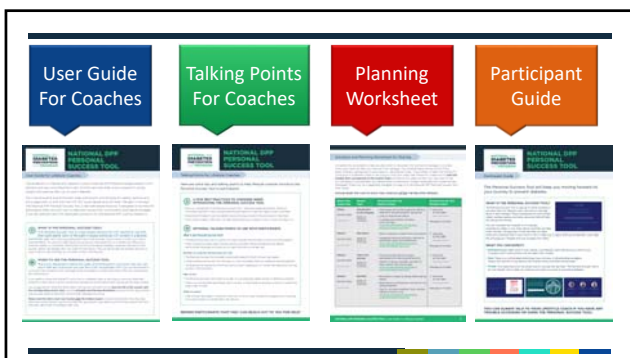
- Eat Well Away from Home
- Stay Motivated to PreventT2



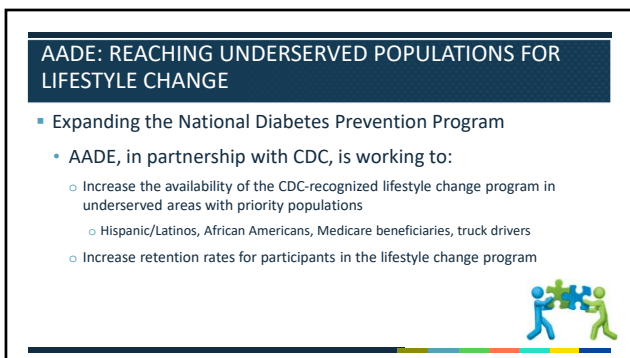
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AADE: REACHING UNDERSERVED POPULATIONS FOR LIFESTYLE CHANGE (CONTINUED)

- 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



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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



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