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Diabetes Market
Research Results &
Recommendations

GOALS

The goal of the Diabetes Market Research was to determine the following:

- Demographics of those living with diabetes
- Awareness of Virginia-based prevention and Diabetes Self-Management Education and Support (DSMES) programs
- Potential barriers to participation
- Perceived improvements for these programs



METHODOLOGY

Madison+Main conducted 460 online surveys and 150 in-person surveys.

Facebook ads promoted the survey ran from the VDC Facebook page, targeting Virginia's five health planning regions: central, eastern, northern, northwest, and southwest.

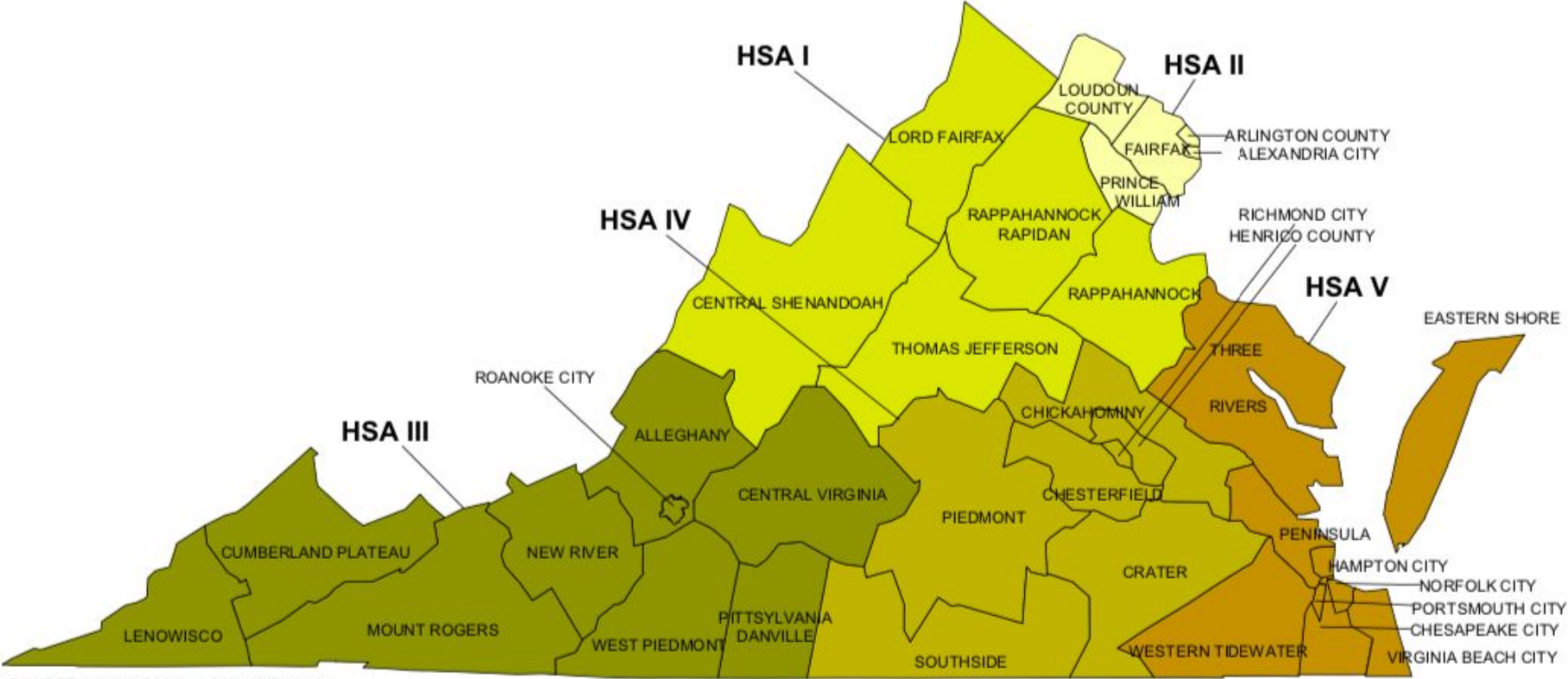
Virginia Diabetes Council also shared the survey electronically via email to their contacts.

Additionally, Madison+Main sent four staffers out to various locations in the Central, Northwest, and Southwest regions to collect in-person survey data.

Madison+Main followed up with 100 respondents via phone to conduct follow-up interviews based on survey data.



VIRGINIA'S HEALTH PLANNING REGIONS



SOURCE: Virginia Division of Health Statistics

Demographics of Online Survey Respondents



ONLINE SURVEY QUESTIONS

Demographics:

- Age
- Race/ethnicity
- Household income
- Location

Are you or someone you know living with diabetes?

Check all that apply.

- Yes, I am living with diabetes.
- Yes, my friend is living with diabetes.
- Yes, a family member is living with diabetes.
- No, I am not living with diabetes.
- No, I do not know anyone who is living with diabetes.
- Other

Are you aware that there are free programs in your area that provide information about diabetes prevention and diabetes management?

- Yes, I am aware of these programs.
- No, I am not aware of these programs.

How did you find out about these programs?

- From a healthcare professional/health clinic
- From a friend or family member
- From a news story
- On the internet
- Other (please specify)

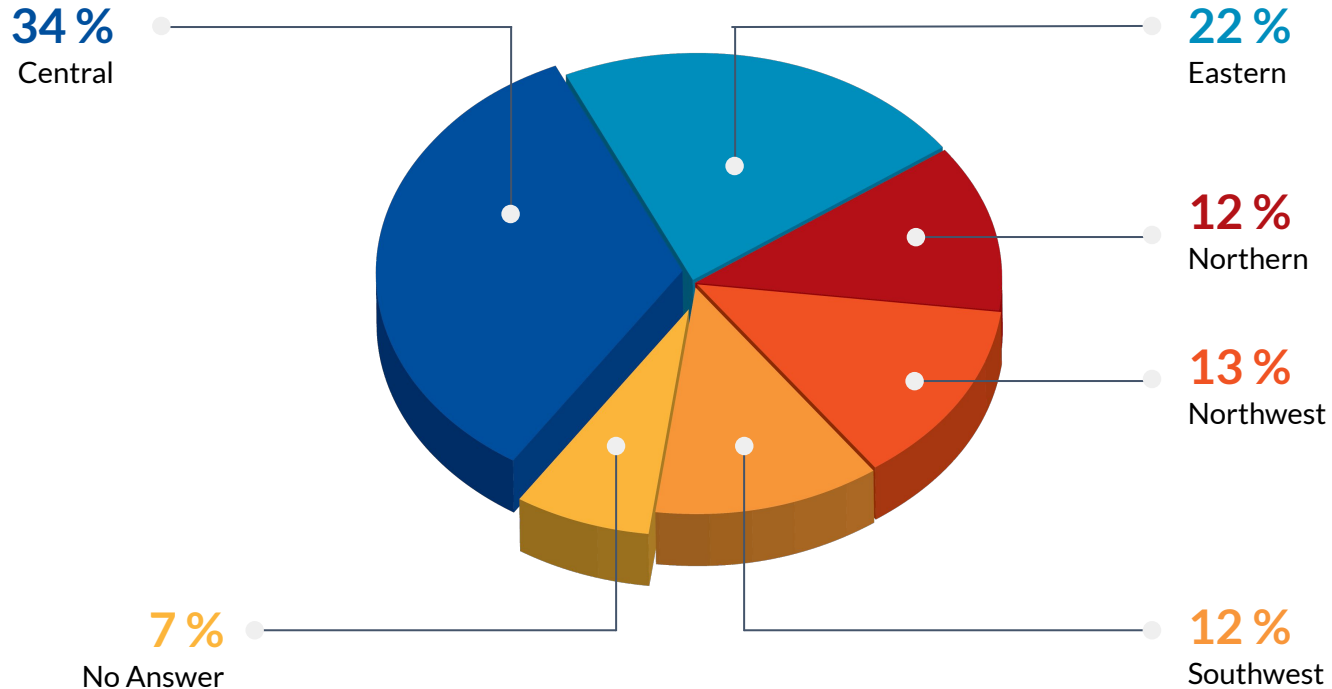
Have you ever participated in a diabetes prevention or management program?

- Yes, I have participated.
- No, I have not participated.

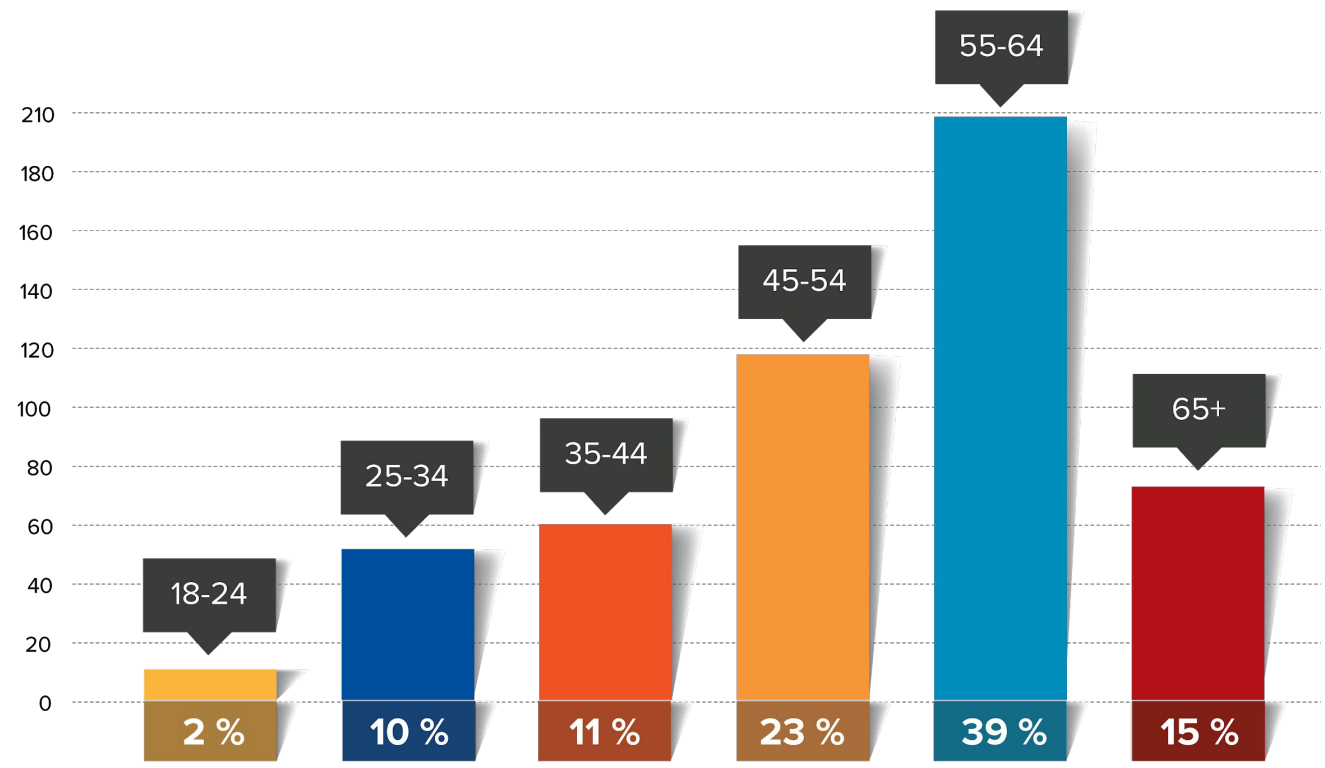
Regarding diabetes prevention and management programs, which of the following aspects do you consider to be the most important?

- Weekly programs
- Monthly programs
- Programs available in my community
- Availability of info online
- Little to no cost to attend
- Having an available program within 15 miles to me
- Other (please specify)

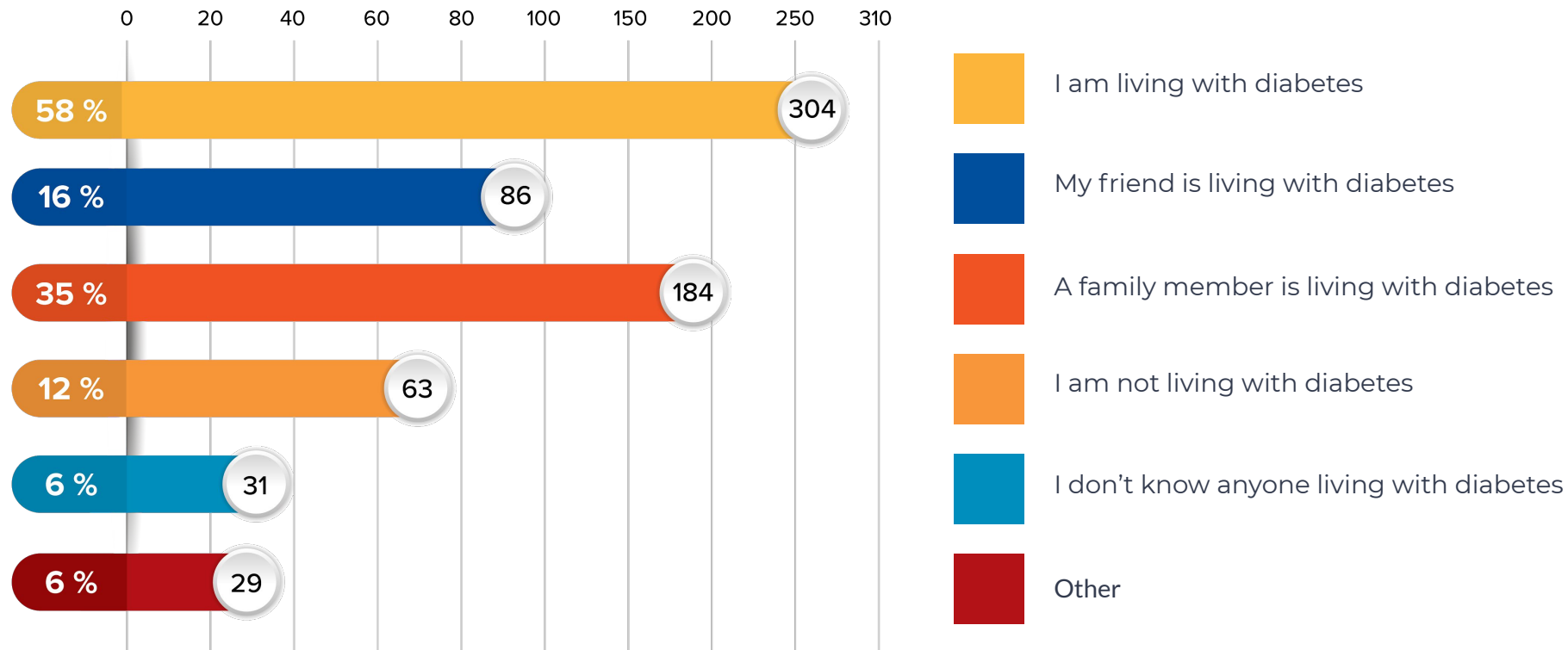
TOTAL RESPONDENTS BY REGION



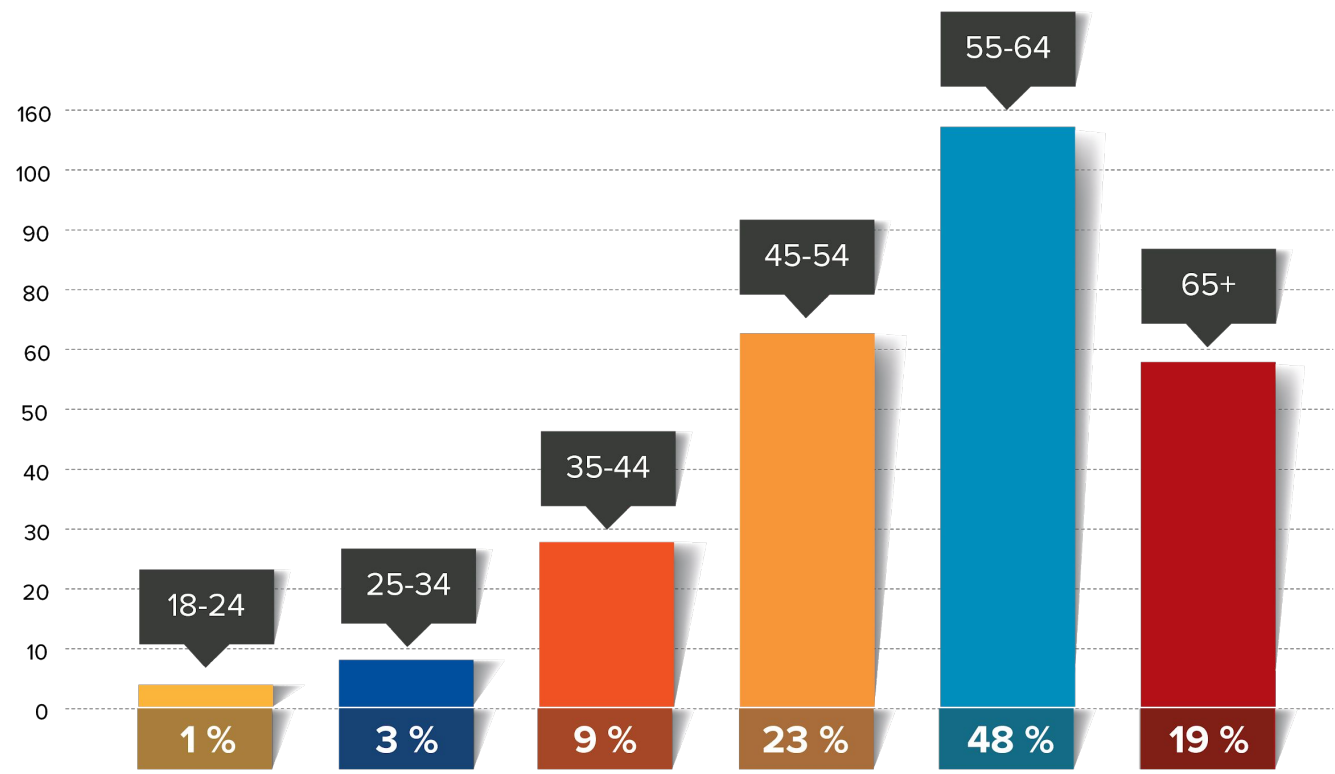
AGE RANGE OF RESPONDENTS



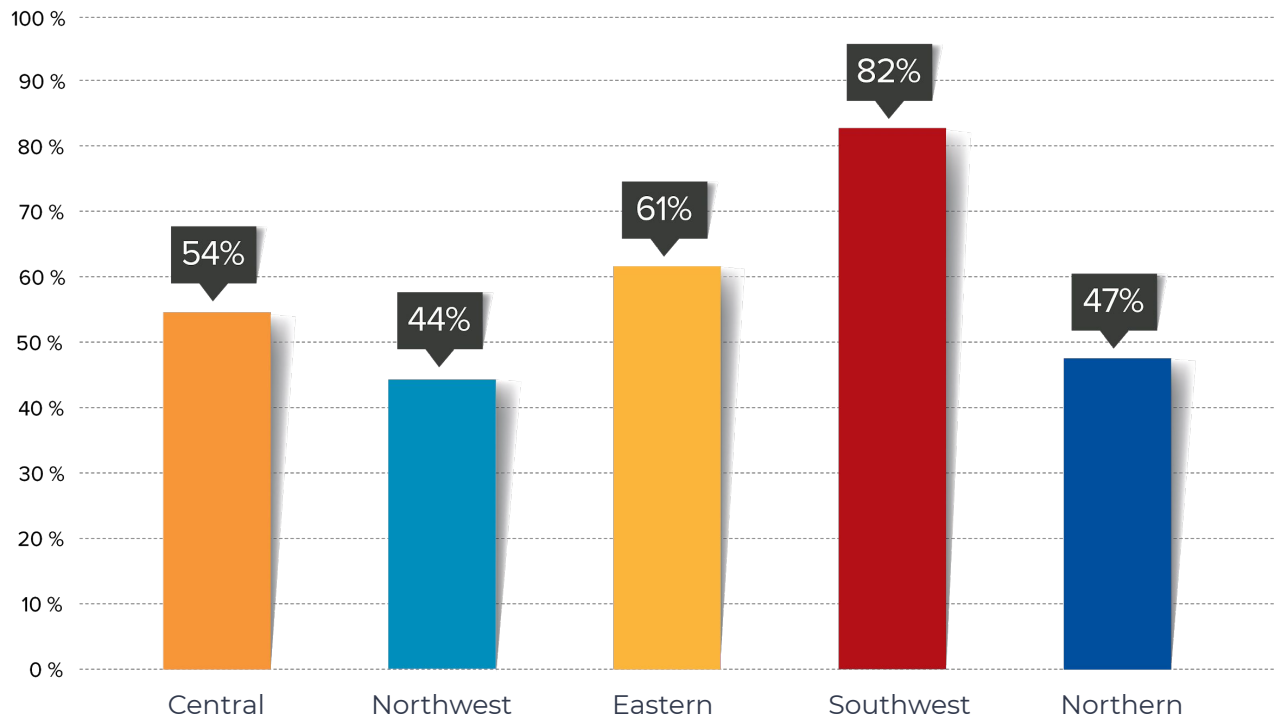
DIABETES BACKGROUND OVERALL



LIVING WITH DIABETES BY AGE



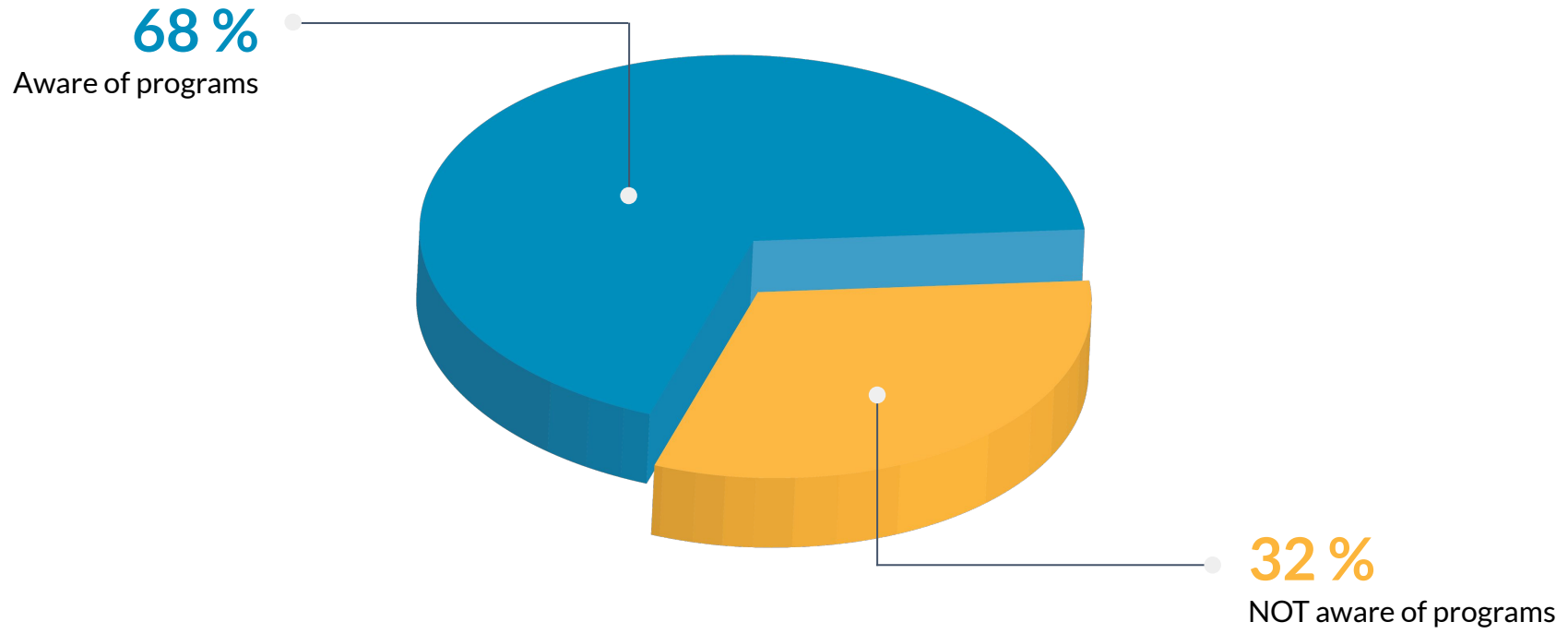
LIVING WITH DIABETES BY REGION



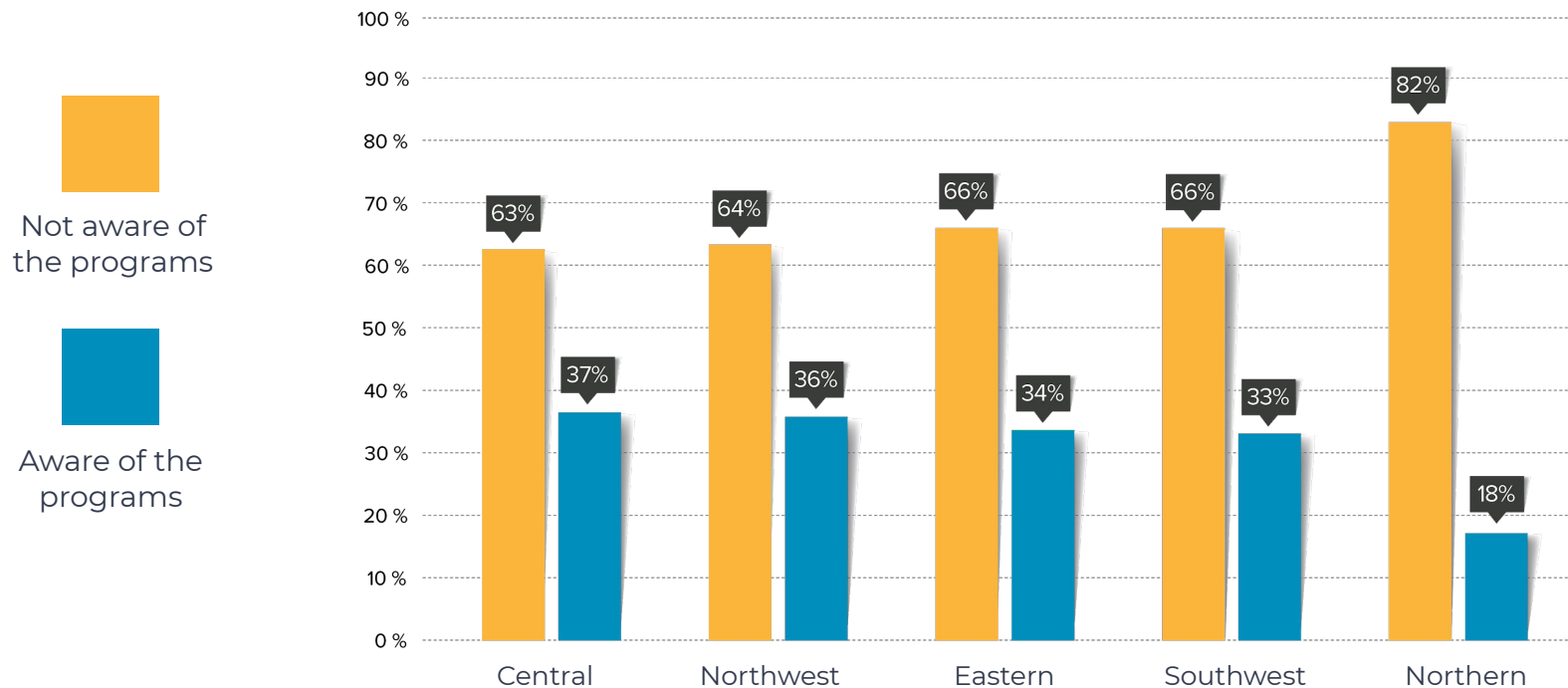
Awareness of Programs



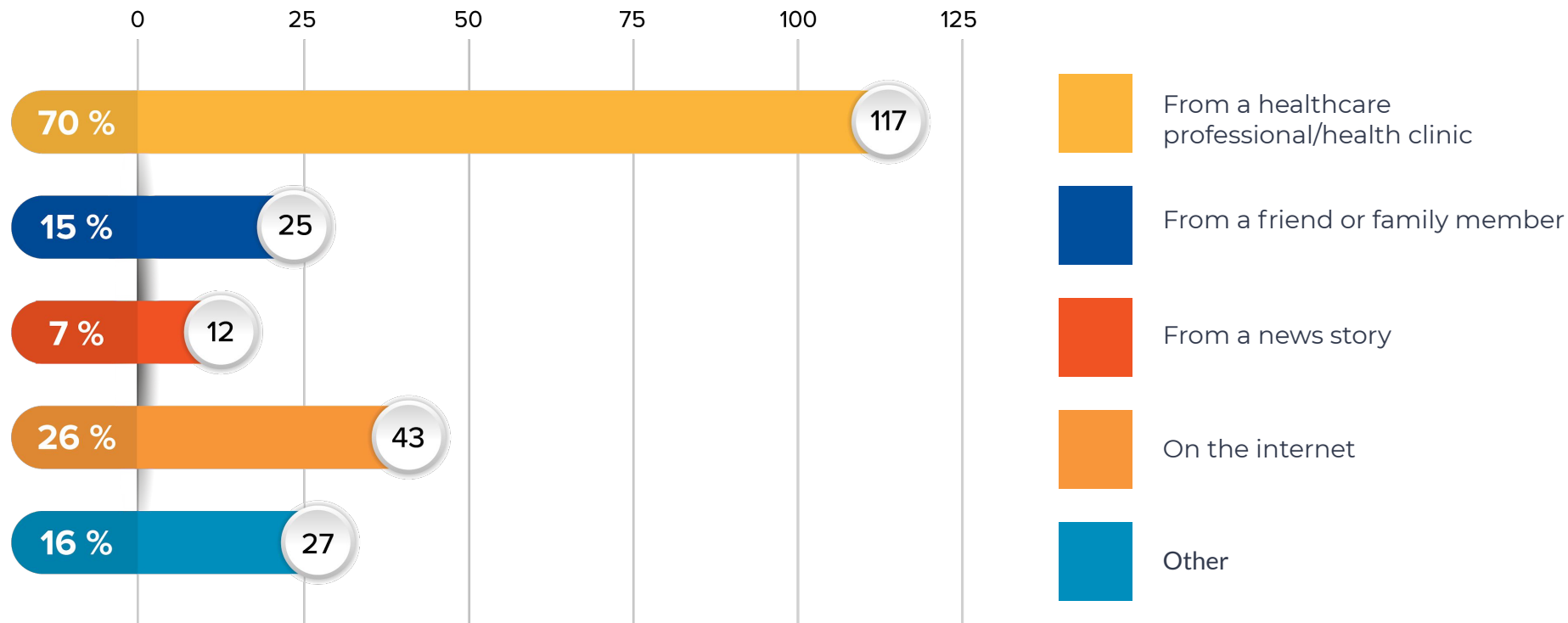
DIABETES PROGRAM AWARENESS



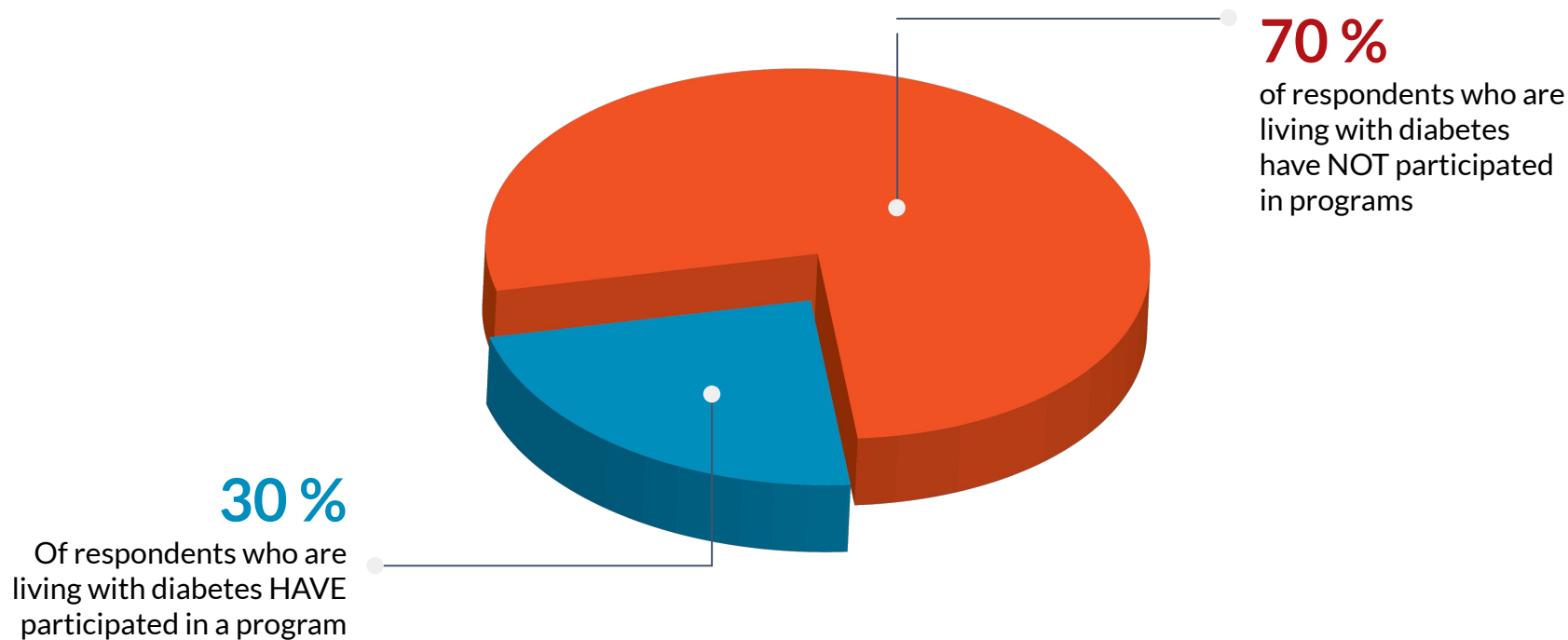
DIABETES PROGRAM AWARENESS BY REGION



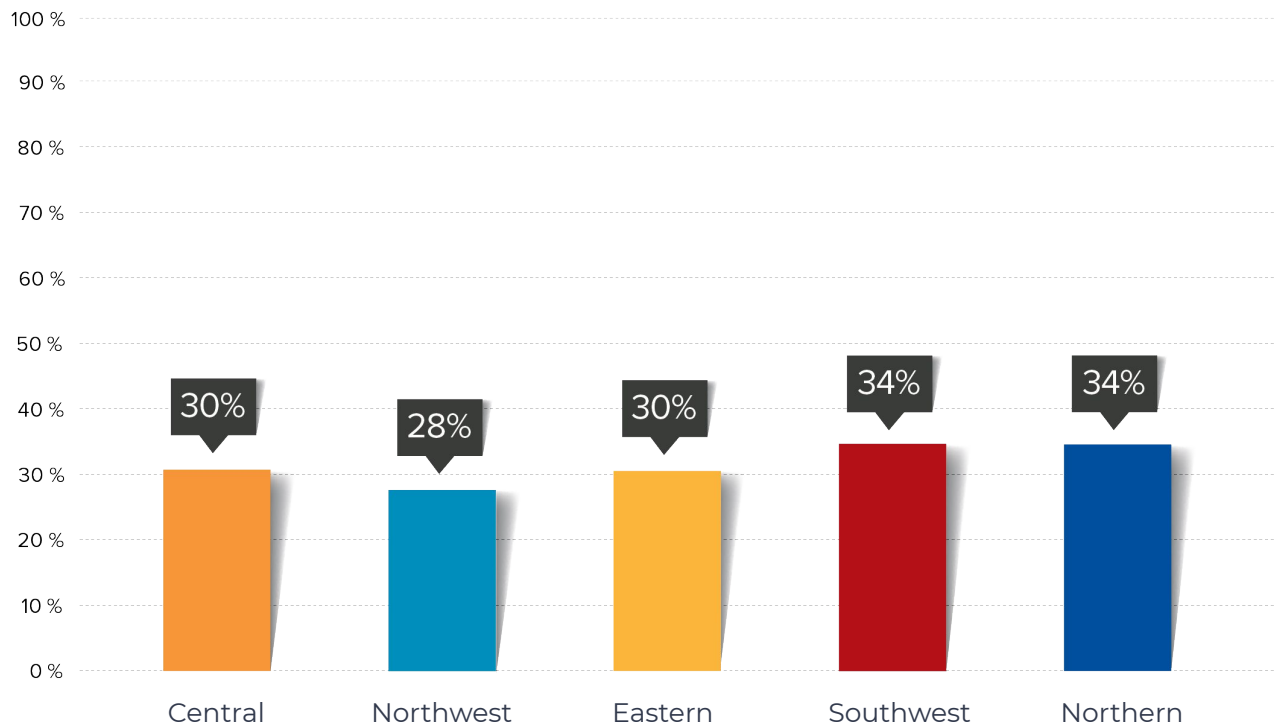
DIABETES PROGRAM AWARENESS BY SOURCE



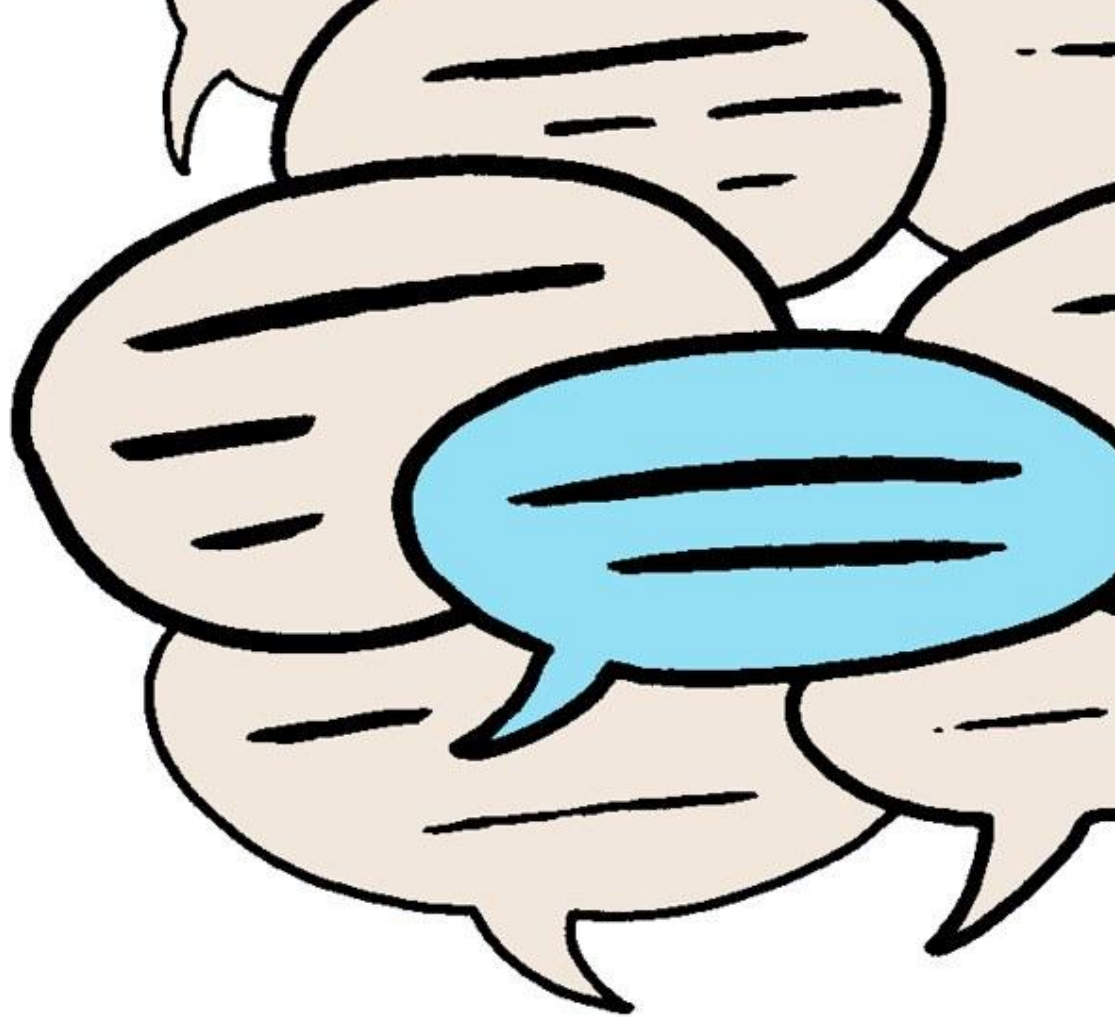
OF THOSE LIVING WITH DIABETES, HOW MANY HAVE PARTICIPATED IN A PROGRAM?



LIVING WITH DIABETES AND PROGRAM PARTICIPATION, BY REGION



Most Important Factors in a Program



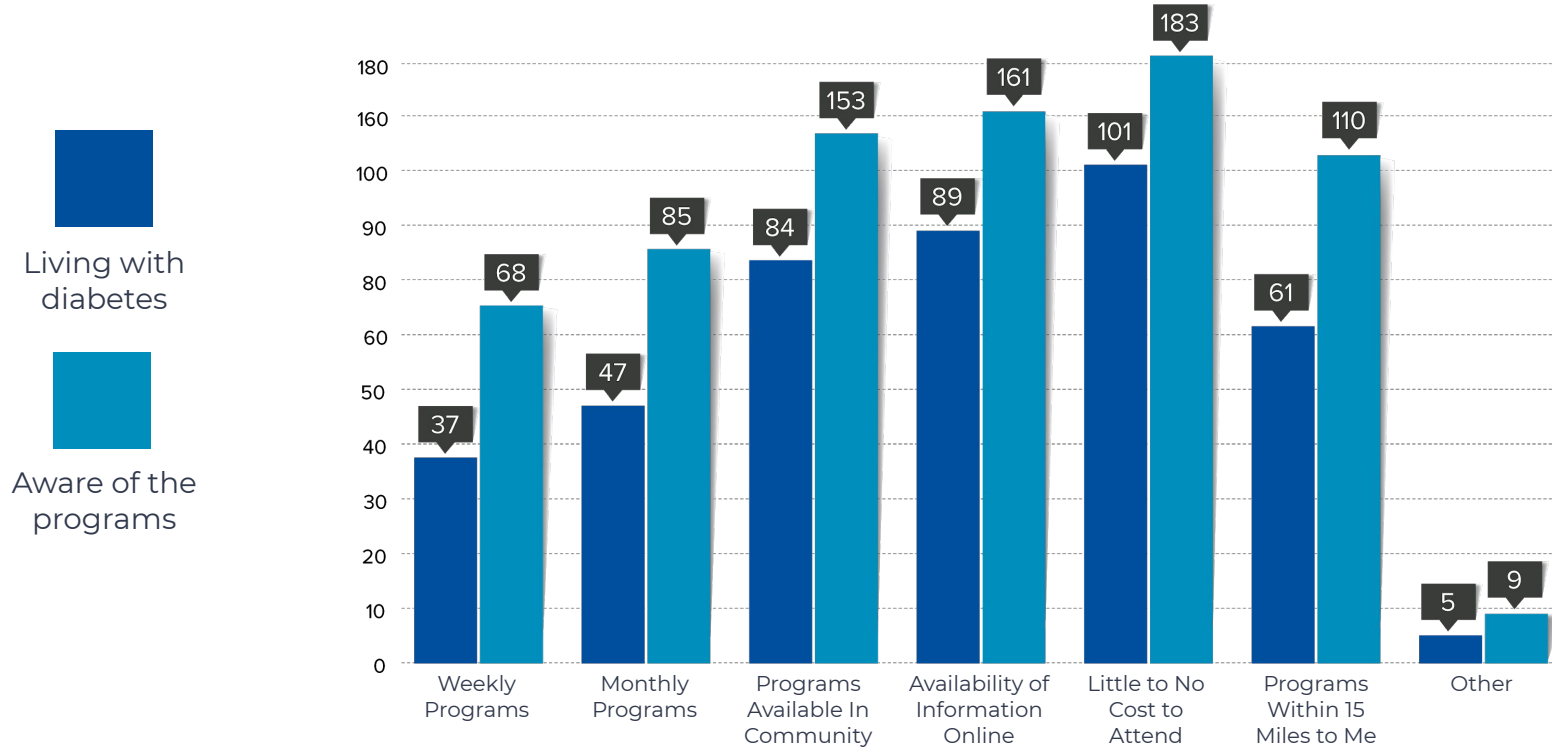
IMPORTANT FACTOR OPTIONS

- Weekly programs
- Monthly programs
- Available programs in my community
- Availability of information online
- Little to no cost to attend
- Programs within 15 miles to me

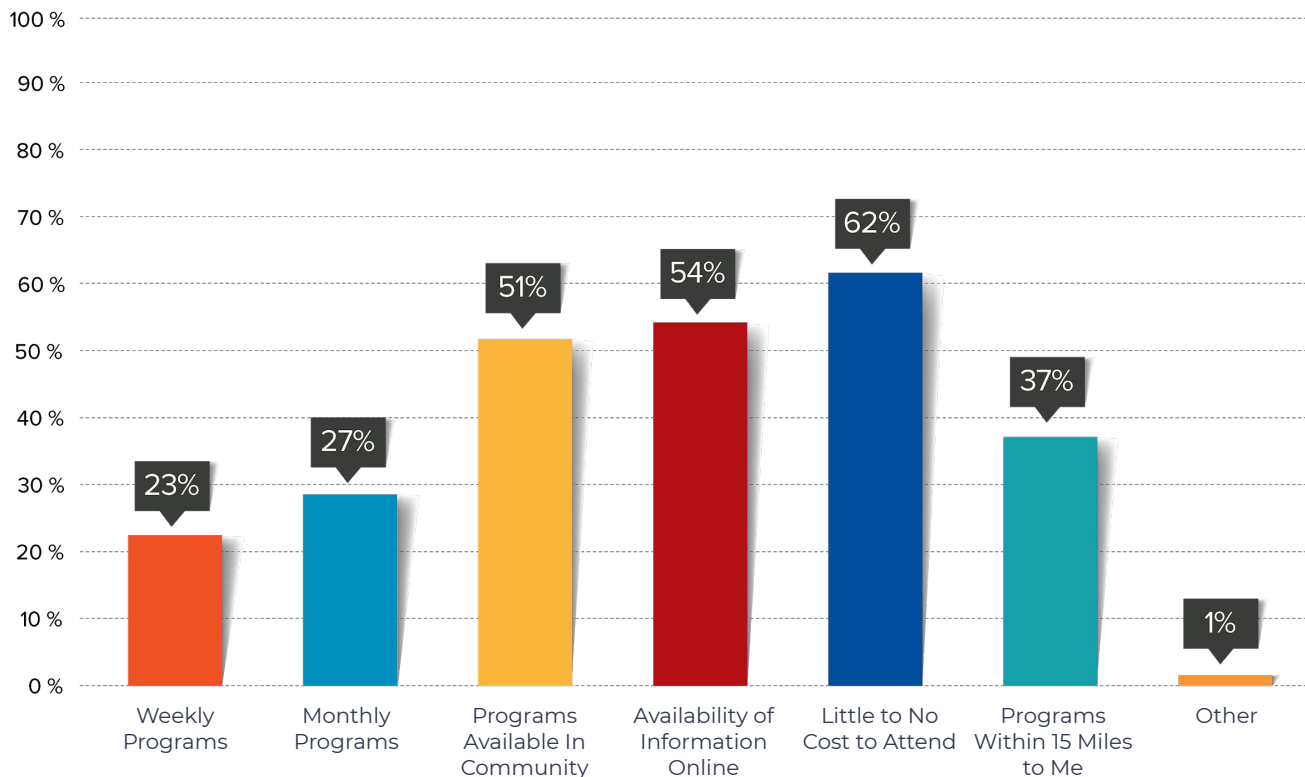
Online survey respondents were also given the option to add their own response under “Other.”

In-person interviews were asked appropriate follow-up questions to gather additional data on the respondent’s important factors, or perceived improvements to the programs.

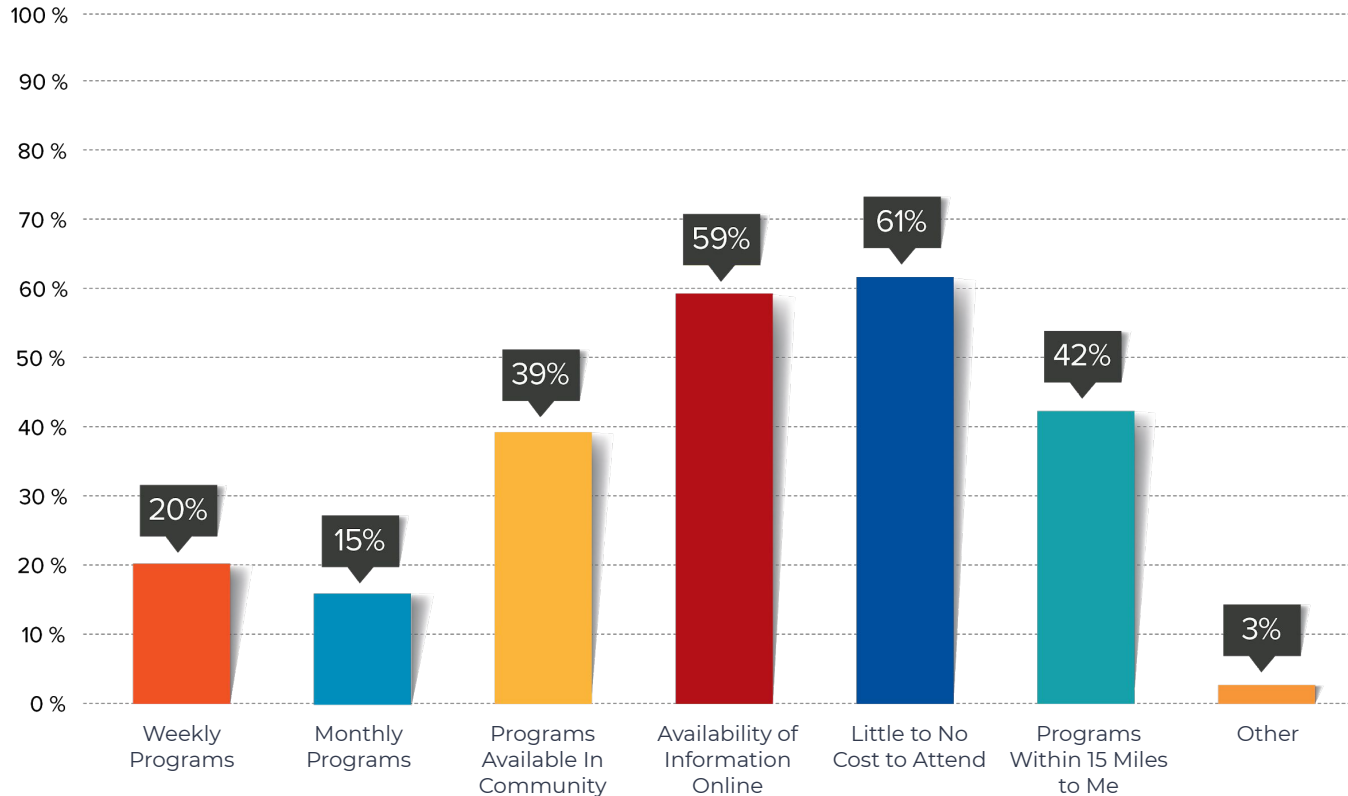
IMPORTANT FACTORS



IMPORTANT FACTORS: **CENTRAL, VA**

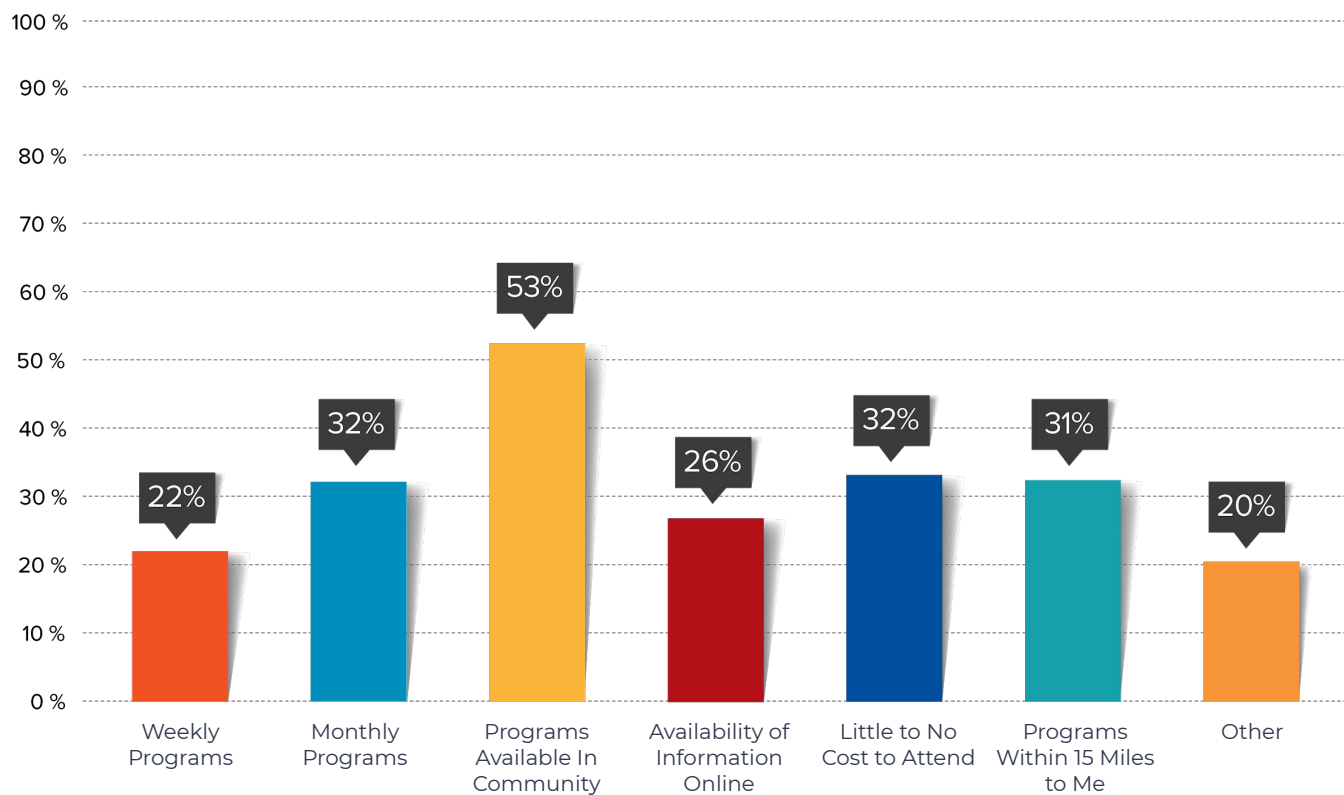


IMPORTANT FACTORS: NORTHWEST, VA

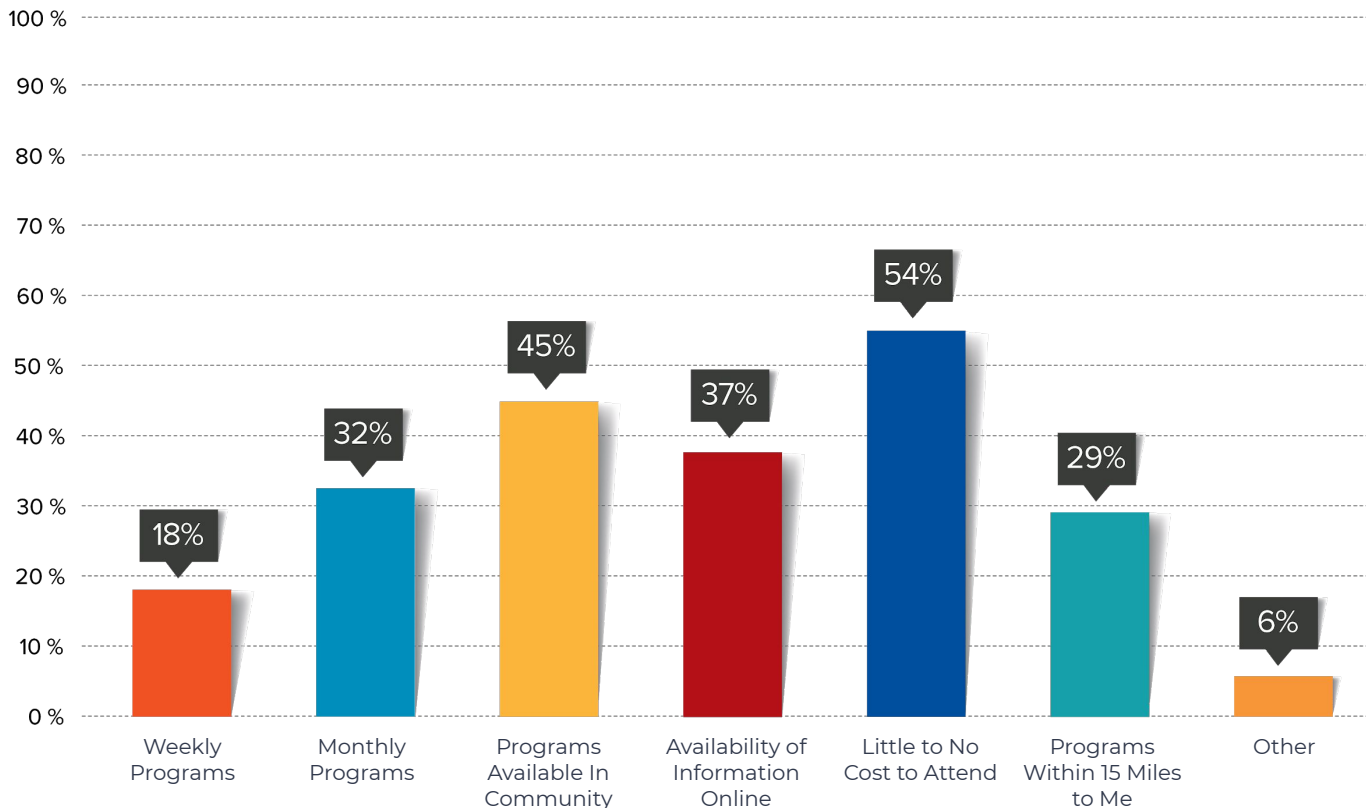




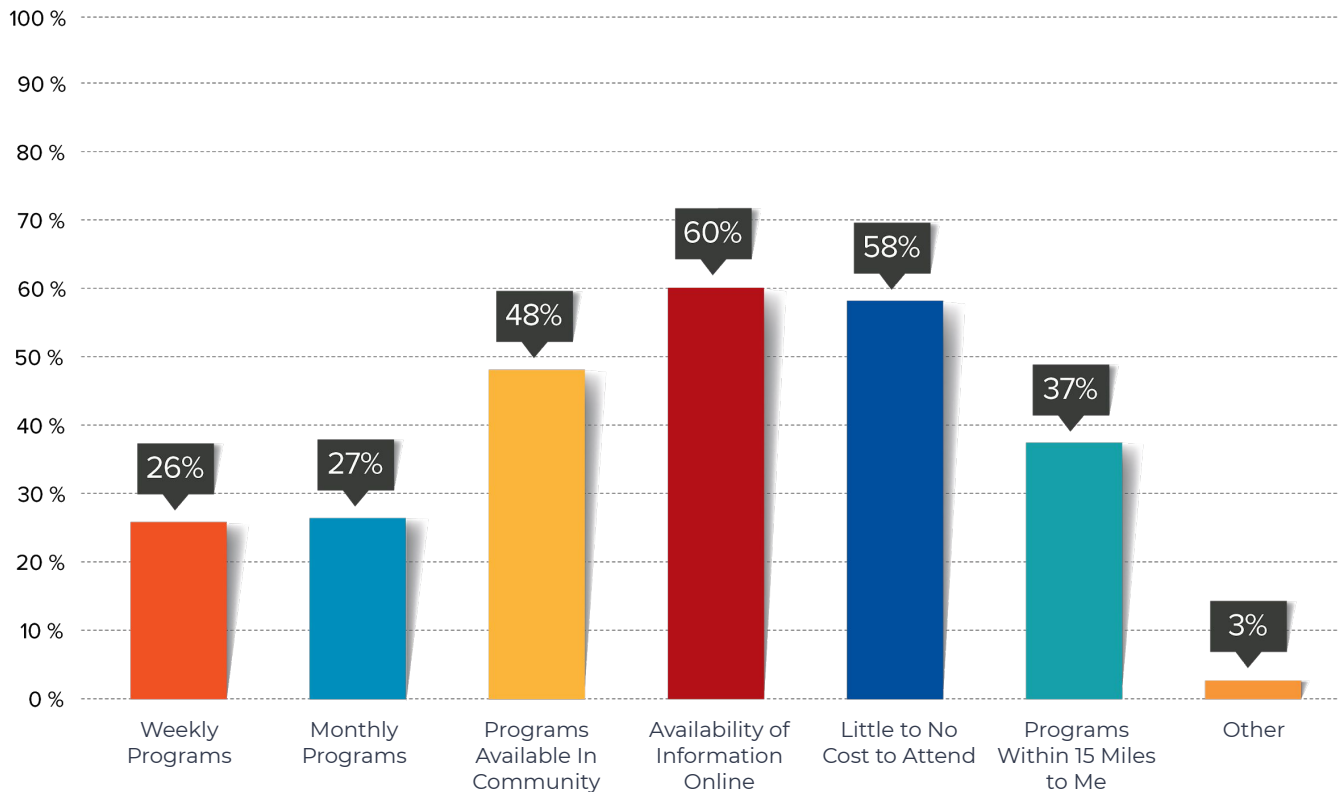
IMPORTANT FACTORS: **EASTERN, VA**



IMPORTANT FACTORS: SOUTHWEST, VA



IMPORTANT FACTORS: NORTHERN, VA



IMPORTANT FACTORS BY REGION

WHAT WE LEARNED – QUALITATIVE RESPONSES FOR “OTHER”

CENTRAL

Respondents wrote in that having a program “within 5-10 miles of Petersburg” would be great.

Another wrote in that they “wouldn’t attend a program because their diabetes is under control and they work with their doctor.” These are not who we are trying to reach, and likely won’t be convinced otherwise.

EASTERN

The Eastern region respondents wrote in that having programs after 5 p.m. is important to them as well as the involvement of a medical professional (this factor can be communicated in promotions).

NORTHERN

Free check ups and medication was important to respondents in the Northern region.

NORTHWEST

Respondents in the Northwest would like to know more about the programs before participating.

SOUTHWEST

The Southwest region had the most write-in input from respondents. They want the programs to be free, after work (5 p.m.), and to include both online and physical collateral.

Results from In-Person Interviews



IN-PERSON INTERVIEWS

WHAT VIRGINIANS TOLD US

*The majority of feedback was on the **benefit/value of attending the programs, awareness that the programs exist, and an understanding (or lack thereof) of what one will learn** by attending.*

*Secondly, several mentioned that **frequency and the hours of programs** was important to them, or a barrier.*

*Lastly, **travel/distance** and **cost** were mentioned seldomly, but not as often as the others above.*

Responses from Follow-Up Calls



FOLLOW-UP CALLS

THROUGH FOLLOW-UP PHONE INTERVIEWS, WE ALSO HEARD...

“... give us something new.”

Requests for more information on how to manage a diabetes lifestyle. There was an overwhelmingly amount of requests for information regarding **food/diet/nutrition**, with a few mentions of physical activity/exercise.

We also spoke to many people in-person and in follow-up calls that do not have diabetes themselves, but have someone close to them that does – these individuals expressed a high interest in learning information and ways that they can help their loved ones (any said they would attend a class to do so).



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THANK YOU!