



Leveraging Technology & Theory to Increase Readiness for and Enrollment in the DPP: A Demonstration Project

BACKGROUND

While progress has been made scaling the Diabetes Prevention Program (DPP), enrollment remains a challenge. Innovative strategies are urgently needed to increase engagement, particularly for underserved communities who bear a disproportionate burden of risk for diabetes and its complications.

bRight communities/comunidades bRillantes is a bi-lingual, interactive, tailored texting program based on the Transtheoretical Model of Behavior Change that was designed to increase:

- Readiness to engage in key health behaviors for diabetes prevention
- Engagement with community services to address unmet social needs to reduce barriers to enrolling in the DPP
- Readiness to enroll in the DPP
- Enrollment in the DPP

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PARTICIPATORY DESIGN

Extensive formative input on all aspects of the program and promotional efforts was captured via:

- A series of three 1.5-hour in-depth interviews to obtain input from 8 English-speaking and 8 Spanish-speaking community members
- Five 2-hour meetings with 10 community health experts from a wide range of community-based organizations
- Usability testing of a program prototype with 16 community members (8 English-speaking, 8 Spanish-speaking)

THEORY-DRIVEN SOLUTION

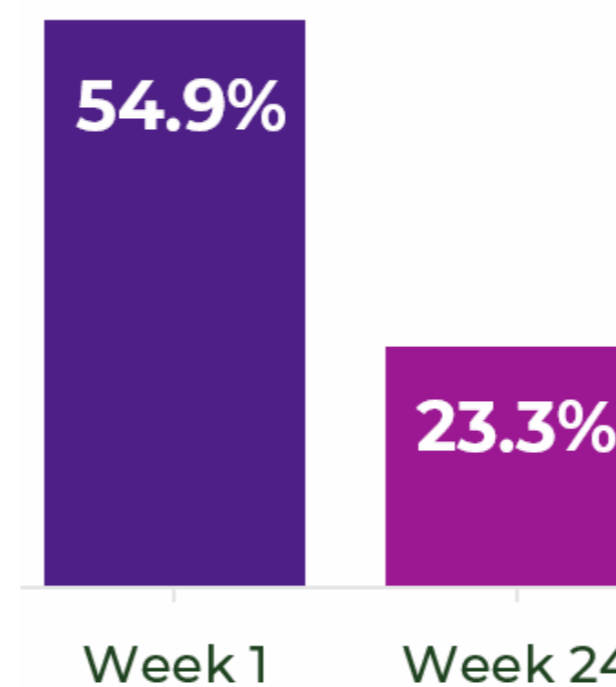
bRight communities is a population-based tailored text messaging program that provides individualized feedback based on:

- Readiness for healthy eating (fruit and vegetable intake)
- Readiness for physical activity
- Risk for prediabetes
- Readiness to enroll in the DPP
- Zip-code matched resources for unmet social needs

STATEWIDE PILOT TEST

Multichannel recruitment strategies implemented over 6 months resulted in a total sample of 432 community members (15% Spanish-speaking). Participants were invited to be engaged for up to 6 months and to complete an online follow-up assessment. The results below summarize changes from onboarding to 6-months for the 273 participants follow-up assessment completers (77.7% female; mean age = 40.02 years; 62.3% White, 26% Hispanic, 6.2% Black).

FOOD INSECURITY DECREASED



STAGES OF CHANGE



STAGE PROGRESS

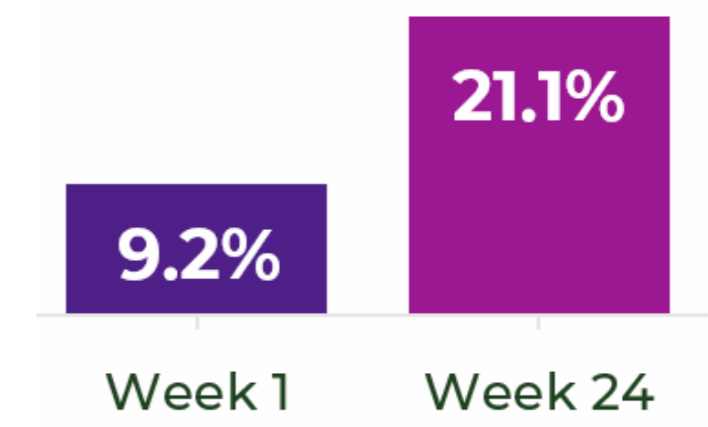
	% in Pre-Action	% Moving Forward	Week 1	Week 24	Effect Size
FV	92.3%	27%	2.5 cups	3.3 cups	d=0.44
PA	50.8%	34.1%	57.4 mins	110.4 mins	d=0.48

90.8%
in Pre-Action for DPP at Week 1

67.1%
in Precontemplation (PC) for DPP at Week 1

25.5% of those in PC at Week 1 moved forward one stage OR actively engaged in DPP

DPP ENROLLMENT INCREASED



CONCLUSION



bRight communities is a scalable and impactful solution with high acceptability (average star rating 4.2).

89.4%
read most or all texts

75.1%
liked frequency of texts