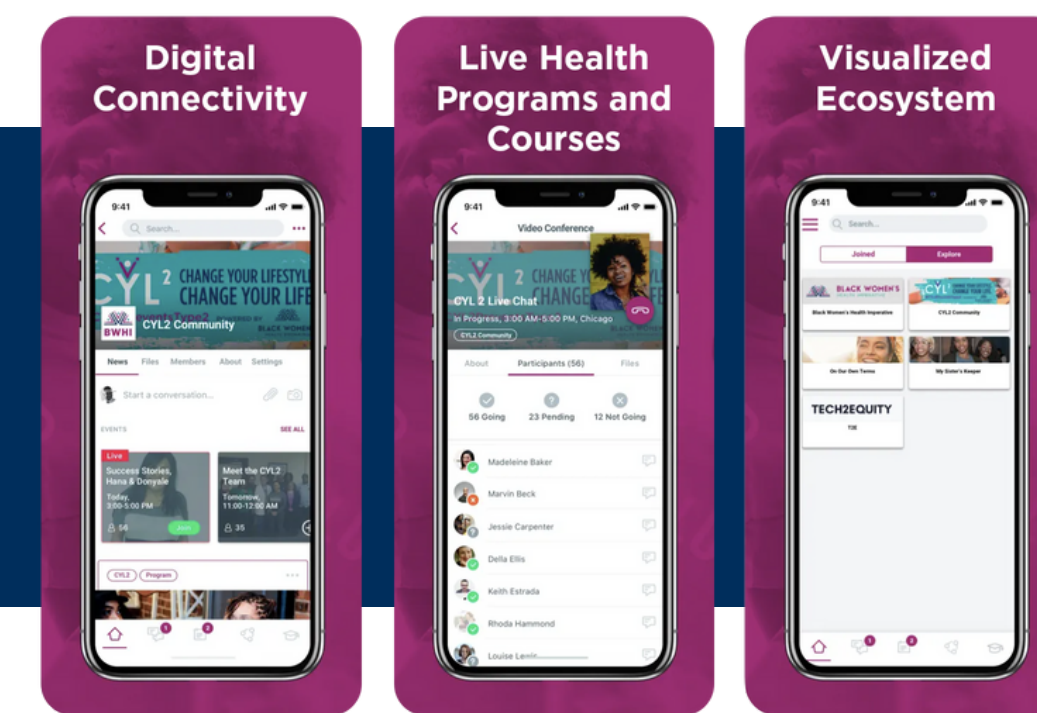


# The Digital Sweet Spot: Using Technology to Increase Access, Leverage Referral Networks, and Engage Black Women to Prevent Type 2 Diabetes

Leneé Reedus-Carson, MBA, Akidah Felder, MA, Paula S. Green-Smith, MA, Angela F. Ford, PhD, MSW

## Introduction

Before the COVID-19 pandemic, Black Women's Health Imperative (BWHI) began a process to become a CDC-approved virtual program provider of the National Diabetes Prevention Program (National DPP), which included creating a digital platform for program delivery. While the goal was to increase access and enrollment, other strategies were required to engage a more significant number of Black women and to keep participants engaged virtually once enrolled. This poster describes how the BWHI App and other digital tools were optimized to promote participation and retention in the program.



## Find Your Tribe: Building a Virtual Community With the BWHI App

### Overview of App Development

In October of 2020, BWHI launched the distance learning program that introduced its CDC-approved curriculum, culturally tailored for Black women and delivered in the new BWHI app, one of the big milestones. The BWHI App is a culmination of several resources, including virtual classes and public communities, where BWHI shares health and wellness content. In partnership with AARP, they identified two rural and two urban cities where virtual events were hosted to introduce the BWHI App and the CYL<sup>2</sup>™ virtual classes. Those cities were Tuscaloosa, AL, Natchitoches, LA, Detroit, MI, and Atlanta, GA. While BWHI only expected to enroll participants from these selected cities, they received responses from all over the United States, allowing them to open enrollment to anyone who was eligible.

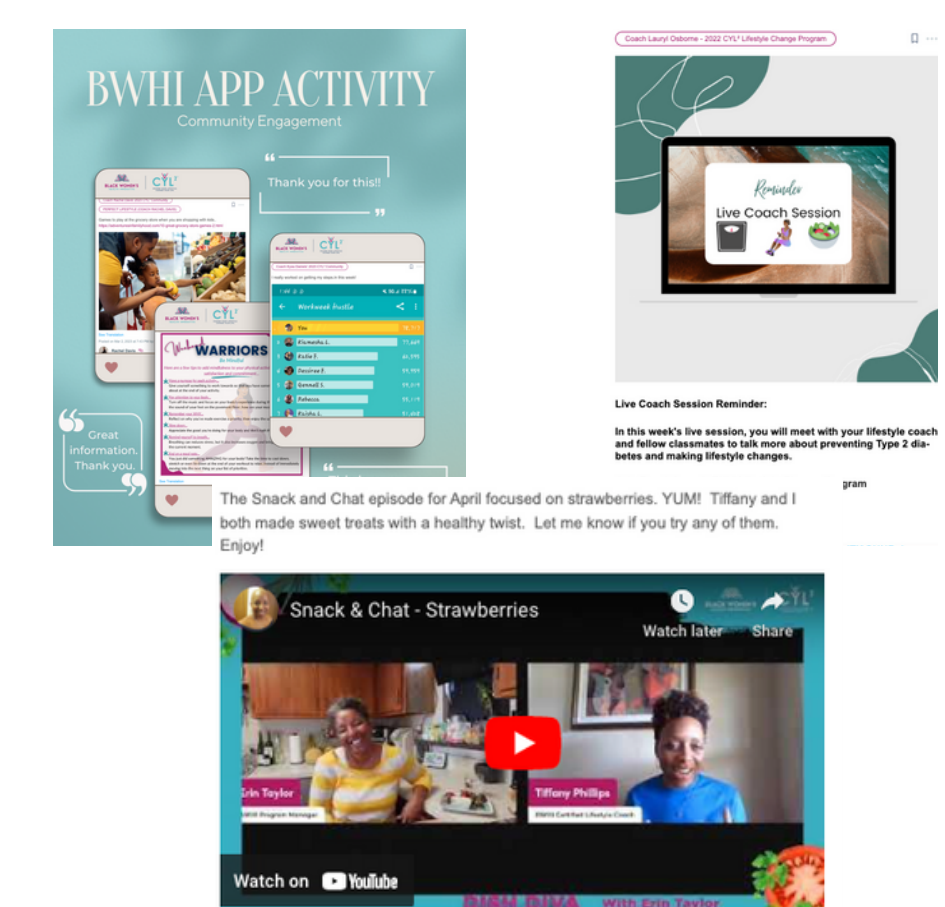
### Virtual Program Delivery for Black Women

While BWHI emphasizes enrolling Black women and Latinas, the CYL<sup>2</sup>™ program is open to anyone meeting the CDC eligibility guidelines. To design a curriculum for Black women, feedback was obtained from the target audience, including participants, lifestyle coaches, and virtual event attendees. The curriculum and supporting documentation were submitted to CDC and underwent an extensive review and approval process before delivering the content to participants.

Based on feedback from Black women, BWHI added 5 modules to the PreventT2 curriculum:

- Chronic Stress, Intersectionality, and Lived Experience
- Practice Self-Care for Life!
- Aging Like a Fine Wine: Achieving Weight Goals During Mid-Life
- More About Aging Like a Fine Wine: Hormones and Menopause
- What's Money Got to Do With It?

### App Features



In addition to the live CYL<sup>2</sup>™ virtual classes led by certified lifestyle coaches, the BWHI App offers virtual communities that function as communication hubs available to the public. BWHI also hosts virtual events like cooking demonstrations and live supplemental sessions featuring lifestyle coaches and wellness influencers.

There is an option to create and manage private communities where access is allowed for specific members. The distance learning program and public and private communities are great ways to discuss health and wellness, offer support, and access content about nutrition, stress, self-care, and other topics.

Download the BWHI App for a closer look!



SCAN ME

## Change Your Lifestyle. Change Your Life.™

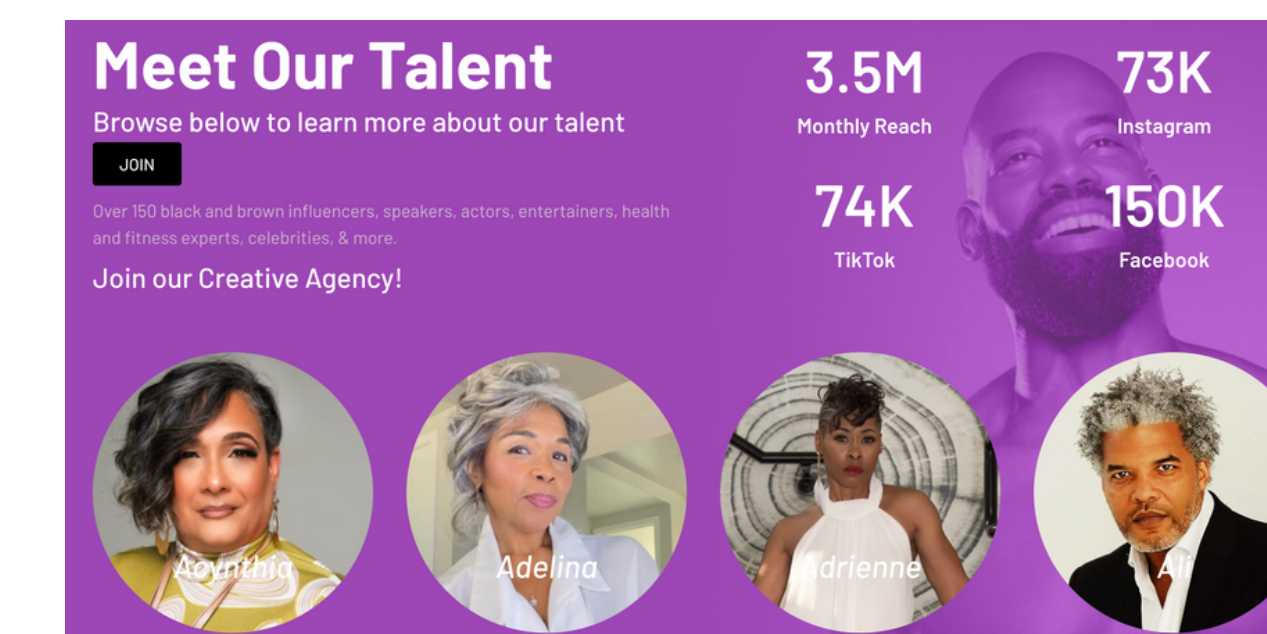
**Change Your Lifestyle. Change Your Life.™** (CYL<sup>2</sup>™) is the Black Women's Health Imperative lifestyle change program delivered through a cooperative agreement with the Centers for Disease Control and Prevention (CDC), as part of their National Diabetes Prevention Program. Since its inception in 2012, BWHI has expanded CYL<sup>2</sup>™ to several cities throughout the United States. CYL<sup>2</sup>™ is a yearlong lifestyle change program that gives participants tools and support to help prevent type 2 diabetes and other chronic conditions such as heart disease, high blood pressure, and high cholesterol. Affiliates offering the program focus on providing it to those most at-risk, such as African Americans, Latinos/Hispanics, and Medicare and Medicaid beneficiaries.



## Strategies to Target Black Social Media Influencers Who Support Increased Virtual Program Enrollment

### Pitching and Relationship-Tracking

- |   |   |
|---|---|
| <b>Reasons to engage influencers:</b>   | <b>Key ingredients for a pitch:</b>   |
| <ul style="list-style-type: none"><li>• Most influential channel</li><li>• Builds brand trust</li><li>• High engagement rate</li><li>• Extra brand exposure</li></ul> | <ul style="list-style-type: none"><li>• Explain the benefit</li><li>• Provide specifics</li><li>• Create deadlines</li><li>• Craft a compelling pitch</li></ul> |



### Converting Content: Defining Deliverables and Repurposing Influencer-Generated Content to Target Populations

Your brand can maximize its investment by repurposing creator content and:

- Reposting on the brand's social
- Sharing in email campaigns
- Reposting on the brand's website or blog
- Reusing in digital ads
- Cross-promoting with other campaign influencers
- Reusing for in-store displays
- Creating a media package for influencers



### A Quick Guide to Influencer Metrics: A Visual Explainer Guide That Leverages BWHI Black Influencer Data Sampling

- **Return on investment (ROI):** Defined simply as the revenue or profit generated from an influencer campaign divided by the cost.
- **Cost per acquisition (CPA):** The amount of money you spend to get one customer.
- **Brand awareness:** Increase your brand awareness among potential customers as well as influencers themselves. A good way to measure is by comparing before and after statistics on Google Trends.
- **Brand sentiment:** Check the negative and positive sentiments toward your product/brand name on social media platforms.
- **Website visitors:** Assess your website visitors before, during, and after influencer campaigns to see their impact.
- **Reach and engagement:** Track influencer content so that you can measure likes, shares, and backlinks.
- **Influence engagement rate (IER):** Calculates the ratio between the number of engagements and the number of followers that influencers had at the time they posted your campaign.
- **Sales or conversions:** Measure the impact of your influencer marketing campaign.

## The 2020 Transition: Using Technology to Train Coaches and Keep Participants Engaged

### The Transition From In-Person to Virtual Coach Training

- **Zoom:** Virtual training has been offered since the onset of the pandemic, making training opportunities more accessible to a larger audience, and making attendance more convenient.
- **BWHI App:** The app leverages the use of a digital application and technology as communications and training tools.
- **Gamification Strategies:** Master trainers use interactive activities that enhance the learning experience to increase virtual training engagement and motivation, and boost attention span.

### Training Coaches to Use Tech Platforms, Tools, and Resources to Recruit, Enroll, and Engage Program Participants

Lifestyle coaches:

- Create a safe space for all participants to reflect and self-assess
- Expect and plan for distractions and disconnection
- Put forth extra effort to keep participants engaged and on track
- Include more activities and screen actions
- Incorporate physical interaction every 3-5 minutes
- Add visual engagement every 90 seconds
- Take the "pulse" of participants to understand what they are feeling and how to promote their success

### Tried and Tested Tech Tools and Practices That Were Used to Keep Participants Engaged



Zoom, the BWHI App, and gamification strategies are utilized for virtual program delivery. To increase engagement in virtual settings, coaches integrate:

- Mindfulness exercises
- Interactive activities like "Brainstorm and Rank," "Pair Up and Chat," and "Signs of Stress Bingo"
- Group playlists
- Virtual healthy snacks and cook-offs
- Sketchnote or Doodle
- Group activities between sessions
- Family involvement

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