

Diabetes Care and Education on YouTube: What You Need to Know About?

Han-Hung (Floyd) Huang, PT, PhD, Thomas Dunn, SPT, Desiree Leija, SPT, Sarah Trevino, SPT

Department of Physical Therapy, Angelo State University, San Angelo, TX



1. Why YouTube?

- 94% U.S. adults have heard of YouTube^[1]
- 81% U.S. adults ever use YouTube^[2]
- The reasons people turn on YouTube:^[3]
 - Entertainment
 - Education
 - Inspiration/Motivation
 - De-stress/Relaxation
- People with health conditions watched health-related videos on YouTube:^[4]

Health Conditions	% of Respondents
Hypertension	40.4 %
Diabetes	36.6 %
Heart Disease	29.6 %

- The potential of YouTube for diabetes care and education:
 - Extending the care and service provided by DCES after client visit
 - Enhancing client's retention of knowledge and information about diabetes
 - Empowering the client in diabetes management
 - Health equity: Providing easy access to underserved and under-resourced populations to obtain information about diabetes

2. What are the available resources?

- Popular YouTube channels based on subscriber count:

	YouTube Channel	Subscriber Count	Video Count	Video Views	Joined Year
1	Jason Fung	1.01M	131	52.2M	2011
2	SugarMD	606K	842	83.8M	2019
3	Mary Comeau	518K	168	207.9M	2022
4	Health Coach Kait	424K	776	31.8M	2017
5	Diabetes Smarts Program	363K	188	34.8M	2019
6	Beat Diabetes!	265K	548	30.7M	2017
7	Diabetics Talk	153K	211	13.6M	2021
8	Beat Your Diabetes	117K	482	16.9M	2016
9	Healthy Habits	109K	532	2.4M	2012
10	DIABETES CODE	56.9K	34	5.3M	2016

(M: Million; K: Thousand)

- Scan QR code for the links and references:



3. Are they good enough?

- Most research suggested that diabetes-related videos on YouTube are considered low in quality and reliability, and the odds of finding misleading information are high ^[5-9]
- Video quality is variable and might not be associated with popularity metrics (likes, views, subscriptions, etc.) ^[9-10]
- Video content might be useful for your clients with cautious assessment ^[11]

4. How to use YouTube wisely?

- Clinical applications
 - Look for relevant videos on YouTube and review the content carefully
 - Perform critical appraisal to assess the sources, reliability, accuracy, comprehensiveness and overall usefulness of the videos
 - Be specific when recommending YouTube videos or channels to your clients instead of just telling them "Go and watch YouTube..."
 - Alert your clients that there is possible misleading information on YouTube videos
 - Offer clients ways to further discuss with you when they have questions after watching the videos
- Create your own channel or help on developing a channel (Scan QR code and see our example: *Stay Active 4 Diabetes*)
 - The significance behind every single view
 - More influence and larger impact
 - Building communities ^[12]
 - Client engagement, peer support and research
 - Your professional development
 - Lifelong learning and continuing education
 - Reputation and social responsibility
 - A potential marketing tool for your career
 - Promoting the profession of DCES