

Social Network Influence on Individual Interest to Uptake Diabetes Prevention Program: Preliminary Study

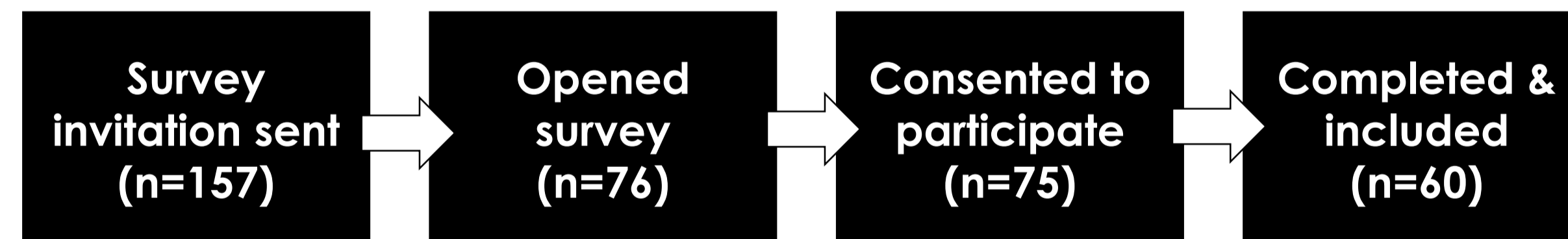
Shinduk Lee,^{1,2} Sara E Simonsen,¹ Bryan Gibson¹
¹ University of Utah; ² Texas A&M University

INTRODUCTION

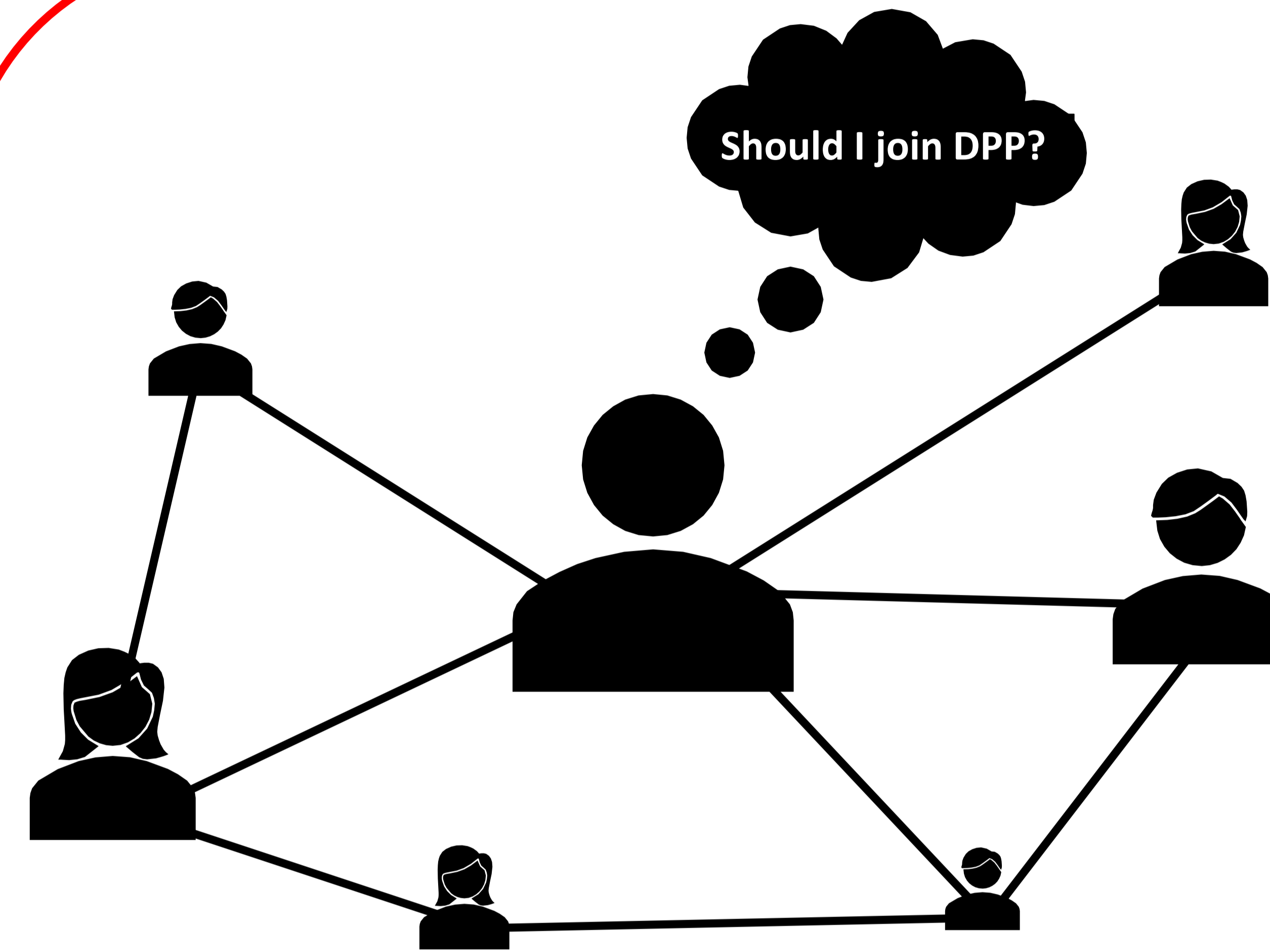
- Nearly 96 million US adults are estimated to have prediabetes and are at high risk of developing type 2 diabetes.
- Intensive lifestyle education and support can reduce the risk of developing diabetes.
- Gaps:
 - Low rates of participating in diabetes prevention program (DPP) diminish its public health impacts.
 - Limited understanding of how individuals make DPP enrollment decisions – especially related to their social contexts
- Objective: To examine effects of social norms on individual's interest in enrolling in the DPP

METHODS

- Built on existing 3-armed RCT examining different strategies intended to promote DPP enrollment.
- A sub-group of RCT participants were invited to complete an online, cross-sectional survey



- Outcome variables:
 - Request to be referred to DPP (n=23)
 - Interest in enrolling in DPP (n=47)
- Survey data
 - Multiple name generators
 - Whom discuss important matters with
 - Whom discuss health issues with
 - Whom spend most time with
 - Whom feel close to
 - Social network member descriptors
 - Demographic characteristics
 - Relationship
 - Subjective (Approving/Being supportive of/Encouraging) and descriptive norm towards DPP participation



Key takeaways:

- Social network environment may contribute to individual decision to be referred to DPP.**
- Larger study is needed to better characterize the social network determinant that can be leveraged to facilitate DPP enrollment.**
 - E.g., Would indirect recruitment through network members be feasible and effective in boosting enrollment in DPP among adults-at-risk?**

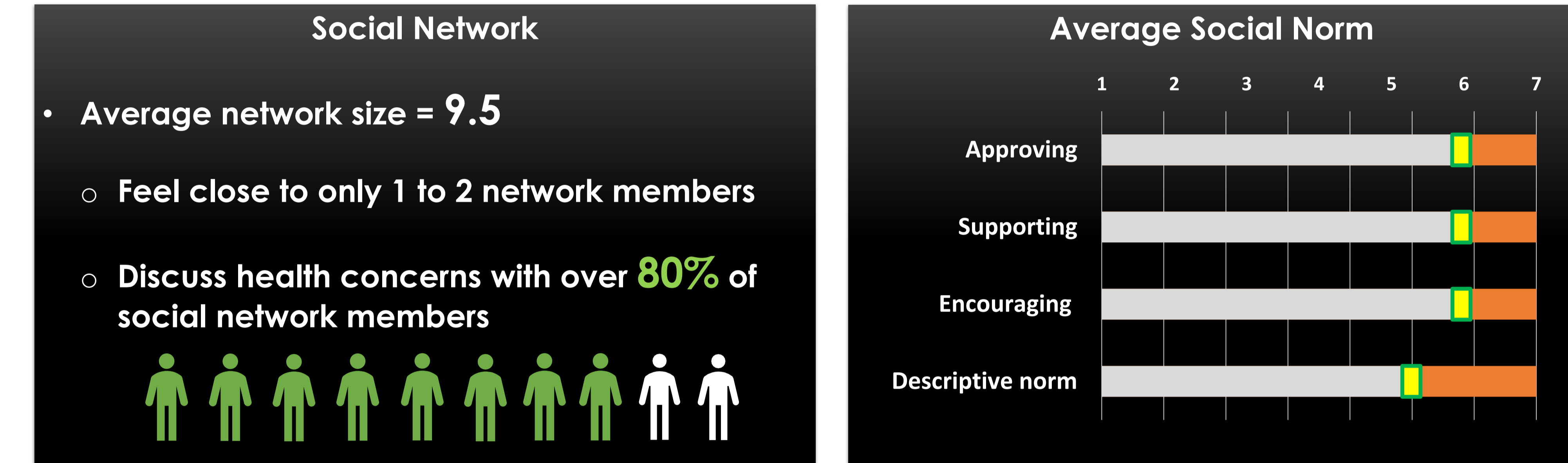


Table 1. Independent group t-test for comparing subjective and descriptive norm scores from network members whom study participants discuss their health concerns with: (a) refer vs. not to refer; (b) interested vs. not interested

(a)	Mean ± SD		t	Cohen's d	P
	Refer	Not to refer			
Approving	6.25 ± 0.78	5.24 ± 0.43	2.16	1.35	0.044
Supporting	6.22 ± 0.78	5.35 ± 0.61	1.82	1.13	0.085
Encouraging	6.27 ± 0.78	5.35 ± 0.61	1.94	1.21	0.067
Descriptive Norm	5.62 ± 0.92	5.17 ± 0.35	0.82	0.51	0.423

(b)	Mean ± SD		t	Cohen's d	P
	Interested	Not interested			
Approving	6.24 ± 0.64	6.00 ± 1.04	0.90	0.28	0.375
Supporting	6.19 ± 0.64	6.02 ± 1.06	0.65	0.20	0.521
Encouraging	6.21 ± 0.68	6.03 ± 1.03	0.70	0.22	0.488
Descriptive Norm	5.37 ± 1.08	5.35 ± 1.01	0.06	0.02	0.955

DISCUSSION

- While preliminary, the study describes potential social network influence on individual decision to be referred to DPP.
- Implications for future study
 - Larger study to confirm the study finding
 - Who are the network members whom adults at risk discuss health concerns with?
- Limitations
 - Small sample size