

“Let’s Beat Diabetes” South Asian Plan, Activity and Results

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Why “Lets Beat Diabetes”

Our priorities are recognisable

- ~ 9% of South Asian (Indian) adults have diagnosed diabetes
- ~ 11% of all Pacific adults have diagnosed diabetes
- ~ 7% of Maaori adults have diagnosed diabetes
- ~ 5% of European adults have diagnosed diabetes
- higher incidence for families that live in areas of high deprivation

Nearly half of all South Asian people will have diabetes by the time they reach 65 years of age at current rates.



South Asian Activity

- LBD South Asian Community Action Plan completed in 2008/09 financial year
- South Asian Project Manager contracted from East Health PHO to help facilitate and drive this area of action
- 3 South Asian Community Gardens funded
- South Asian Lifestyles Coordinator funded two days per week through ProCare, Total Health Otara and Lets Beat Diabetes
- Active recruitment of South Asian Leaders for Self Management Education training
- Physical activity opportunities for the community under development through CM Active
- Participation by two groups to date in a Nutrition Education
- South Asian Leaders Programme under development





Background and objectives

- The initial LBD "Swap2Win" 2007 campaign was evaluated previously October 2007
- A new campaign launched mid-October 2008
 - Change in direction of the LBD Marketing campaign progressing from a platform of 'obesity' to a specific focus on diabetes
- The objective of this monitor was to evaluate the impact of the first two stages of this new campaign
 - October to December 2008
 - April to July 2009



Research methods

- Two CATI (Computer Assisted Telephone Interviewing) surveys undertaken between 9 - 14 December 2008 and 29 June to 11 July 2009
 - Ethnic interviewers
- Budget constraints necessitated limited sample sizes, especially for the initial survey monitor
- The achieved samples were

	2008	2009
Maaori	44	110
Pacific	41	80
South Asian	64	100
Other Asian	34	46
Other	83	132
TOTAL	255	401

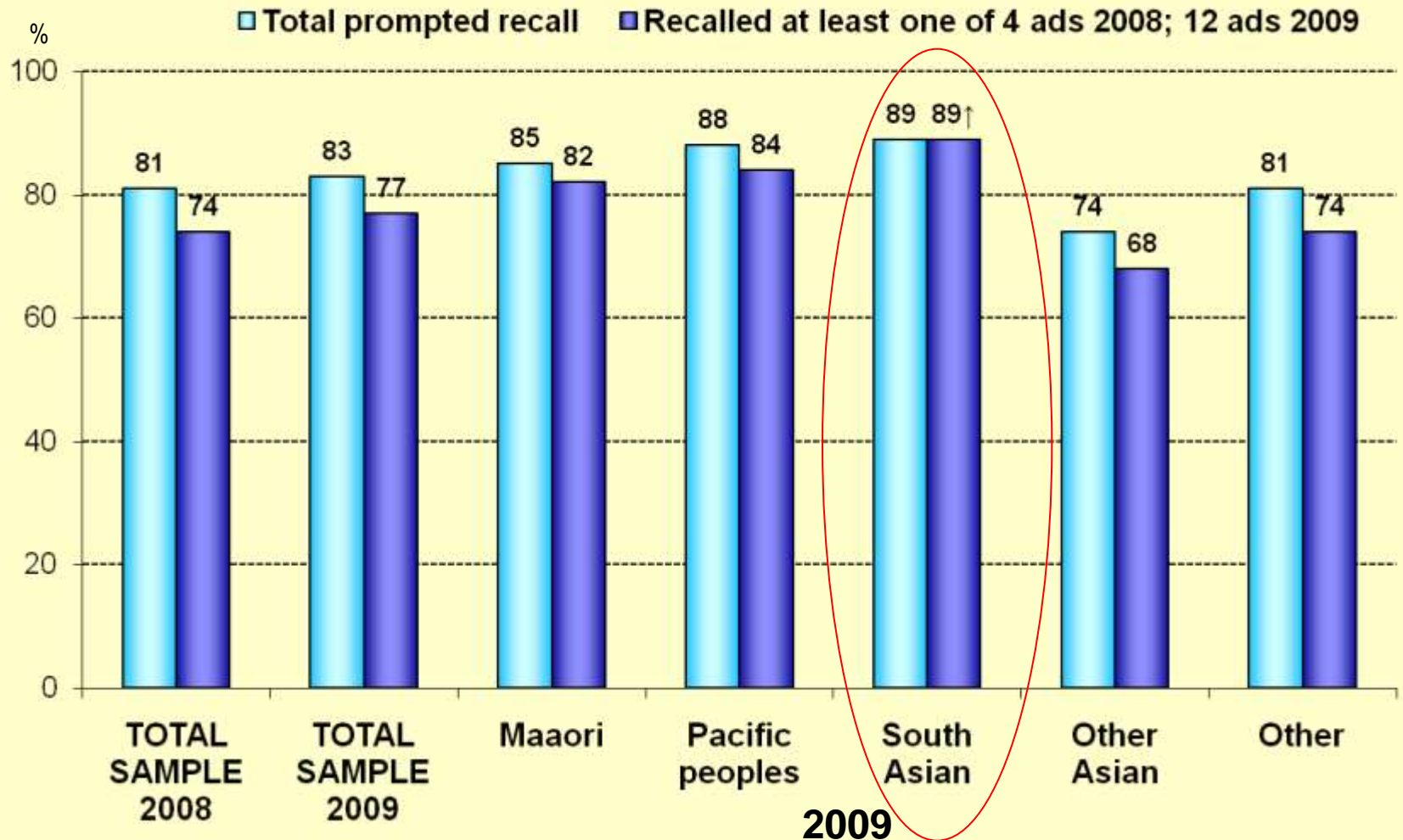
Note that people can be in more than one ethnic group

Analyses based on ethnic groups do need to take small sub-sample sizes into account



Advertising recall

Prompted ad recall



Ad recall among groups

In 2009...

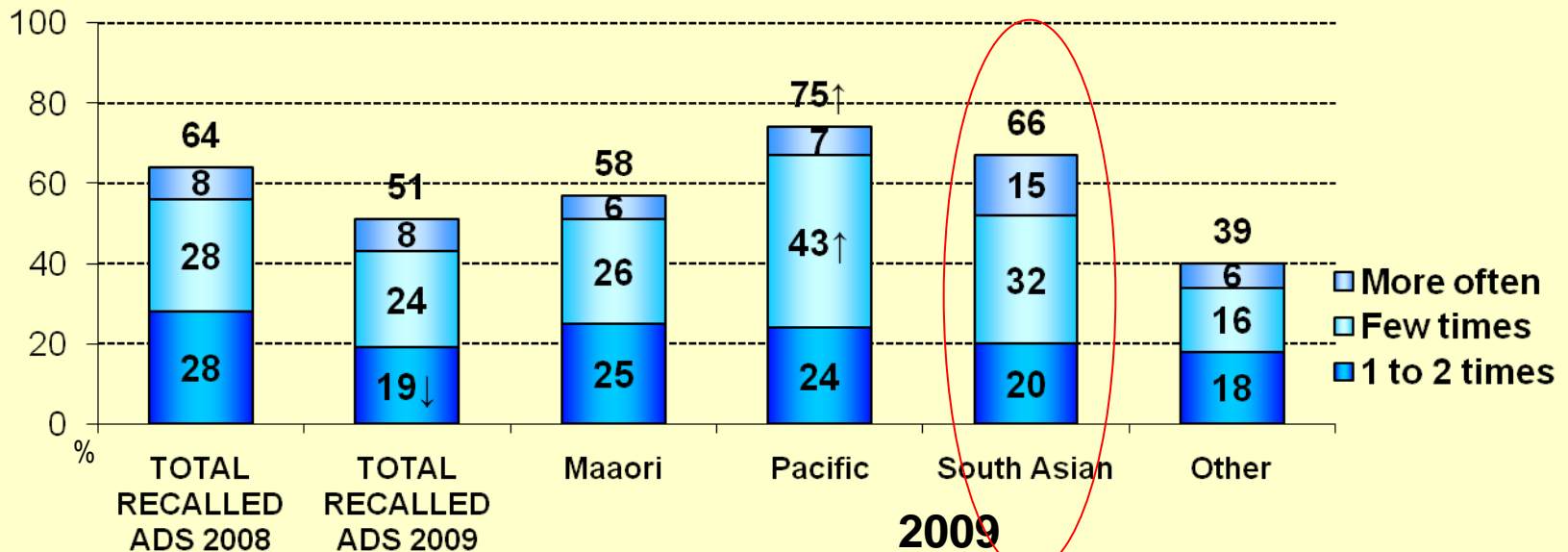
- ① 83% prompted recall among "at risk" group (overweight, obese, have diabetes, or family history of diabetes)
- ① Those with family history of diabetes particularly high (86%)
- ① Prompted recall no significant difference for females (85%) versus males (82%)
- ① No significant difference by age
- ① Recall was at 89% in high deprivation areas (NZDep 9-10) and medium deprivation areas and significantly below this at 62% in low deprivation areas



Discussion of the ads

- Discussion is likely to increase the impact of the ads
- High level of discussion in both surveys
- Men (32%) were as likely as women (32%) to discuss them at least "a few" times
- 16 to 24 years were more likely to discuss them at least a few times (43% vs 32% overall)
- People from high deprivation areas were also more likely to discuss them at least a few times (40% vs 32% overall)

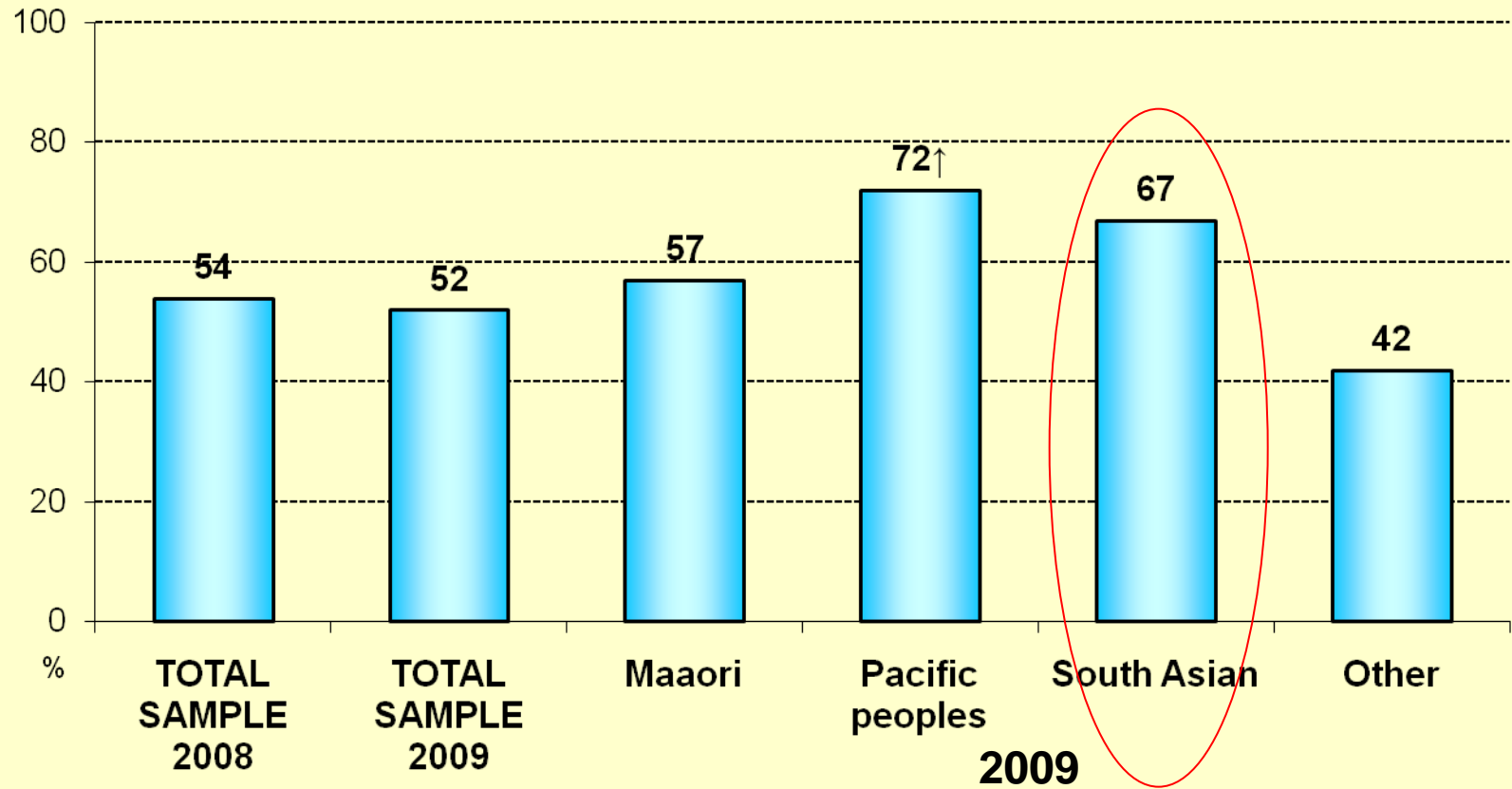
Frequency talked with others about ads



"How often have you talked about this advertising with someone else either when you were looking at it or sometime later?"

Relevance of ads

See ads as relevant



Those scoring 4 to 5 on 1 to 5 relevance rating

"How relevant you think the DIABETES campaign is to you?"

Changes as a result of the advertising in 2009 i.e. attitudes and consideration of making changes

CHANGES MADE AS A RESULT OF THE ADVERTISING (LEVEL OF AGREEMENT)	2009				
	Total sample	Maaori	Pacific	South Asian	Other
	(343)	(97)	(69)	(90)	(112)
<i>I now feel more motivated to...</i>	%	%	%	%	%
... drink water instead of fizzy drink	73	73	92↑	95↑	60↓
... reduce the amount I eat	62	69	85↑	83↑	47↓
... eat more veges	75	77	83	92↑	64↓
... eat more fruit	76	77	88↑	90↑	67
... eat healthier lunches	76	80	83	90↑	69
... eat a healthy breakfast	79	75	90↑	93↑	73
... eat less fried foods or takeaways	68	75	81↑	84↑	59

Note: Actual wording in question



Acknowledging the context

- ① The LBD campaign is taking place in the context of other current and past campaigns with related messages
- ① The LBD campaign is that it is the only major campaign with the focus being on diabetes.
- ① It seems likely the message recall has drawn somewhat from the overall messages people have taken from both this and the related campaigns
- ① However, the **key point is that these messages are being linked to diabetes** (as the questions were clearly asking about the diabetes ads) and it has taken this campaign to do this

