

Title of Intervention: A city-wide mass media campaign to increase public awareness of diabetes

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase public awareness and knowledge of diabetes and to increase the rate of detection of previously undiagnosed cases

Population: General public

Setting: Leeds, United Kingdom; community-based

Partners: Local health agencies; media

Intervention Description:

- Campaigns and Promotions: A community education campaign was introduced using mass media such as local radio and newspapers. The broadcast items included four interviews containing key information about the awareness campaign. Newspapers featured articles about the work of the diabetic clinics, interviews with patients about symptoms and treatment and current local diabetes research. A telephone help-line with a direct dial phone number was set up at the Leeds General Infirmary with a 45-second recorded message containing key information about diabetes.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Print and radio advertisements, public service announcement slots, telephone help-line with pre-recorded message
- Evaluation: Survey, telephone, random digit dialing equipment

Evaluation:

- Design: Experimental
- Methods and Measures:
 - A pre-questionnaire was conducted one week before the intervention.
 - An automatic computerized system logged the number, length and timing of the calls to the information line.
 - Eight medical group practices serving the target area monitored the number of people having surgeries with symptoms suggestive of diabetes for one month before and one month after the campaign.

Outcomes:

- Short Term Impact: There was an increase in the knowledge score.
- Long Term Impact: There was not an increase in detection of new diabetes cases.

Maintenance: Not mentioned

Lessons Learned: A mass media campaign involving local newspapers and radio in Leeds resulted in a small, but significant, increase in the public's knowledge of diabetes.

Citation(s):

Penn ND, Stevenson C, McMahon C, Bodansky HJ. The effect of a city-wide mass media campaign on the public awareness of diabetes. *Diabet Med.* Oct 1992;9(8):756-758.