

Development of a web-based prevention programme for women with post Gestational Diabetes (GDM): Baby Steps



Leicester Diabetes Centre
Committed to Growing International Research, Education & Innovation



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Aim:

To develop an engaging, accessible web-based programme (www.babysteps.fit) that provides on-going access to information and tools following attendance at a group structured education programme for women post-GDM.

Method:

The web-based programme was designed in collaboration with women post-GDM, healthcare professionals and our multidisciplinary team at the Leicester Diabetes Centre.

Features of the programme include the ability to link to activity trackers; take part in individual and team step challenges; track weight, diet, HbA1c and cholesterol; receive bite-sized interactive education sessions; educational resources on Type 2 diabetes and prevention; chat forums and goal setting.

As part of the study users were given a Fitbit device, linked to the web-based programme to monitor steps and to promote increasing activity.

Results

Seventy six active users joined with a 75% uptake to the programme; 7000 total logins were recorded with an average of 100 per user. These logins averaged 5 minutes each, reflecting our vision of this model being able to fit easily into everyday life. Users actively participated in the programme for over three months.

Other engagement factors were: 200 comments posted in the forum; over 20 hours spent collectively reviewing the educational materials; and over 45 million steps recorded totalling about 20,000 miles covered by the active users.

Conclusion

The Baby Steps web-based programme is engaging and easily accessible, using a mobile first design, allowing access on multiple devices, e.g. desktop, laptop, tablet and smartphone.



75% UPTAKE

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7000 TOTAL LOGINS

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5 MIN LOGIN

Logins averaged 5 minutes each, reflecting model was able to fit easily into everyday life

3 MONTHS

Users actively participated in the programme for over three months

200 COMMENTS

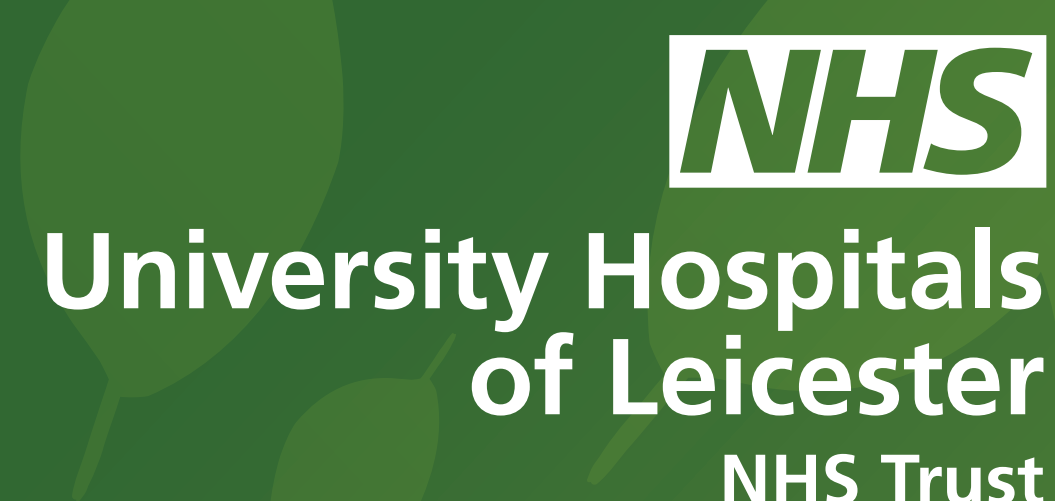
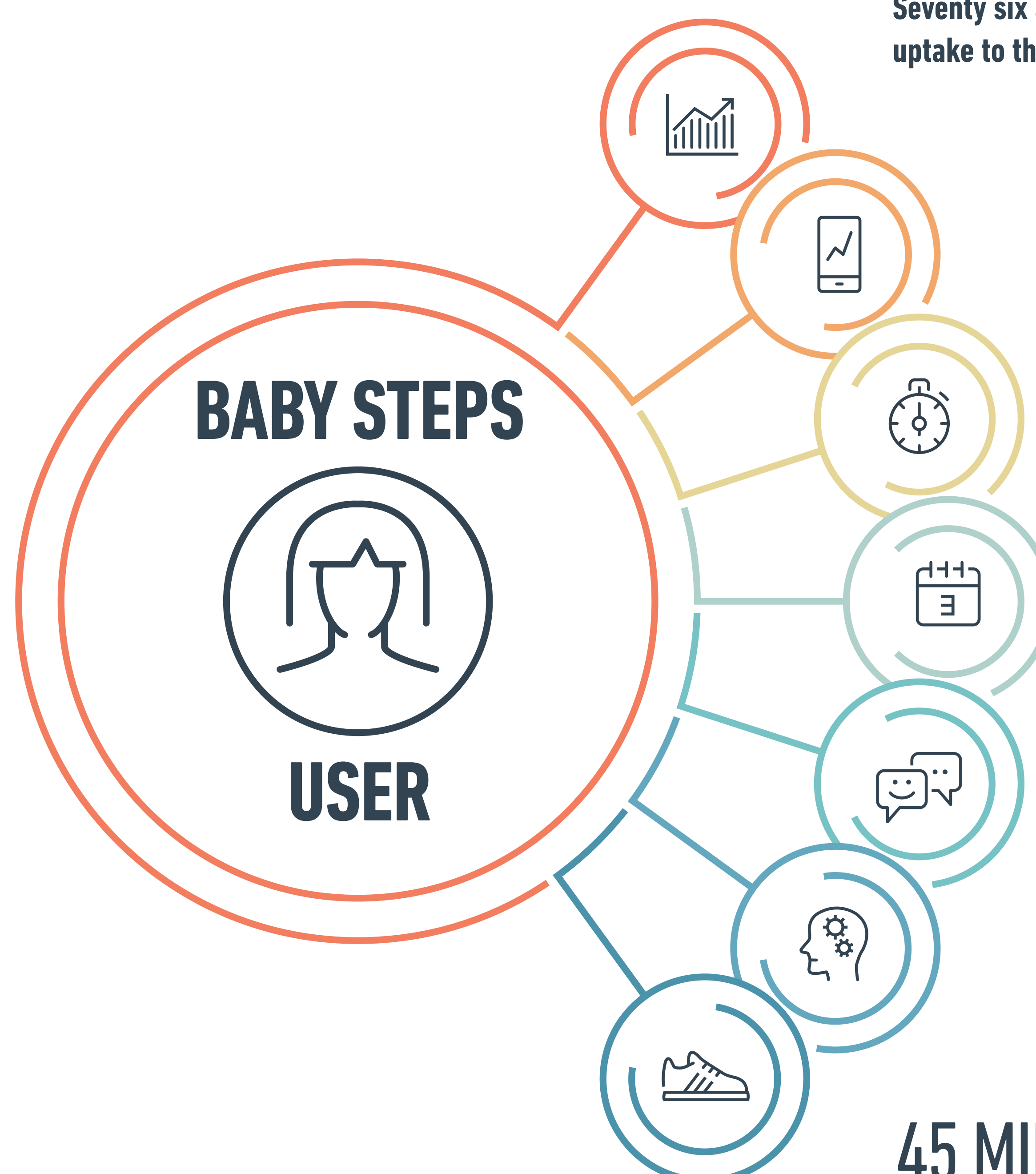
200 comments posted in the forum

20 HOURS

over 20 hours spent collectively reviewing the educational materials

45 MILLION STEPS

over 45 million steps recorded totalling about 20,000 miles covered by the active users



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