

Implementation insights of a health behaviour web-app (BABY STEPS) for people with a previous diagnosis of gestational diabetes



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

B A B Y ★ S T E P S

A Northern¹, MJ Davies^{1,2}, J Farmer¹, M Hadjiconstantinou², E Redman¹, B Stribling¹, A Virdee¹, K Khunti^{1,2}.

1. Leicester Diabetes Centre, University Hospitals of Leicester NHS Trust, Leicester, UK. 2. Diabetes Research Centre, University of Leicester, Leicester, UK

Aim: To evaluate the implementation process for the Babysteps web-app for women post gestational diabetes (GDM), alongside the national diabetes prevention programme (NDPP), across Leicestershire and Rutland from July 2021 to December 2023.

Method: Babysteps is based on the NHS-approved MyDESMOND platform. Public engagement supported resource development, including a promotional website and identified preferred recruitment activities. April 2022 Babysteps was launched. Recruitment is via self-referral and an online form, supported through the local NDPP provider Xylahealth. Recruitment strategies include; posters, flyers and videos in clinical settings, pharmacies, local community (e.g. coffee shops) and primary care. An engagement officer attends clinics, community events and local maternity services. Implementation is robustly recorded and outcomes will lead to an implementation toolkit.

Results: Since launch, 230 women with GDM have been approached in clinics or at events, and 1,234 people post-GDM received a Babysteps text message. 108 have self-referred, 9 not eligible, 53 registered, 35 have been provided access but have not yet registered and 11 are awaiting access. 58.5% are White British, 24.5% Asian or Asian British (Indian). 8% aged between 18- 30 years, 75% 31-40 years, 17% over 41. Two main strategies positively impacted uptake; engagement within maternity services and text messaging. 69% of uptake from text messaging.

Conclusion: Recruitment has been challenging despite early public engagement and diverse recruitment methods; maternity services and text messaging being the key strategies thus far. Evaluation outcomes including strategies used for community engagement will inform an implementation toolkit.

