



National Diabetes Prevention Programme Personalised Video Pilot

Interim Report of Results



NDPP Personalised Video Project

The Presentation today

- Key findings and observations
- Service user engagement
- Service user feedback
- Opportunities for future personalised video.

NDPP Personalised Video Project

The PILOT campaign ran from 23 February to 27 April 2021 (9 weeks).

Four Service Providers participated: Ingeus, LWTC, Reed and Xyla.

PILOT Objectives:

- ▶ **Increase Service User participation, esp. those with Black or Black British and Asian or Asian British backgrounds – Engagement and Retention between Session 1 and Session 2.**
- ▶ Indicate impact of personalised video on operational efficiency for Service Providers
- ▶ Understand more about the benefits of personalisation to participants on the NDPP.

5276 personalised videos were generated; across all Providers, 3684 or 69.8% were sent.

1024 of the personalised videos sent were to people with either an Asian or Asian British (632) background or a Black or Black British (392) background.

991 people answered a questionnaire sent to Service Users the day after the video.

Two thirds (63.6%) of respondents were female. 74.4% who gave their ethnicity were White; 11% or 106 had an Asian or Asian British background and 10.5% or 101 had a Black or Black British background.

Key Findings and Observations

Service user engagement with the personalised video was extremely high, with open rates, completion rates and multiple watch rates all exceeding previous highs.

The personalised video was **effective at creating action, with 62.2% of viewers taking** the call to action.

The data suggests a greater equality of access for all individuals. The personalised video was strongly accessed across genders and ethnicities; with strong engagement and action from those with Asian or Asian British, Black and Black British and White backgrounds.

With a goal to help people through the motivational 'low' between Session 1 and Session 2 to increase retention, **91.0% of people who received their video found it to be helpful.**

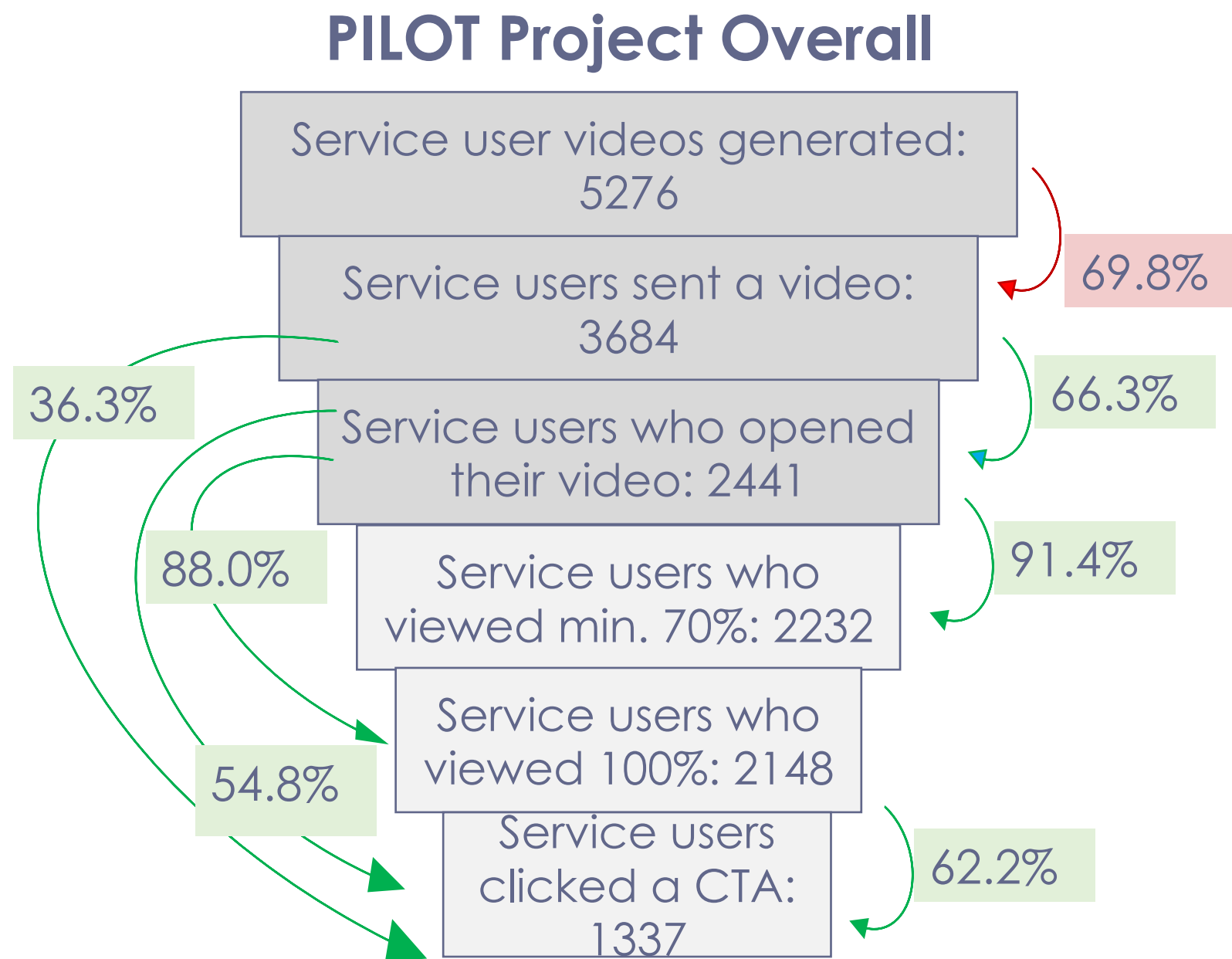
Responses suggested the **video is seen as a seamless part of Provider communication.**

There were consistent themes about how future personalised video could be more helpful/relevant: More new information (i.e. diet, exercise); more personal information (i.e. about me and my progress).

This is a presentation of the preliminary findings of the pilot; Session 2 retention and relative impact by age and level of social deprivation will be reported separately by NHSE/I in late-July.

Service User Engagement: Very high throughout

For all personalised videos sent, service users showed very high rates of engagement and action. The top measures are influenced more by existing level of service user engagement after Session 1.



The Pilot Open Rate is very high at 66.3%. This is approximately 50% higher than the previous high of 44.8% for the COVID LTC project.

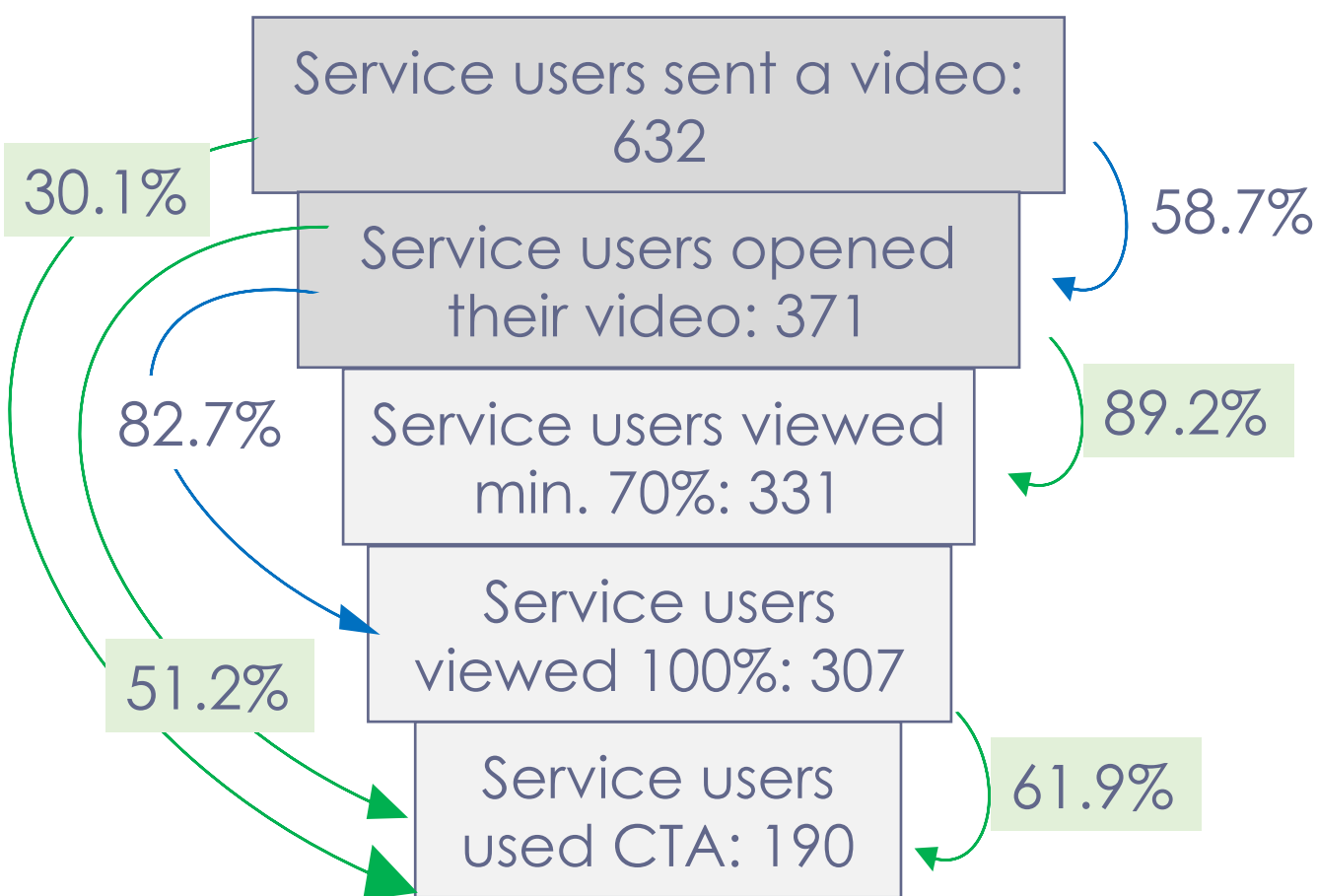
Viewing rates are also very high, with 91.4% of service users watching 70% or more and 88.0% watching 100%. The previous high for watching 70% or more was 78.4%.

A high level of action was taken, with 62.2% of those who watched to 100% clicking on the CTA; this is 54.8% of those who opened their video.

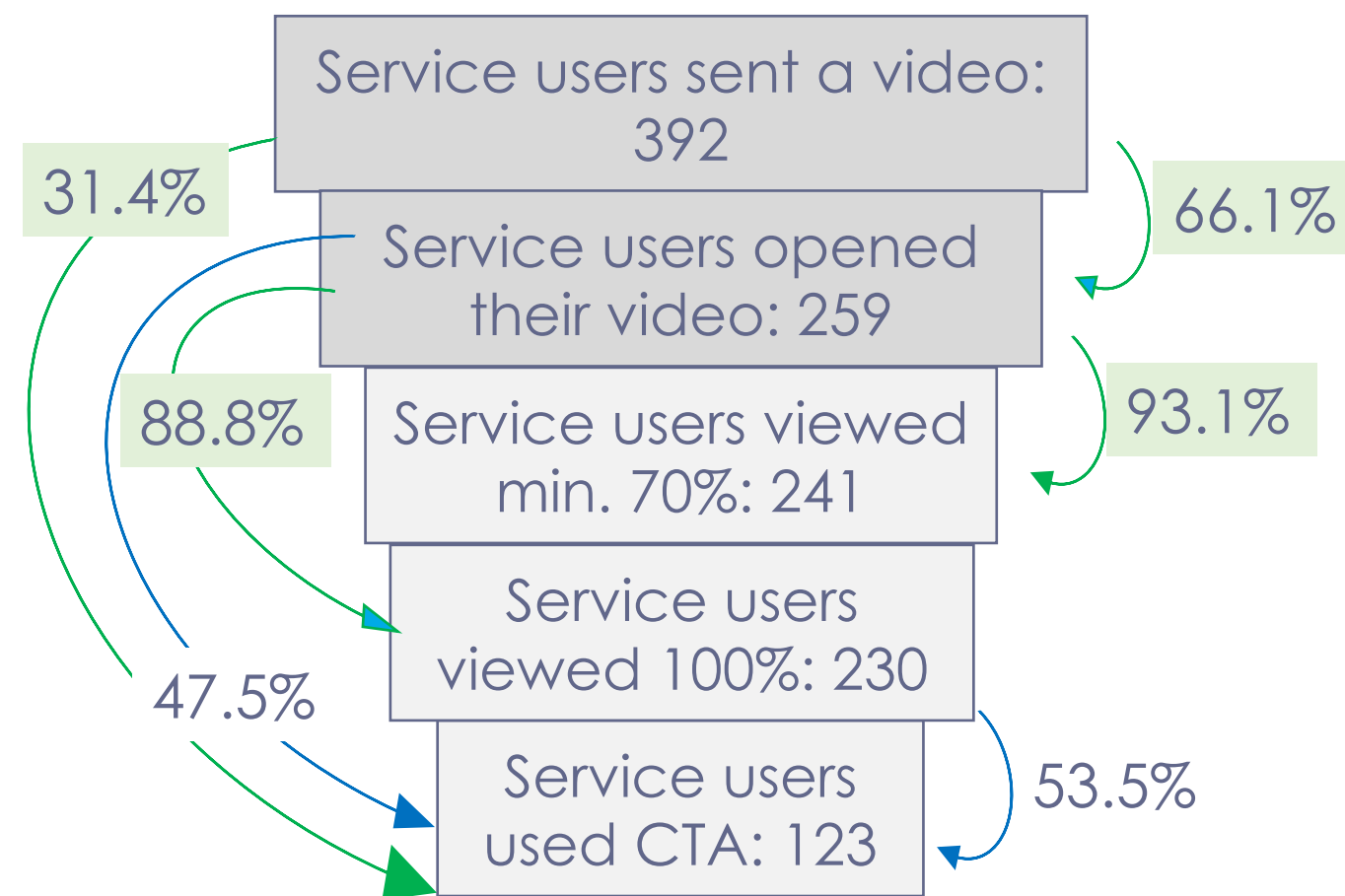
PILOT Behaviour Comparison by Ethnic Background

Target distribution level to people with an Asian/Asian British and Black/Black British background was achieved. Access is broadly equitable across all ethnicities. **People with different ethnic backgrounds all engaged strongly**; watching to broadly the same extent. People with a Black/Black British background clicked a CTA slightly less often.

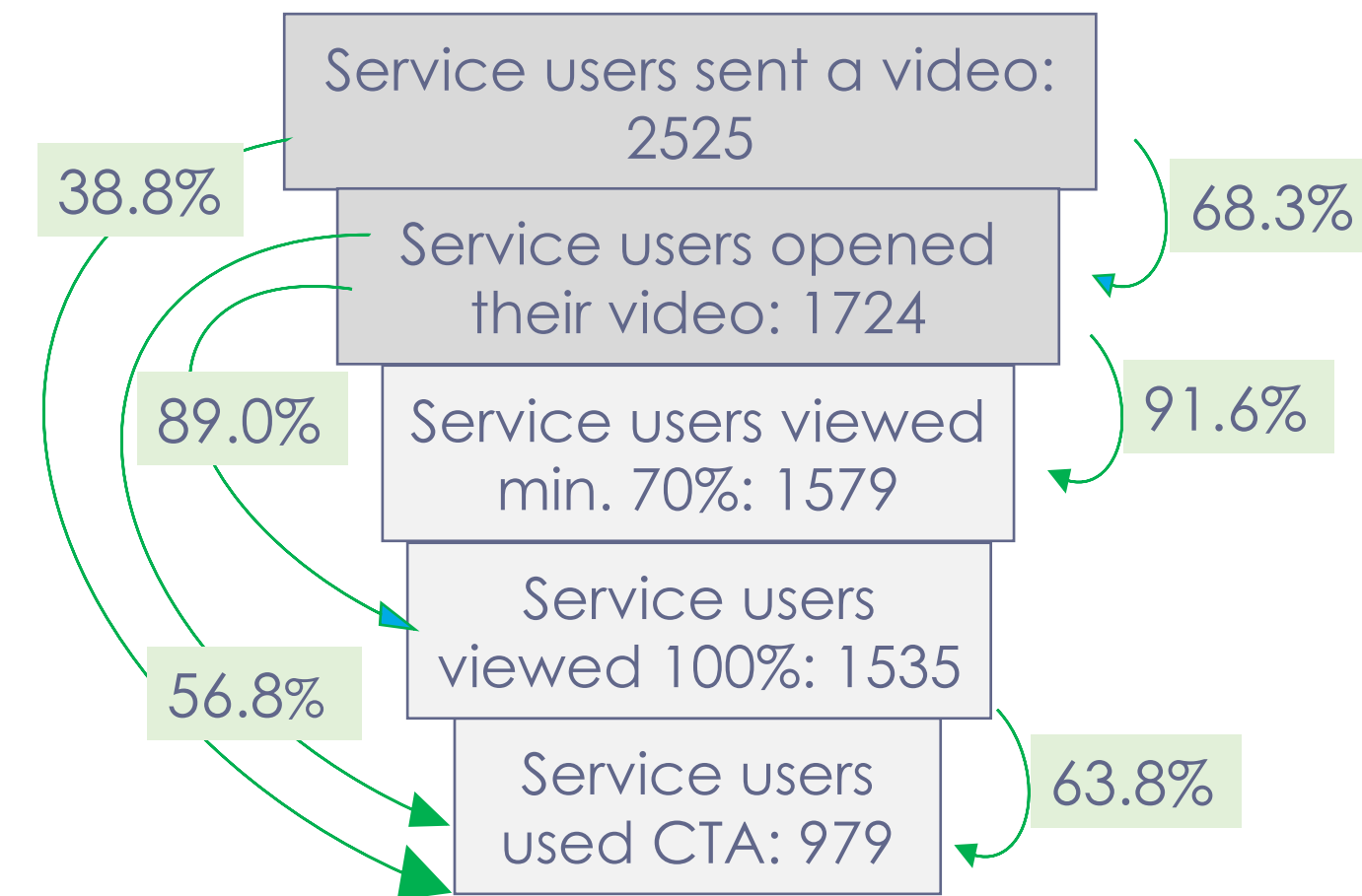
Asian or Asian British



Black or Black British

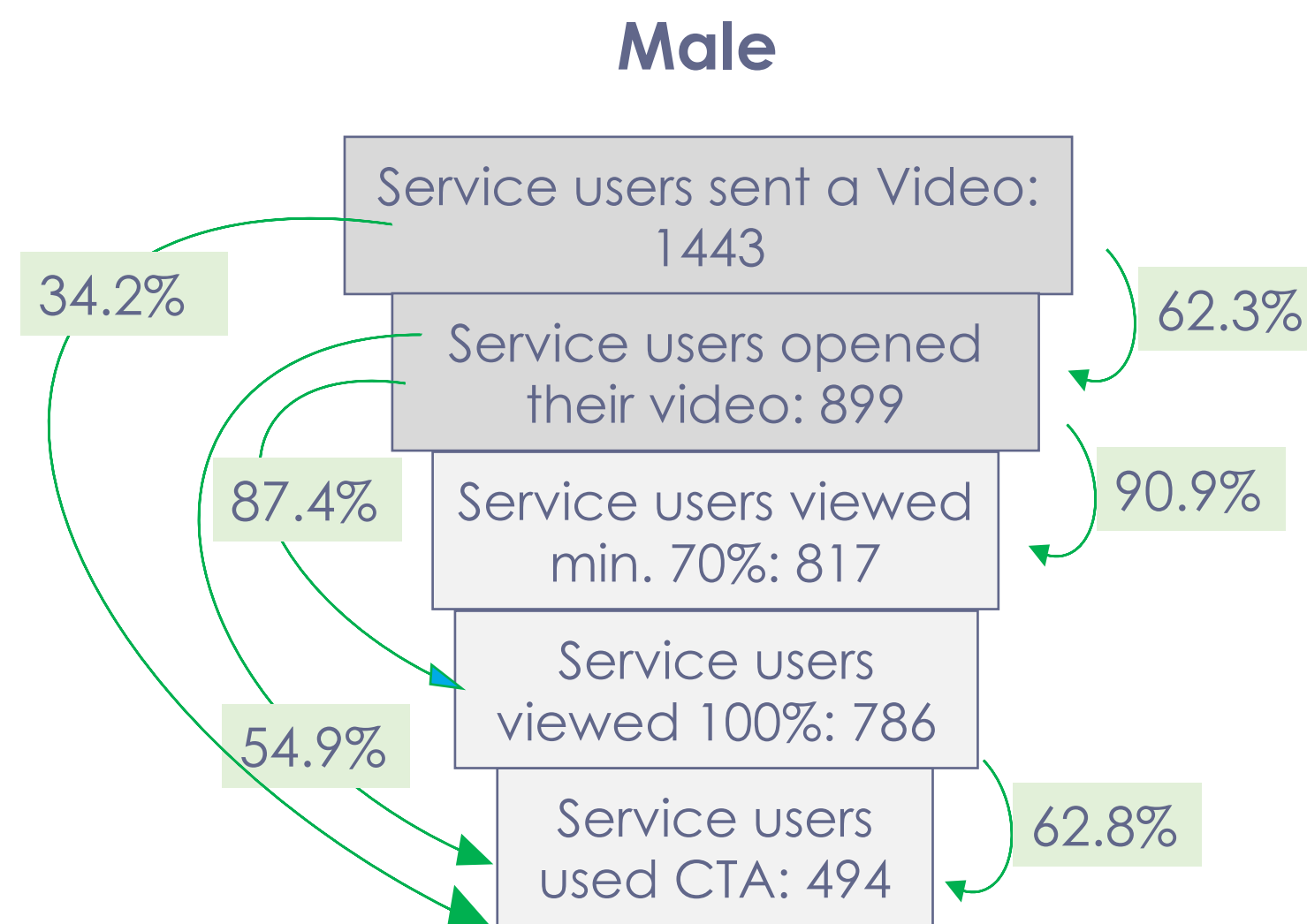
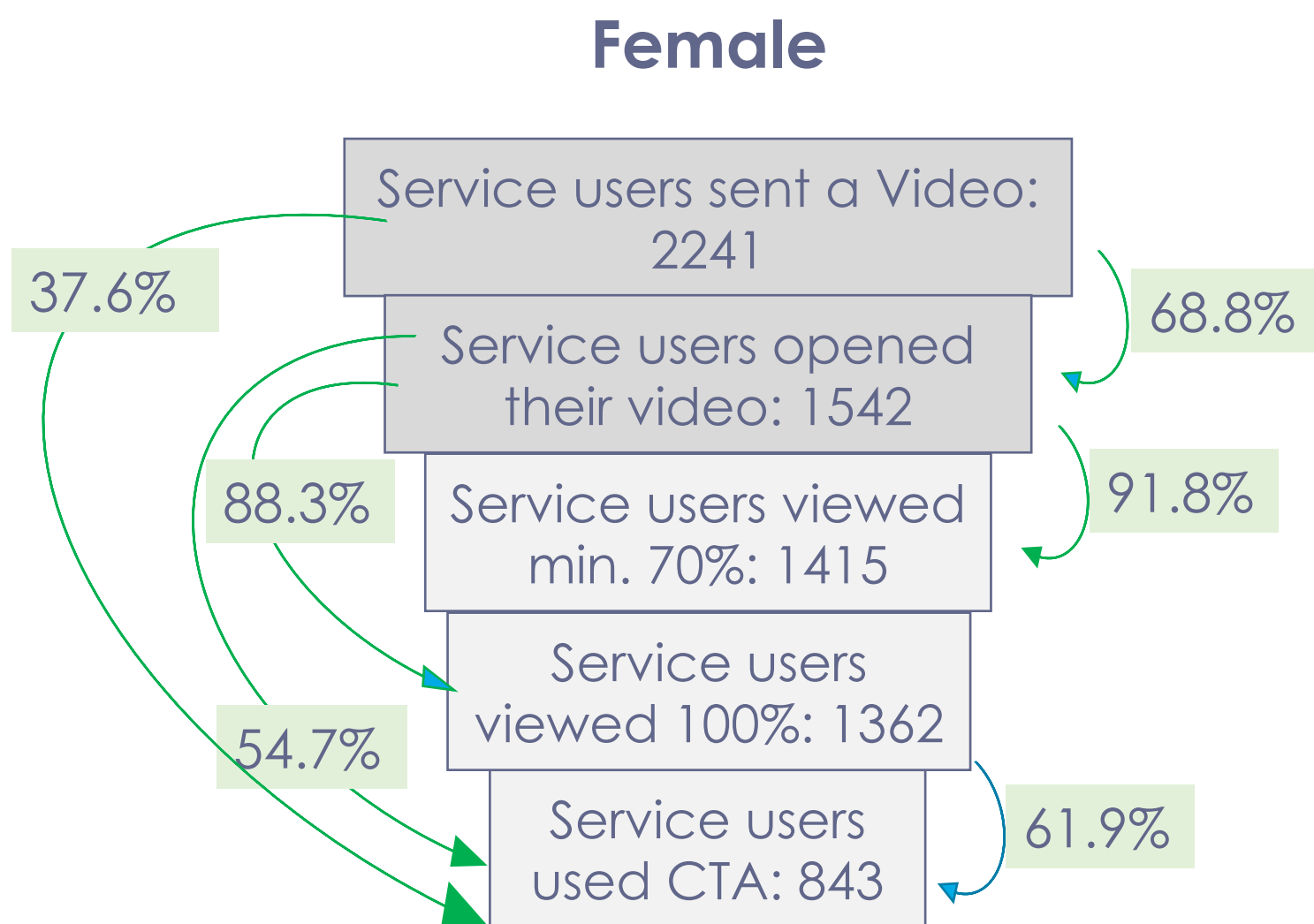


White



PILOT Behaviour Comparison by Gender

Both men and women showed very high engagement with the video. There were similar strong rates of conversion at each stage, for both genders. Women were slightly more likely to open their video (68.8% vs 62.3%).

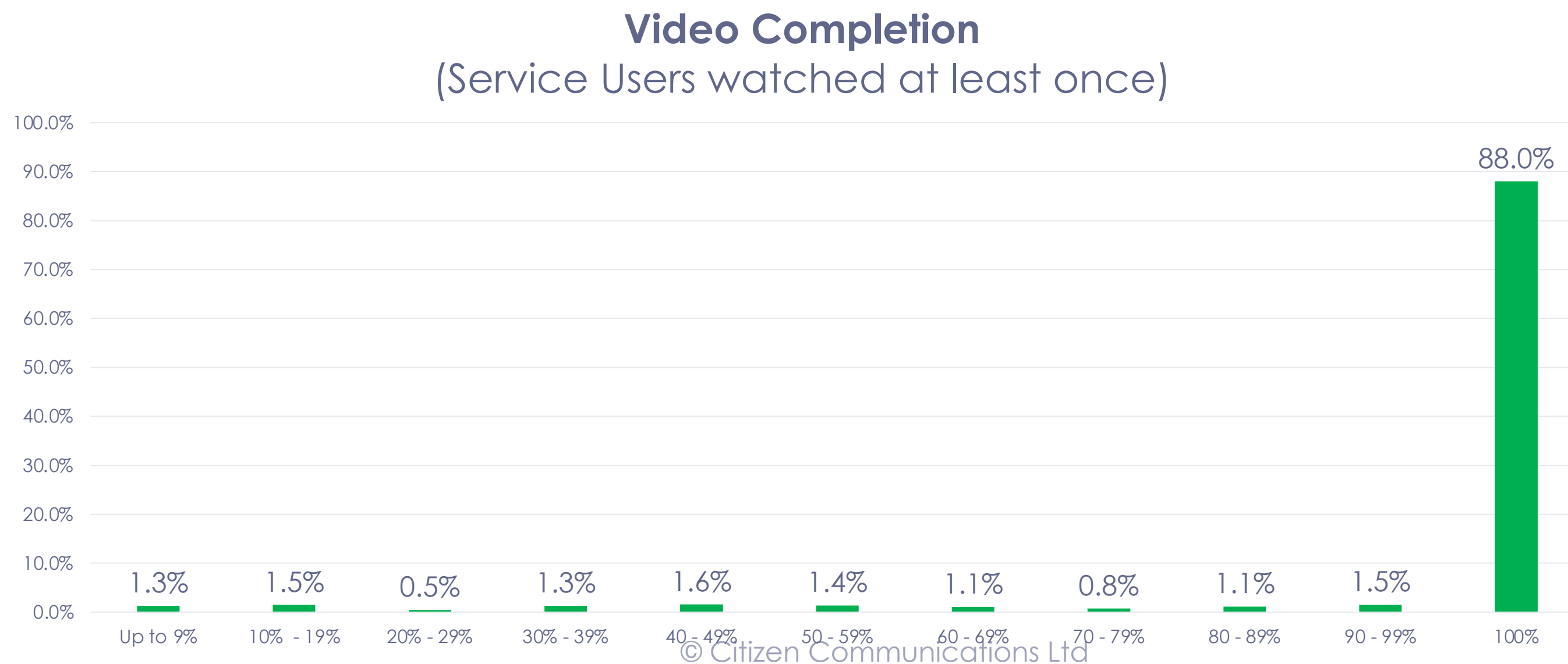


Service User Engagement: Video Completion

The video has had extremely high engagement.

- 91.4% of those who watched the video, watched to 70% or more (industry standard reporting).
- **88.0% watched through to 100%.**

This result is much higher than the previous high engagement of You & Type 2 (74% of people watched to 70% or more) and COVID LTCs (78.4% of people watched to 70% or more).

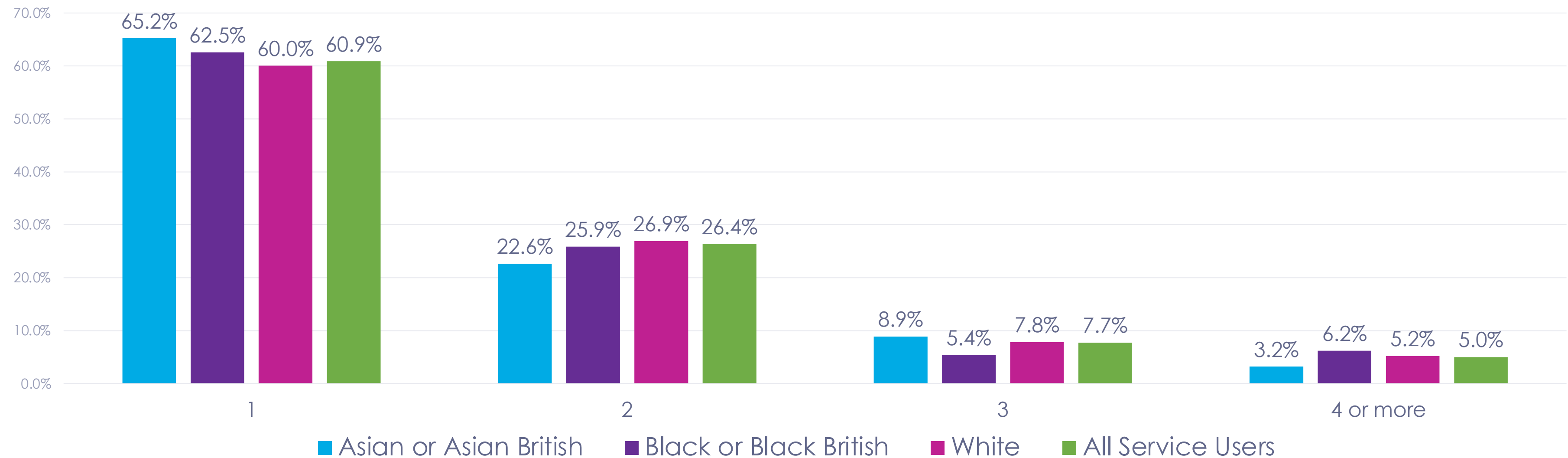


Service User Engagement: Video Repeat Watches by Ethnicity

The NDPP video also had a higher rate of repeat viewing than the previous high (20.7% LTC); with all groups watching to a similar degree – there were not large differences between groups.

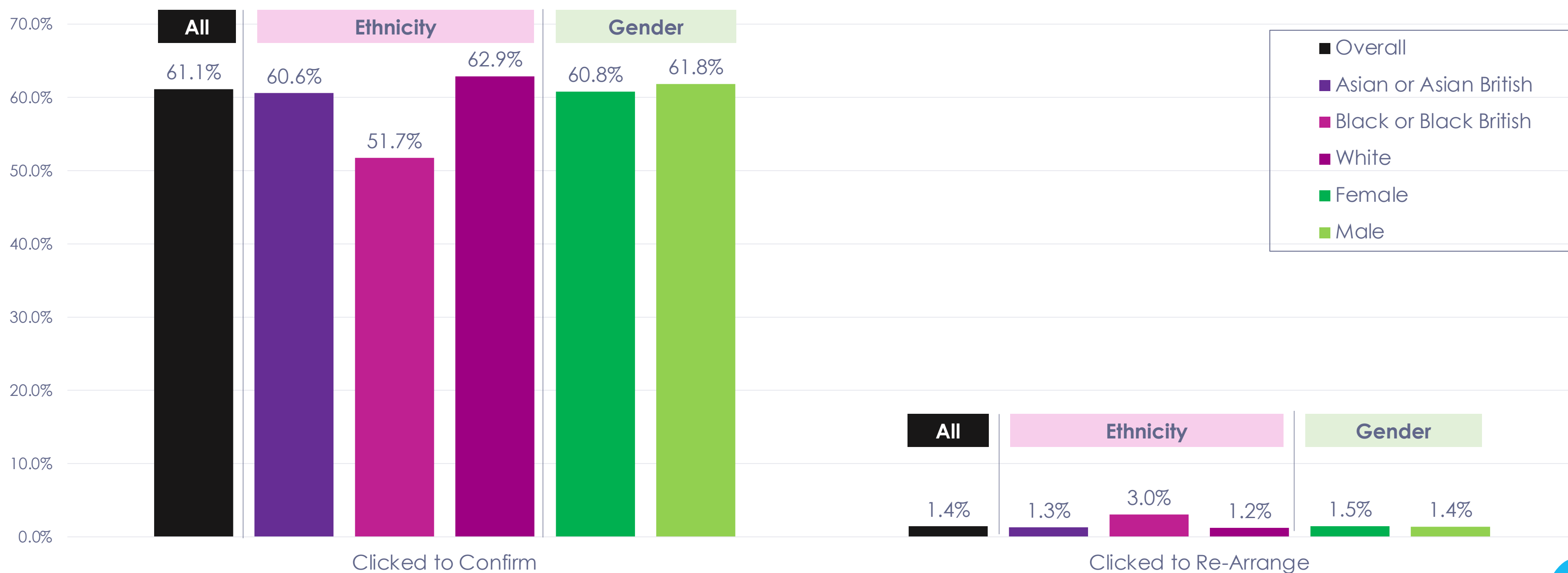
Over one third of those who watched the video, watched multiple times; one quarter of people watched the video twice and 12.7% of people watched three or more times.

Service User Viewing Patterns
People who viewed once, twice, three or four times or more



Service User Engagement: Video Call to Action

Ultimately, 1337 or 64.1% of people who watch the video to 100% to see the call to action, either acted to confirm their attendance at Session 2 (1314) or clicked to call to re-arrange (31). 8 clicked both.



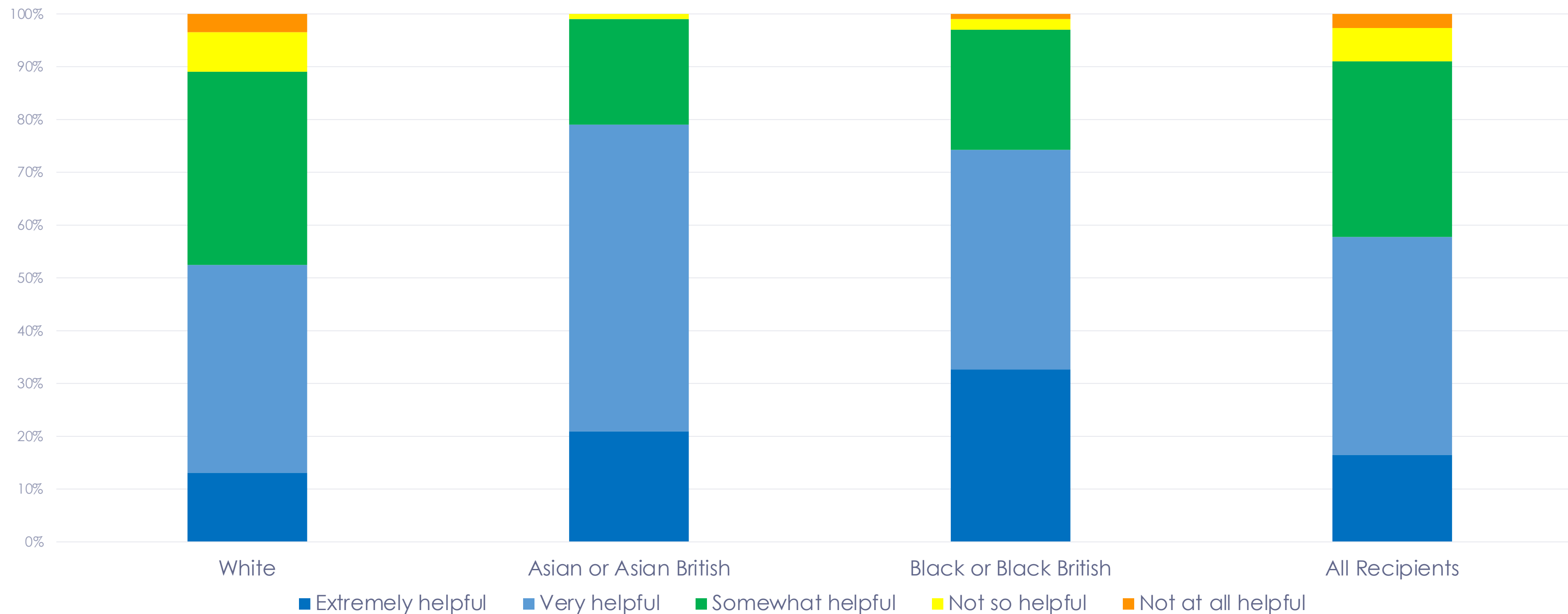
Targeted to address any 'low' between Sessions 1 and 2, 91% of people who received the video found it helpful (extremely, very or somewhat).

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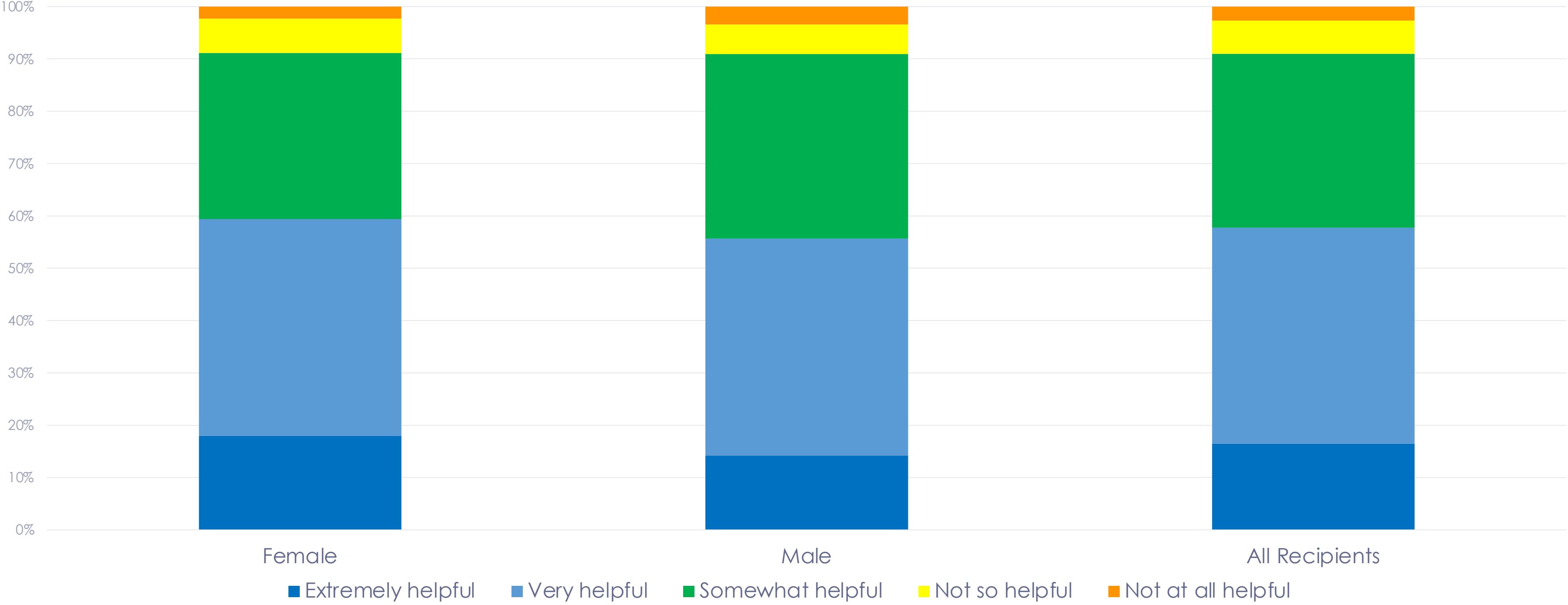
Those with Asian/Asian British or Black/Black British backgrounds found the video more helpful overall.

'Did the personal video you received feel helpful', by ethnic background
All recipients

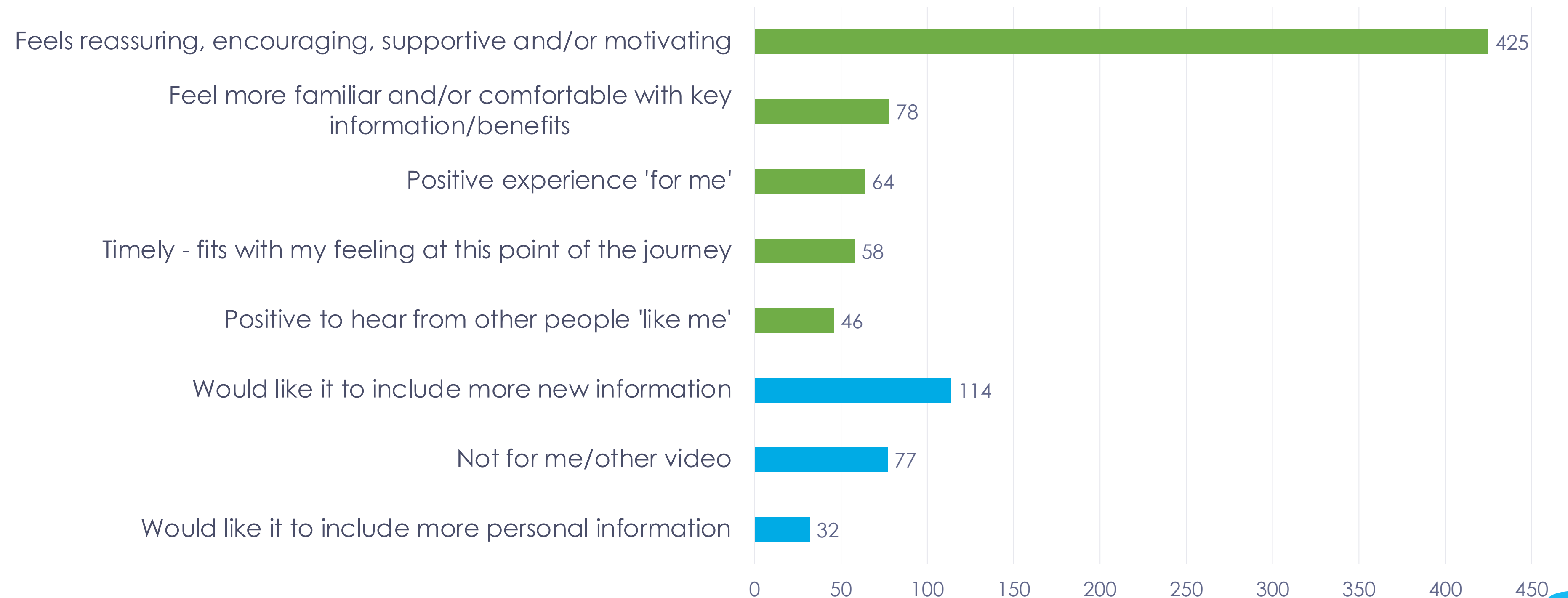


Both male and female recipients found the video helpful.

'Did the personal video you received feel helpful', by gender
All recipients



The largest area of feedback was around the video being reassuring, encouraging, supportive and/or motivating; ideal to address the potential 'low'.



People said the video was reassuring, encouraging, supportive and/or motivating.

“Upbeat talk **renewing confidence and self belief**”

“It’s the **motivation to do help myself** which was lacking and thus video gave me motivation”

“**Gives me confidence to carry on** with the program”

“It’s **made me feel like I want to attend** plus scared me a bit”

“**I feel I am being noticed and support and that help is there** to change my life for better”

“... it **woke me up a little when I realised it must be my personal measures**”

“I feel I’m **well looked after** by the whole course. Very caring.”

“It reminded me of Tuesday. I **felt collaboration with GP surgery**”

“Very personal and **nice to know you are there afterwards and not just in the sessions**”

People said the video was 'for me' for many different reasons

"As I **saw Asian families speaking, that it can be done with Asian cooking and lifestyle too**" (A/AB, female)

"**When I heard others it inspires** to start making a change" (A/AB, female)

"Knowing **there are others in the same situation** and knowing NHS is taking actions to avoid getting diabetes" (A/AB, male)

"The **testimony of the ladies, not only they looked like me but also had weight to lose and managed to change their lifestyle**" (B/BB, female)

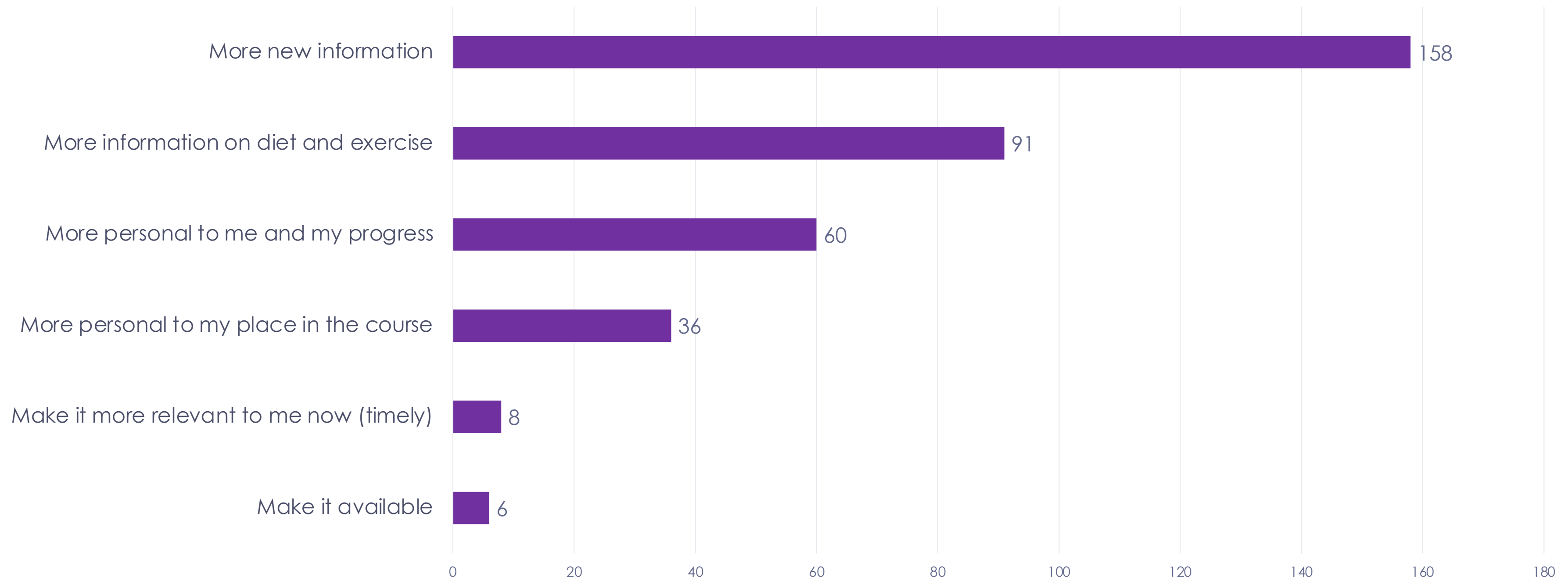
"Because the **people was in the same place I was** (W, male)

"**Nice to communicate with someone instead of reading through lots of paper!**"

"**I was feeling a little confused and its put me at ease**"

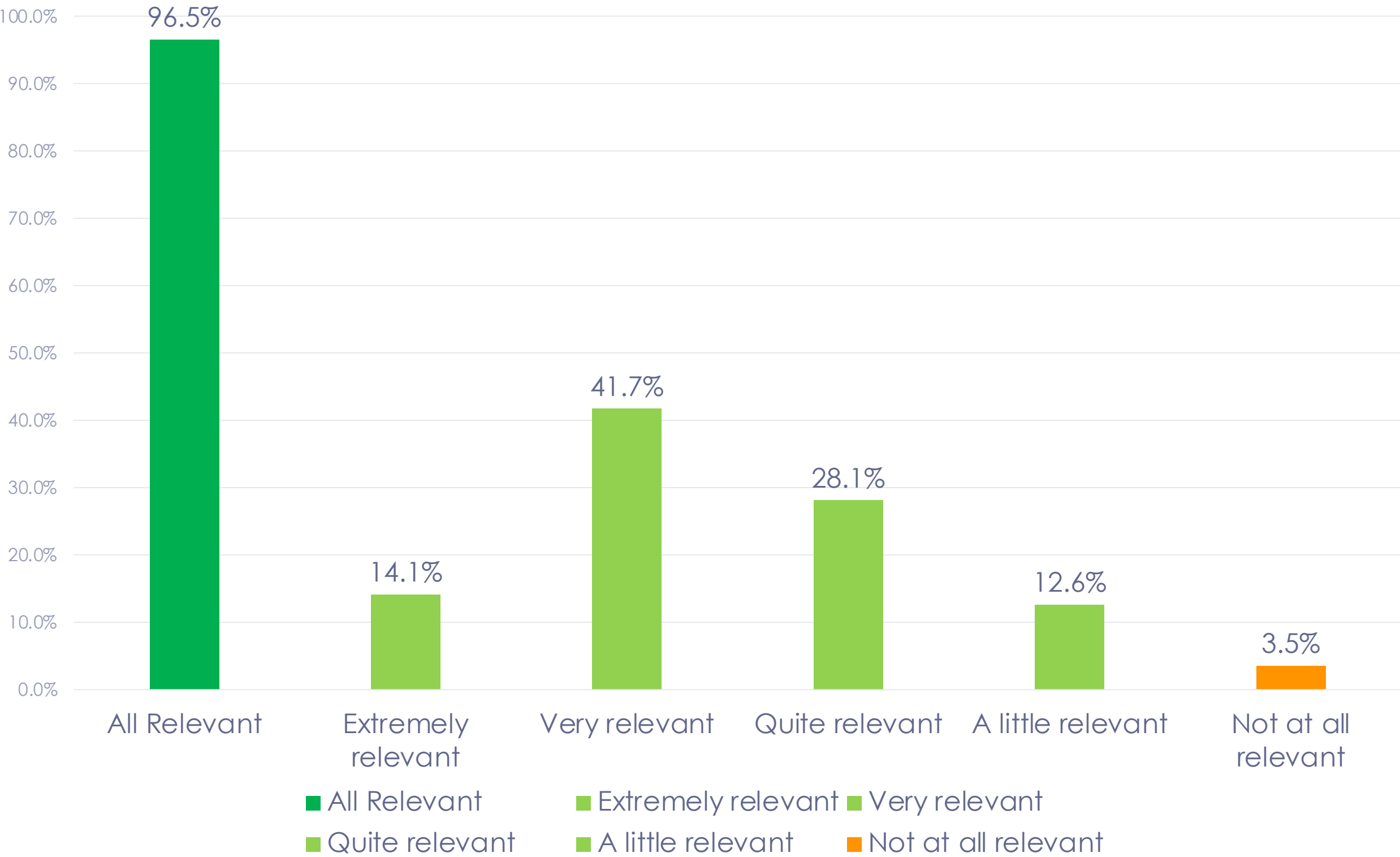
Respondents said it would be even more helpful if there were more new information - especially about diet and exercise, or more personal information

'Is there anything we could do to make this video more helpful to you?'



96.5% of respondents said the video felt relevant

Did the video message feel relevant to you?
All recipients

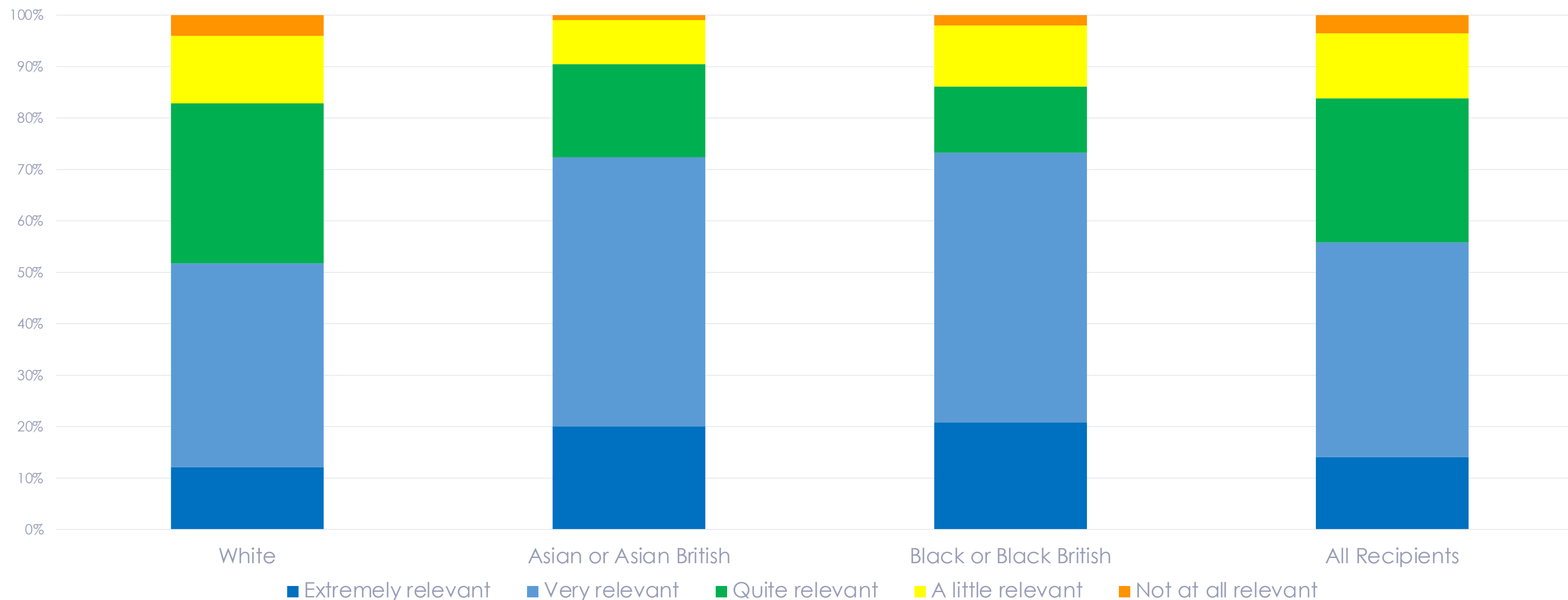


Extremely relevant	14.1%	136
Very relevant	41.7%	403
Quite relevant	28.1%	271
A little relevant	12.6%	122
Not at all relevant	3.5%	34
TOTAL		966



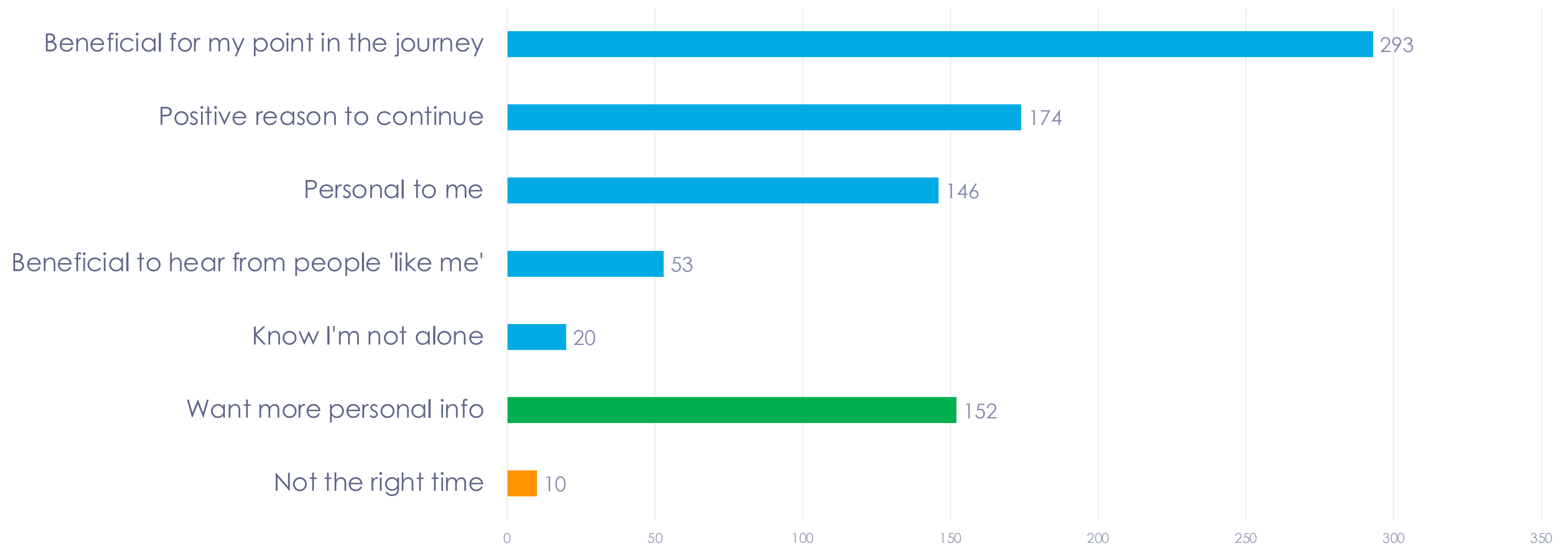
Those with Asian/Asian British or Black/Black British backgrounds found the video more relevant overall

'Did the video message feel relevant to you' by ethnic background
All recipients



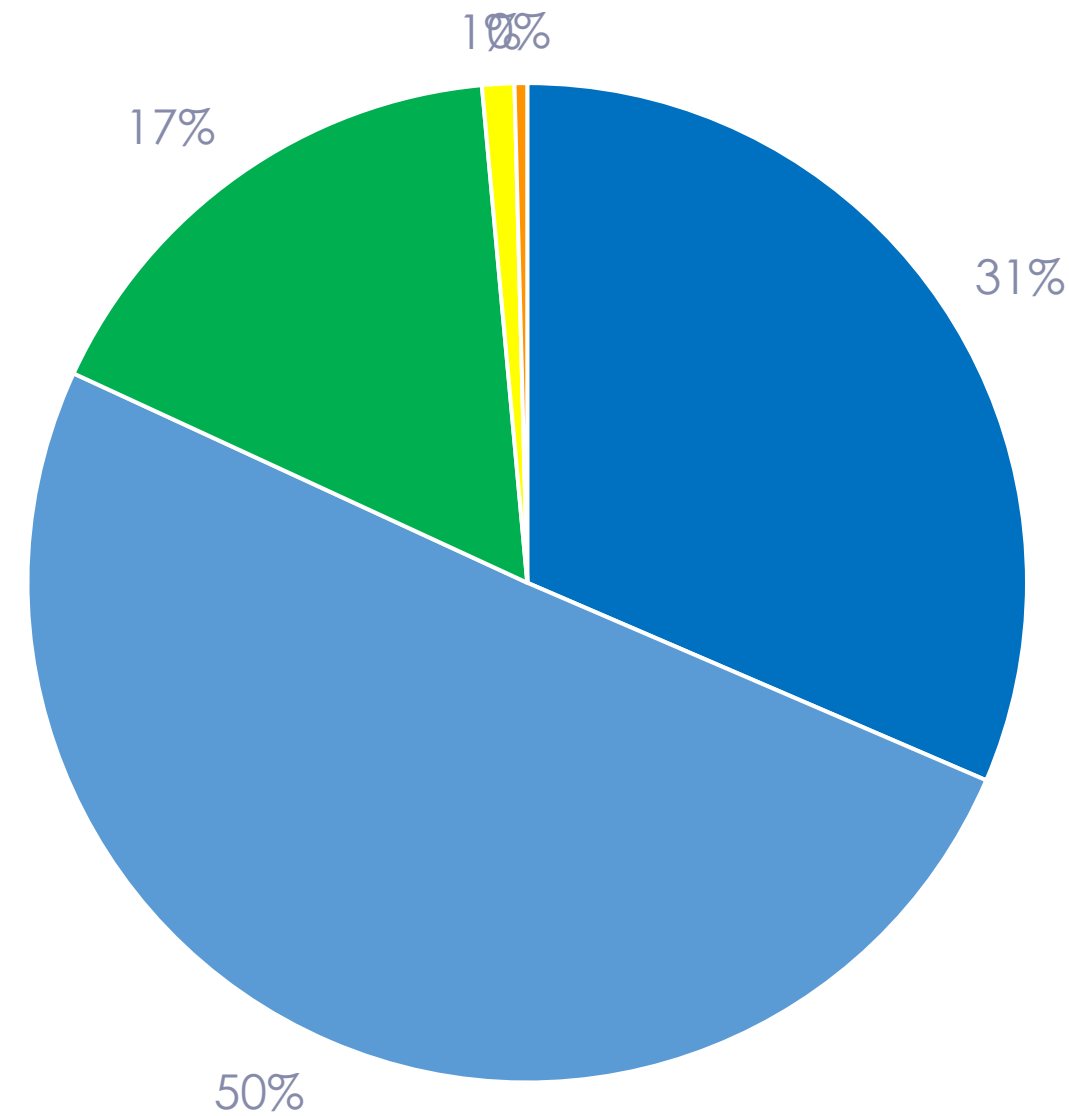
The video was felt to be most relevant by being beneficial for that point in the journey and a positive reason to continue

“Did the video message feel relevant to you? Why do you say that?”



81.88% of respondents feel positive about attending their next session.

‘How did the video make you feel about attending your next session?’
All recipients



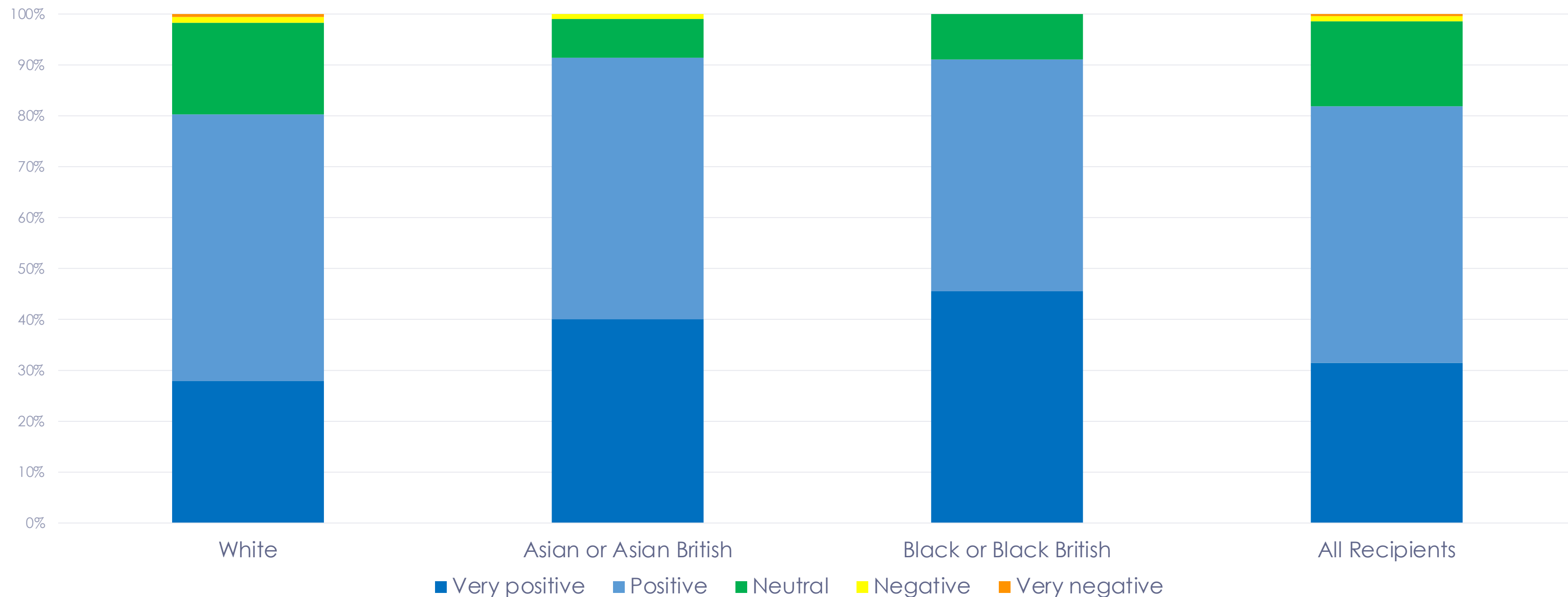
Very positive	31.47%	304
Positive	50.41%	487
Neutral	16.67%	161
Negative	1.04%	10
Very negative	0.41%	4
TOTAL		966

■ Very positive ■ Positive ■ Neutral ■ Negative ■ Very negative



Those with Asian/Asian British or Black/Black British ethnicity felt most positive about attending the next session

‘How did the video make you feel about attending your next session?’
by ethnic background
All recipients



More of those with Asian/Asian British or Black/Black British backgrounds would like to receive more personalised video.

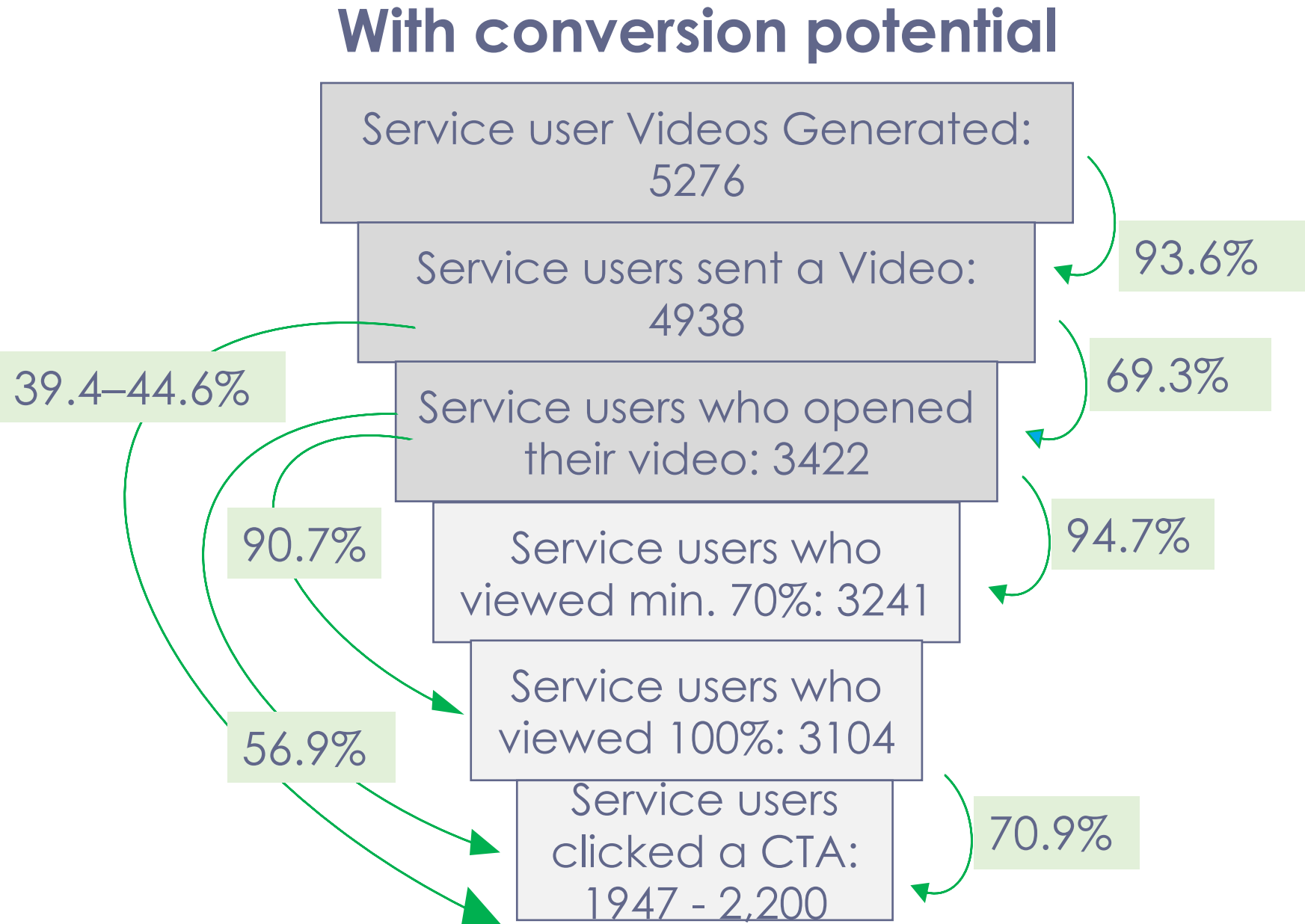
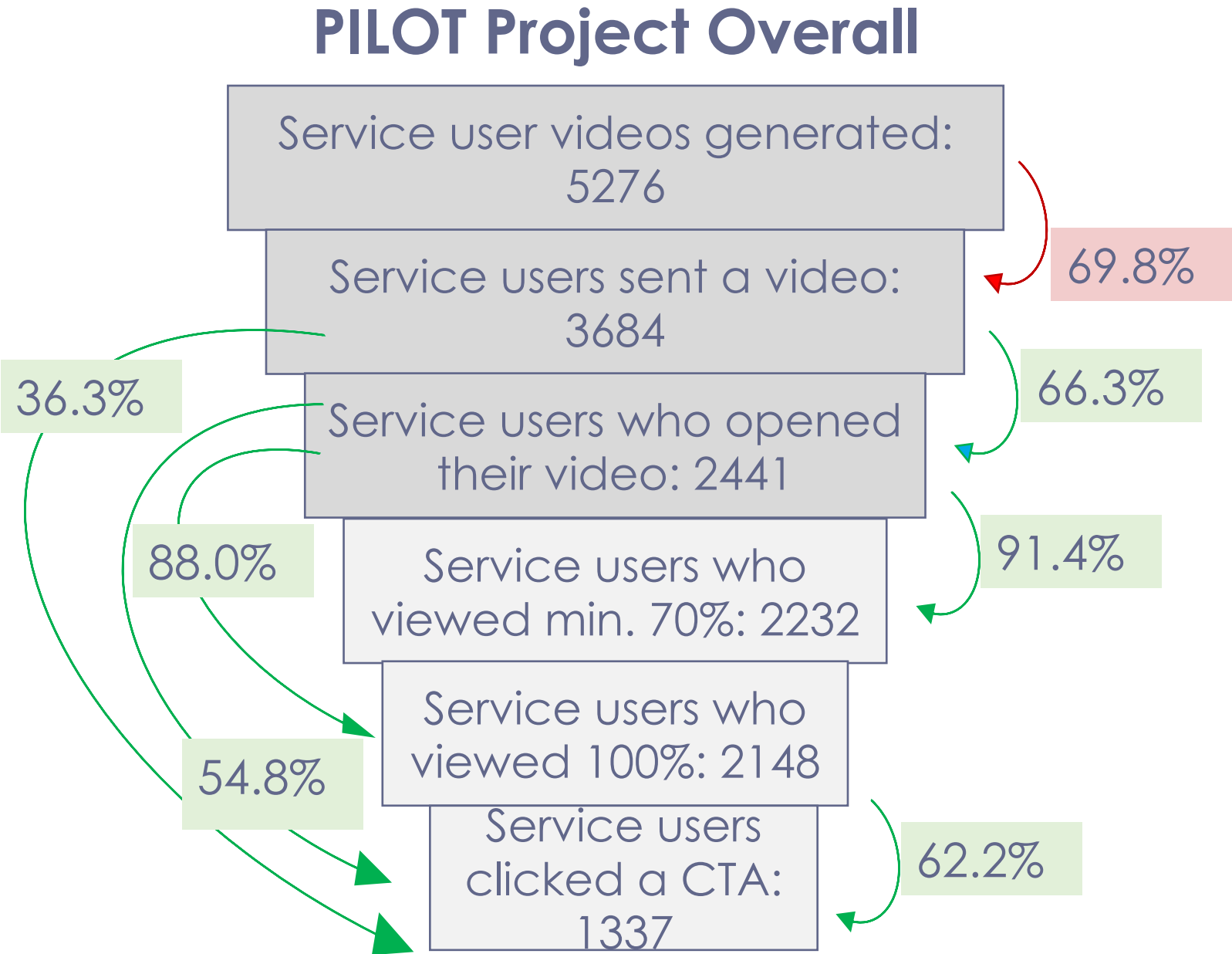
‘Would you like to receive more information with personalised videos like this?’
by ethnic background

All Recipients, Yes/Yes If and No responses only



Future potential: Modelling conversion

The four Service Providers all achieved higher levels of response in particular areas. If the highest rates of action and engagement were achieved throughout, the number of people giving a call to action response could be increased by between 45.6% and 64.5%.



NB. Darker grey = higher influence from provider/programme experience © Citizen Communications Ltd



Thank you