

Roadshow 2015 – Key findings from the evaluation¹

Roadshow Experience

The overwhelming majority of people rate their roadshow experience as good (93%).

More people are taking information away with them than previously, 73% took information sheets, and 83% of those at high risk did.

Customer Journey

Follow up communications following the roadshow have been a real success this year. There is good recall not just of the letter/email arriving, but also of the key messages in the communications. The letter has been the most successful, with recall of all messages improving since 2014, reflecting the changes made to content and appearance following the 2014 evaluation findings. Key results are:

- Overall awareness of the letter, email and text message has stayed largely the same as 2014.
- Ninety per cent of people remembered that the text message reminded them to see the GP.

People are not just remembering communications, they are also driving behaviour change, demonstrating the importance of effective follow up comms after the roadshow.

- People who recall the communications are 6% more likely to say they will eat more healthily and 4% more likely to say they exercise more as a result of attending the roadshow.
- They are also 4% more likely to have visited their GP as a result of their assessment at the roadshow

Behaviour Change & Awareness

The roadshows continue to be effective at encouraging people to adopt healthier lifestyles. After attending a roadshow:

- Over half have made a positive change to their lifestyle (53%)
- In addition, two fifths of people are more likely to eat more healthily (40%) and nearly two fifths are more likely to exercise more (38%)
- Awareness of risk categories and risk factors has improved since 2014. In particular more people now recognise being overweight (96%, up from 94%), having a relative with diabetes (83%, up from 78%) and being Black or Asian (45%, up from 39% amongst all groups. 80%, up from 72% amongst Black & Asian people) as risks.

GP Experience

Those who have been to the GP are asked a series of questions about their experience. The main findings are:

- 71% had a blood test, of these 3% had Type 2 diabetes, 7% were declared borderline/pre-diabetic.
- Two fifths of people (41%) report being told to lose weight, 15% were referred to a dietitian, and 17% were told about a weight loss programme.
- GPs are reported to be positive about patients being referred from the roadshow, 65% said their GP reacted positively, and 29% of these reported their GP was pleased they had visited the roadshow. Only 6% were negative about it.

¹ ICM Unlimited spoke to 1,000 people who had attended Diabetes UK Roadshows between July 2015 and October 2015. Interviews were conducted by telephone between September-November 2015.