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Background

The prevalence of diabetes mellitus presents an increasing challenge to educate the nation. My Diabetes My Way (MDMW), NHS Scotland's interactive web site is vital to this cause. It promotes all aspects of diabetes self-management and in addition to education delivery MDMW provides patients access to their clinical information and interacts using social media.

Aims

MDMW aims to:

- increase awareness of diabetes
- enhance patient outcomes
- improve self-management
- provide educational resources
- empower the patient

Methods

MDMW is overseen by a multidisciplinary project board which functions to prioritise developments and review content.

MDMW provides patients' access to:

- interactive resources
- latest diabetes news
- audio transcription of text
- quality education for ethnic minorities
- MDMW Facebook and Twitter pages
- an electronic personal health record

My Diabetes My Way has recently been restructured. We have additional categories and a new navigation system. We have adapted the interface in order to provide clearly signposted sections of information and links to our social media sites.

Website Interaction Areas



What is Diabetes?

Information to help patients understand and take control of their diabetes



My Complications

Explores the complications that may occur if diabetes is poorly controlled



My Family

Information on diabetes and family history, pregnancy and family support



My Lifestyle

Exploring how diabetes may affect employment, social life, travel or driving



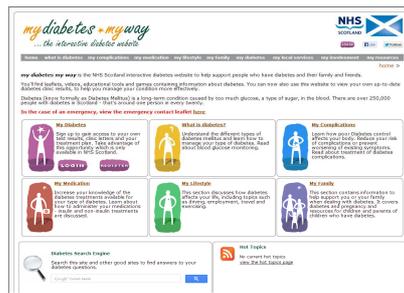
My Medication

Information on treatment for each type of diabetes and how to administer medications



My Diabetes

Register and access test results, clinic letters and treatment plans



Most Popular Pages

Top 10 pages visited	No of Visits
Diet	10,010
Foot care	6,556
Causes	5,386
Pumps	5,199
Healthier lifestyle	4,592
Body piercing	4,162
Eye disease	3,861
Type 2	3,602
Keeping well	3,595
Sick day rules	3,493

Outcomes

On average there were 34,151 web site hits per month during 2013. The most popular pages were:

- diet and diabetes
- foot care
- causes of diabetes,
- insulin pump
- health and lifestyle

The MDMW Twitter and Facebook pages were launched in July 2013. In January 2014, there were;

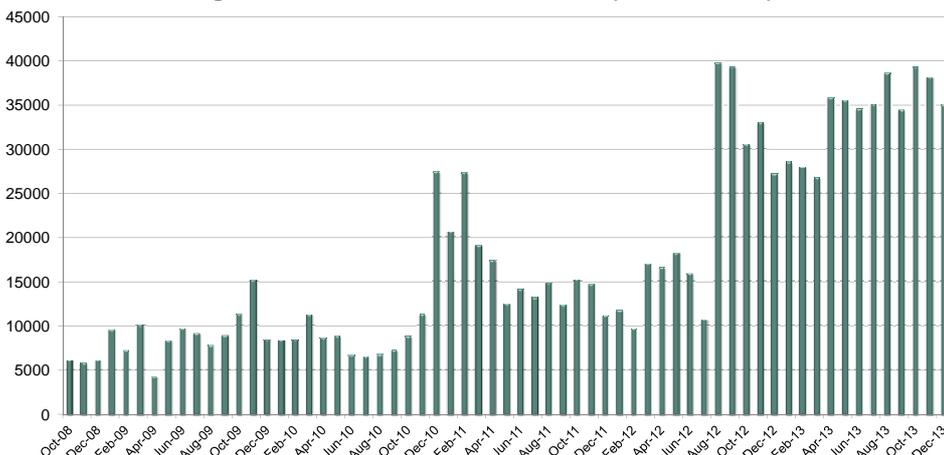
- 132 Twitter followers
- 314 Facebook likes

Social Media is proving to be a popular method of providing education while communicating with the target audience.

Topics which have prompted most discussion on Facebook and Twitter pages so far have been:

- healthy eating
- carbohydrate awareness
- diabetes and heart disease
- blood glucose monitoring

Page Accesses / Month Since Launch (October 2008)



Conclusion

It is the intention of MDMW team to listen to patients views and opinions in order to meet educational needs, in doing so we can contribute to the promotion of patient self-management. MDMW provides an innovative approach to empowering patients and their families in diabetes care and will continue to do so.

Acknowledgements

My Diabetes My Way is funded by the Scottish Diabetes Group and NHS Scotland eHealth.