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Aims: Utilise insight and engagement to maximise access and to facilitate the uptake of services within the Merseyside IGR pathway including primary care, patient education and lifestyle intervention.

Methods: In October 2012, a sample of people aged 40 and over were recruited. The group contained an equal split of male and female, who were overweight and had a range of other risk factors.

Stage one - individual and paired interviews to explore awareness, perceptions and attitudes towards prediabetes, diabetes, health and lifestyle

Stage two focus groups to explore the pathway, identifying how it could be delivered to best meet needs and encourage behaviour change

Results:
65 people were recruited from 11 different localities in Merseyside.

- Healthy foundations segmentation: identified almost half as Unconfident Fatalists and a third as Live for Todays
- Language: Participants did not understand pre-diabetes or IGR. Borderline diabetes was the preferred term as it indicates you can do something about it, High risk of diabetes was also a useful term
- Motivation: Being identified as borderline diabetes is a motivator for making lifestyle changes
- Access: All would access support and regular review from their GP practice
- Education: Participants expressed reluctance to attend education, preferring coaching and ongoing support

Conclusion: The learning gained through this insight has resulted in significant changes to the proposed pathway. It is expected that people will access the services as outlined in the pathway and this will motivate them to make changes to their lifestyle. The Merseyside IGR pathway will be formally launched in November 2013.