



Objective:

The aim has been to ascertain to what degree on-line information campaigns would be useful in preventing diabetes and obesity. This is achieved via personal DM2-risk self-testing and customized lifestyle adjustment recommendations, made in accordance with each person's risk profile.

Method:

The FINDRISK DM2-risk population filter Test comprises 8 scored questions, the results to which serve to predict what the chances are that the person will develop DM2 over the coming 10 years, with 14 points having been set as the most likely cut-off point in predicting high risk probability.

The FINDRISK test is just part of an interactive program that facilitates risk factor self-testing and recommends lifestyle changes –based on the risk factor score– that could help avoid or delay the onset of DM2.

Background:

Clinical evidence has proven that primary Type 2 Diabetes (DM2) prevention is attainable when modifiable risk factors are impacted. With its Diabetes Action strategy, Spain's National Health Service staged awareness campaigns directed at the general public, regarding inherent DM2 risks and healthy lifestyle patterns, which serve to prevent or delay the onset of this condition.

Results:

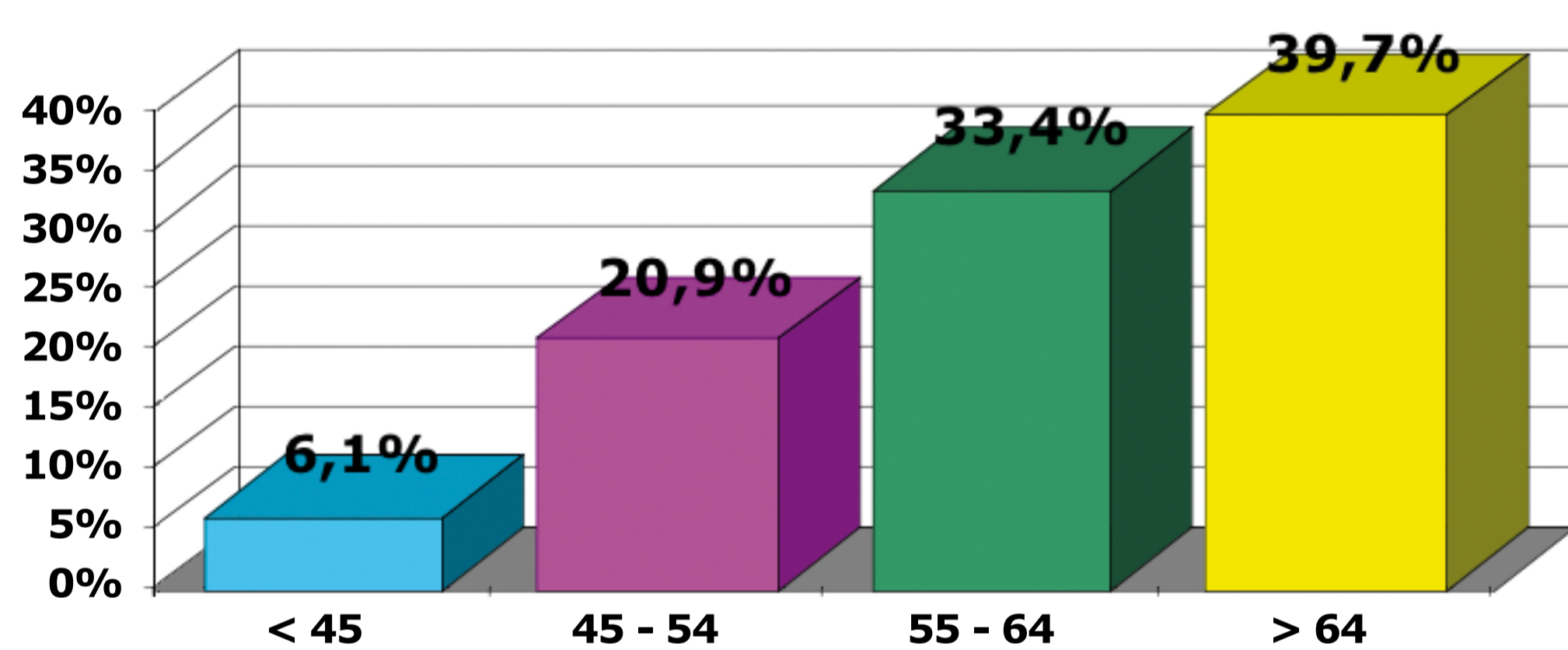
The Campaign got underway on September 30th 2008 and, by March 30th 2009, **13,511** on-line tests had already been done: 72.74% in Spain, 21.98% in Latin America and 5.28 in other countries, of which 44.93% were tests on men and 55.07% on women.

72.74% of the total tests

SPAIN

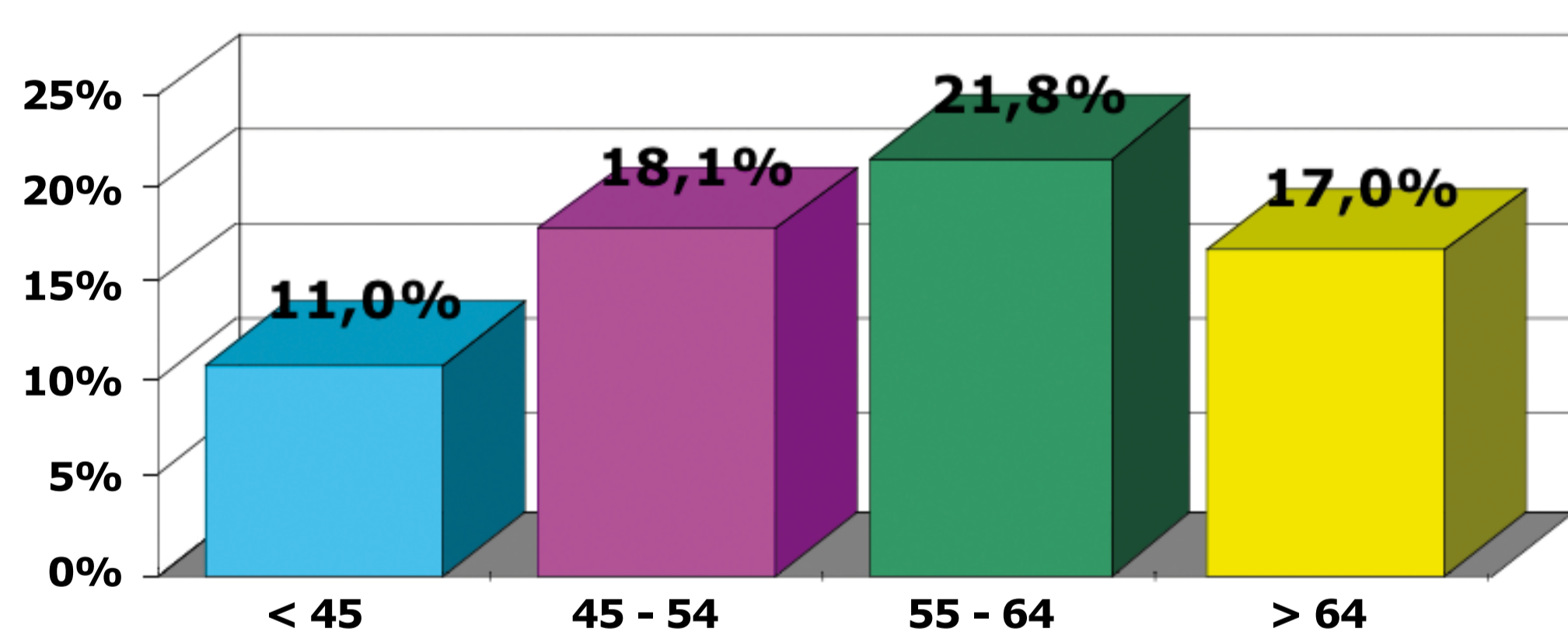
FINDRISK > 14 = 14.87%

FINDRISK >14 BY AGE



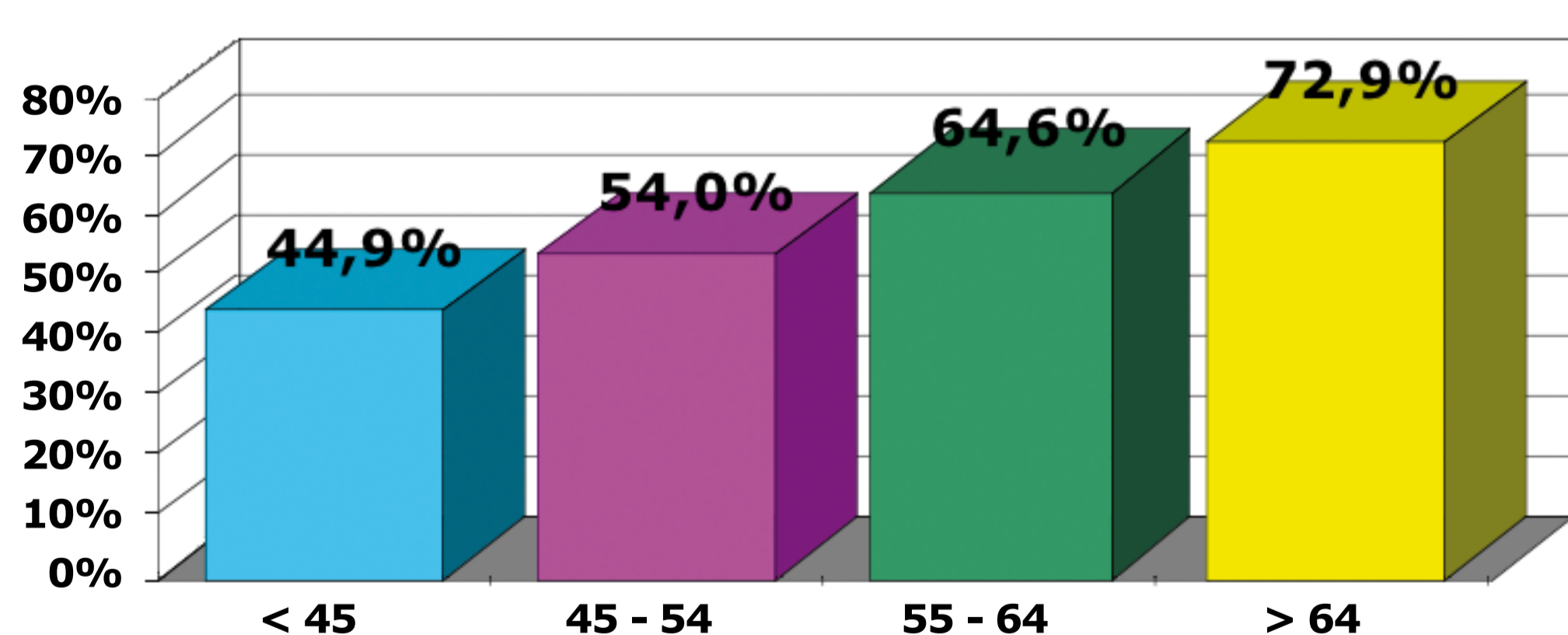
BMI >30 BY AGE

BMI > 30 = 14.4%



DO EXERCISE

DO EXERCISE = 51.0%

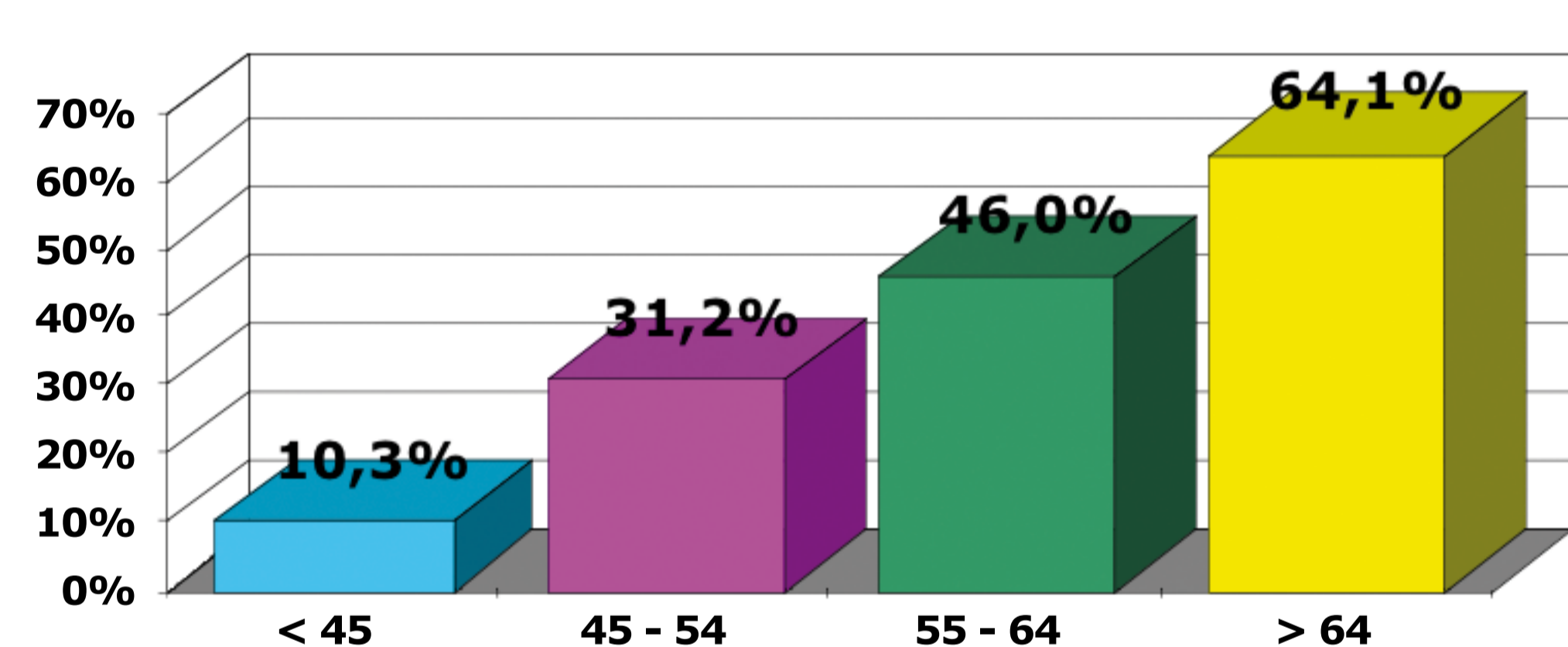


21.98% of the total tests

Latin America

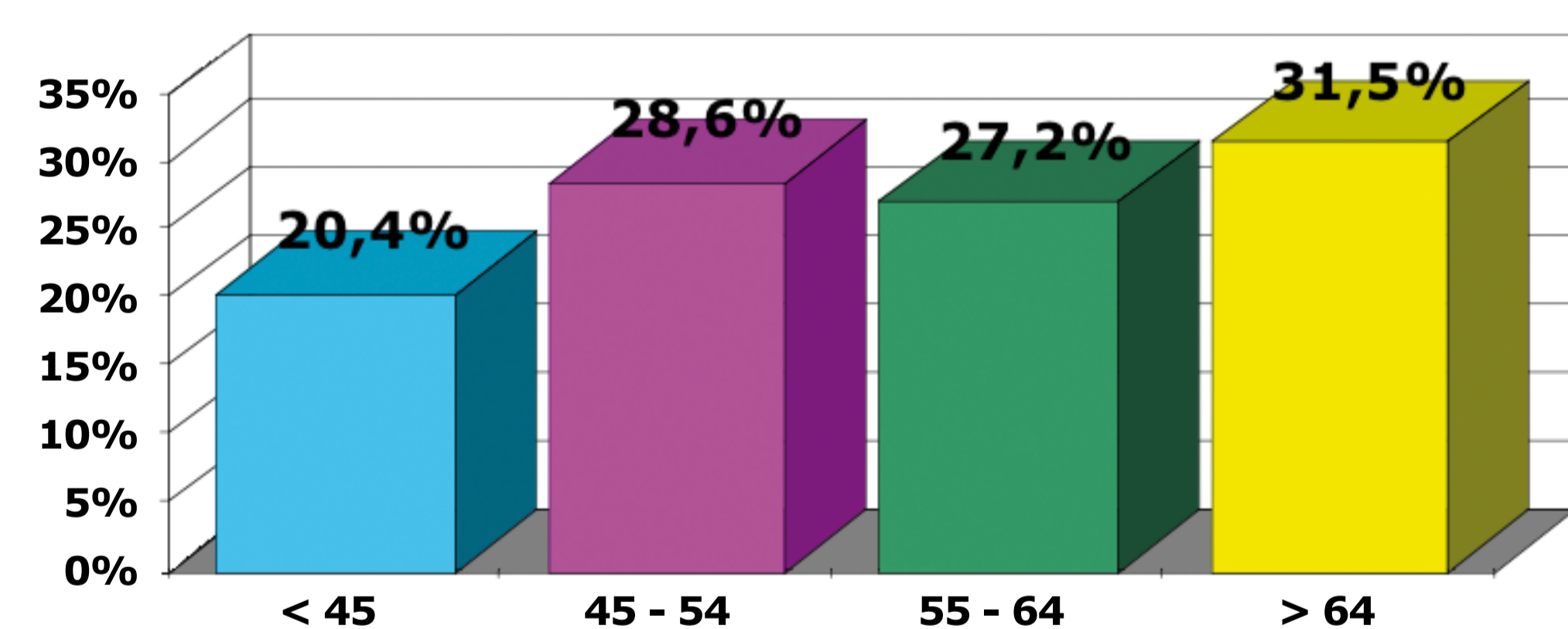
FINDRISK > 14 = 21.3%

FINDRISK >14 BY AGE



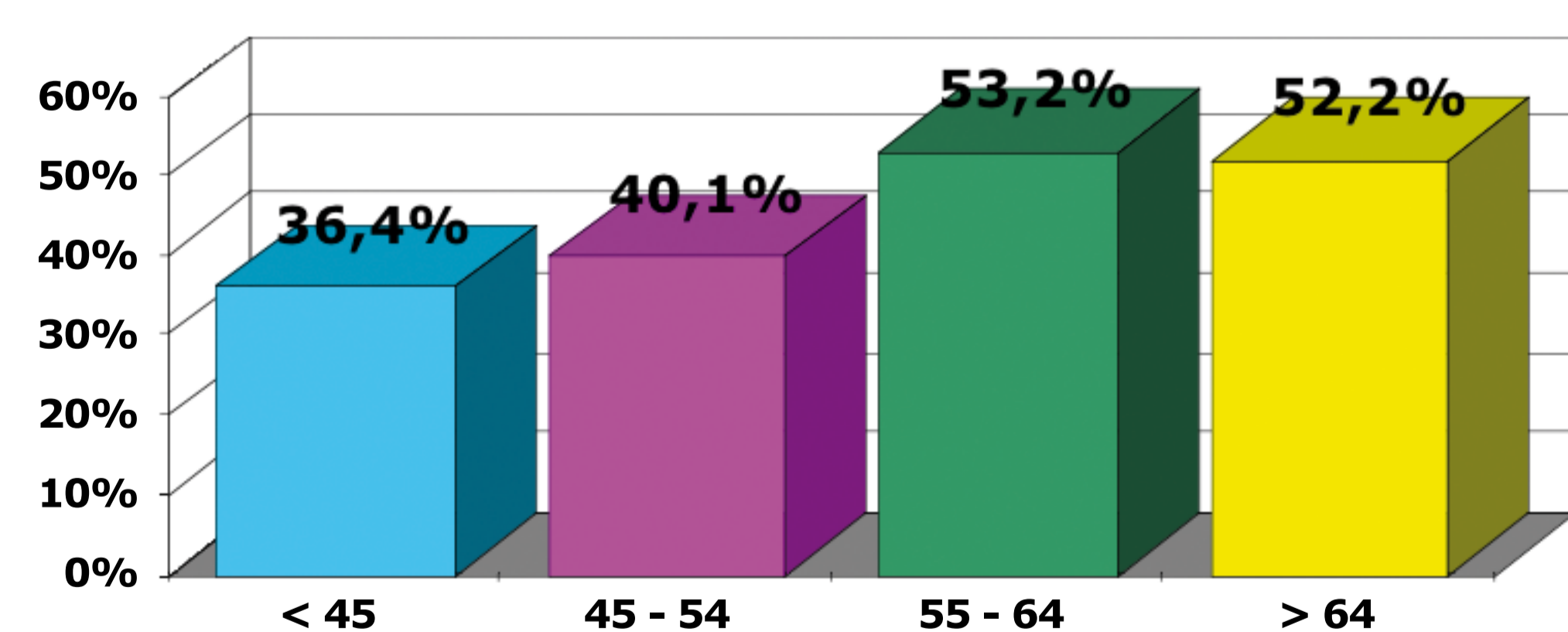
BMI >30 BY AGE

BMI > 30 = 23.5%



DO EXERCISE

DO EXERCISE = 39.8%



Conclusions:

The high number of on-line FINDRISK tests completed, serves to prove citizen awareness campaigns are viable, interactive, multinational, low cost and open to an ever-increasing number of people, via the Internet.

Sponsored by:

