BEATDiabetes offers digital health programs that combine frequent text message-based engagement and financial incentives to help catalyze behavioral change and improve glycemic control in patients with prediabetes and Type 2 diabetes.
5000 Hour Problem

Waking Hours

- Prediabetes/Diabetes-Related Healthcare Encounters: 3 hours
- Other 5000+ hours

5000 Hour Problem

Waking Hours

- DPP 24 hours
- Other 5000+ hours

BEAT Diabetes
Advice

• Practical tips on diet, exercise, and diabetes prevention
• Delivered by text 3-5 times a week
• Designed to be simple, memorable, and actionable
• Semi-customized based on enrollment questionnaire
  • Different messages if participant smokes, drinks soda, is the primary grocery shopper, is disabled, etc.
Advice

BIG plates, BIG problem. Studies show that people serve more food on big plates. Switch to smaller plates (like salad plates) to help with portion size.

Limit your intake of “white” foods – bread, pasta, rice, potatoes. Switch to whole grain, brown versions instead (100% whole grain bread and pasta, brown rice).

Use the Half Plate Rule: fill half your plate with vegetables or fruit. Be sure to stick to the half plate rule if you go back for seconds!

Without lifestyle changes, 7 out of 10 of people with prediabetes will go on to develop Type 2 diabetes. Don’t be one of them!

Take a walk after you eat. Walking for 15 minutes after meals can help keep blood sugars in the normal range.

Did you realize that some sweetened drinks (soda, juice, iced tea, coffee) have as much sugar as a dessert?! Rethink your drink! Stick with water, unsweetened tea, and plain coffee.

BEAT Diabetes

Advice

Follow the Half Plate Rule
Eat the Rainbow
It takes 15 minutes of walking...
...to burn off 100 calories.

THE GREATEST GIFT YOU CAN GIVE YOUR FAMILY & THE WORLD IS A HEALTHY YOU.
-JOYCE MEYER

BEAT Diabetes
**Prompts**

- Optional, customized reminders to exercise
- Frequency/timing determined by participant
- Set up during enrollment, can be modified over course of program

**Motivation**

- Motivational Messages
- Financial Incentives
Motivational Messages

Personalized Messages

You can do it!

I can do all things through Christ who strengthens me. Phil 4:13

Get healthy for Yellowstone backcountry fly fishing trips.

Get your butt off the couch and get moving.

General Messages

Every day is a new start.

A river cuts through rock, not because of its power, but because of its perseverance.

Incentives

<table>
<thead>
<tr>
<th>Drawing Prize</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fitbit Fitness Tracker</td>
<td>• $120 Gift Card for Meal Service</td>
<td>• $250</td>
<td></td>
</tr>
</tbody>
</table>

Earn Entries By

<table>
<thead>
<tr>
<th>• Attending ≥ 4 core sessions</th>
<th>• Attending ≥ 9 core sessions</th>
<th>• Attending ≥ 4 maintenance sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Weight loss ≥ 5%</td>
<td>• Weight loss ≥ 10%</td>
<td>• Weight loss ≥ 5%</td>
</tr>
<tr>
<td>• Weight loss ≥ 10%</td>
<td></td>
<td>• Weight loss ≥ 10%</td>
</tr>
</tbody>
</table>

BEAT Diabetes
Summary

• BEATDiabetes leverages technology to provide support and motivation during the “5000 hours” when people are making most of the decisions that affect their health
• Utilizes text messaging, which is a simple, widely available technology that most people are already using
• Utilizes financial incentives to add tangible, short term rewards for health behaviors that have a long time horizon for benefit

Useful tool to support and reinforce healthy behaviors between DPP sessions