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The consumer side of diabetes: A primary research study

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Often a public health crisis is not a consumer crisis because consumers do not understand the seriousness of it or they are unaware of their own risk. So, all of the policy and recommendations in the world won't make a change if the consumers aren't willing to make a change. "The Consumer Side of Diabetes" is a HealthFocus International primary consumer research study designed to explore type 2 diabetes from the consumer perspective with an eye towards helping create intervention strategies that will fit their lives and have a higher success rate.

Study Background: Primary research amongst 1,200 U.S. consumers ages 18-70

Subgroups:

- People with Diabetes- Type 2 (n=593)
- At Risk Group—not diagnosed but defined as at high risk using BMI, blood sugar or the prevalence of a number of other risk factors. (n=303)
- Control Group - consumers not at risk (don't have diabetes and are not at high risk)(n=304)

Presentation

This study gauges the awareness, concern and attitudes of people with type 2 diabetes as well as those with at high risk for diabetes. The talk will endeavor to cover some of the following:

- How do people assess their overall level of health when they have diabetes or are at risk for it?
- What are lives like? Do they exercise, follow healthy diets?
- How concerned are they about diabetes and the associated risks?
- What steps are they taking to manage or prevent diabetes?
- Do they feel in control of diabetes?
- What challenges do people with diabetes face when selecting foods/beverages?
- What are their barriers to healthy eating (e.g., taste, convenience, expense)?
- What are the needs related to communicating to people with diabetics to make management more effective?

Biography

Barbara Katz is the President of HealthFocus International a consumer research and brand consulting company specialized in health and nutrition. Barbara has far reaching knowledge of global consumer needs when it comes to the tricky balance of health with their other priorities. Prior to joining Health Focus International, Barbara was the Senior Director for Global New Products at Wyeth Nutrition responsible for brand strategy in 15 key markets. Barbara has spent over twenty years in marketing strategy, brand development and market research, has lived in Australia and in Shanghai, and has worked with consumers in many parts of the world. Barbara works with the Culinary Institute of American on their Healthy Menus Initiative as well as with the Institute of Food Technologists on their annual Wellness Conference advisory board.

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