



**Building virtual**

**communities**

How does the community **DIAMIGO** provide essential peer-to-peer support for those with type 1 diabetes, while being a potential resource for healthcare professionals?



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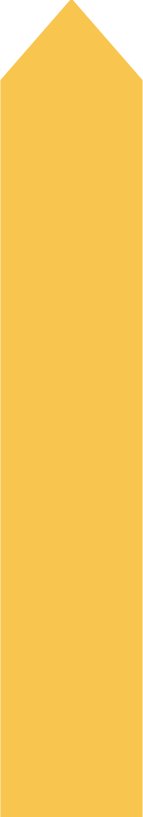
# Life with **type 1 diabetes**

15 y/o in the summer of 2008;  
tired, thirsty and thin

Life was scary and unfair – no  
one among friends or family  
had T1D and could relate



# Life with **type 1 diabetes**



New diagnose, new routines, new adjustments and learning  
Like an unpaid, break and vacation free job that you can't quit  
The **mental health** perspective – a lifelong condition

The need of a (sense of) **community**

- A virtual peptalk, warm hug and sob-buddy
- In your pocket - ready when you need it the most

*(because T1D won't always give you that hard time during office hours!)*

# What is co-design?

“Building and deepening equal collaboration between users”

“The users are experts of their own experience”

*(Sanders & Stappers 2008)*



# Why co-design a **digital social community**?

Key-components in managing type 1 diabetes

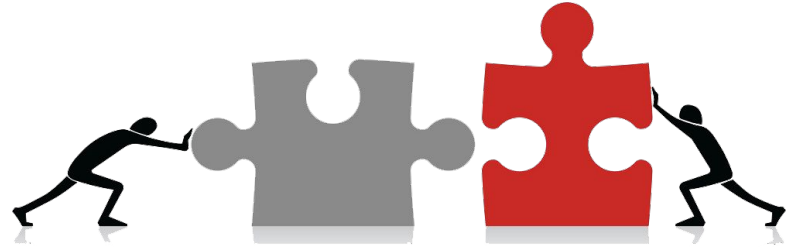
*(Ramfelt, Åkesson & Petersson 2020)*

## **WHAT?**

- Knowledge about T1D
- Understanding and learning about diabetes tech  
(monitoring blood-sugar, pumps etc)
- Support in everyday life

## **HOW?**

- Coaching program....



## Coaches

## Coachees

*"When I think about it I really know quite a lot about diabetes, that I can share with others..."*

To contribute to, and to gain, competence

*"A little more life experience... that is what you need in this situation..."*

*"As a coach I want to give some hope... that sooner or later everyday life will work..."*

To give, and to get, a feeling of hope

*"To feel that you are not alone in this..."*

# About the **DIA<sup>BETES</sup> A MIGO** community

Founded in 2019 – members with T1D and 13-30 y/o

A **moderated community** = a safe space to communicate


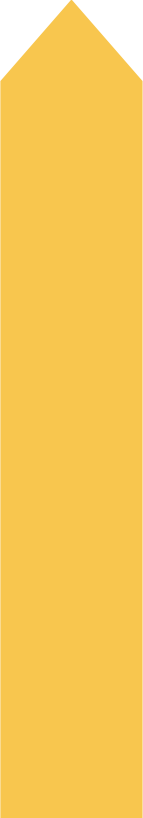
Digital hangouts, BG bingo, test panel, tabu topics, patient feedback...

Change and development in dialogue  
with our members





# About the **DIA**<sup>BETES</sup> **A MIGO** community



*I've realized there's  
more than one good  
solution to the same  
[T1D] problem*

*We all see &  
understand each  
other because we're  
in the same boat*

*There's a helpful &  
kind atmosphere,  
never any judgement  
or badwill*

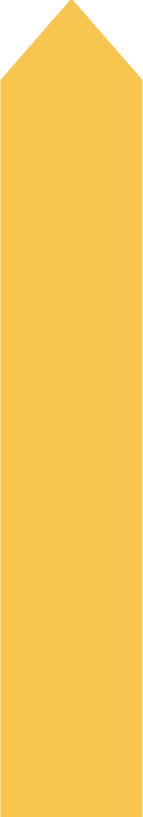
# How members & HCP's co-produce improvements

- Creating places to meet (virtual “fika”)
- Shared purpose and goal
- Understanding different perspectives -  
consensus about what to improve

*(Bate, Robert & Bevan, 2004)*



# Future community potentials

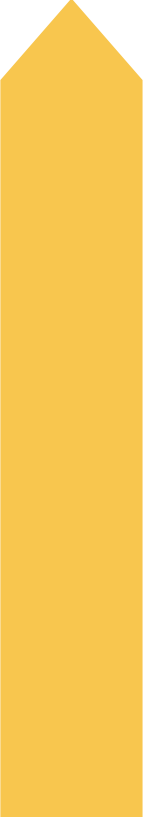


**Broader audience:** multiple (and bigger!) communities; more ages, a wider geographical reach, other diabetes types, those affected too; parents, relatives, partners, colleagues, coaches, teachers...

**More interactive elements:** the sky's the limit in the digital world!

**Healthcare involvement:** a win-win concept →

# Future community potentials



People with T1D want streamlined healthcare. They are experts of life with T1D and of diabetes tech usage – HCP should use that knowledge to improve!

Communicating directly with a vivid community – a fast and interactive way to engage with patients

Focus groups, market research (enquiries etc), tech updates...



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## References and more reading



Sanders, E.B.N. & Stappers, P.J. (2008). Co-creation and the new landscapes of design, *Co-Design*, 4:1, 5-18, doi: 10.1080/15710880701875068.

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