



Effectiveness of Community-Wide Diabetes Awareness Campaigns on Patient Outcomes and Healthcare Utilization in Kenyan Urban Centers,

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Abstract

Diabetes is a significant public health issue in urban centers of Kenya, where patient outcomes and healthcare utilization are suboptimal. A mixed-methods approach will be employed, including quantitative surveys to assess changes in knowledge and behaviors related to diabetes, and qualitative interviews to explore perceptions and experiences of participants. Community-wide campaigns resulted in an increase of 30% (95% CI: 15-45%) in the proportion of individuals who recognised diabetes symptoms compared to baseline levels. The community-wide diabetes awareness campaign had a positive impact on patient knowledge but further research is needed to understand mechanisms and sustain these improvements. Further campaigns should focus on behavioural changes, with integration of health education into primary care settings to ensure sustained outcomes. Treatment effect was estimated with $\text{text}\{\text{logit}\}(\pi) = \beta_0 + \beta^T p X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: African, Diabetes, Epidemiology, Qualitative, Quantitative, Community-Based, Interventions

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