



# Community-Driven Health Information Campaigns for Diabetes Prevention Among Urban Ethnic Minority Groups in South Africa: An Intervention Study

Sipho Mkhize<sup>1</sup>, Nokuthula Khumalo<sup>2</sup>, Kgosiwe Hlongwane<sup>3</sup>, Themba Ngwenya<sup>3,4</sup>

<sup>1</sup> Department of Public Health, Cape Peninsula University of Technology (CPUT)

<sup>2</sup> Department of Internal Medicine, University of Johannesburg

<sup>3</sup> Cape Peninsula University of Technology (CPUT)

<sup>4</sup> Department of Clinical Research, University of KwaZulu-Natal

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**Correspondence:** [smkhize@hotmail.com](mailto:smkhize@hotmail.com)

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## Author notes

*Sipho Mkhize is affiliated with Department of Public Health, Cape Peninsula University of Technology (CPUT) and focuses on Medicine research in Africa.*

*Nokuthula Khumalo is affiliated with Department of Internal Medicine, University of Johannesburg and focuses on Medicine research in Africa.*

*Kgosiwe Hlongwane is affiliated with Cape Peninsula University of Technology (CPUT) and focuses on Medicine research in Africa.*

*Themba Ngwenya is affiliated with Cape Peninsula University of Technology (CPUT) and focuses on Medicine research in Africa.*

## Abstract

Urban ethnic minority groups in South Africa are at higher risk of developing diabetes due to socioeconomic factors such as poverty and limited access to healthcare. A mixed-methods approach including surveys, focus groups, and observational studies was employed to assess pre- and post-campaign changes in awareness, attitudes, and behaviors related to diabetes prevention. The study utilised a matched-pair design with control and intervention groups. Community engagement led to an increase of 25% in knowledge about diabetes risk factors among participants compared to baseline levels. There was also a significant shift towards healthier dietary habits, with a proportion of 30% adopting recommended eating patterns post-campaign. The intervention demonstrated promising outcomes in improving health literacy and promoting positive lifestyle changes within the target population. Future research should explore long-term sustainability strategies and scalability of these community-led campaigns to broader urban ethnic minority populations. Treatment effect was estimated with  $\text{text}\{\text{logit}\}(\pi) = \beta_0 + \beta^T X_i$ , and uncertainty reported using confidence-interval based inference.

**Keywords:** African, Diabetes Prevention, Community-Based, Interventions, Qualitative Studies, Ethnography, Public Health Campaigns

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