#### Diabetic RetinaScreen

# **Knowledge and Awareness of Diabetic Retina Screening in Ireland**

**Market Research 2023** 

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# **Purpose of Diabetic Retina Screening**

**Diabetic Retinopathy** is a complication of diabetes. It is caused by high blood glucose (sugar) levels damaging the back of the eye (retina).

#### **Diabetic Retina Screening:**

- For people in Ireland with type1 and type 2 diabetes and who are at risk of retinopathy.
- Detects any changes to the small blood vessels in the lining at the back of your eye.

#### **Screening Age Range:**

It's for people with type 1 and type 2 diabetes aged 12 years and older free of charge once a year.

#### **Screening Test:**

- It involves having a photo taken of your eyes with a digital camera.
- If you have a result of no retinopathy in your previous 2 screenings, your next screening invitation will be 2 years from the time of your last screen.



## **Research Methodology**

#### 2021

- Online National Representative Survey in Ireland (N=764)
- Fieldwork conducted between Sept-Oct 2021
- Male & Females either living with diabetes or gatekeepers aged 18-55+ years

## 2023

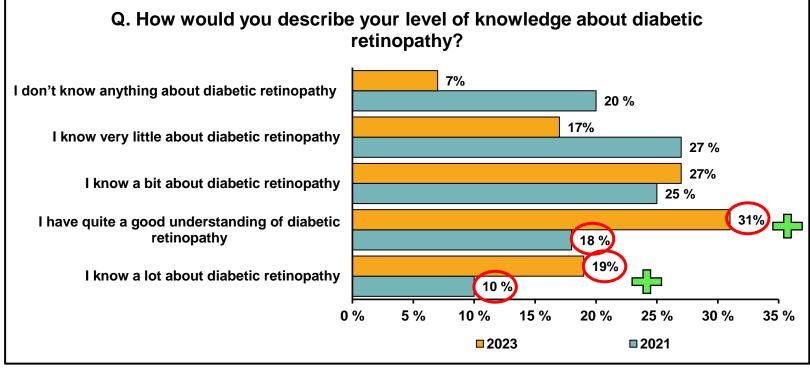
- Online National Representative Survey in Ireland (N=330)
- Fieldwork conducted in June 2023
- Male & Females (12y+) who have diabetes, have a spouse or child with diabetes

To identify and explore peoples' perceptions of diabetic retina screening services in Ireland and what drives and inhibits them to attend diabetic retina screening.





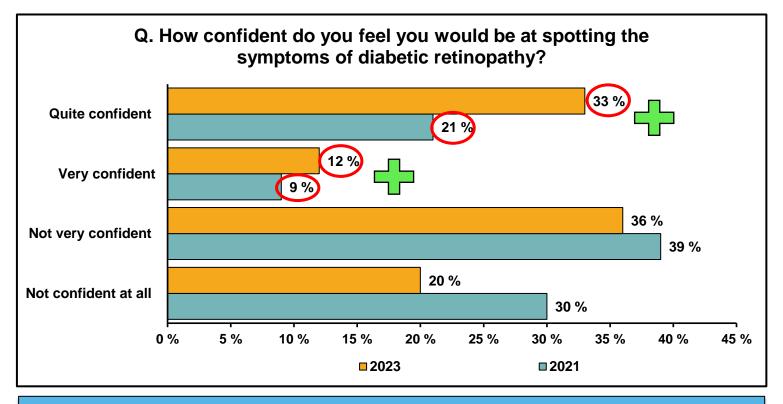
## Level of knowledge about Diabetic Retinopathy



50% of respondents have a good understanding/know a lot about diabetic retinopathy compared to 28% in 2021.



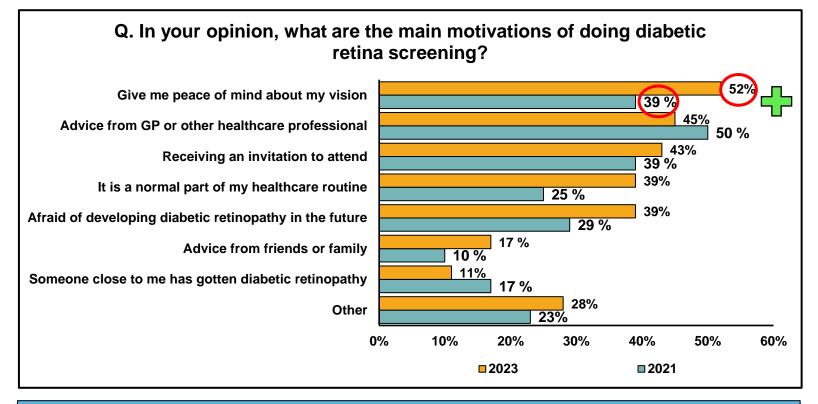
#### Confidence in spotting symptoms of Diabetic Retinopathy



45% are at least *quite confident* in spotting symptoms of diabetic retinopathy, an increase since 2021 (30%).



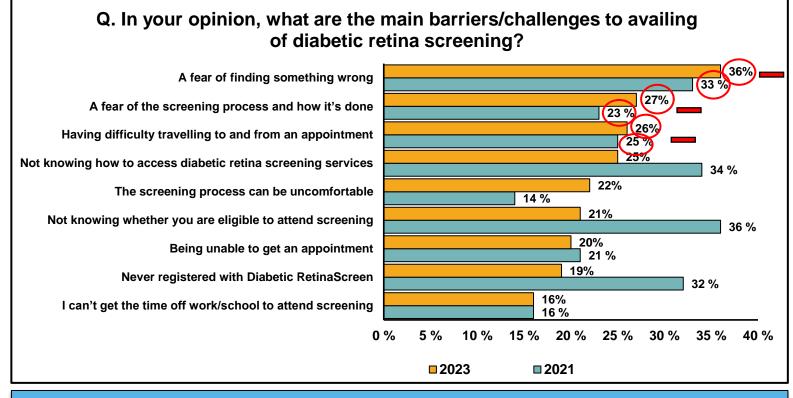
# **Motivators to attend Diabetic Retina Screening**



Giving peace of mind about vision (52%) is the key motivator to diabetic retina screening participation in 2023, an increase since 2021 (39%).



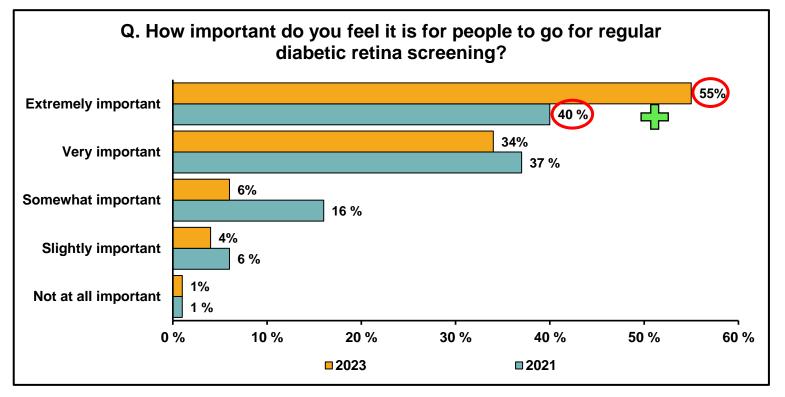
# **Barriers of attending Diabetic Retina Screening**



The main barriers to diabetic retina screening including the fear of finding something wrong, fear of the screening process and how it's done and difficulty travelling to and from an appointment have increased since 2021.



#### Importance of attending regular Diabetic Retina Screening



55% feel it is extremely important for people to go for regular diabetic retina screening, an increase from 2021 (40%).

## Conclusion

- Since the last survey, there is an increase in the proportion of respondents that claim have a good understanding/know a lot about diabetic retinopathy (2023: 50% vs 2021: 28%).
- ✓ Nearly half feel confident in their ability to spot the symptoms of diabetic retinopathy, an increase since 2021 (2023: 45% vs 2021: 30%).
- ✓ Over half believe it to be extremely important for people to regularly attend diabetic retinopathy screening, an increase from 2021(2023: 55% vs 2021: 40%).
- ✓ Giving peace of mind remains the key motivator in diabetic retinopathy screening participation in 2021 (39%) and 2023 (52%).
- ✓ The fear of finding something wrong remains the key barrier to availing of diabetic retinopathy screening in 2021 (33%) and 2023 (36%).
- The main barriers to diabetic retina screening have increased since 2021. These include the fear of finding something wrong (36% vs 33%),the fear of the screening process and how it's done (27% vs 23%) and difficulty travelling to and from an appointment (26% vs 25%).