

# Pick My Pump: Co-designing an Artificial Intelligence Chatbot Navigator to Tackle Diabetes Technology-Associated Stigma in the Diabetes Community

Md. Najeeb Ashraf,<sup>1,2</sup> Amanda Knight<sup>1</sup>

<sup>1</sup>Research to Action Fellow, Diabetes Action Canada, Toronto; <sup>2</sup>SciVoc Consulting Inc., Toronto, Canada



Scan Me

Diabetes technology-associated stigma (i.e., use of insulin pumps, AID systems [including DIY] is commonly observed in the diabetes community. **AIM:** To reduce diabetes technology-associated stigma by creating an AI-powered pump and AID chatbot navigator to ask sensitive questions, fostering confident shared decision-making.

### What patients and caregivers usually feel

### Stigma shapes technology choices (AID or DIY or none)

### DAC led co-designing sessions (>2 dozen people)

### Plain language (Grade 3-5) and Verified AID guides

### AID Chatbot Navigator

Built with T1D lived (over 4 decades) and loved (parent of a child with over 5 years) experience

Ask me anything about insulin pumps, CGMs, AID, and DIY systems across US and Canada.

Verified guides

Canada / US

## Key Takeaway

### Expected Outcomes

- ~~Empathetic Support~~
- ~~Non-judgmental and confidential conversations~~
- ~~Boosting confidence~~
- ~~Encouraging, empowering and identification of stigma-related themes~~
- ~~Education and Guidance~~
- ~~Access to relevant and accurate information~~

Stigma extends beyond clinics into peer and tech support spaces. Patients and caregiver inputs are instrumental to make the AI Chatbot relatable, prioritize anonymity, plain language, and strict boundaries on the tool functionalities. We will continue future testing and refining the tool with user inputs (patients, caregivers and healthcare) and interpret emerging themes.

**Abbreviations:** AID, Automated Insulin Delivery; CGM, Continuous Glucose Monitoring; DAC, Diabetes Action Canada; DIY, Do-It-Yourself; T1D, Type 1 Diabetes

**Acknowledgments:** We acknowledge all patients and caregivers who participated in the co-design sessions, members of the DAC research-to-action fellowship group, Linxi Mytkolli, Patient Engagement Director, DAC, and Marissa Town, Clinical Director, CwD, for their support of this project.