**Abstract Title:** Raising awareness to end diabetes stigma: a cross-sectional mixed-methods evaluation of Australian diabetes communication campaign videos among adults with and without diabetes.

**Aims:** Diabetes stigma is pervasive and harmful, yet evidence for effective stigma-reduction interventions remains limited. In 2021, Diabetes Australia released brief campaign videos advocating an ‘end to blame and shame’. This study explores: a) whether campaign videos are associated with diabetes stigma experiences (among adults with diabetes), endorsement (among adults without diabetes), or awareness (both cohorts); and b) perceptions of campaign videos (both cohorts).

**Methods:** Adults with diabetes (n=846: 42% T1D; 58% T2D; recruited via the National Diabetes Services Scheme) and without diabetes (n=1,397; via the Online Research Unit) took part in an online, three-arm randomised controlled cross-sectional study (1:1:1). Participants viewed stigma-awareness videos (intervention), alternate campaign videos (active control), or no videos (passive control). After, they completed measures of diabetes stigma experience (DSAS-1 / DSAS-2), endorsement and awareness (study-specific items). Mixed-methods feedback for intervention videos was also collected. Descriptive statistics and between-group comparisons were calculated, separately by cohort. A subset (n=290) of intervention-arm participants provided brief qualitative feedback which were thematically analysed.

**Results:** Intervention-arm participants reported greater experience (T2D only) and awareness (T2D; without diabetes) of diabetes stigma relative to controls (all p<.001; small effects). Across arms, a minority (<16%) of those without diabetes endorsed stigmatising attitudes. Campaign videos were positively rated as eliciting empathy (≥75% across cohorts), and described as being of educational value, personal resonance, and important for awareness-raising. Critiques included a lack of actionable solutions, over-exaggeration of diabetes stigma, and elicitation of pity. Some without diabetes reflected on campaign alignment with current attitudes or past behaviours.

**Conclusions:** Findings support the role of diabetes organisations and communication campaigns in raising awareness of diabetes stigma among people without diabetes, and call for greater consideration of actionable solutions and avoidance of unintended consequences. Real-world evaluations of future campaigns are recommended.