

## Diabetes Prevention Week 2018 – Preliminary Briefing Document for those involved in delivery

### Background

The NHS Diabetes Prevention Programme is launching a Diabetes Prevention Week campaign in April 2018. The campaign aims to:

- raise awareness of the Healthier You: NHS Diabetes Prevention Programme (NDPP) with the public and healthcare professionals, specifically GPs and Practice Nurses – to increase referrals to the Programme and reduce variation between sites
- raise awareness of the causes of Type 2 diabetes and the complications associated with it; and raise awareness of at risk groups – to support sites in mobilisation of the Programme

### Key messages

| Healthcare professionals                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Patients / Public                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <ul style="list-style-type: none"> <li>• Type 2 diabetes is increasing – in the last five years over half a million people have been diagnosed with type 2 diabetes in England</li> <li>• Type 2 diabetes is linked to lifestyle. It represents a real threat to health; if untreated it can lead to stroke, blindness, heart disease, kidney failure and lower limb amputation.</li> <li>• Type 2 diabetes can be prevented through losing weight, eating healthily and being more active.</li> <li>• Treatment of diabetes represents 10% of the NHS budget (£8.8 billion a year). Type 2 diabetes accounts for over 90% of cases.</li> <li>• The NDPP identifies those at risk and provides tailored, personalised help to reduce their risk of Type 2 diabetes including education on healthy eating and lifestyle, help to lose weight and bespoke physical exercise programmes.</li> <li>• The NDPP is available all over the country. You can identify and refer eligible patients.</li> </ul> | <ul style="list-style-type: none"> <li>• It's estimated that over five million people in England are at high risk of developing Type 2 diabetes.</li> <li>• Type 2 diabetes is linked to lifestyle. It represents a real threat to health; if untreated it can lead to stroke, blindness, heart disease, kidney failure and lower limb amputation.</li> <li>• Even if you are at high risk of developing Type 2 diabetes, it can still be prevented through losing weight, eating healthily and being more active.</li> <li>• The NDPP provides FREE tailored, personalised help to reduce your risk of Type 2 diabetes including education on healthy eating and lifestyle, help to lose weight and bespoke physical exercise programmes</li> <li>• The programme is helping people like you and shows real results.</li> <li>• The NDPP is available all over the country. To join, you need your GP to check you are eligible to take part and then refer you.</li> </ul> |

### Calls to action

| Healthcare professionals                                                                                                                                                                                                                                                                                          | Patients / Public                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <ul style="list-style-type: none"> <li>• Keep the NHS Diabetes Prevention Programme in mind as a treatment option for eligible patients</li> <li>• Find out what is happening in your area in regards to the NDPP</li> <li>• Order a campaign kit and/or take part in local events to promote the NDPP</li> </ul> | <ul style="list-style-type: none"> <li>• Go to <a href="https://riskscore.diabetes.org.uk/start">https://riskscore.diabetes.org.uk/start</a> to get an estimate of your risk of developing Type 2 diabetes</li> <li>• Take up the offer of a free NHS Health Check which will assess your risk of diabetes, cardiovascular disease and hypertension</li> <li>• Ask your GP or practice nurse for a blood test to check blood sugar levels</li> <li>• If you are invited to attend an NDPP session, take up the offer</li> </ul> |

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|  | <ul style="list-style-type: none"><li>• Find out more about the NDPP at <a href="http://www.england.nhs.uk/ndpp">www.england.nhs.uk/ndpp</a> or ask a member of your GP practice team</li></ul> |
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### **How will the Diabetes Prevention Week work?**

A free toolkit will be developed for organisations to support the campaign locally (branded as 'Healthier You'). The kit will include resources to enable organisations to run their own events during Diabetes Prevention Week and will be available to order from late February 2018 via the Campaign Resource Centre.

The kit is primarily targeted at GP Practices, however will be relevant and available for other organisations that want to get involved and support the campaign. Resources will include posters, leaflets, event decorations, waist tape measures, four new promotional videos and social media cards.

Toolkits will also be distributed at the NHS Diabetes Programme stand at the DUK Professional Conference in March.

The national team will oversee the campaign, lead on national media that week in reference to the Programme achieving full national coverage, support regional teams with media activity by providing a regional press release template and lead on a supporting social media campaign, including a campaign Thunderclap.

Promotion of the campaign locally will be led by local Communications Leads and NHS Diabetes Prevention Programme Site Leads. This activity will include:

- Promoting the campaign toolkit to GP Practices and other relevant organisations in their patch such as charities, community groups and Trusts
- Supporting the social media campaign by sharing across their own social media channels
- Running their own internal Diabetes Prevention Week events for colleagues
- Identifying case studies to showcase in regional press activity
- Developing their own local ideas for the week
- Logging activity and feeding into the national evaluation of the campaign

Communications leads are encouraged to think about a whole-system STP-wide approach.

We recognise that different areas are at different stages of delivery in regards to the programme so therefore the kit will include variations of the key messages allowing local organisations to tailor messages accordingly. For example, some areas may wish to focus on boosting referrals, others may wish to target specific demographics and some may wish to focus on the healthcare professional audience ahead of starting referrals, or to share results where referral targets have already been met.

### **Evaluation**

We will evaluate the campaign by analysing the following:

- Number and spread of STPs, GP Practices and other organisations involved
- National and regional media coverage
- Social media interactions

- Website visits: NHSE diabetes pages and the DUK Know Your Risk tool
- Referrals to the Programme and variation between sites

### **Timeline of activity**

|                       |                                                                                         |
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| Late January 2018     | Initial promotion of the Diabetes Prevention Week via NHS Diabetes Bulletin and website |
| Late January 2018     | Campaign Resource Centre goes live with campaign icon, slide set and overview           |
| Late February 2018    | Full campaign toolkit available to order                                                |
| February – March 2018 | Promotion of local events, Thunderclap etc                                              |
| 16-22 April 2018      | Diabetes Prevention Week 2018                                                           |
| May-June              | Evaluation                                                                              |