DIABETES AWARENESS WEEK

Toolkit

13th to 19th June, 2022
Thank you for supporting this year’s Diabetes Awareness Week campaign.

The Know Diabetes service, in the Local Care Team at NWL ICS, has created various digital assets that can be used by partners to promote diabetes awareness in North West London (NWL).

New social media, digital and open artwork assets are now available to download from the Know Diabetes Website.
Background

More than **4.9 million** people in the UK have diabetes, 90% have type 2 diabetes.

The NHS spends at least **£10 billion a year** on diabetes which is about 10% of its entire budget. Almost 80% of the money the NHS spends on diabetes is on treating complications. In some hospitals over a quarter of beds are used by people with diabetes.

There are **164,000 people** living with diabetes in NWL.

The REWIND programme in NWL, **is the first type 2 remission programme** to help people with type 2 diabetes in NWL go into remission. By March 2022, 3,619 people had been referred into the programme.

**1 in 14** people live with diabetes, and every one of them matters. The Know Diabetes Service is a **local NWL digital health platform** that can communicate self-care, behaviour change, and lifelong learning messages to the 360,000 people with diabetes and those at risk of type 2 diabetes in NWL.
Breakdown of the 164,000 people living with diabetes in NWL

<table>
<thead>
<tr>
<th>Area</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brent</td>
<td>31,910</td>
</tr>
<tr>
<td>Central London</td>
<td>9,082</td>
</tr>
<tr>
<td>Ealing</td>
<td>32,741</td>
</tr>
<tr>
<td>Ham. &amp; Fulham</td>
<td>10,266</td>
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<tr>
<td>Harrow</td>
<td>22,962</td>
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<tr>
<td>Hillingdon</td>
<td>20,923</td>
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<tr>
<td>Hounslow</td>
<td>24,725</td>
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<tr>
<td>West London</td>
<td>11,210</td>
</tr>
</tbody>
</table>

Primary Care Data from SystmOne and EMIS – April 2022
eLearning

There are currently nine QISMET approved Structured Education eLearning courses available for KD account holders. In the first 4 months of campaigning, 111 people started an eLearning course.

Freestyle Libre

Carbohydrate Counting

Type 2 Prevention

My Gestational Diabetes

My Insulin Pump
Campaign Toolkit

It highlights how to localise campaign assets and provides suggestions for how you can use the assets to engage your networks.

**Social media and digital assets**
Website banners and social media frames.

**PR toolkit**
Including long and short copies and key messages to accompany national and local stats.

**Drive traffic**
Get local people to the KD website to help them view their online record, access free programmes, and help with lifestyle changes.

**Printable PDFs**
Download patient info sheets and posters that can be printed or emailed.
Social media examples from the content pack
Social Media - Sharing is Caring

Use our ready-to-go social media post on your social media channels during Diabetes Awareness Week.

Please forward on to community partners so they can share it with their local networks.

Download the asset folder from the Know Diabetes website to find assets for Facebook, Instagram, Twitter, and Linked In.

Post every day or just as many as you can, every contact counts.
Join others and sign up for your Know Diabetes account

Join Know Diabetes Today. Join thousands of others in North West London by registering for your free NHS Know Diabetes account.

Copy:

What was your last blood result reading? Are you due a foot check? What programmes are available to me in NWL? Register for your personalised Know Diabetes account today.

Link: [Register | Know Diabetes](https://rebrand.ly/kdregister)
Short link for social post: https://rebrand.ly/kdregister

Graphics available for: 🌐 Facebook 📞 Instagram
Sign up for your free Know Diabetes account today

‘It’s really easy, I just log on to find out my latest blood result no more calling up and I get it quicker this way.’

Charlie from Harrow

Link: Register | Know Diabetes
Short link for social post: https://rebrand.ly/kdregister

Graphics available for: Facebook, Instagram
Our specialist NHS dietitian has created various 7-day meal plans for people who eat an Arabic, Caribbean, West African, South Asian vegetarian and non-vegetarian diets. These meal plans will give you plenty of ideas on how to get started.

Link: Meal-Plan | Know Diabetes
Short link for social post: https://rebrand.ly/kd-meals

Graphics available for: Facebook, Instagram, Twitter, LinkedIn
"I had never tried Total Diet Replacement (TDR) but when I heard people had lost 12kg in 3 months, I thought I need to ask my Doctor for a referral. If I can do it, anyone can. It has changed my life. Less knee pain, more energy, and no more diabetes medicine."

Link: REWIND | Know Diabetes
Short link for social post: https://rebrand.ly/REWIND

Graphics available for: Facebook | Instagram
Find a stepping stone to put your type 2 diabetes into remission

Remission is possible.

Get some helpful emails from the North West London Know Diabetes team and start to learn how to put your type 2 diabetes into remission.

Link: RE WIND | Know Diabetes
Short link for social post: https://rebrand.ly/REWIND

Copy:

I couldn't imagine changing my diet and eating differently from my family, but I did and I'm so grateful, as I've lost 7kg.

knowdiabetes.org.uk/rewind
Post 6

How many carbs are in this food?

**QUIZ TIME**

How many grams of carbs does a plate of basmati rice have?

A. 15g  B. 51g

**Copy:**

5g of carbohydrate is equivalent to 1 teaspoon of sugar, so note that some of these portions with 50g of carbohydrate contain the equivalent of 10 teaspoons of sugar!

Carbohydrate foods quickly get turned into sugar. Do you know how many grams of carbohydrate are in these types of food?

**Link:** [How many carbs are in this food? | Know Diabetes](https://rebrand.ly/kd-carb-quiz)

**Short link for social post:** https://rebrand.ly/kd-carb-quiz

**Graphics available for:** Facebook Instagram
Sign up for an eLearning course

Discover a range of eLearning courses that will help support you and your personal needs. You can go at your own pace – knowledge is power!

Link: eLearning | Know Diabetes
Short link for social post: https://rebrand.ly/kd-elearning

Graphics available for: Facebook, Instagram
How to translate the NHS Know Diabetes website

Translate the NHS Know Diabetes website into over 100 languages.

Link: [Languages | Know Diabetes](https://rebrand.ly/kd-translate)

Short link for social post: [https://rebrand.ly/kd-translate](https://rebrand.ly/kd-translate)

Video link: [https://vimeo.com/681470936](https://vimeo.com/681470936)
All of our social media resources for Diabetes Awareness Week are available on the Know Diabetes website:

Thank You

Contact the Know Diabetes Service here

Future Plans
For more details on upcoming campaigns please visit:
www.knowdiabetes.org.uk

Health Care Professionals
For content specific for professionals please visit:
Health Care Professionals Hub

Meet the Team
Who are the Know Diabetes team?
Meet the Team