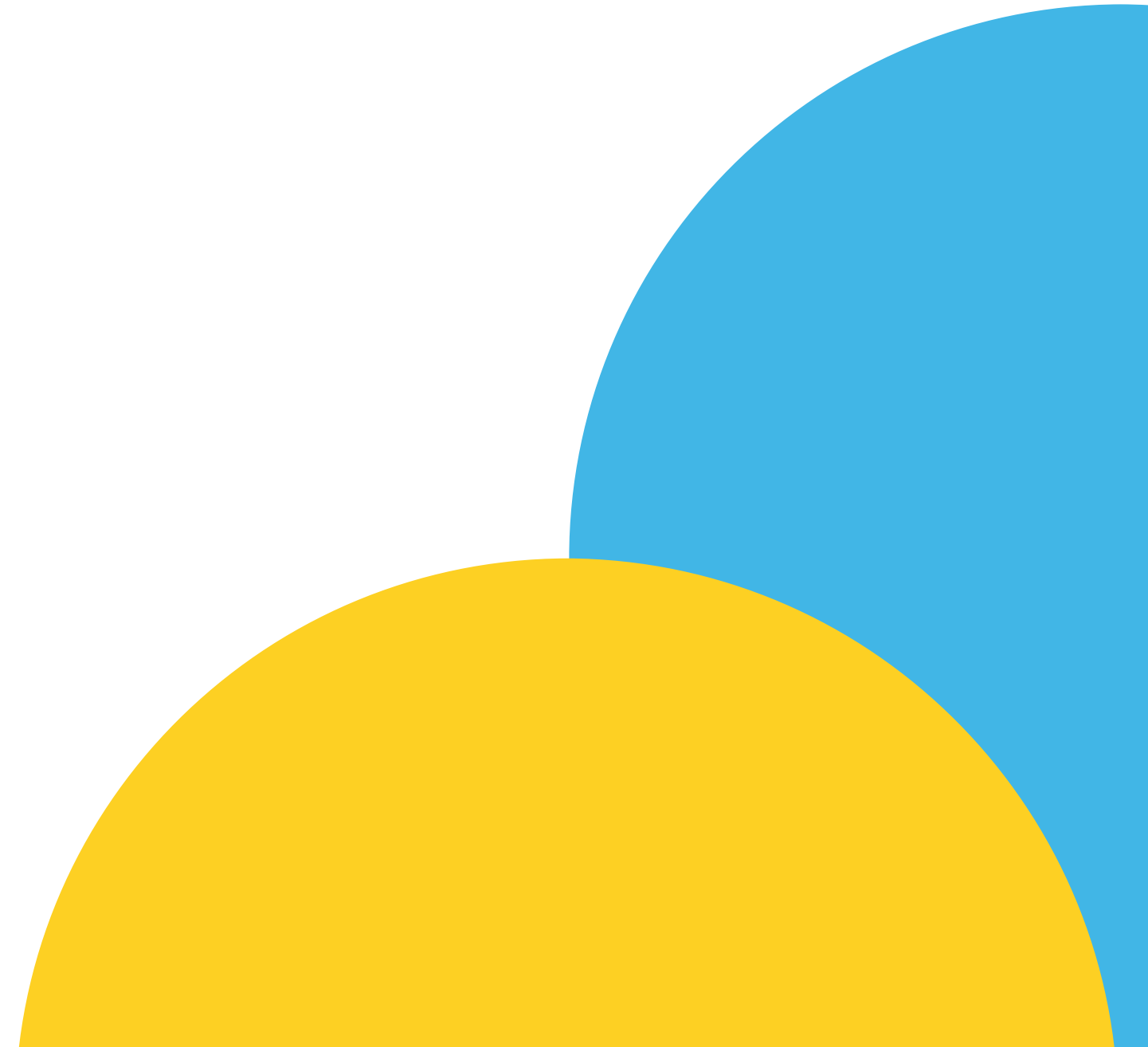




# DIABETES PREVENTION WEEK

**23rd to 29th May, 2022**



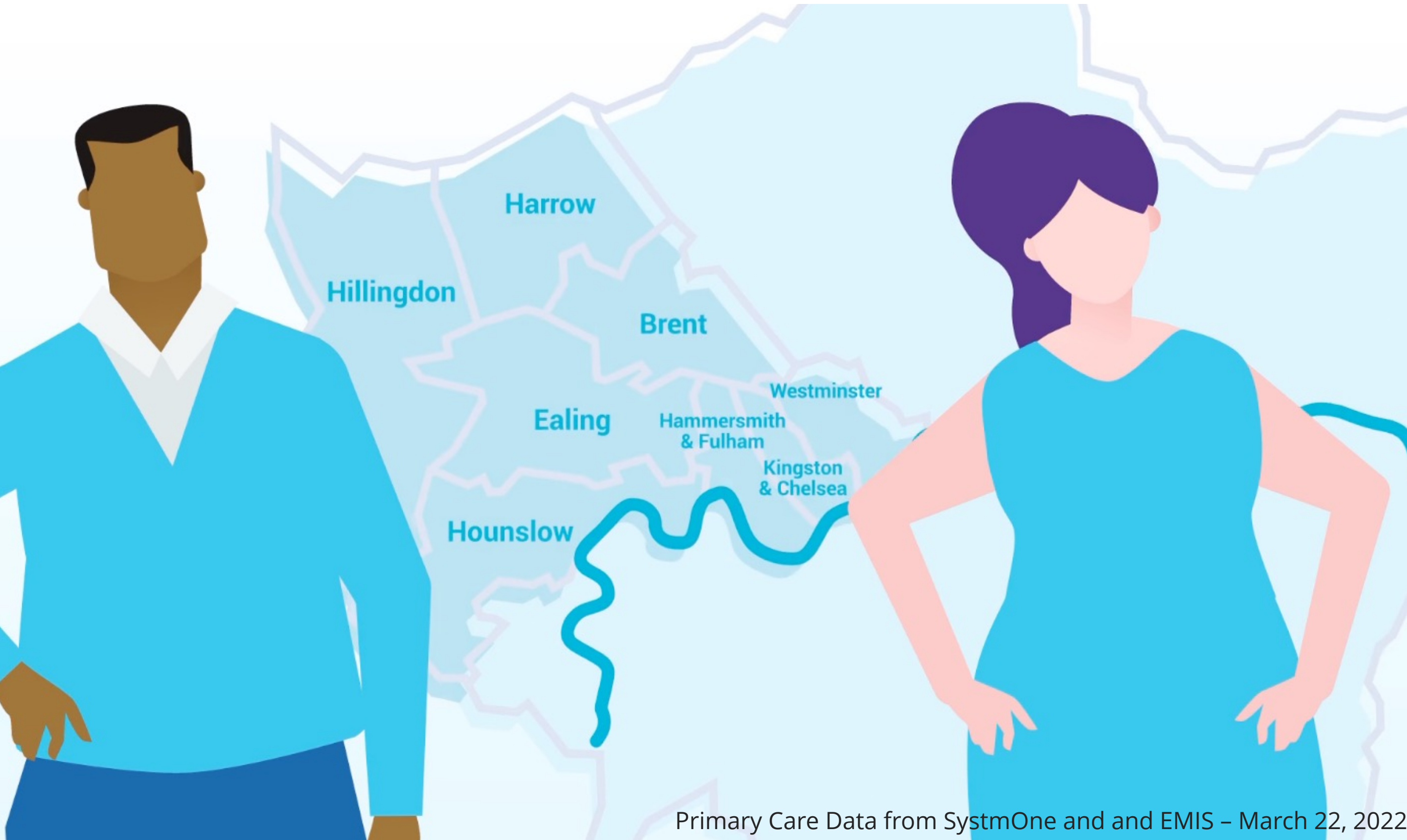
# Know Diabetes Content Pack

- 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 Prevention in North West London (NWL).
- Thank you for supporting this year's Diabetes Prevention Week campaign, "**Know Your Risk**".
- New social media, digital and open artwork assets are now available to **download from the Know Diabetes Website**.

# Background

- There are **13.6 million people** in the UK at increased risk of developing type 2 diabetes. But for many people, there are steps you can take to reduce your risk.
- **Every two minutes** someone finds out that they have type 2 diabetes, a potentially serious health condition that can cause long-term health problems. It can lead to sight loss, kidney failure, loss of a limb, and makes you at least twice as likely to have a heart attack or stroke.
- We are working together with NHS England, Public Health England and Xyla Health to provide the Healthier You NHS Diabetes Prevention Programme (NDPP) to people in NWL, **the first national programme** to help those who are at high risk of type 2 diabetes. Between January 2021 and April 2022, 5232 people have started the programme in NWL.
- There are **186,000 people at risk** of type 2 diabetes in NWL.
- The Know Diabetes Service is **a local NWL digital health platform** that promotes lifestyle, self-care and behaviour change messages to the 360,000 people with diabetes and those at risk in NWL.

# Breakdown of the 186,000 people at risk of type 2 diabetes in NWL



<b>Brent</b>	<b>29,083</b>
<b>Central London</b>	<b>10,769</b>
<b>Ealing</b>	<b>38,190</b>
<b>Ham. &amp; Fulham</b>	<b>12,380</b>
<b>Harrow</b>	<b>23,195</b>
<b>Hillingdon</b>	<b>29,181</b>
<b>Hounslow</b>	<b>29,326</b>
<b>West London</b>	<b>13,782</b>

# 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 understand their risk, 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

knowdiabetes NHS

## KNOW YOUR RISK

Find out now

knowdiabetes.org.uk/check-my-risk



knowdiabetes NHS

## WHAT IS YOUR BLOOD SAYING?

Find out now

knowdiabetes.org.uk/bloods



knowdiabetes NHS

## WELCOME TO A HEALTHIER YOU

NHS DIABETES PREVENTION PROGRAMME

REDUCE YOUR RISK OF TYPE 2 DIABETES REGISTER FOR FREE NOW

knowdiabetes.org.uk/healthier\_you



knowdiabetes NHS

## WELCOME TO A HEALTHIER YOU

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knowdiabetes NHS

## WELCOME TO A HEALTHIER YOU

NHS DIABETES PREVENTION PROGRAMME

Are you at risk of type 2 diabetes because of your ethnicity or family history? We can help!

**CONNECT WELL**  
Connecting with people will enrich your everyday!

**SLEEP WELL**  
Sleeping well will ensure you're ready for a healthier tomorrow!

**EAT WELL**  
Good food is great for your body and soul!

**MOVE MORE**  
Step outside, dance or play a sport. Exercise makes you feel good!

We feel better and smile more when we connect well, sleep well, eat well and move more!

**START YOUR JOURNEY TODAY!**  
knowdiabetes.org.uk/healthier\_you



knowdiabetes NHS

## MAN OF THE MATCH

### WELCOME TO A HEALTHIER YOU

NHS DIABETES PREVENTION PROGRAMME



knowdiabetes NHS

## BEER BELLY RELEGATED, CONFIDENCE PROMOTED







# Social Media - Sharing is Caring

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

Post 1

## Know Your Risk Tool – Could you have type 2 diabetes?



The graphic features a blue background on the left and a yellow curved shape on the right. A woman with dark curly hair, wearing a light blue top, is smiling and looking slightly to the right. In the top left corner, there is a 'knowdiabetes' logo. In the top right corner, there is an 'NHS' logo. The text 'KNOW YOUR RISK' is prominently displayed in large, bold letters, with 'KNOW' in yellow and 'YOUR RISK' in white. Below this, a blue button with white text says 'Find out now' with a white mouse cursor icon pointing at it. At the bottom left, the URL 'knowdiabetes.org.uk/check-my-risk' is written in white.

### Copy:

The first step is finding out whether you're at risk. It takes two minutes and could be the most important thing you do today.

Link: [Check My Risk | Know Diabetes](https://rebrand.ly/kd-risk)

Short link for social post: <https://rebrand.ly/kd-risk>

Graphics available for:





## Post 2

# Join others and sign up for the diabetes prevention programme



### Copy:

'Before the programme, I had very little awareness of type 2 diabetes and its potential impact on me'

Sunil from Harrow

Link: [Prevention | Know Diabetes](#)

Short link for social post: <https://rebrand.ly/sys-prevention>

Graphics available for:







**Copy:**

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:**







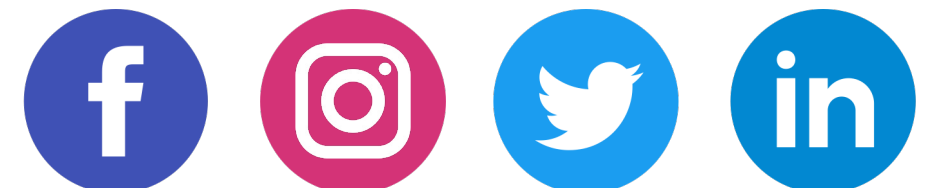
**Copy:**

'I got diagnosed with type 2 diabetes when I was 27 – I didn't realise I was at risk when so young. There are long-term problems that can develop gradually, and can lead to serious damage if they go unchecked and untreated'

**Link:** [Check My Risk | Know Diabetes](https://rebrand.ly/kd-risk)

**Short link for social post:** <https://rebrand.ly/kd-risk>

Graphics available for:





## Post 5

# Losing weight to prevent type 2 diabetes?

A graphic for NHS Know Diabetes. It features a woman with curly hair and glasses, wearing a grey t-shirt and dark jeans, standing with her arms crossed. The background is split into yellow and blue sections. The text is in bold, uppercase letters. The NHS logo is in the top right corner.

knowdiabetes

**THERE ARE OVER 186,000 PEOPLE IN NORTH WEST LONDON WHO ARE ALREADY AT RISK OF TYPE 2 DIABETES.**

**FIND A PROGRAMME OR ACTIVITY THAT CAN HELP PREVENT IT.**

Find out more

NHS

### Copy:

Research has consistently shown that for some people, combined lifestyle interventions - including diet, physical activity, and sustained weight loss - can be effective in reducing the risk of type 2 diabetes by about 50%. Find a programme on the Know Diabetes website.

**Link:** [Type 2 Diabetes Prevention | Know Diabetes](https://www.knowdiabetes.org.uk/type-2-diabetes-prevention)

**Short link for social post:** <https://rebrand.ly/prev-prog>

Graphics available for:





**Copy:**

'What you saying blood?'

Watch this video and learn more about how we measure the sugar in your blood by doing a Hba1c test. If you have ever been told you are at risk of type 2 diabetes, you should have a hba1c check with your healthcare team every year.

**Link:** [Blood Glucose | Know Diabetes](https://www.knowdiabetes.org.uk/bloods)

**Short link for social post:** <https://rebrand.ly/kd-bloods>

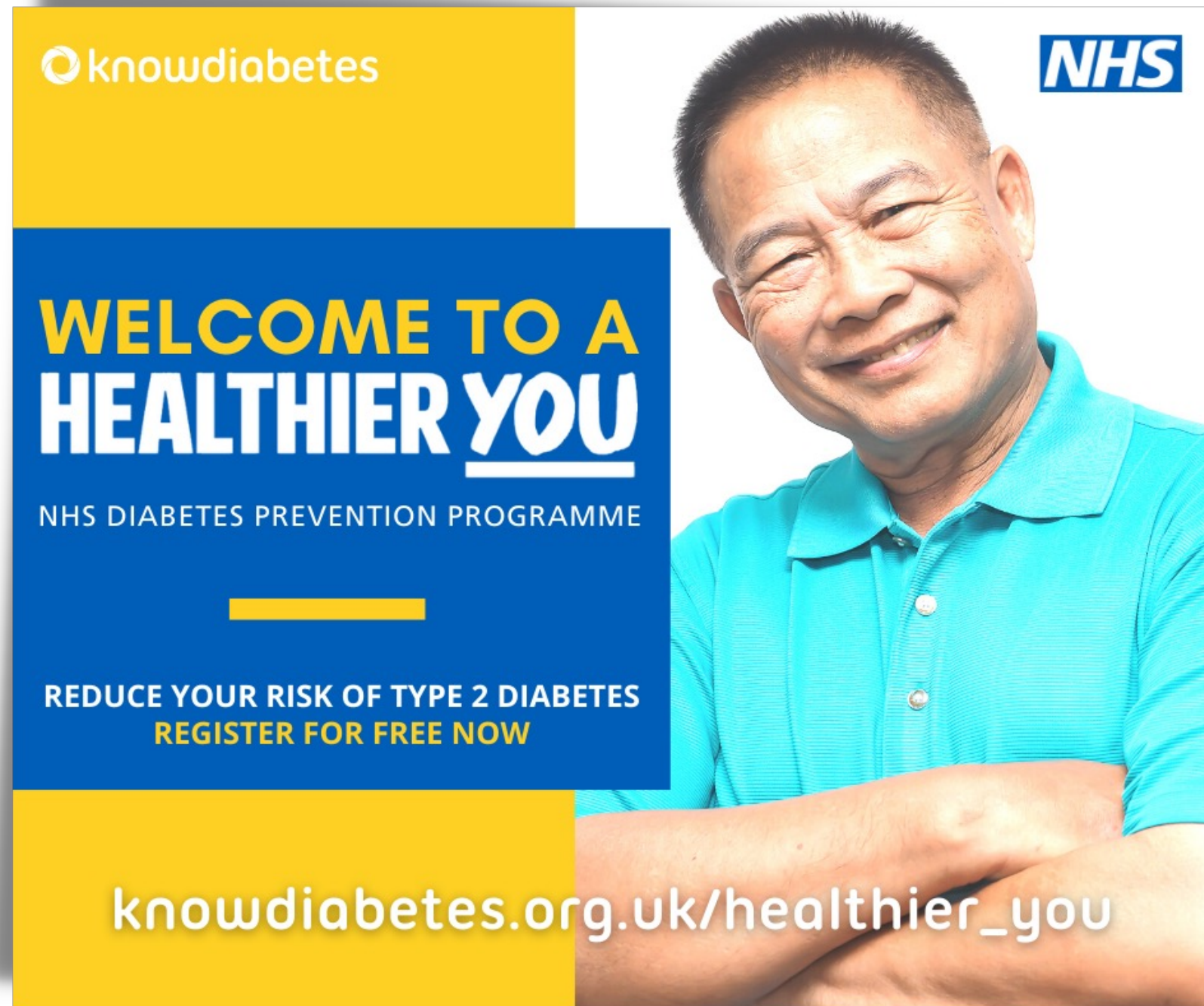
Graphics available for:





## Post 7

# Join the FREE Healthier You Programme to prevent type 2



knowdiabetes

NHS

**WELCOME TO A HEALTHIER YOU**

NHS DIABETES PREVENTION PROGRAMME

REDUCE YOUR RISK OF TYPE 2 DIABETES  
REGISTER FOR FREE NOW

knowdiabetes.org.uk/healthier\_you

### Copy:

Over 5,000 people have started the programme since January 2021, many have now reduced their risk of getting type 2 diabetes.

How to join?

- Make a self referral (if you have had a blood test in the last 12 months)
- Get a referral from your GP or nurse

**Link:** [Healthier You programme | Know Diabetes](https://rebrand.ly/healthier_you)

**Short link for social post:** [https://rebrand.ly/healthier\\_you](https://rebrand.ly/healthier_you)

Graphics available for:





**Men aged 25 to 55**

**Join the FREE Healthier You Programme to prevent type 2 diabetes**



**Copy:**

Gents, mates, lads, and dads. The season isn't over! Time to report in for pre-season on the Healthier You Programme.

**Link:** Prevention | Know Diabetes

**Short link for social post:** <https://rebrand.ly/kdfooty>

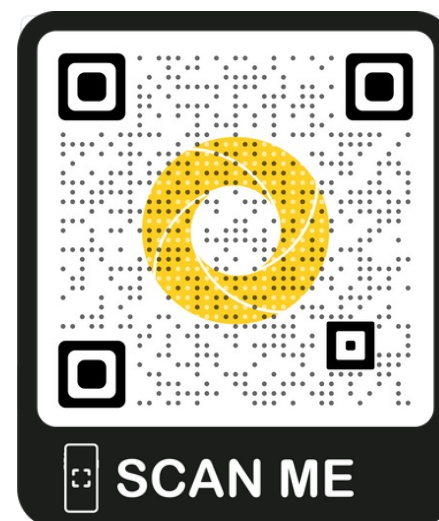
**Graphics available for:**





All of our social media resources for  
Diabetes Prevention Week  
are available on the Know Diabetes website:

<https://rebrand.ly/kd-prevention-week>



# Thank You

Contact the Know Diabetes Service [here](#)

## Future Plans

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For more details on upcoming campaigns please visit:

[www.knowdiabetes.org.uk](http://www.knowdiabetes.org.uk)

## Health Care Professionals

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For content specific for professionals please visit:

[Health Care Professionals hub](#)

## Meet the Team

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Who are the Know Diabetes team?

[Meet the Team](#)

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