



World Diabetes Day

Campaign Toolkit

14th November 2022



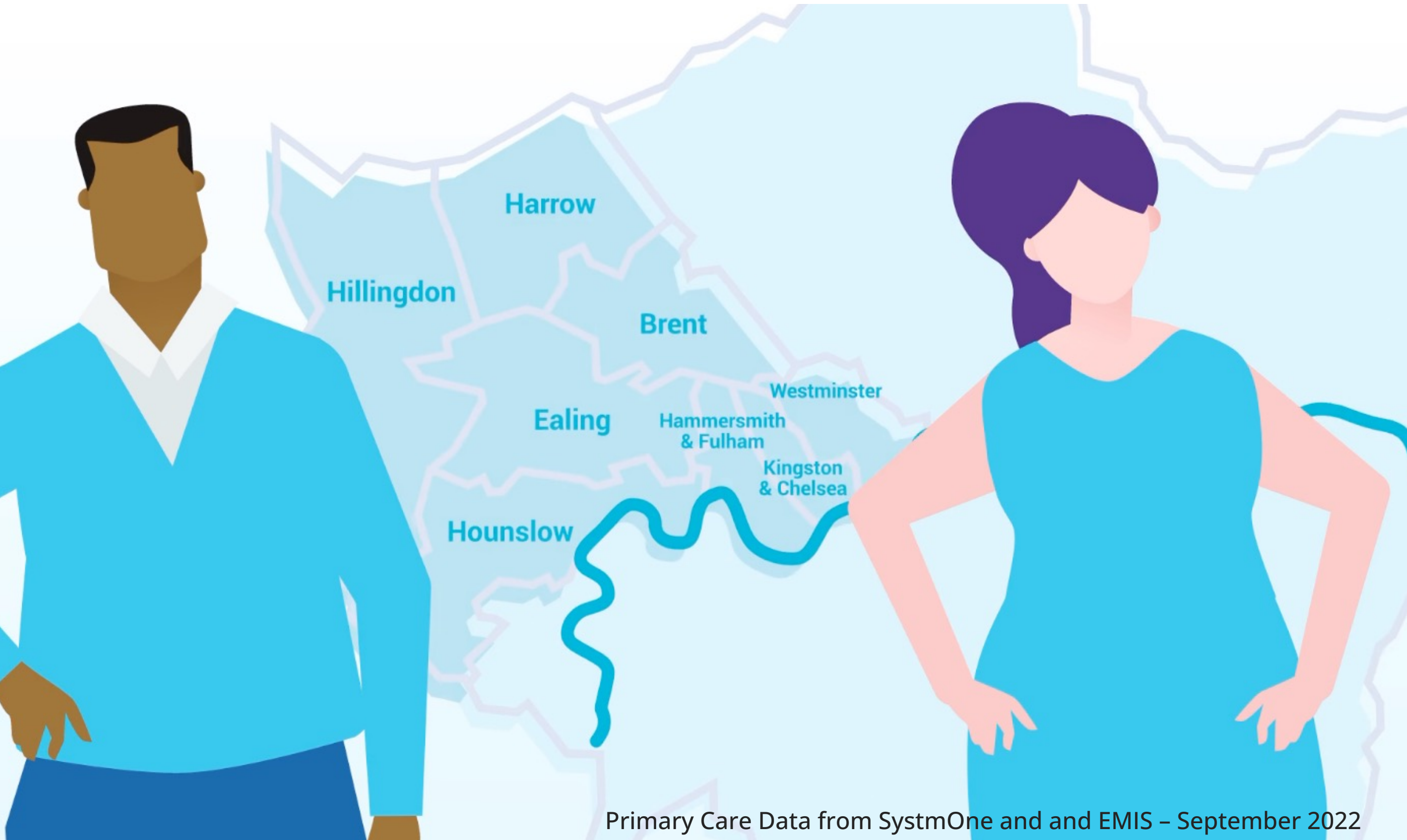
Know Diabetes Content Pack

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

Background

- More than **4.9 million** people in the UK have diabetes, 90% have type 2 diabetes.
- There are nearly **167,000 people** living with diabetes in NWL.
- **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.
- For World Diabetes Day 2022, the goal is to **increase access to diabetes education** to help improve the lives of the more than half a billion people living with diabetes worldwide.
- **1 in 10** people with a Know Diabetes account have started a Know Diabetes eLearning course.
- On our latest diabetes eye quiz, only **28% of people** correctly identified a healthy blood pressure for someone with diabetes.
- **Unstructured Education** via the Know Diabetes website in the last year: 687,169 page views; 20,796 video views; and an estimated 5,603 total hours spent viewing the website.
- The Know Diabetes Service has sent **620,000 emails** over the last year.

Breakdown of the 166,841 people living with diabetes in NWL



Brent	32,744
Central London	9,219
Ealing	33,138
Ham. & Fulham	10,524
Harrow	23,269
Hillingdon	21,286
Hounslow	25,161
West London	11,500

eLearning

There are currently nine QISMET approved Structured Education eLearning courses available via Know Diabetes. 1 in 13 KD account holders have now started a structured education course this year.



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.



Copy and paste

Includes 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 posters and leaflets that can be printed or emailed.

Social media examples from the content pack

knowdiabetes NHS

Join Know Diabetes Today.

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

REGISTER NOW



knowdiabetes NHS

ACCESS YOUR ONLINE HEALTH RECORD

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

Continue with NHS login



knowdiabetes

Caribbean 7-day low carb meal plan



knowdiabetes NHS

WORLD DIABETES DAY

type 2 diabetes

FIND AN eLEARNING COURSE



knowdiabetes NHS

Join Know Diabetes Today.

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

REGISTER NOW



knowdiabetes NHS

REWIND YOUR TYPE 2 DIABETES

LEARN MORE



knowdiabetes NHS

LEARNING RESOURCES FOR YOU



knowdiabetes NHS

REWIND YOUR TYPE 2 DIABETES

LEARN MORE





Social Media - Sharing is Caring

Use our ready-to-go social media post on your social media channels for World Diabetes Day.

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

Join thousands of others today and sign up for your Know Diabetes account



The graphic features a smiling woman with short grey hair and glasses, wearing a yellow cable-knit sweater, holding a smartphone. The background is a solid blue color. In the top left corner, the 'knowdiabetes' logo is displayed. In the top right corner, the 'NHS' logo is shown. The main text reads 'Join Know Diabetes Today.' with 'Join' and 'Today.' underlined. Below this, a smaller line of text says 'Join thousands of others in North West London by registering for your free NHS Know Diabetes account.' At the bottom right, there is a yellow button with the text 'REGISTER NOW'.

Copy:

It's World Diabetes Day tomorrow!

The NHS Know Diabetes team are here for everyone with diabetes in North West London. Join thousands of others and register for your personalised Know Diabetes account today.

Link: [Register | Know Diabetes](#)

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

Graphics available for:





Copy:

It's World Diabetes Day today!

You can quickly and easily register for your NHS Know Diabetes account with your NHS login. Access the exclusive features of an account with just a few clicks.

Link: [Register | Know Diabetes](#)

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

Graphics available for:



Post 3

Sign up for an eLearning course



Copy:

It's World Diabetes Day today!

Go at your own speed, stop and start when you like, do it from the sofa or on the commute, and discover our range of eLearning courses that will help increase your confidence. Knowledge is power!

Link: [eLearning | Know Diabetes](#)

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

Graphics available for:





Copy:

It's World Diabetes Day today!

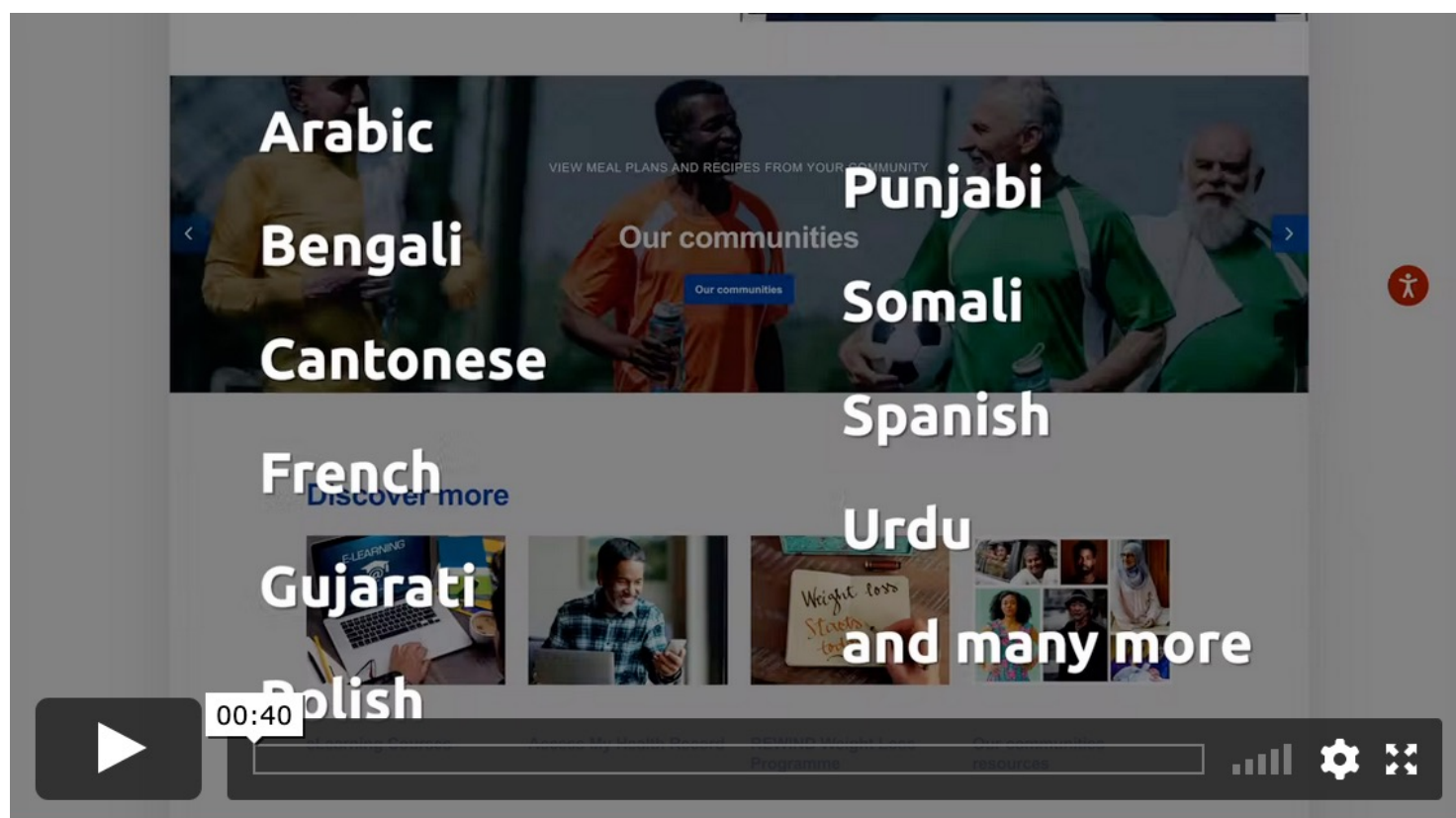
Our NHS diabetes dietitian has created various 7-day meal plans for people who eat Arabic, Caribbean, West African, and South Asian vegetarian & non-vegetarian diets. These meal plans will give you plenty of ideas on how to get started.

Link: [Meal-Plan | Know Diabetes](#)

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

Graphics available for:





Copy:

Can you translate that, please?

The NHS Know Diabetes website can be translated into over 100 languages! View our website in your preferred language. For many languages, speech translation is also available.

Link: [Languages | Know Diabetes](#)

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

Video link: <https://vimeo.com/681470936>

Post 6

Get these exclusive features with Know Diabetes



Copy:

The NHS Know Diabetes platform has over 250 self-management resources available on the website, including blogs, podcasts, videos, quizzes, eLearning courses, and 7-day meal plans. Discover something that suits you today.

Link: [Register | Know Diabetes](#)

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

Graphics available for:





Copy:

“I had never tried Total Diet Replacement (TDR), but when I heard people had lost 12kg in three months, I thought, I need to ask my doctor for a referral. If I can do it, anyone can. It has changed my life. No more diabetes medicine, better sleep, and I am feeling less anxious.”
Bal, Ealing

Link: [REWIND | Know Diabetes](https://rebrand.ly/REWIND)

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

Graphics available for:





All our social media resources for World Diabetes Day are available on the Know Diabetes website:

<https://rebrand.ly/kd-wdd>



Thank You

Contact the Know Diabetes Service [here](#)

Future Plans

For more details on upcoming campaigns please visit:

www.knowdiabetes.org.uk

Healthcare Professionals

For content specific for professionals please visit:

[Healthcare Professionals Hub](#)

Meet the Team

Who are the Know Diabetes team?

[Meet the Team](#)
