



DIABETES AWARENESS WEEK

Toolkit

12 to 18 June 2023



Know Diabetes Content Pack

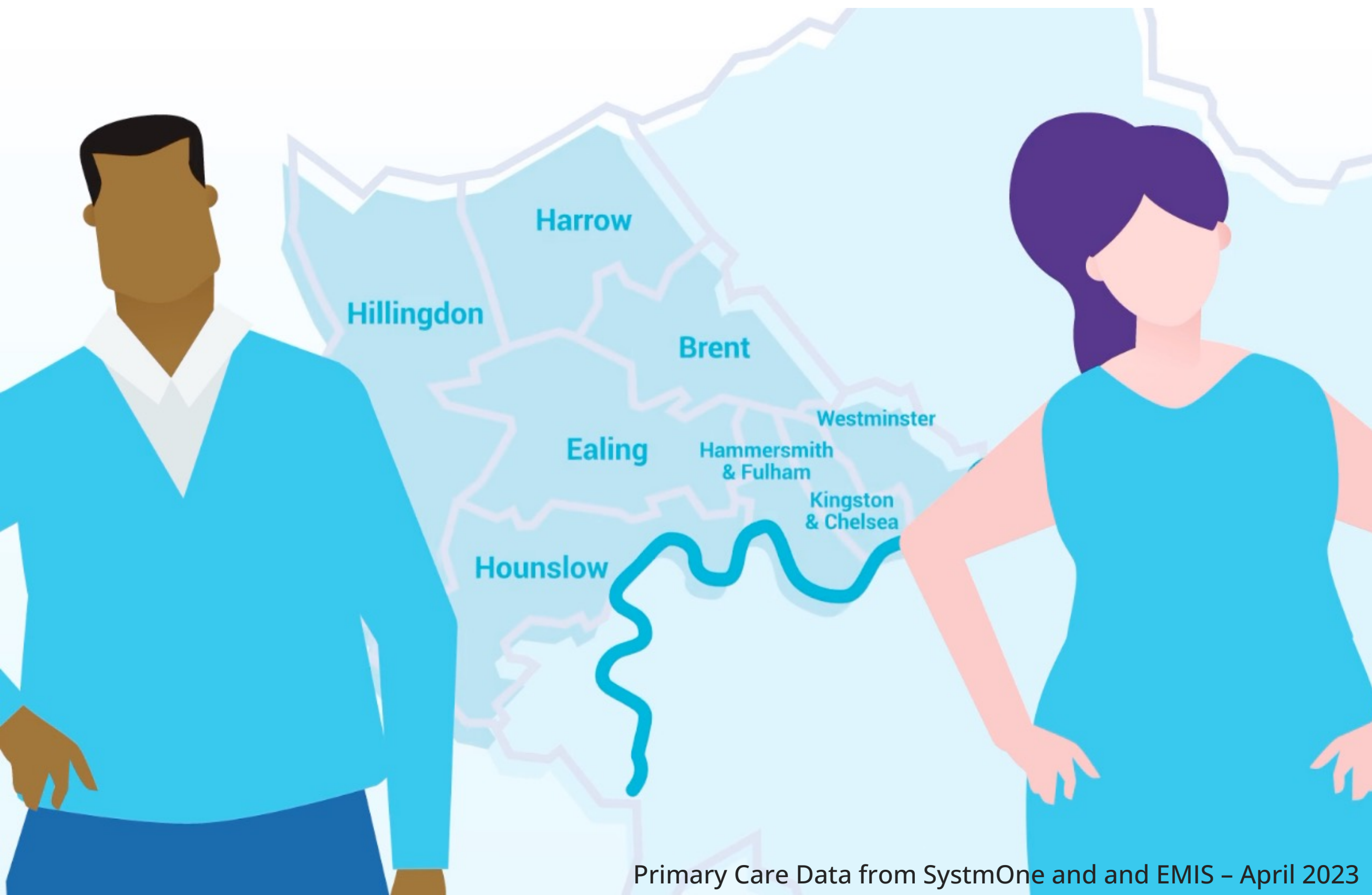
- The Know Diabetes Service, in the Local Care Team at NHS North West London, has created **various digital assets** that can be used by partners to promote diabetes awareness in North West London (NWL).
- Social media, digital and open artwork assets are now available to **download from the Know Diabetes Website**.
- Thank you for supporting this year's **Diabetes Awareness Week campaign**.

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 over **169,000 people** living with diabetes in NWL.
- Nearly **15,000** people with diabetes in NWL now have a Know Diabetes account meaning then can view their 9 key care indicators on their own personalised health dashboard as well as receive helpful emails to help them manage their diabetes and improve their health.
- **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 362,000 people with diabetes and those at risk of type 2 diabetes in NWL.

Breakdown of the 169,332 people living with diabetes in NW London (April 2023 statistics)

Percentage change from April 2022 displayed after each figure.



Brent	33,441 +4.8%
Central London	9,312 +2.5%
Ealing	33,469 +2.2%
Ham. & Fulham	10,609 +3.3%
Harrow	23,566 +2.6%
Hillingdon	21,667 +3.6%
Hounslow	25,621 +3.6%
West London	11,647 +3.9%

eLearning

There are currently twelve QISMET approved Structured Education eLearning courses available for KD account holders. These are some of our available courses.



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



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**

type 1 diabetes

FIND AN eLEARNING COURSE



knowdiabetes **NHS**

ACCESS YOUR ONLINE HEALTH RECORD

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

[REGISTER NOW](#)



knowdiabetes

Arabic

7-day low carb meal plan



knowdiabetes **NHS**

PUT TYPE 2 DIABETES INTO REMISSION

[LEARN MORE](#)



knowdiabetes

Do you remember your last blood pressure reading?

[LEARN MORE](#)



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.

Post 1

Join others and sign up for your Know Diabetes account



The graphic features a smiling man with his arms crossed on a yellow background. In the top left corner is the 'knowdiabetes' logo, and in the top right is the NHS logo. The main text reads 'Join Know Diabetes Today.' Below this, it says 'Join thousands of others in North West London by registering for your free NHS Know Diabetes account.' A purple button with the text 'REGISTER NOW' is positioned at the bottom right of the graphic.

Copy:

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

Link: [Register | Know Diabetes](#)

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

Graphics available for:



Post 2

Sign up for your free Know Diabetes account today



knowdiabetes

NHS

ACCESS YOUR ONLINE HEALTH RECORD

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

REGISTER NOW

The image shows a smartphone displaying the NHS Know Diabetes app interface. The screen is divided into sections: 'My Test Results' with a button for 'All Results', 'Blood Pressure' showing a green heart icon and a reading of 140/90 mmHg dated 27/04/2021, and 'My Screenings' with a 'Retinal Status' section showing 'Moderate' and a date of 13/02/2020. There are also progress indicators for the test results and screenings.

Copy:

'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](https://rebrand.ly/kdregister)

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

Graphics available for:





Copy:

What is your blood pressure saying?

Nearly 15,000 people with diabetes can log on and check their latest results and view progress over time.

Create your account today to view your blood pressure history.

Link: [Register | Know Diabetes](#)

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

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:



Post 5

Sign up for an eLearning course



Copy:

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:





Copy:

Remission is possible...

There are lots of weight management programmes out there that can help you lose weight and even get help you put type 2 diabetes into remission...

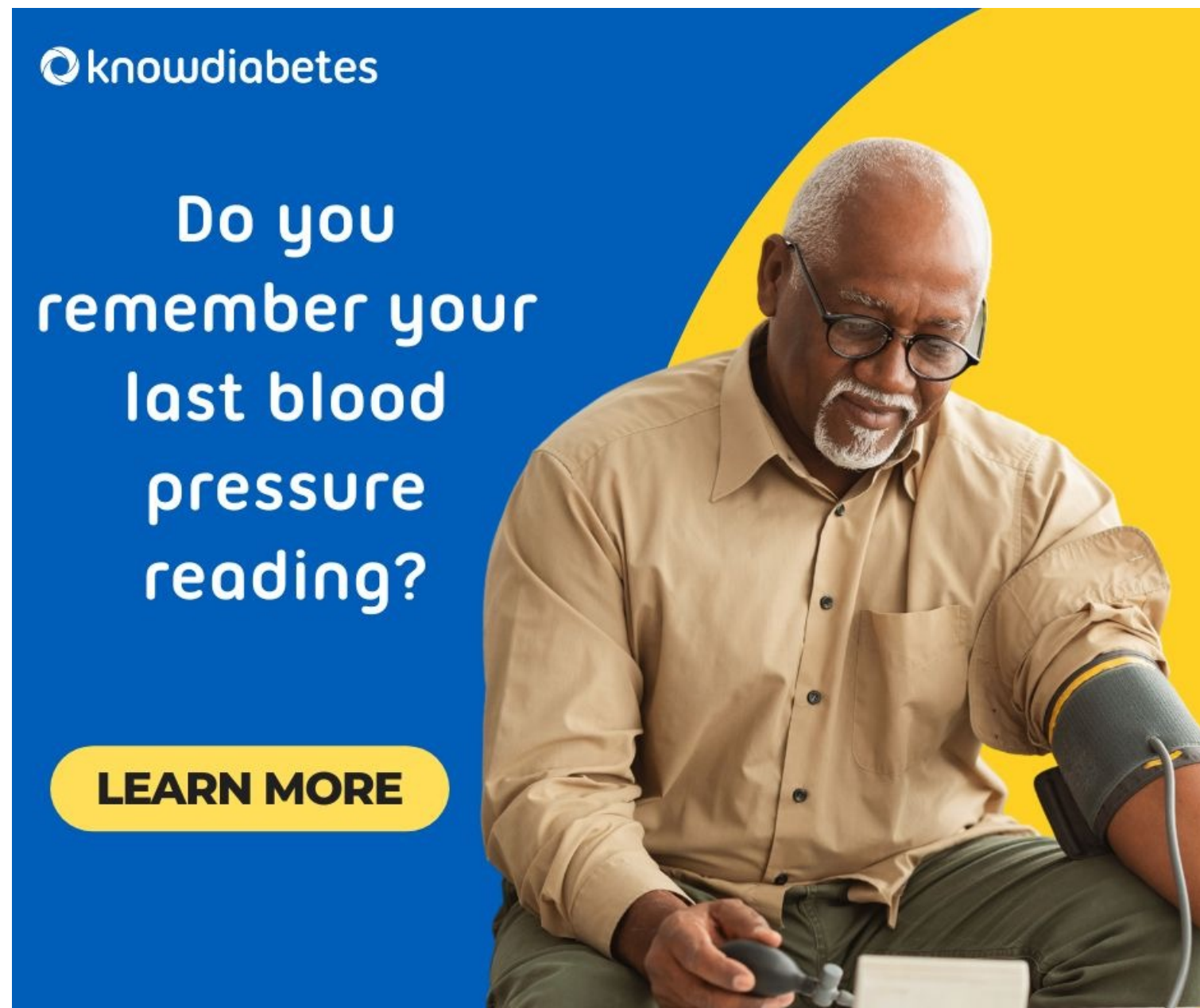
Link: [Weight loss programmes | Know Diabetes](https://www.knowdiabetes.org/weight-loss-programmes)

Short link for social post: <https://rebrand.ly/KD-WLP>

Graphics available for:



Let's work together to improve your blood pressure?



Copy:

Can you remember what your last blood pressure reading was?

Your NHS Know Diabetes account lets you see your latest and historic blood pressure results.

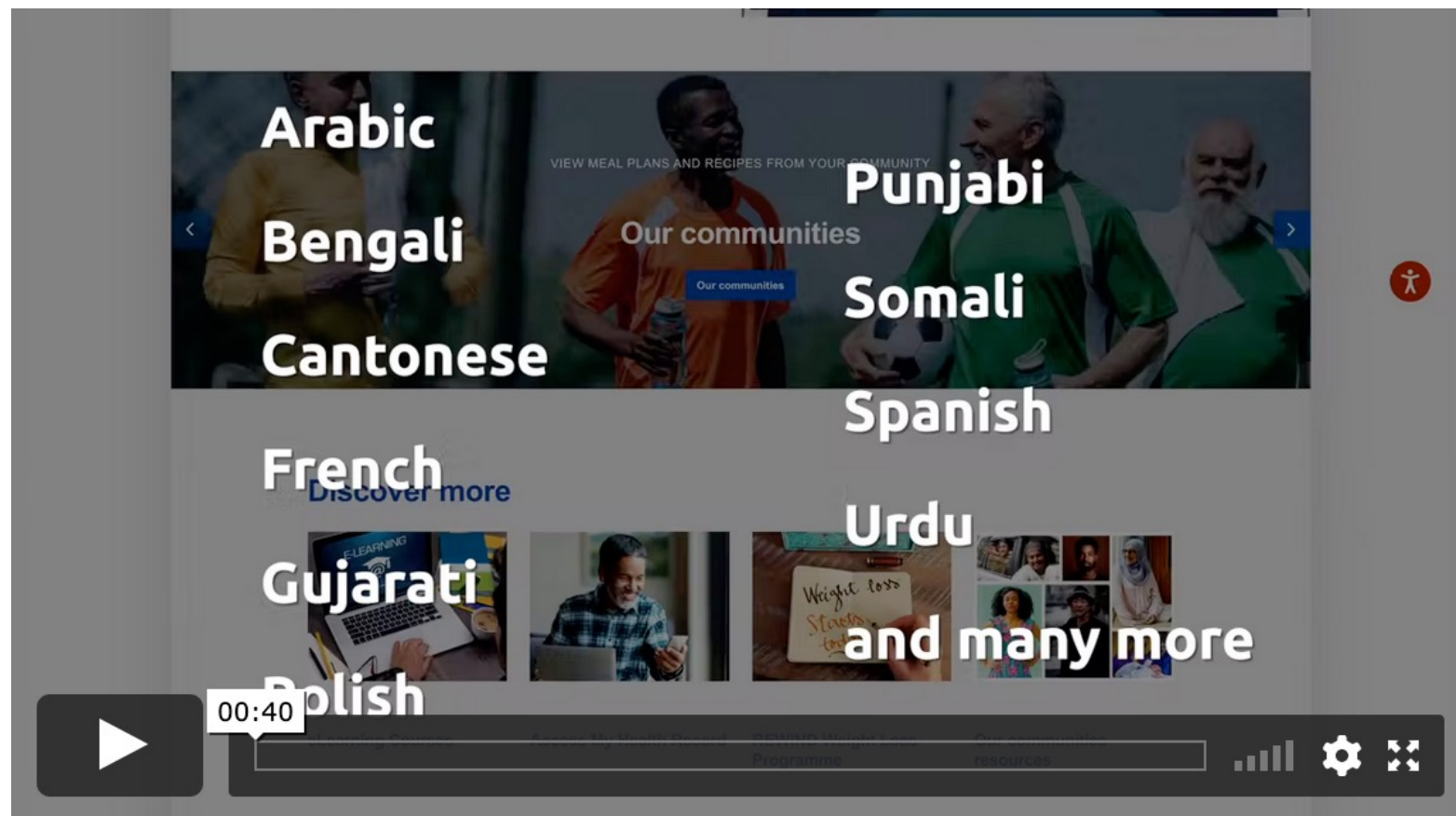
Register today to check your latest and past results.

Link: [Register | Know Diabetes](#)

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

Graphics available for:





Copy:

Translate the NHS Know Diabetes website into over 100 languages.

Link: [Languages | Know Diabetes](#)

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

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

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

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



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](#)
