



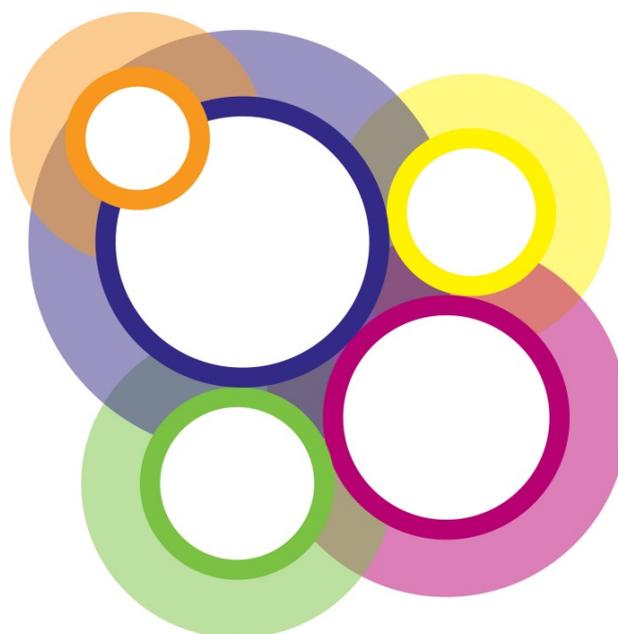
North of England
Commissioning Support Unit

NHS South Tyneside Clinical Commissioning Group

Communications Plan

Healthier You: NHS diabetes prevention programme

August 2018



Project Title:	Healthier You: NHS diabetes prevention programme
Author:	Lee Kelly, Communications Officer, NECS
Owner:	Lee Kelly, Communications Officer, NECS
Customer:	NHS South Tyneside CCG
Date:	August 2018

Version	Date	Author	Changes Made	Status
1	28/08/18	Lee Kelly Communications Officer	First draft	DRAFT
<u>2</u>	<u>29/08/18</u>	<u>Hannah Jeffrey</u> <u>Commissioning</u> <u>Delivery Manager</u>	<u>GP communication</u> <u>section amended</u>	<u>DRAFT</u>

Sign-off: Plan agreed and budget authorised by customer:

Name	Position	Date of sign-off
<u>Helen Ruffell</u>	<u>Operations Manager</u>	<u>04/09/18</u>

1. Background

Around 22,000 people with diabetes die early every year. Type 2 diabetes is a leading cause of preventable sight loss in people of working age and is a major contributor to kidney failure, heart attack, and stroke.

There are currently 3.4 million people with Type 2 diabetes in England with around 200,000 new diagnoses every year. While Type 1 diabetes cannot be prevented and is not linked to lifestyle, Type 2 diabetes is largely preventable through lifestyle changes.

One in six of all people in hospital have diabetes – while diabetes is often not the reason for admission, they often need a longer stay in hospital, are more likely to be re admitted and their risk of dying is higher.

As well as the human cost, Type 2 diabetes treatment accounts for just under nine per cent of the annual NHS budget. This is around £8.8 billion a year.

The Healthier You: NHS Diabetes Prevention Programme (NHS DPP) supports patients identified at high risk of developing Type 2 diabetes through a behaviour change programme. Over the course of 9 – 12 months, group sessions help patients achieve a healthy weight, improve nutrition and increase their levels of physical activity.

The programme was launched by NHS England and partners in 2016 with 27 areas covering 26 million people and in June, 13 new areas of the country went live as part of Wave 2 of the programme. Wave 3 commenced in April 2018 and will be rolled out across the country by 2020.

2. Objectives

- Raise awareness of the Healthier You programme amongst members of the public

3. Strategy

- Raise awareness of Healthier You through news stories, web content and social media.

4. Stakeholders

- Pre-diabetic and 'at risk' members of the public
- GP practices
- Local voluntary and community sector organisations
- CCG staff

5. Key messages

- 22,000 people with diabetes die early every year. Type 2 diabetes is a leading cause of preventable sight loss in people of working age and is a major contributor to kidney failure, heart attack, and stroke
- There are currently 3.4 million people with Type 2 diabetes in England with around 200,000 new diagnoses every year
- While Type 1 diabetes cannot be prevented and is not linked to lifestyle, Type 2 diabetes is largely preventable through lifestyle change
- One in six of all people in hospital have diabetes – while diabetes is often not the reason for admission, they often need a longer stay in hospital, are more likely to be re admitted and their risk of dying is higher
- There are currently five million people in England at high risk of developing Type 2 diabetes
- The Healthier You: NHS Diabetes Prevention Programme identifies people at high risk and offers them support to make positive changes to their lifestyle to reduce their risk of developing Type 2 diabetes
- Visit the 'Know Your Risk' tool at www.diabetes.org.uk/risk and find out if you are at risk of getting Type 2

6. Activity

NHS England are leading on communications as part of the programme's national roll-out. Local communications to use nationally agreed content.

Northern England is included as part of Wave 3 of the programme and rollout will be across Northumberland Tyne and Wear and North Durham STP and Durham Darlington Teesside Hambleton Richmondshire and Whitby STP.

Tactics (core activity)	Stakeholder	Action
Social media	Sunderland CCG Twitter and Facebook	Schedule organic posts, including links to CCG website and NHS England programme page. National programme graphics to be included
Stakeholder bulletin	All stakeholders	Issue via routinely scheduled bulletin to all stakeholders
South Tyneside Council Newsletter	All	Distribution: 29 October 2018
CCG website	All	Add as news post to CCG website and link via social media

7. Content

Web copy

NHS England and partners have launched the 'Healthier You: NHS Diabetes Prevention Programme' (NDPP) to help people who are at risk of developing Type 2.

In the UK, around 22,000 people with diabetes die early every year and five million people in England are at high risk of developing Type 2 diabetes.

While Type 1 diabetes cannot be prevented and is not linked to lifestyle, Type 2 is largely preventable through lifestyle changes.

The Healthier You: NHS Diabetes Prevention Programme identifies people at high risk and offers them support to make positive changes to their lifestyle to reduce their risk of developing Type 2 diabetes.

If you haven't been referred to Healthier You but you're interested in the service, the first step is to check if you're at high risk. Visit the 'Know Your Risk' tool at www.diabetes.org.uk/risk and find out if you are at risk of getting Type 2.

The programme is a partnership between NHS England, Public Health England and Diabetes UK, working with private providers and local authorities. The service is being delivered in Northern England by Ingeus UK.

For more information visit: www.stopdiabetes.co.uk or contact your GP Practice.

[Embed video: Diabetes prevention programme story]

GP bulletin

NHS England and partners have launched Wave 3 of the 'Healthier You: NHS Diabetes Prevention Programme' (NDPP) to help people who are at risk of developing Type 2.

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In the UK, around 22,000 people with diabetes die early every year and five million people in England are at high risk of developing Type 2 diabetes.

While Type 1 diabetes cannot be prevented and is not linked to lifestyle, Type 2 is largely preventable through lifestyle changes.

Access to the Healthier You programme will be through GP referral, however members of the public can find out if they are at risk of developing Type 2 diabetes by visiting www.diabetes.org.uk/knowyourrisk .

You can find out more details about the clinical pathway and referral process by visiting HealthPathways <https://southtyneside.healthpathwayscommunity.org/100514.htm>

Stakeholder bulletin

From September 2018, people in South Tyneside will have access to a health programme helping people to reduce their risk of developing Type 2 diabetes.

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Access to the Healthier You programme will be through GP referral, however members of the public can find out if they are at risk of developing Type 2 diabetes by visiting www.diabetes.org.uk/knowyourrisk.

Social media

- Type 2 diabetes is a very serious health condition. Find out 'your risk' so that you can do something about it with support from your local Healthier You service. Visit www.diabetes.org.uk/knowyourrisk it's quick and free [Video: diabetes prevention story]
- There are currently 3.4 million people with Type 2 diabetes in England with around 200,000 people diagnosed each year. Find out 'your risk' by visiting www.diabetes.org.uk/knowyourrisk [Video: Tom's story]

- Visit the 'Know Your Risk' tool at www.diabetes.org.uk/knowyourrisk and find out if you are at risk of developing Type 2 diabetes [Video: Tom's story]
- Find out about the 'Healthier You: NHS Diabetes Prevention Programme' – visit our website here [add URL]

8. Timing

To commence week beginning 17 September 2018