

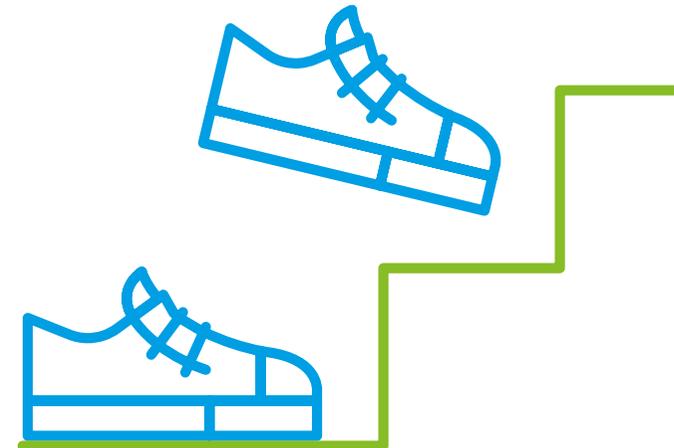
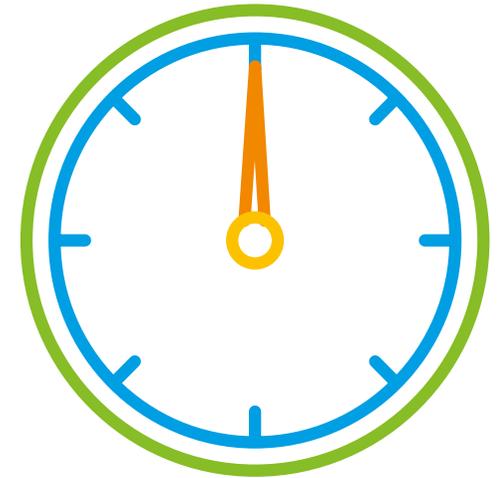
TYPE 2
DIABETES PREVENTION WEEK

Campaign partner toolkit
May 2022



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Campaign overview

Campaign objectives

Type 2 Diabetes Prevention Week is a joint campaign from NHS England and Diabetes UK that takes place **23–29 May 2022**.

The campaign aims to raise awareness of type 2 diabetes, how to prevent it, and at-risk groups, and encourages the public to check their risk via the [Diabetes UK Know Your Risk tool](#).

TYPE 2 DIABETES
KNOW YOUR RISK

The campaign also encourages healthcare professionals to refer eligible people to the **Healthier You NHS Diabetes Prevention Programme** – an evidence-based lifestyle change programme which helps people at high risk of type 2 diabetes to reduce their risk through managing their weight, eating more healthily and being more physically active.

HEALTHIER YOU
NHS DIABETES PREVENTION PROGRAMME

How you can get involved

**Thank you for your interest in taking part in Type 2 Diabetes Prevention Week.
To get involved in the campaign you can:**

- Use our **social media images**, the **post copy** and the **animations** on your social channels, your website and on WhatsApp groups, to raise awareness of type 2 diabetes, the risks and high-risk groups.
- Promote the campaign amongst your colleagues and other healthcare professional by using the **banner** on your website and/or as an **email signature** in your communication, to encourage them to download the toolkit and support the campaign.
- Organise a virtual event about type 2 diabetes prevention using available **PowerPoint slides**.

All assets and campaign resources can be downloaded from the Campaign Resource Centre:
campaignresources.phe.gov.uk/resources/campaigns

We'll be also continuing the **#HealthierHack** theme in 2022 where we encourage the public and healthcare professionals to share their healthier hacks on social media (i.e. getting off the bus a stop earlier to get extra steps in or swapping ghee for olive oil) using **#HealthierHack** so please play along and encourage others, including healthcare professionals and/or colleagues to do so too! There is a template social media card in the toolkit which you can use to quickly and easily generate **#HealthierHack** images.

And we'd love to hear from you about your support so please let us know how you will be marking the week by tweeting us **@NHSDiabetesProg** using **#PreventingType2** or by emailing us at **england.ndpp@nhs.net**

Social media assets

Social media assets

We have developed a range of social media assets to be used during Type 2 Diabetes Prevention Week on 23–29 May 2022. They include:

- Multiple formats such as:
 - Square 1x1 static and 1x1 animated assets
 - Landscape 16x9 static assets.
- Different messages communicating:
 - General awareness
 - Type 2 diabetes complications
 - Lifestyle changes
 - Risk groups factors
 - Ethnicity risk group



All social assets are outlined on the following pages with the suggestions for post copy that could accompany the images or animations.

Please tag [@NHSDiabetesProg](#) and use [#PreventingType2](#) in your posts – we'd love to see how you're supporting the week and share them on our page.

General awareness

Available as static 1x1 and 16x9 as well as 1x1 animation



People living with diabetes face a significantly higher risk of dying with COVID-19. You can significantly reduce your risk of type 2 diabetes by making small lifestyle changes with support from your local Healthier You programme. Find out your risk today.
riskscore.diabetes.org.uk

Available as static 1x1 and 16x9 as well as 1x1 animation



Type 2 diabetes can lead to serious health complications if left untreated. Finding out your risk only takes a few minutes using the Diabetes UK risk tool – it could be the most important thing you do today.
riskscore.diabetes.org.uk

Complications and lifestyle changes

Available as static 1x1 and 16x9



Type 2 diabetes can lead to serious health complications if left untreated. The good news is that you can significantly reduce your risk by making small lifestyle changes with support from your local Healthier You programme. Find out your risk today.

riskscore.diabetes.org.uk

Available as static 1x1 and 16x9 as well as 1x1 animation



Type 2 diabetes can be a very serious condition. The good news is that you can significantly reduce your risk by making small lifestyle changes with support from your local Healthier You programme. Find out your risk today.

riskscore.diabetes.org.uk

Risk groups: age

Available as static 1x1 and 16x9 as well as 1x1 animation



Anyone can develop type 2 diabetes, but certain factors can increase your risk. The older you are, the more at risk you are of developing the condition. Find out your risk today.

riskscore.diabetes.org.uk

Available as static 1x1 and 16x9 as well as 1x1 animation



Type 2 diabetes can lead to serious health complications if left untreated. Finding out your risk only takes a few minutes using the Diabetes UK risk tool – it could be the most important thing you do today.

riskscore.diabetes.org.uk

Risk groups: other factors

Available as static 1x1 and 16x9 as well as 1x1 animation



Anyone can develop type 2 diabetes, but certain factors can increase your risk. The good news is that you can significantly reduce your risk by making small lifestyle changes with support from your local Healthier You programme. Find out your risk today.

riskscore.diabetes.org.uk

Available as static 1x1 and 16x9

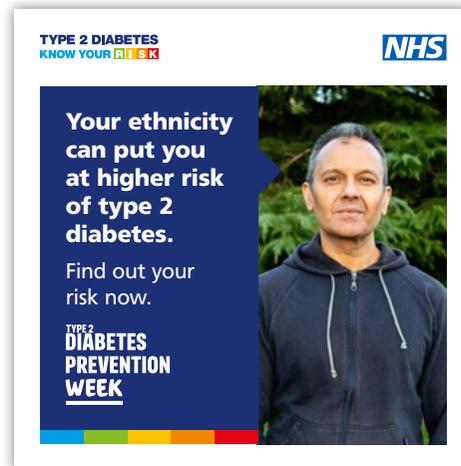


Anyone can develop type 2 diabetes, but certain factors can increase your risk. You're two to six times more likely to get type 2 diabetes if you have a parent, brother, sister or child with the condition. Find out if you're at risk.

riskscore.diabetes.org.uk

Risk groups: ethnicity

Available as static 1x1 and 16x9 as well as 1x1 animation



People from Black Caribbean, Black African and South Asian backgrounds are more at risk of type 2 diabetes. Find out your risk today – you may be eligible to join your free local Healthier You programme. riskscore.diabetes.org.uk

Available as static 1x1 and 16x9 as well as 1x1 animation



People from Black Caribbean and Black African backgrounds are more at risk of type 2 diabetes. Find out your risk today – you may be eligible to join your free local Healthier You programme. riskscore.diabetes.org.uk

Available as static 1x1 and 16x9 as well as 1x1 animation



People from South Asian backgrounds are more at risk of type 2 diabetes. Find out your risk today – you may be eligible to join your free local Healthier You programme. riskscore.diabetes.org.uk

Risk groups: ethnicity and age

Available as static 1x1 and 16x9
as well as 1x1 animation



Available as static 1x1 and 16x9



People from Black Caribbean, Black African and South Asian backgrounds are more at risk of type 2 diabetes and from a younger age. Find out your risk today – you may be eligible to join your free local Healthier You programme.
riskscore.diabetes.org.uk

Available as static 1x1 and 16x9
as well as 1x1 animation



Type 2 diabetes is two to four times more likely in people of South Asian descent and Black Caribbean or Black African descent. That's why it's really important that you find out if you are at risk.
riskscore.diabetes.org.uk

Available as static 1x1 and 16x9



Did you know that some ethnicities are more likely to develop type 2 diabetes than others? Find out your risk today – you may be eligible to join your free local Healthier You programme.
riskscore.diabetes.org.uk

Campaign promotion assets

'Download your toolkit' assets

We have also developed the assets to be used in the run-up to Type 2 Diabetes Prevention Week to encourage others to download their toolkit (before 23 May 2022) that include:

- Social assets (1x1 static and animation and 16x9 static) that can be used on social media channels with suggested copy
- Social post copy to accompany the assets
- Digital banner that can be used as an email signature or placed on the website to promote the campaign.



We're taking part in Type 2 Diabetes Prevention Week – and you can too! Download your digital toolkit now and help prevent type 2 diabetes this May at www.diabetes.org.uk/get_involved/diabetes-prevention-week



Campaign key messages

Key messages

The key messages for the public:

- You can prevent type 2 diabetes by eating a healthy, balanced diet, maintaining a healthy weight and keeping physically active.
- People living with diabetes also face higher risk of heart disease, stroke, nerve damage, foot problems, vision loss, kidney problems and dying with COVID-19.
- There are some groups at higher risk of type 2 diabetes: men, people of South Asian or Black ethnicity, people who are overweight and people with a family history of type 2 diabetes.
- Find out your risk of type 2 diabetes by using the Diabetes UK Know Your Risk Score at riskscore.diabetes.org.uk or by searching '**Know Your Risk**'.

The key messages for healthcare professionals:

- Type 2 diabetes is one of the biggest healthcare challenges of our time.
- People living with diabetes also face higher risk of heart disease, stroke, nerve damage, foot problems, vision loss, kidney problems and dying with COVID-19.
- There are some groups at higher risk of type 2 diabetes: men, people of South Asian or Black ethnicity, people who are overweight and people with a family history of type 2 diabetes.
- The Healthier You NHS Diabetes Prevention Programme is an evidence-based lifestyle change programme which helps people at high risk of type 2 diabetes to reduce their risk through managing their weight, eating more healthily and being more physically active.
- Research shows the Healthier You NHS Diabetes Prevention Programme has reduced new diagnoses of type 2 diabetes in England, saving thousands of people from the potentially serious consequences of the condition. It cuts the risk of developing type 2 diabetes by more than a third for people completing the programme.
- Refer eligible people to the Healthier You NHS Diabetes Prevention Programme (via their GP practice).

Contact and useful links

Contact and useful links

For more information about the event and how to get involved please visit:
www.diabetes.org.uk/get_involved/diabetes-prevention-week

To download the full digital toolkit please visit the Campaign Resource Centre:
campaignresources.phe.gov.uk/resources/campaigns

If you have any questions or to share your activities with us,
please contact us by emailing: england.ndpp@nhs.net

**Thank you again for taking part in this important campaign.
We hope you have a great Type 2 Diabetes Prevention Week!**